

INSIDE
HIGHER ED



Campus Communication in the Digital Age

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2 p.m. Eastern

Presenters

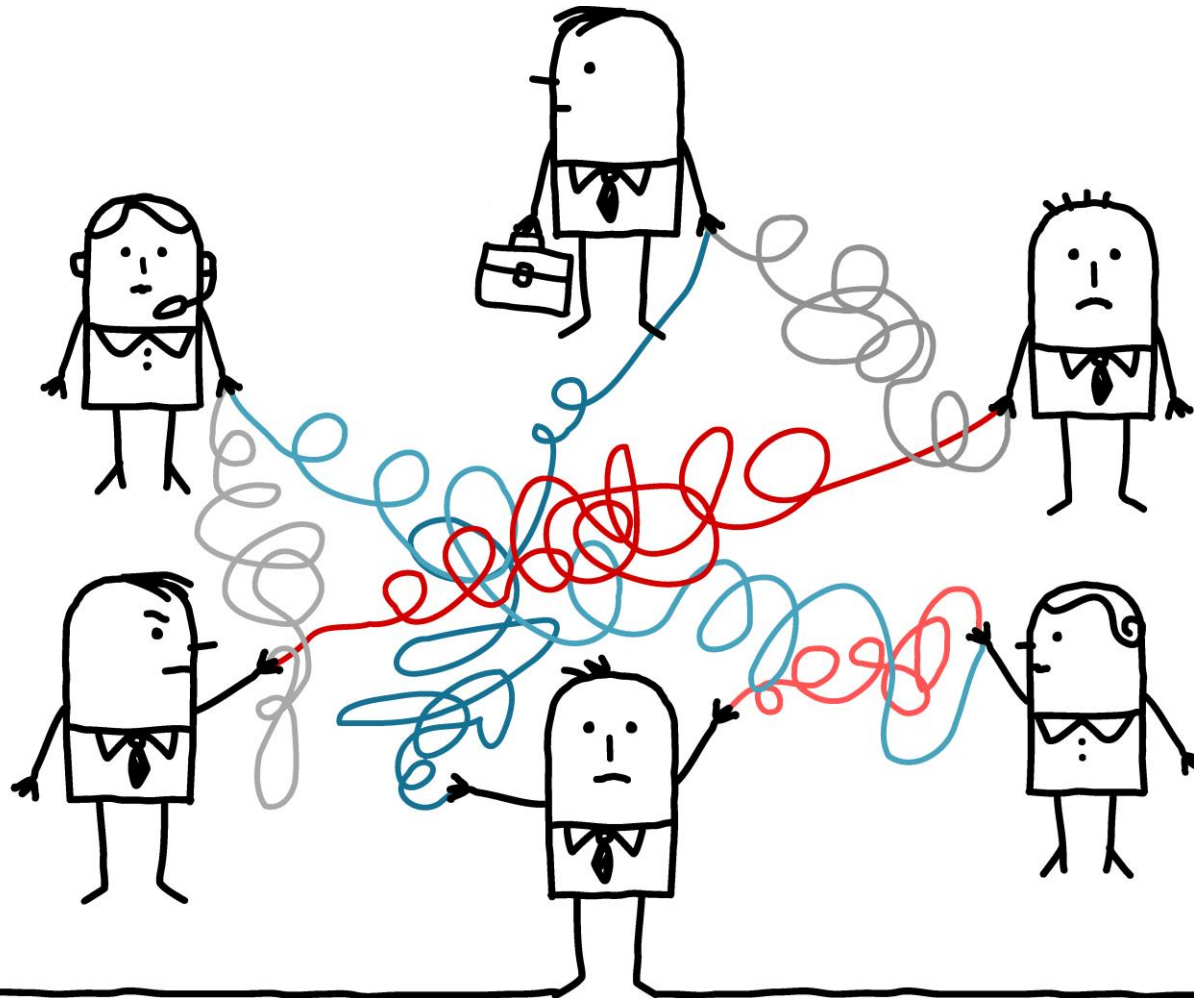


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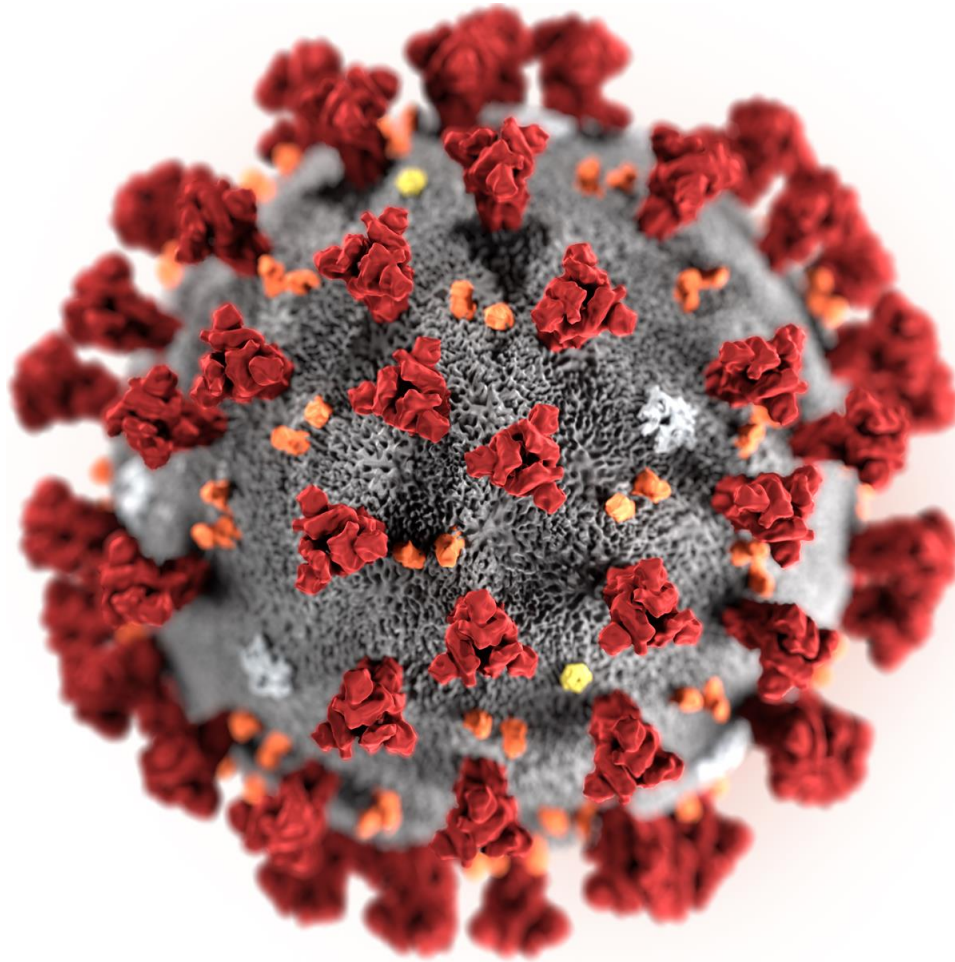
The Many Facets of Communication



Factors Complicating Campus Communication

- **Digitization**
 - **Volume of information**
 - **Speed at which it flows**
- **Siloed nature of institutions**
- **Mistrust**
 - **Growing public doubts about college**
 - **Strained relations between faculty and administration**

The COVID Impact



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Admissions as the Front Porch

- Was ahead of other campus departments in terms of digital communication.

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- Responsiveness is key – prospective students and parents increasingly seen as “consumers” who expect fast answers.

Student Success



Too high in volume

Absence of limit to message volume leads to student inboxes being flooded with "white noise"



Duplicative and inconsistent

Lack of coordination between units leads to redundant or confusing information



Generic and passive

Impersonal emails that do not list required actions are easy to ignore or dismiss



Not mobile-responsive

Administrators fail to use channels that students check most frequently

The Nudge



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Redesigning Processes



VIOLKA08/ ISTOCK/GETTY IMAGES

Outlook for the Future

- **The complications of (more) remote work**
- **Business (and educational) continuity**



Thanks



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