Information, tips, and tricks every off-campus student needs.
Mobile Communications for NIU’s Learning Communities

- Establish a computer platform to support the development of education-related content for off-campus students
- Acquire and install technology that enables us to serve our off-campus students
- Create content that recruits, serves and retains students

Key outcomes
Integration of off-campus students into larger NIU learning community
• Acquiring the right technology to develop and host podcasts

• Using the technology for multiple purposes
  – Hosting President Peter’s State of the University Address
  – Developing and hosting two Spring Courses

• Developing podcasts
Based on Surveys at Outreach Centers

- 499 males and 541 females participated
- 76% work full-time
- 54% are married
- Age
  - 24% were 18-25
  - 43% were 26-34
  - 24% were 35-44
  - 8% were 45-54
  - 1% were 55+
TARGET MARKET
67% between 18-34
WHO ARE THESE PEOPLE?

• 66% use the Internet regularly for an average of 10.2 hours a week
  – 35% of this number consider themselves “tech savvy”

• 56% go to the Internet for information before the yellow pages

• Take an average of 18 months deciding to return to school
• 40% of the student population is over 25 years old

• 35% of adult learners feel ignored

• Adults participate more freely with the support of social networking sites

• Contact with a current adult student ranks among top 3 reasons an adult chooses a school

• 57% of users use the Internet to search for schools

• 34% said they received advice and support online from the schools they chose

• 71% of an increasingly tech savvy audience, who create their own Internet content, explore college and university sites before making their decision
• 78% of users and 50% of households are using high speed Internet access, making accessibility for Flash and streaming content less of an issue.

• Once online 35% of American adults and 57% of teenage Internet users submit content online.
In August 2006:

• 14% of users 18-29 downloaded at least one podcast

• 12% of users 30-49 downloaded at least one podcast

• 13% of those downloading podcasts have some college, and another 13% are college grads or more

• Podcasts are increasingly combined with many kinds of digital, multimedia content including video, images and text
• Penn State: http://www.rescomp.upenn.edu/pennster

• University of Richmond: http://www.richmond.edu/prospective/faq

• MIT: http://www.mitadmissions.org

• Virginia Tech: http://www.vt.edu/contests/youtube

• Longwood University: http://www.whylongwood.com/longwoodlive/

• Santa Clara University School of Law: http://www.scu.edu/law/blog/index.html

• Ohio University: http://www.blog4learning.com/2007/01/ohio_university_without_bounda_1.html

• Butler University: http://www.butler.edu/vodcast
• Create podcasts to integrate off-campus students into larger NIU community

• Create a “sticky” website where current off-campus students return often for news, updates and to build their own community

• Develop multi-media learning and orientation community offering multiple ways for students to receive information

• Create recruiting tool to keep potential students interested during the 18-month “buying period”
• Expand academic content and spaces
• Continue building NIU off-campus student connections to wider university community
• Collect contacts for current and potential NIU off-campus students

• Madden, Mary. Memo: “Podcast downloading.” PEW/Internet & American Life Project. (November 2006).


• Fox, Susannah and Madden, Mary. “Generations Online.” PEW/Internet & American Life Project. (January 2006).

• CPR-NIU Outreach Center surveys.