G13: Connecting Students and Colleges through Google+

National Association for College Admission Counseling
Annual Conference
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Panelists

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The **Social Layer** that strengthens all of Google

.....to make the web work better *for you*

What is Google+?
Connecting your experience across the Google products you already know and use
Creating a **global community** with growing engagement

- **500M** Google+ Users
- **135M** 30 day stream actives
- **12 min** Per day in the stream
Google+ Features
Professors, researchers, and students are empowered to take a proactive approach to knowledge sharing.
Institutions and organizations can share current news and information relevant to their audience.
Circles

Manage your audience to target the way you share and facilitate conversation
Hangouts

Put a face to the conversation through live video chats between up to 10 screens, including desktop and mobile.
Hangouts On Air

Video conversations live broadcasted through Google+ and YouTube, and embedded real-time in your website via HTML.
Events

Schedule in-person events, Hangouts, and Hangouts On Air, synced to Google Maps and Calendar, creating a central location for collecting event photos.
Communities

Create a space for students, parents, alumni, prospective students, or followers to engage more deeply with one another.
Optimize your Google Search results with social content from your Google+ page
Google+ for College Admissions
Technology has the power to make it easier than ever for prospective students to learn about and connect with the schools of their dreams.
HYPER-CONNECTED TEENS AND TWENTY-SOMETHINGS
DATA BASED ON AMERICANS AGED 13-24

PC
Almost **8 in 10** take action after seeing an online ad, including searching for more information or visiting a website

**35%** use their PC, Smartphone and TV at the same time

SMARTPHONE

**45%** use a smartphone to access online resources and content

**8.2** hours a week are spent online on smartphones

TV

**44%** spend more time watching online video than TV

**71%** search for information online after seeing a topic of interest on television.

GAMING

Gaming is the **#1** most popular content accessed online

**76%** play games online vs. only **64%** of the general population

**92%** engage with at least two devices simultaneously – including TV, PC, Smartphones and Tablets

TABLET

More than **1 in 5** use a tablet to access online content

**74%** are spending the same or more time going online via tablets vs. last year

Source: Ipsos/Google 2012 Teens & Twenty-Somethings Research Study
Information from colleges and universities is just a click away.
Yet students turn to third party resources and anonymous message boards to guide them through the college application process.
Google+ aims to create a college admissions process that is...

**AUTHENTIC**
Real people, real information

**INTERACTIVE**
Real-time and asynchronous exchange

**ACCESSIBLE**
Open to everyone, not just those with resources
Through Google+, students can connect directly with the colleges and universities they seek to attend.
Colleges and universities are using Google+ to reach students around the world.

**AUTHENTIC**
Questions sourced from prospective students, directly answered by college admissions officers

**INTERACTIVE**
13 Hangouts on Air with 7 colleges in a single week

**ACCESSIBLE**
Students from 65 countries participating
Case Study: Duke University
Duke University

Ranked 17th in overall education pages with 140K+ followers

11K+ followers

50K+ followers

238K+ followers
Duke University: Connecting Students

Current students discussed their experiences and addressed questions from prospective and admitted students.

Hide comments ▲

xiaosong yin
Apr 2, 2013  •  #2
Hello. I am accepted into the Pratt School of Engineering. Wondering what the usual size for a class will be for freshmen classes.

Kushal Byatnas
Apr 2, 2013
Does FOCUS fill certain class requirements?

Hannah Bell
Apr 2, 2013
What is Duke’s average admittance rate into medical school and other graduate programs?

Ayo Douglas
Apr 2, 2013  •  #3
How available are internship/research programs for those who want to pursue them?

Albert Li
Apr 2, 2013  •  #3
How accessible are the professors? And how much do professors teach at duke?
Mobile Hangouts On Air captured a campus tradition live for parents at home, with hundreds of concurrent views.
Professors arrested for participation in the “Moral Mondays” protests spoke about their experiences.
Duke University: Announcing Discoveries

Duke’s Steven Churchill and his colleague, Boston University’s Jeremy DeSilva, discussed the findings of their recently published paper.
A cohesive social media campaign across platforms collected content for a 30 second TV spot.
#AskAdmissions on Google+

*September 30 to October 11*

- Post regularly to your college or admissions office Google+ page using #AskAdmissions.
- Create content related to college admissions and student life.
- Plan your Hangout(s) On Air, sourcing a diverse group of participants to build an engaging conversation.
- At least one week prior to your Hangout On Air, create a Google+ Event to promote the program.
- Encourage viewers to post questions to the Event comments using #AskAdmissions.
- Promote your Hangout On Air to prospective students through e-mail, social media, and website/blog posts.
Questions?
Resources

Google+
www.google.com/+learnmore

Google in Education
www.google.com/edu

National Association for College...
Thank you!

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