HIGHER EDUCATION:
TOP 12 STATISTICS ON WHY UNIVERSITIES & COLLEGES SHOULD BE TEXTING STUDENTS

INTRODUCTION

It's no surprise that text messaging is the preferred method of communication for college students. After all, college students have led the texting charge by favoring its convenience, speed and flexibility. According to Statistic Brain, the number of monthly texts sent increased more than 7,7000% in the last decade. Gone are the days where college students are using their phones to call people, and email is even becoming something of the past. But if you're a higher education organization, you may be wondering – is texting right for us?

For many colleges and universities, texting is viewed as yet another channel to connect with students and are reluctant to put in the initial legwork to get an SMS texting campaign started. However, texting is delivering faster and more effective responses than phone calls, traditional mail and email. The possibilities for higher education organizations to incorporate texting into their communication strategy are staggering.

Here are a few of the top statistics on why integrated text messaging is the right channel for your college or university.

POPULARITY.

1. Email has a 20% open rate, while text messages sore at a 98% open rate (Source: Mobile Marketing Watch).

2. 90% of all text messages are read in under 3 minutes (Source: Connect Mogul), and the average is less than 5 seconds (Source: SlickText).

3. On average, college students spend 94 minutes per day texting (Source: Journal of Behavioral Additions).

RESPONSIVENESS.

4. Text messages have a 45% response rate, while email has a 6% response rate (Source: Velocify), with the average time taking 90 seconds to respond to a text verses 90 minutes for an email (Source: CTIA).

5. 86% of students reported that texts prompt them to complete a task they haven't done yet (Source: Castleman and Page).

6. 85% of students reported that texts informed them of something they hadn't realized they needed to do (Source: Castleman and Page).

GROWTH OPPORTUNITY.

7. 30.8% of prospective students who signed up to receive text updates applied, verses 10.9% of all prospective students (Source: St. Mary's University).

8. 42% of accepted students who signed up to receive text updates paid a deposit, verses 26% of all accepted students (Source: St. Mary's University).

9. Georgia State University reduced summer melt by 21.4%, and increased enrollment by 3.9% by utilizing 'smart text messaging' (Source: eCampus News).

DESIRABILITY.

10. 76% of millennials would rather lose calling capability than texting, as texts are "more convenient" for their lifestyle (Source: OpenMarket).

11. 84% of students reported they found text reminders useful in helping them get everything done for college (Source: Castleman and Page).

12. 77% of students say they'd like to receive relevant information from colleges via text (Source: Cappex).

CONCLUSION

If you're ready to start an SMS Campaign on campus, the first step is to get the word out and begin growing your opt-in list. Although building a mobile database takes time, there are a few tactics that can help speed up the process. Download whitepaper, "Higher Education – Practical Ways to Build an Opt-In List," for suggestions on how to encourage students to subscribe.

If you're university is currently in the market for an SMS emergency alert solution, TrueDialog can help. Unlike other campus emergency alert solutions, with TrueDialog you can send mass SMS text, voice messages, email and social alerts in just one click. Additionally, you can continue the dialog, one-to-one, when students reply to your broadcast. Click here to learn more about the TrueDialog SMS text platform.

If you have questions, we're happy to help. Call 512-501-5947 or Text "Easy" to 370370.

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