



PREPARING YOUR CAMPUS FOR THE NEXT GENERATION OF STUDENTS

Virgil Lloyd, RVP
Nelnet Campus Commerce
May 1, 2019

Payment technology for a smarter campus



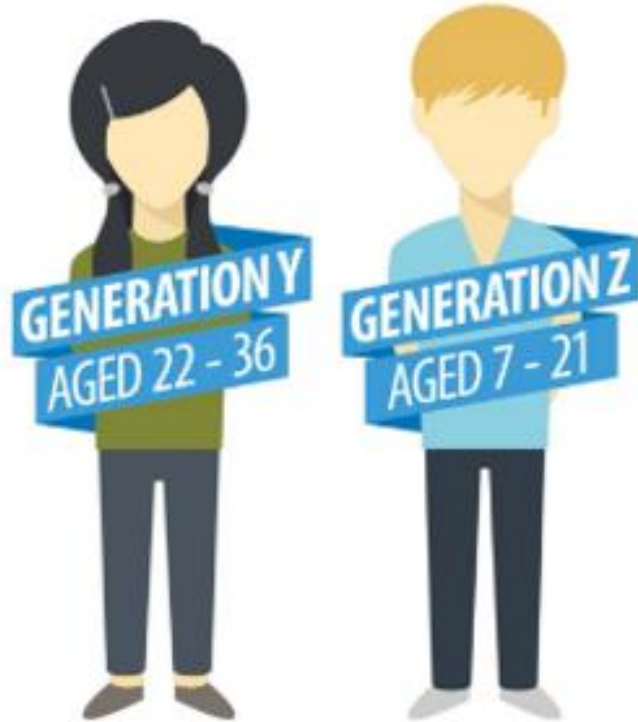
We deliver payment technology to process and track payments across campuses and provide unrivaled customer service.



OVERVIEW

1. THE SHIFT FROM MILLENNIALS TO GENERATION Z
What to expect from new study body
2. USING SOCIAL MEDIA TO REACH EACH GENERATION
How to improve social media communication and increase operational efficiencies.
3. HOW CAN YOUR BILLING AND PAYMENT SOLUTION HELP SATISFY THE NEEDS OF THE NEW GENERATION?

GEN Y TO GEN Z SHIFT



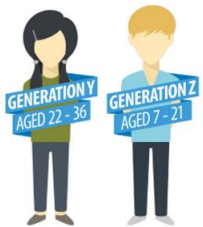
GEN Z



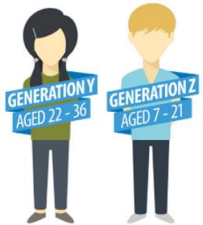
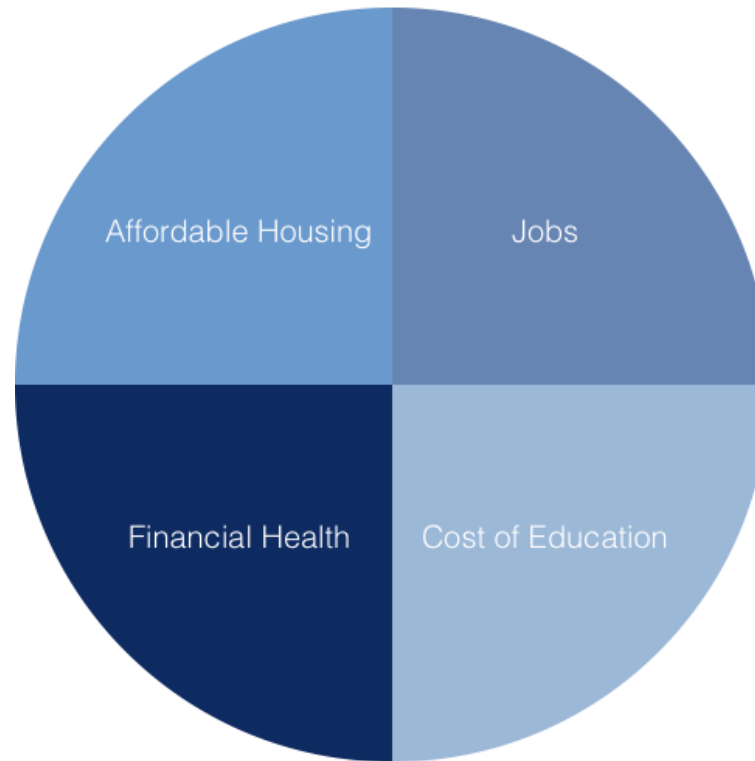
WHAT TO EXPECT FROM GEN Z

70% of Higher Ed is somewhat or very concerned

- University Business Magazine/Nelnet
- Digital Natives
- Processing information faster, digest in smaller chunks
- Shorter attention span
- Entrepreneurial
- Individualistic
- Like to skip traditional routes and move quickly
- Higher overall expectations

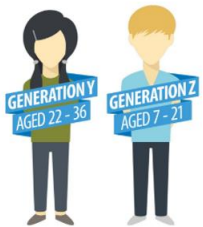


What issues affect Generation Z's worldview and outlook?



HOW DO WE ADDRESS THEIR FINANCIAL NEEDS?

- New tuition models—Income Share concept
 - Fund a portion in exchange for percentage of income
- Tuition freeze programs
- Financial wellness seminars
- One-stop-shop

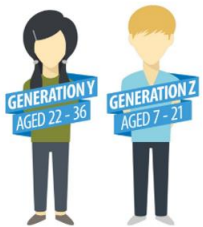




SOCIAL MEDIA |

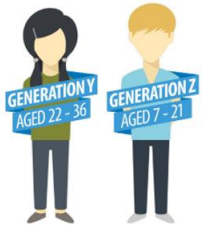
WHY USE SOCIAL MEDIA?

- Meet your audience where they are
- Communication methods with Millennials and Gen Z need to be **interactive** and **accessible** on mobile devices
- Customer service should be top of mind
- Inexpensive



24/7/365

- Unlimited access and customer service
- Chat Rooms
- AI support
- Awareness programs
- No texting—*email preferred*



RESPONSIVE DESIGN

Hello DeeAnn

Payment Plan & Billing
DeeAnn Wenger ID: 11801

Current Balance
\$41,550.00 [Transaction Details](#)

[Make a Payment](#)

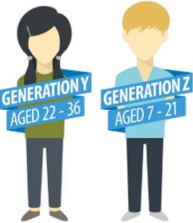
[View Current Bill](#) Current Bill Due 14 Apr 2019

	AMOUNT DUE
SPRING 2019	
Current Charges	\$30,000.00
FALL 2018	
Current Charges	\$6,550.00
FALL 2019	
Payment Plan (101 104 676)	\$5,000.00

[Actions](#) ▾

Refunds
DeeAnn Wenger ID: 11801

[Manage Refunds](#)

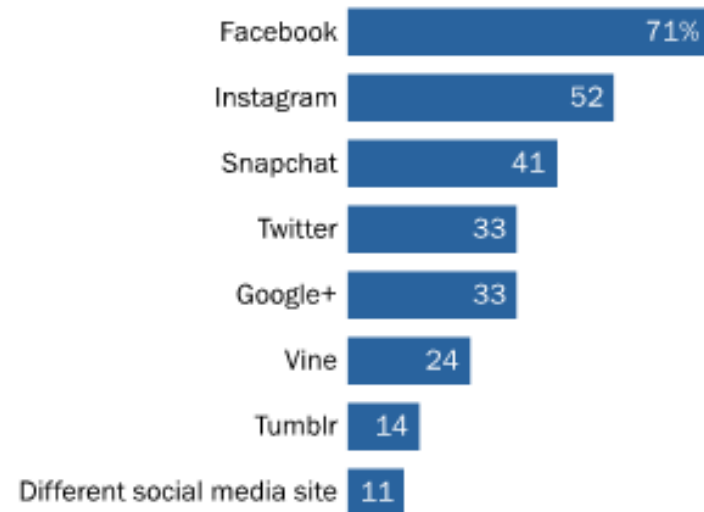


Manage Refunds

WHY USE SOCIAL MEDIA?

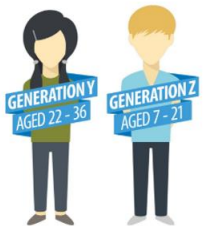
Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER



WHY USE SOCIAL MEDIA?

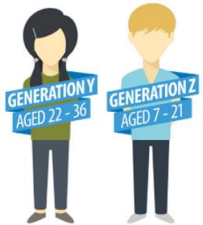
Benefits include

- Reduction in phone calls to the office
- Increased credibility and engagement with students
- More awareness about options to fund education, campus events, enrollment/application deadlines
- Better monitoring of student concerns
- Improves SEO (Search Engine Optimization) for school website



SOCIAL MEDIA FOR BEGINNERS

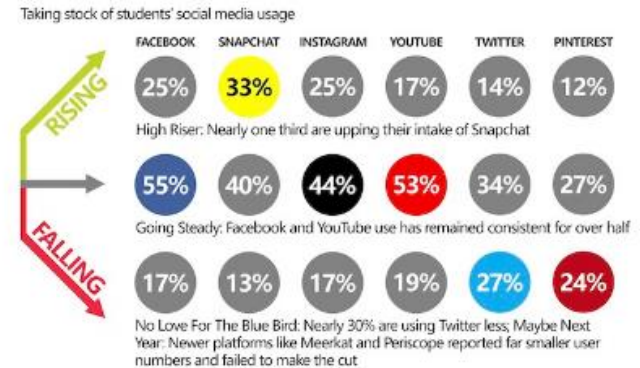
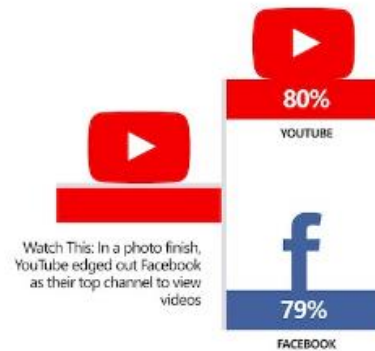
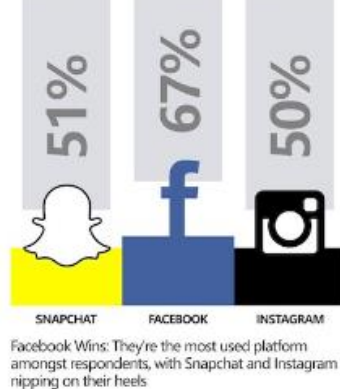
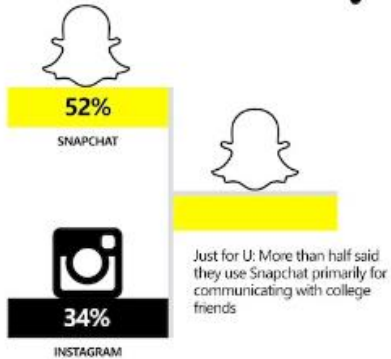
1. Decide which platforms to use
2. Create a policy for your team
3. Set goals
4. Decide what to communicate based on your goals



1. DECIDE WHICH PLATFORMS TO USE

Usage among 17-24 year olds

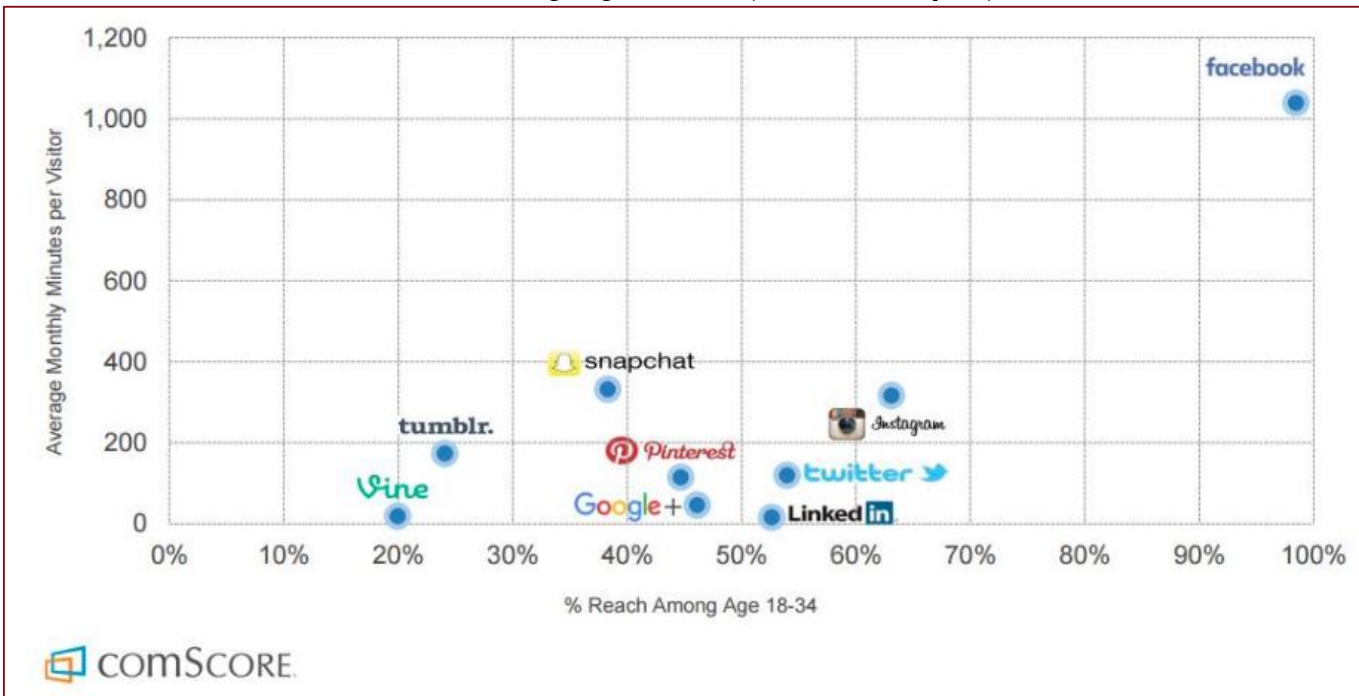
Let's Get Social >>> Analyzing Gen Z's social media ecosystem



1. DECIDE WHICH PLATFORMS TO USE

Don't forget about engagement!

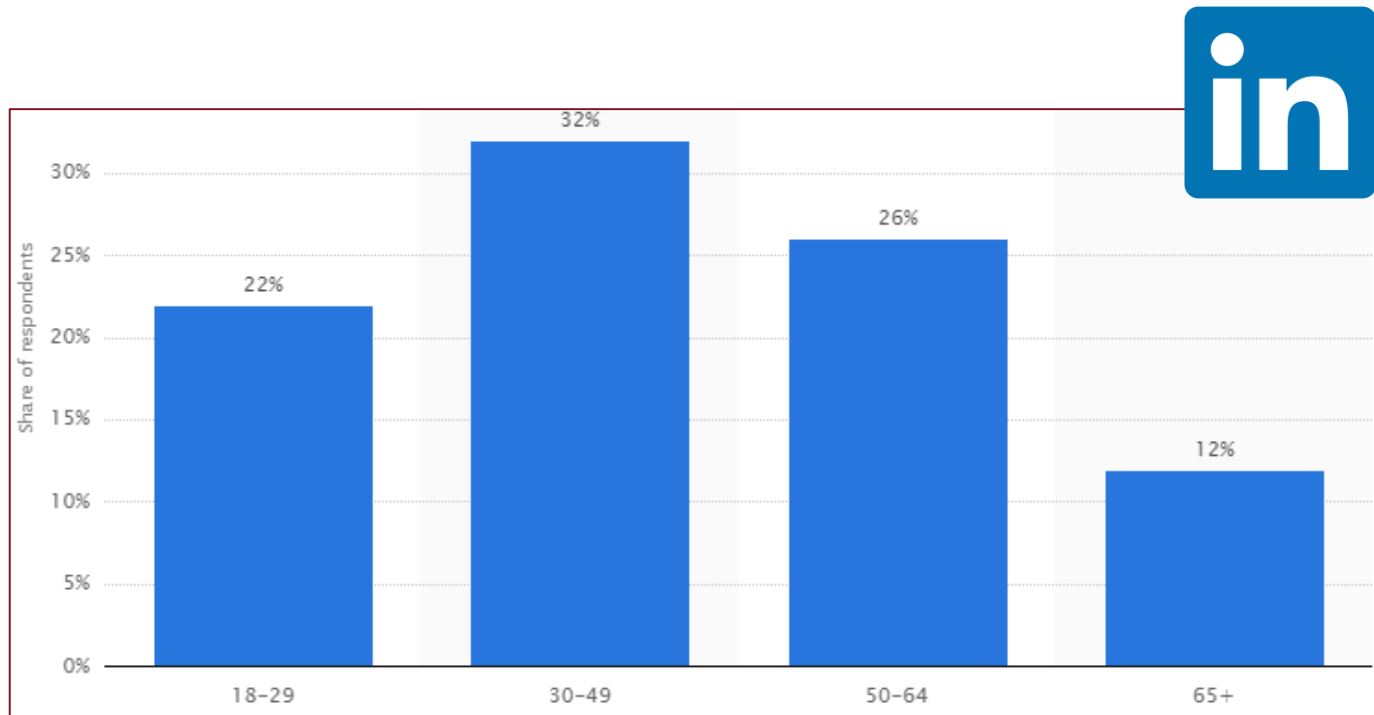
Audience Penetration vs. Engagement (18 – 34 yrs)



1. DECIDE WHICH PLATFORMS TO USE

- LinkedIn

- 450 Million Users (70% outside US)



1. DECIDE WHICH PLATFORMS TO USE

- Snapchat – messaging app
 - 70 Million daily active users
 - Fastest growing platform among Gen Z



1. IDEAS FOR USE ON CAMPUS

• Ideas

- Orientation Scavenger hunt
- Geofilter contest
- Student takeover

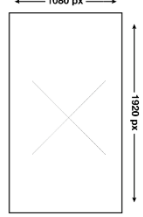
• Examples

- ColoradoStateU
- PrincetonU
- DukeStudents

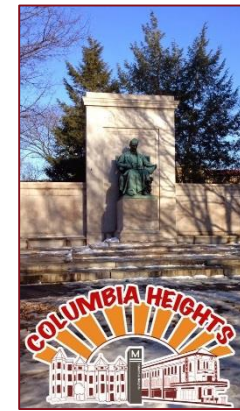
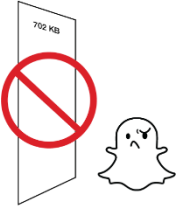
1 Please submit a web-optimized, transparent PNG.

- Save for Web
- Transparency
- PNG-24

2 PNG should have a width of 1080 pixels and a height of 1920 pixels.

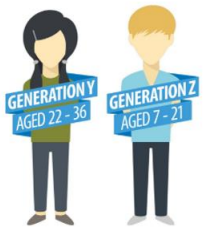


3 PNG must be under 300 KB.



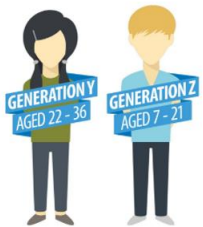
2. CREATE A POLICY FOR YOUR TEAM

- Determine who can post and approve content
- Determine what types of content are acceptable/unacceptable
- Develop a response plan
- Create roles—Super Admin



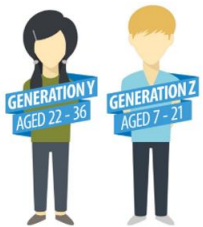
3. SET GOALS — WHAT DO YOU WANT TO ACCOMPLISH?

- Reduce phone calls in the office?
- Increase your credibility/visibility with students?
- Financial literacy/Create awareness of how to pay tuition?
- Boost enrollment?
- Monitor student concerns?



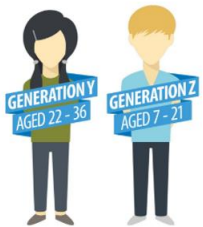
4. DECIDE WHAT YOU WANT TO COMMUNICATE BASED ON YOUR GOALS

- Provide links to your website
- Links to articles
- Links to forms
- Provide support contact information
- Videos, tutorials, photos



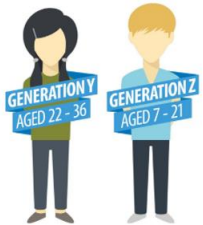
SOCIAL MEDIA FOR INTERMEDIATE/ADVANCED USERS

1. Create a content calendar
2. Vary your content
3. Listen proactively
4. Use social efficiency and visual tools



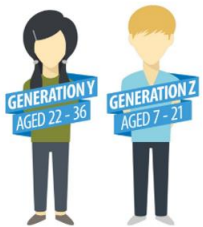
2. VARY YOUR CONTENT

- A good rule of thumb is to split your types of content into four categories:
 1. Important info about your own department (deadlines, general info, link to your webpage, etc.)
 2. Events/happenings on campus
 3. News and general topics of interest
 4. Promote partnerships/collaborate with other school pages
- Mix up the **post style** and see what gets the most engagement



3. LISTEN PROACTIVELY

- Use social listening to find out:
 - Where parents and students congregate on social media
 - Which services they're talking about on campus
 - If they have consistent compliments or complaints that should be addressed
 - What types of content they share (Photos? Videos? Hashtags?)
- Tools to monitor your reputation
 - [Google.com/Alerts](https://www.google.com/alerts)
 - Twitter Advanced Search
 - [SocialMention.com](https://www.socialmention.com)



4. USE SOCIAL EFFICIENCY & VISUAL TOOLS MANAGE YOUR NETWORKS

•Efficiency tools:

- Hootsuite.com
- SproutSocial.com
- MeetEdgar.com

•Visual tools:

- Canva.com
- PicMonkey.com
- RelayThat.com
- Spark.Adobe.com



WHO TO FOLLOW

Columbia University

Main pages:

- Instagram, Facebook, Twitter



- Columbia University Undergraduate Admissions

- Facebook, Twitter



WHO TO FOLLOW

University of Illinois

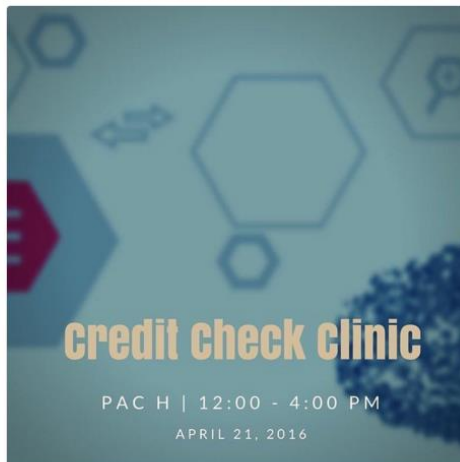
@ILStudentMoney

- Student Money Management Center – Financial literacy hub



U of I Student Money @ILStudentMoney · Apr 19

Credit Check Clinic (and CAFE) on Thurs at @uisedu for #springfest! Stop by for your credit report and some coffee ...



← 🔄 ❤️ 2 ...



U of I Student Money @ILStudentMoney · Apr 6

Tomorrow's Student Loan Repayment Webinar is still on tho. Register @ go.uillinois.edu/GetSavyWebinars #UIMoney #studentloans



← 🔄 ❤️ ...

RESOURCES

- SocialMediaExaminer.com
- Blog.BufferApp.com (Buffer Social)
- RazorSocial.com/blog
- SimplyMeasured.com/blog
- SociallySorted.com.au/blog
- SproutSocial.com/insights

