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

**Generation Y**
Aged 22 - 36

**Generation Z**
Aged 7 - 21
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

<table>
<thead>
<tr>
<th>Term</th>
<th>Current Charges</th>
<th>AMOUNT DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING 2019</td>
<td></td>
<td>$30,000.00</td>
</tr>
<tr>
<td>FALL 2018</td>
<td></td>
<td>$6,550.00</td>
</tr>
<tr>
<td>FALL 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment Plan</td>
<td></td>
<td>$5,000.00</td>
</tr>
<tr>
<td>(101 104 676)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Refunds
DeeAnn Wenger ID: 11801

Manage Refunds
WHY USE SOCIAL MEDIA?

### Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

<table>
<thead>
<tr>
<th>Social Media</th>
<th>% of all teens 13 to 17 who use...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71%</td>
</tr>
<tr>
<td>Instagram</td>
<td>52%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>41%</td>
</tr>
<tr>
<td>Twitter</td>
<td>33%</td>
</tr>
<tr>
<td>Google+</td>
<td>33%</td>
</tr>
<tr>
<td>Vine</td>
<td>24%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>14%</td>
</tr>
<tr>
<td>Different social media site</td>
<td>11%</td>
</tr>
</tbody>
</table>


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

Facebook wins. They’re the most used platform amongst respondents, with Snapchat and Instagram nipping on their heels.

Watch this: In a photo finish, YouTube edged out Facebook as their top channel to view videos.

Taking stock of students’ social media usage:

Facebook: 79%
Snapchat: 52%
Instagram: 51%
YouTube: 80%
Twitter: 14%
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
  • Duke Students
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
  • Twitter Advanced Search
  • 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
RESOURCES

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