



ANNUAL HIGHER ED STUDENT ENGAGEMENT SURVEY | 2017



OOHLALA Mobile conducted a survey of 25,000 students at over 150 colleges and universities across North America. The survey provides a unique window into student engagement, the role of mobile in connecting students to campus life, and the pressing issues that institutions can address to support student success.



CHALLENGES ON CAMPUS



TIMING

ACROSS ALL AGE GROUPS AND INSTITUTIONAL TYPES, **TIME MANAGEMENT IS THE BIGGEST CHALLENGE** FACED BY COLLEGE STUDENTS.



FINDING

FINDING INFORMATION ABOUT CAMPUS SERVICES, EVENTS AND ACTIVITIES BECOMES **MORE DIFFICULT WITH LARGER CAMPUSES.**

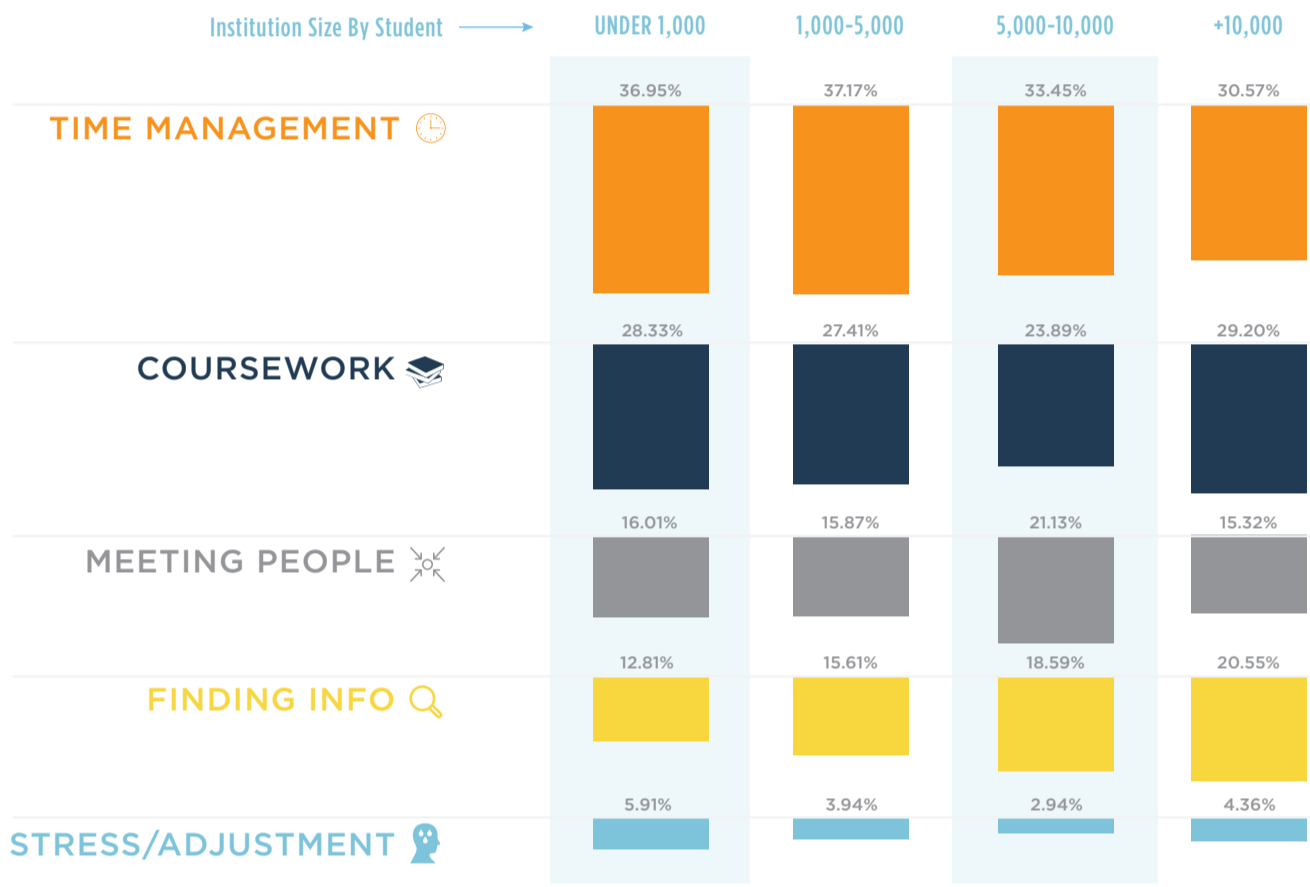
MOBILE FIRST



STUDENTS ARE 48% MORE

LIKELY TO REPORT SATISFACTION WHEN USING AN APP TO FIND INFORMATION, VERSUS SEARCHING THE WEB.

STUDENTS' GREATEST CHALLENGES ON CAMPUS



ORIENTATION MATTERS



POSITIVE IMPACT

STUDENTS WHO HAD A POSITIVE ORIENTATION EXPERIENCE WERE **17% MORE LIKELY** TO HAVE A POSITIVE OVERALL STUDENT LIFE EXPERIENCE.

PART TIME vs FULL TIME

MORE THAN TWICE AS MANY PART-TIME STUDENTS (25%) DID NOT PARTICIPATE IN ORIENTATION, COMPARED TO FULL-TIME STUDENTS (9.5%).



CHALLENGES

STUDENTS WITH A POOR ORIENTATION EXPERIENCE WERE **71% MORE LIKELY** TO REPORT GRADES OF C OR LOWER.

PARTICIPATION

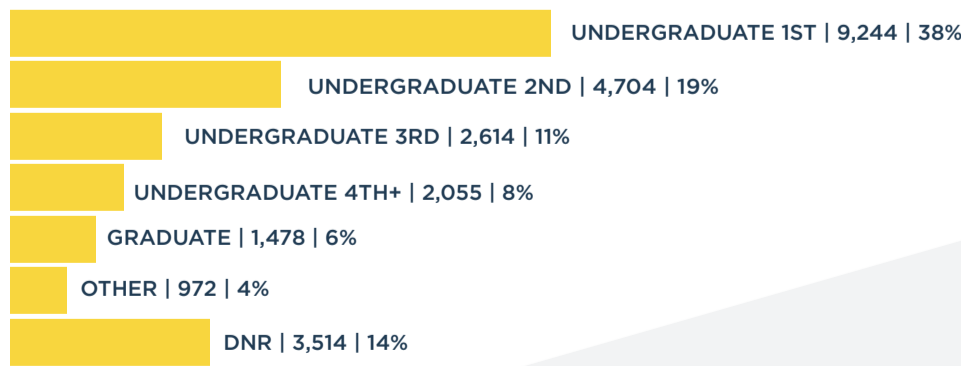
LARGER SCHOOLS (10,000 OR MORE STUDENTS) SAW AN **8.5% DECREASE** IN PARTICIPATION LEVELS COMPARED WITH SMALLER SCHOOLS (5,000 OR FEWER STUDENTS).



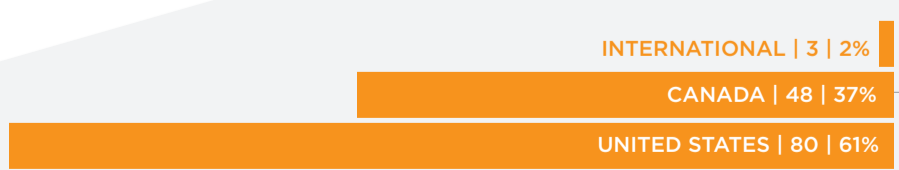
ABOUT THE PARTICIPANTS



STUDENT LEVEL | # | %



REGION | # | %



ABOUT OOHLALA

OOHLALA, founded by student affairs professionals, builds mobile apps for higher education institutions to affect and improve the student experience. The platform is designed to support student success by unifying campus resources - LMS, co-curricular, athletics, clubs/orgs, events and many more - within a branded, integrated, college app. Over 200 institutions have joined the OOHLALA-family, connecting hundreds of thousands of students with their administrators, their campus, and most importantly, their peers.

For more information, visit www.oohlalamobile.com.

OOHLALA

