

Connecting with the next generation

# ENGAGING GEN Z

## Exploring & Selecting a School



Said that online presence matters.



85%

Would be more likely to select a college if it had a detailed virtual tour.



81%

Said the online presentation of amenities are important

Key Takeaways



1/10

Said virtual tours were the most important action when applying.



83%

Viewed a campus map when selecting which school to apply to.



Audit your online presence



Review your virtual tour



Make your map easily accessible

## Acclimating to College Life

73.5%

Of students feel intimidated when trying to get around campus for the first time.

How do you ease their intimidation?



86%

Viewed a campus map when they were on campus.



88%

Believe an interactive map for move-in would be helpful.

What do they use the map for?

38%

Map out how to get to classes prior to the first day

35%

Generate directions to their class while navigating real-time.

25%

Educate themselves on resources and activities on campus.



Make your map interactive



Your students need help acclimating



Make a move-in day map

This research was conducted by a 3rd party survey company of college freshman during the 2020 school year at a 4-year accredited program. This research was paid for by Concept3D.



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