

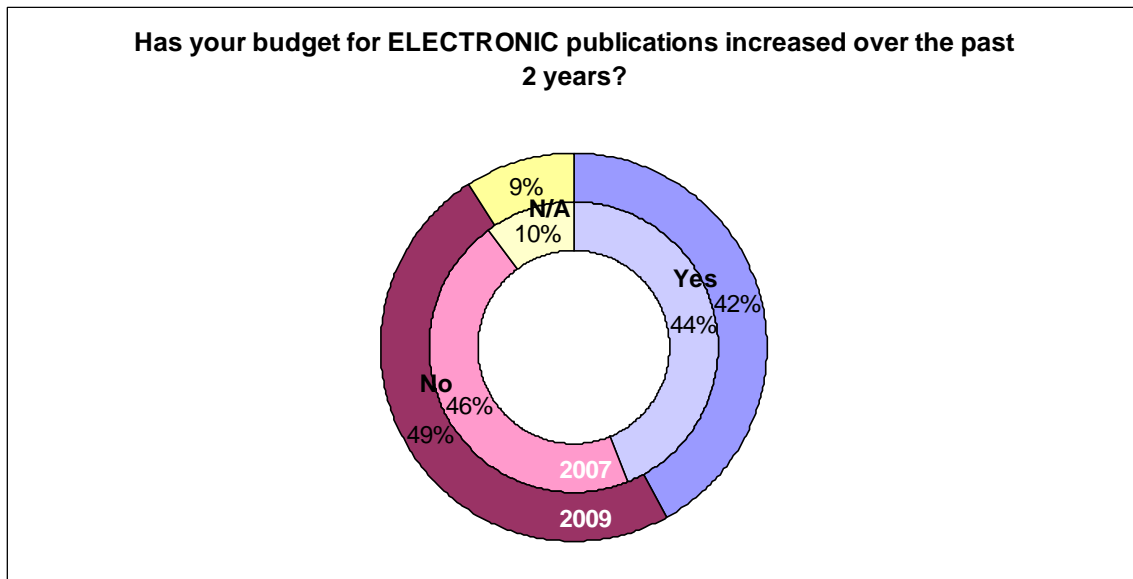
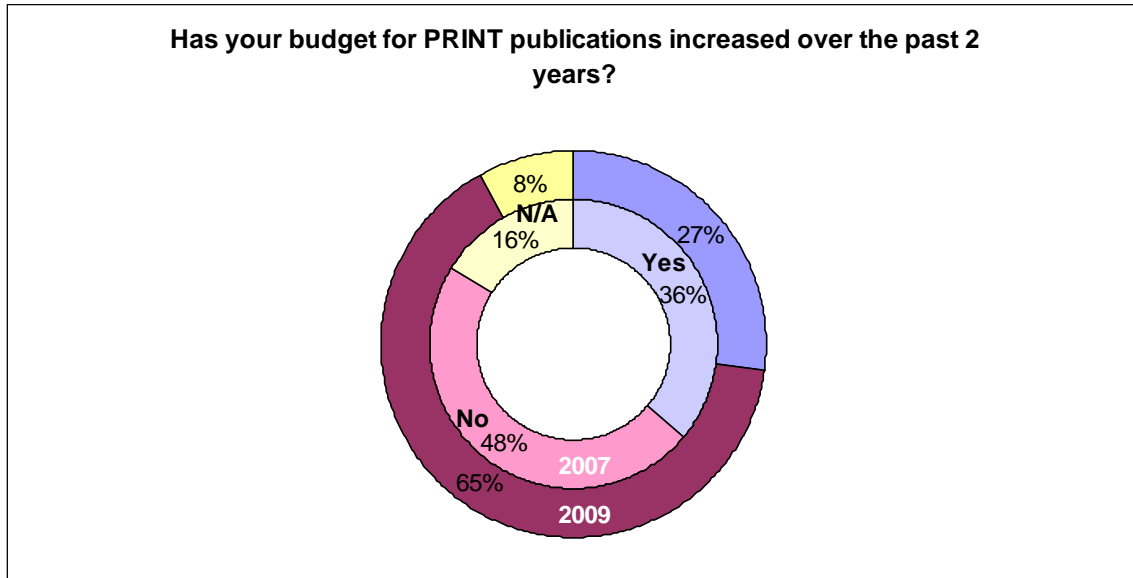
The State of Print and Electronic Publications in Higher Ed

A total of 198 professionals (vs 218 in 2007) working in institutions representing more than 2.3 million students completed this online survey about the state of print and electronic publications in higher education from January 29 to February 17, 2009. This survey was completed on a voluntary basis and thus doesn't rely on a scientifically determined dataset, but, due to the number of respondents, it does provide good insights on current trends.

The survey was completed by people working in marketing/communications (66%), web (7%) and other offices. 38% of the respondents indicated working in private non-profit 4-year colleges, 42% in 4-year public colleges and 6% in public 2-year colleges. The average student population across the data amounts to 11,936 students vs. 15,405 in 2007.

- ☑ There is a significant budgetary shift towards electronic publications: institutions with growing electronic budgets outnumber those with growing print budgets in the last 2 years— 42% responding note increasing electronic publications budgets while the same is true for only 27% of print. Note that in 2007 the percentages were 44% and 36%, respectively.
- ☑ 82% of survey respondents (vs 77% in 2007) state that their institutions are relying more on electronic publications (Web, blog, email, PDF, RSS, etc) to reduce the budget of print publications.
- ☑ While the majority of the publications produced by surveyed institutions are primarily available in both print and electronic formats, there is a significant trend across most publications to have them in electronic format only.
 - The main publication types showing this trend are: Newsletter (43% vs 29% in 2007), Press Kits (21% vs 10%), Financial Aid Handbook (19% vs 8%) and Student Handbook (25% vs 18%).
 - Viewbook (40% print only) remains the only publication primarily available in print only. The Annual Report (34%) and the Admission/Search Brochure (31%) also show significant print only percentages.
- ☑ Just like the 2007 survey showed, news-oriented publications as well as publications targeted to current students are the most transferable ones to electronic only according to survey respondents, and publications targeted to donors and alums as well as admissions marketing pieces seem to be the least transferable. However, for most publications, except Viewbook, there are on average 8% more respondents who think they can be transferred to electronic only.
- ☑ 40% of respondents on average across all publications types have started moving towards replacing print publications with electronic publications. This trend is most pronounced for Campus News (64%), Campus Calendar of Events (57%) and Newsletters (55%)

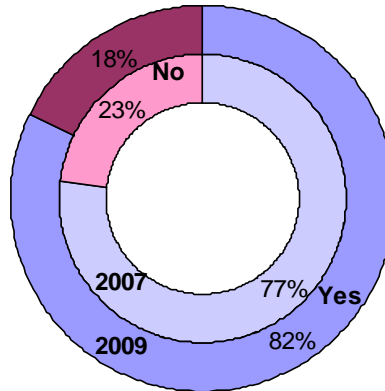
Higher Education Publication Budget Trends



✓ Only 27% of survey respondents reported an increased budget for their print publications, 42% for their electronic publications.

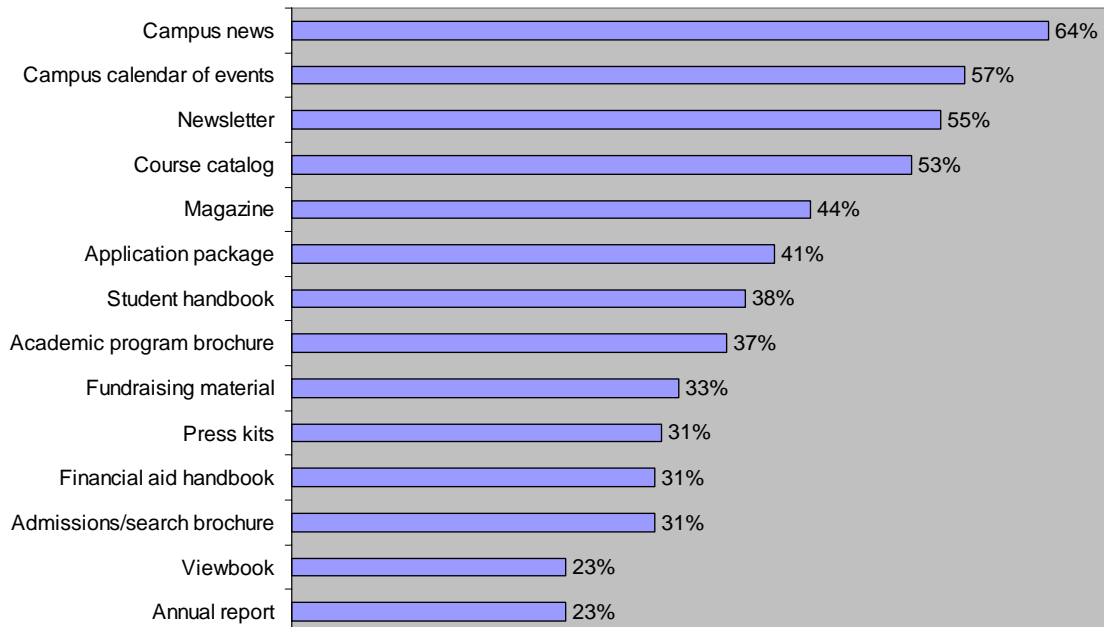
State of Print & Electronic Publications in Higher Ed

Have you started to/do you plan to rely more on electronic publications to reduce the budget of print publications?

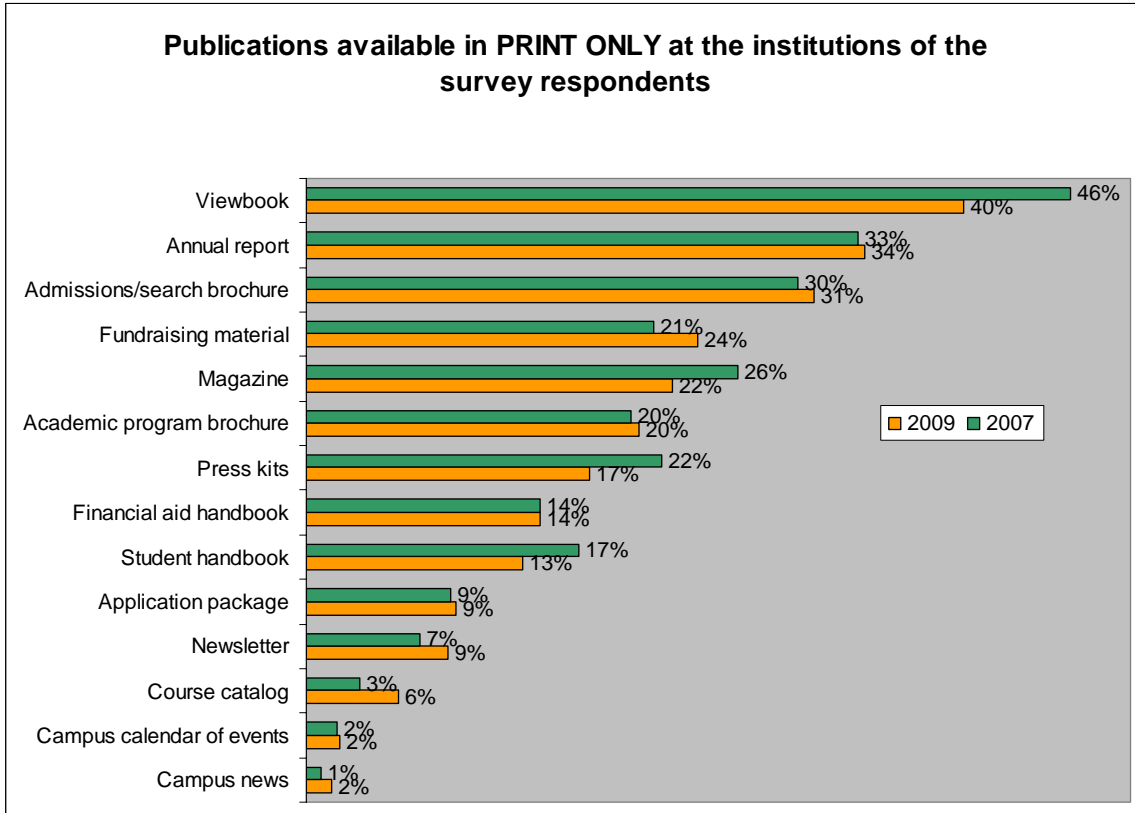


✓ 82% of survey respondents have started or plan to move to electronic pubs.

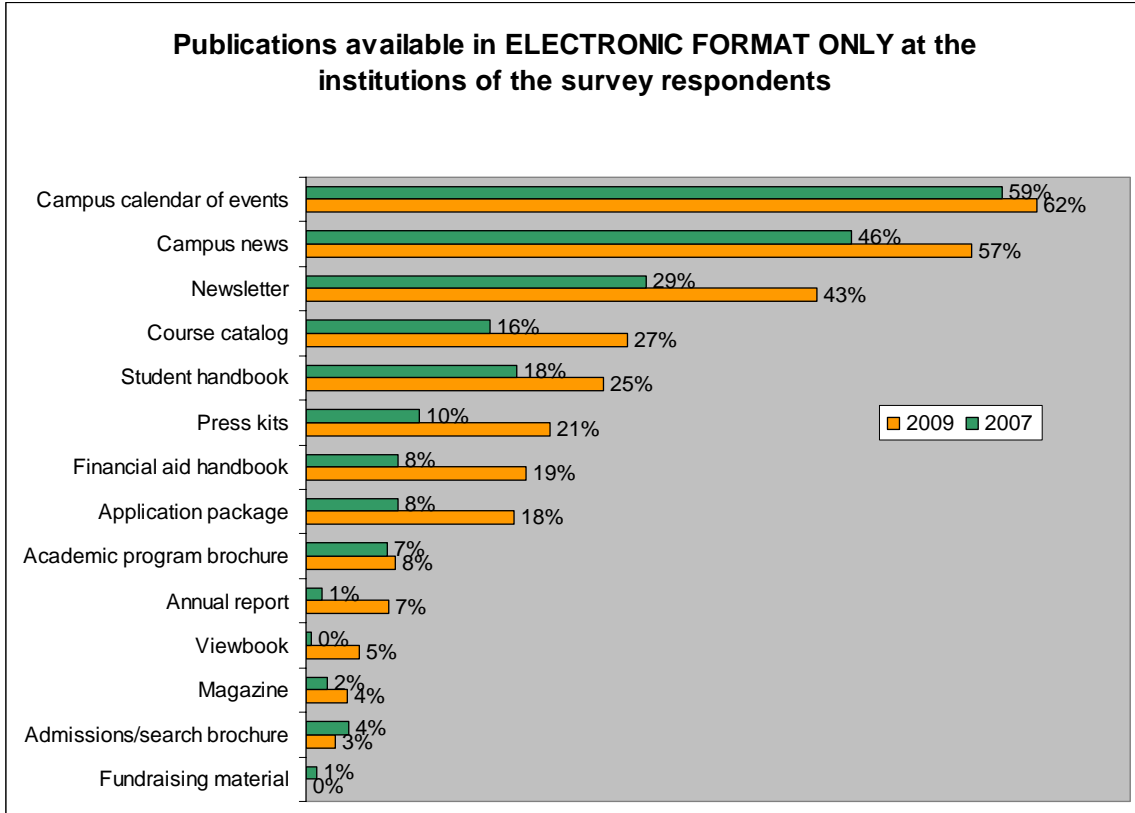
Survey respondents who have started moving their print publications to electronic versions



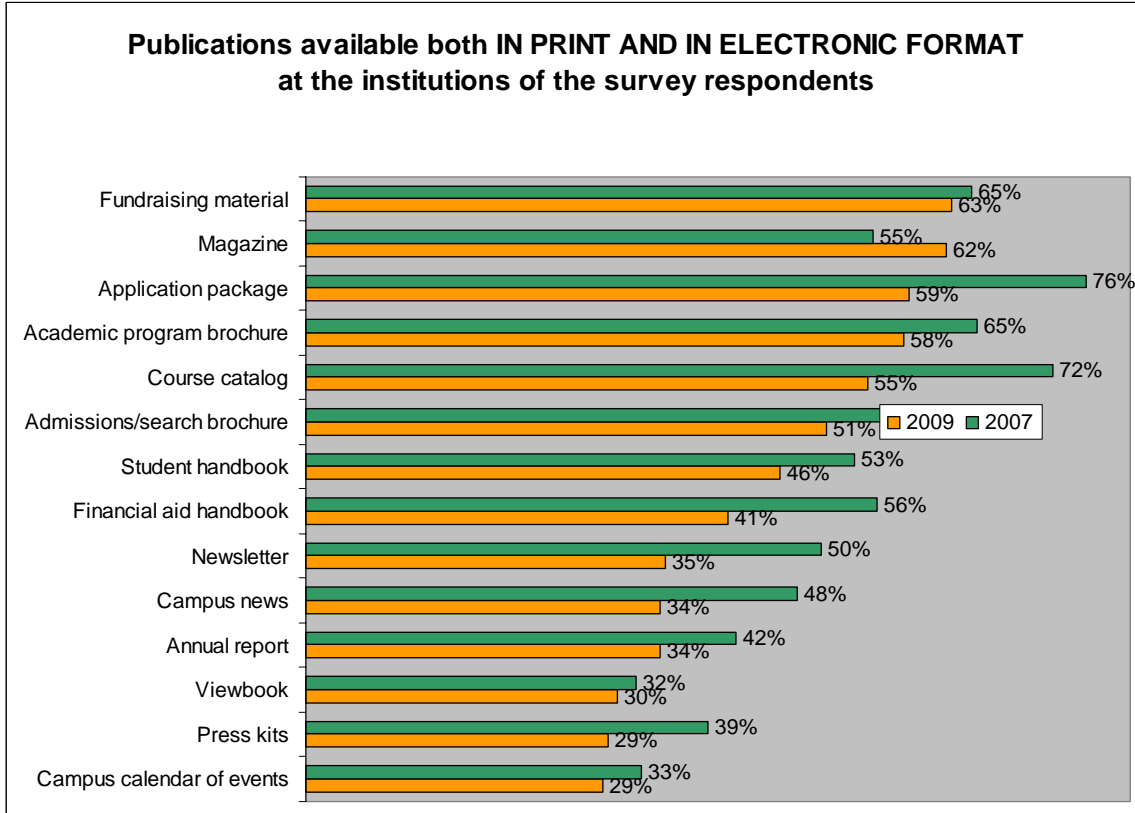
✓ 40% of respondents on average have started transferring print publications to electronic versions



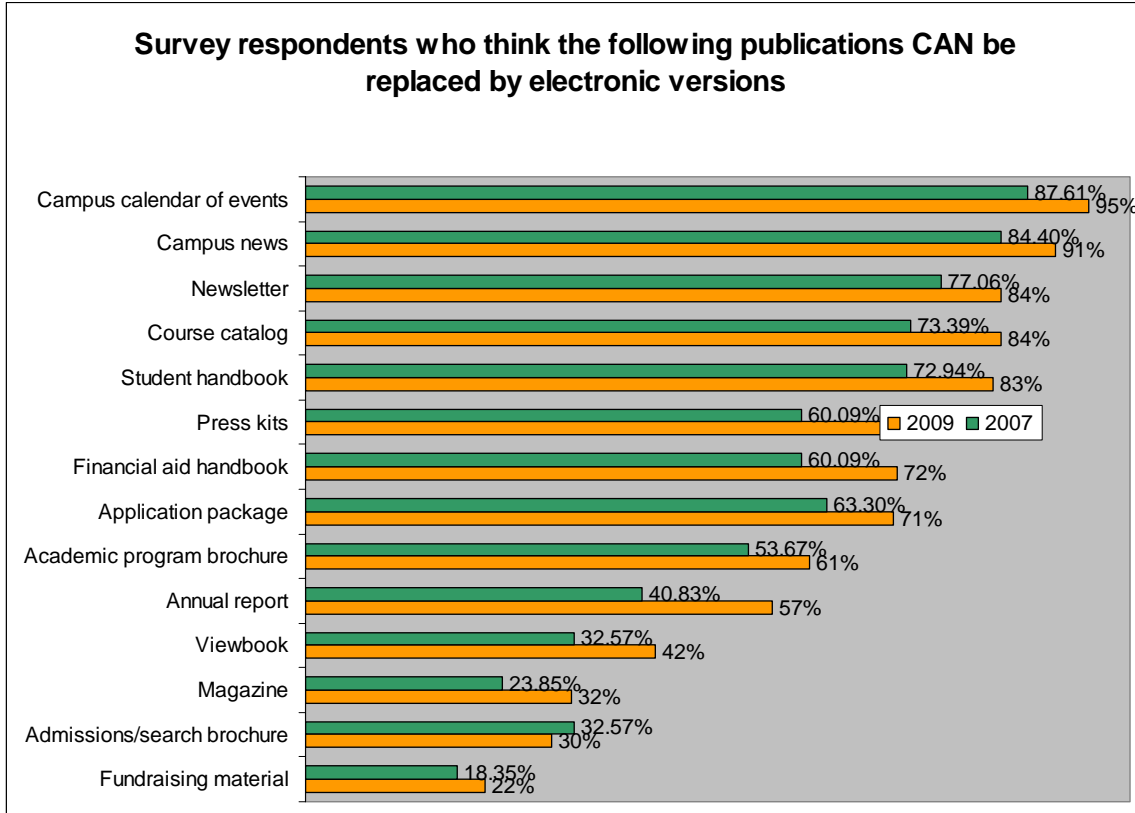
✓ The viewbook is offered only in print in 40% of the cases.



✓ Across the board increase in publications available in electronic format only.



✓ While the majority of the publications produced by surveyed institutions are primarily available in both print and electronic formats, the trend starts to move towards electronic format only.



✓ More respondents believe that most publications can be transferred to electronic versions than in 2007