



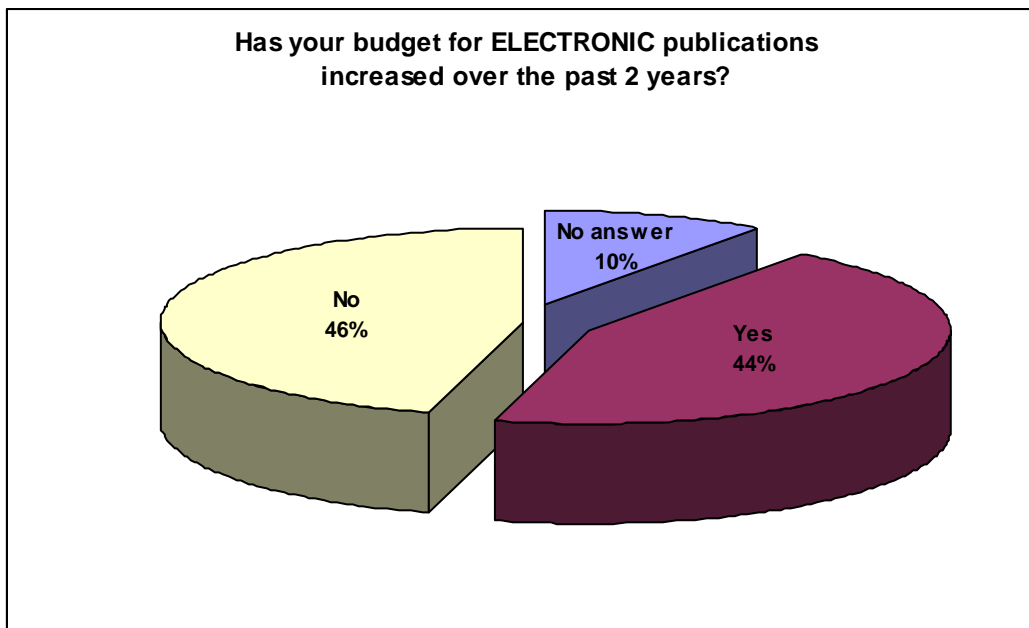
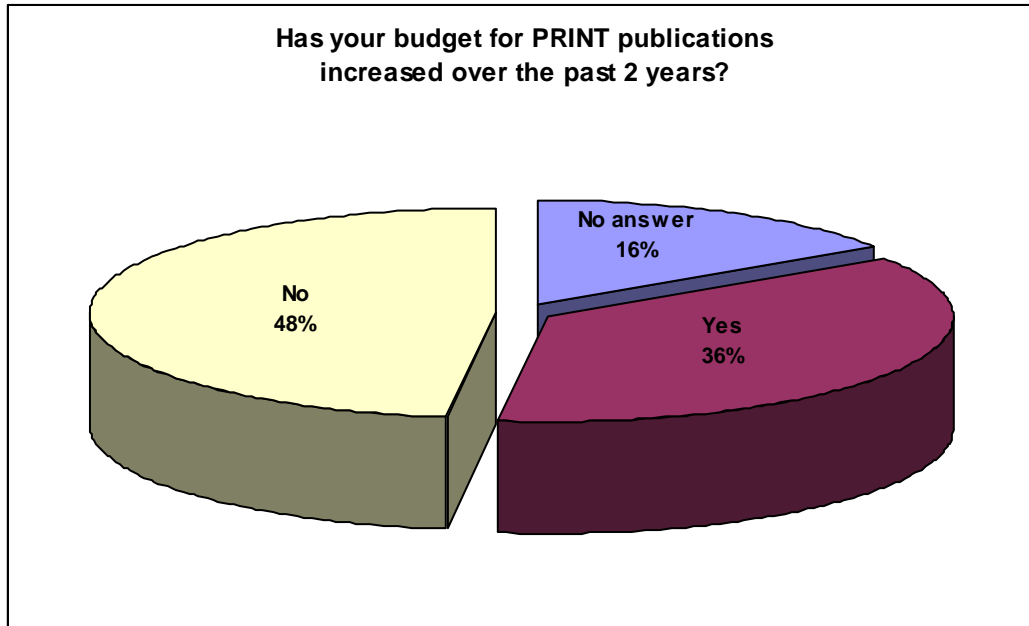
The State of Print and Electronic Publications in Higher Ed

A total of 218 professionals working in institutions representing more than 3 million students completed this online survey about the state of print and electronic publications in higher education from July 9 to July 25, 2007. This survey was done on a voluntary basis and thus doesn't rely on a scientifically determined dataset. However, due to the significant number of respondents, it does provide good insights on current trends.

The survey was completed by people working in marketing/communications (62%), web (13%) and other offices. 40% of the respondents indicated working in private non-profit 4-year colleges, 39% in 4-year public colleges and 6% in public 2-year colleges. The average student population across the data was 15,405 students.

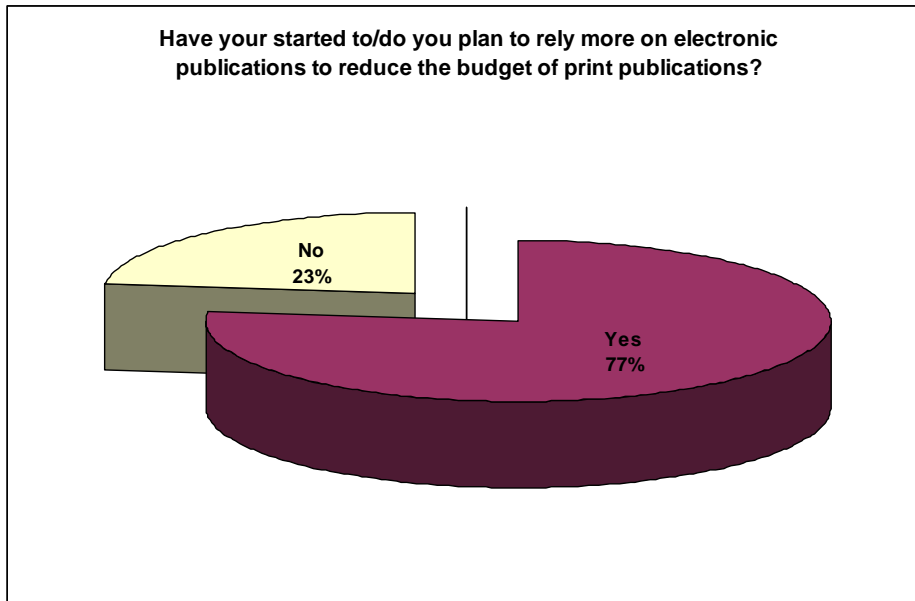
- Institutions with growing electronic budgets outnumber those with growing print budgets in the last 2 years— 44% responding note increasing electronic publications budgets while the same is true for only 36% of print.
- 77% of survey respondents states that their institutions are relying more on electronic publications (Web, blog, email, PDF, RSS, etc) to reduce the budget of print publications. Some indicated they were doing so to follow the preferences of their target audiences.
- The majority of the publications produced by surveyed institutions are primarily available in both print and electronic formats.
 - Exceptions to this bi-format rule include the campus calendar of events (59% electronic only) and campus news (46% electronic only) and the viewbook (46% print only).
 - Application packages and course catalogs are the "bi-format champions" (75% and 72%, respectively).
- News-oriented publications as well as publications targeted to current students are the most transferable ones to electronic only according to survey respondents. On the other side, publications targeted to donors and alums as well as admissions marketing pieces seem to be the least transferable.
- The most popular way to measure the success of print publications was with readers' feedback (50% of schools cited this) followed closely by specific calls to action receiving answers (46%) while subscription numbers were least used (9%). The same pattern was true for electronic (45% for reader feedback, 46% for calls for action) with the exception that the ability to measure web traffic page views, visitors, etc was primary and utilized by 78% of schools to determine ROI.

Publication Budget Trends

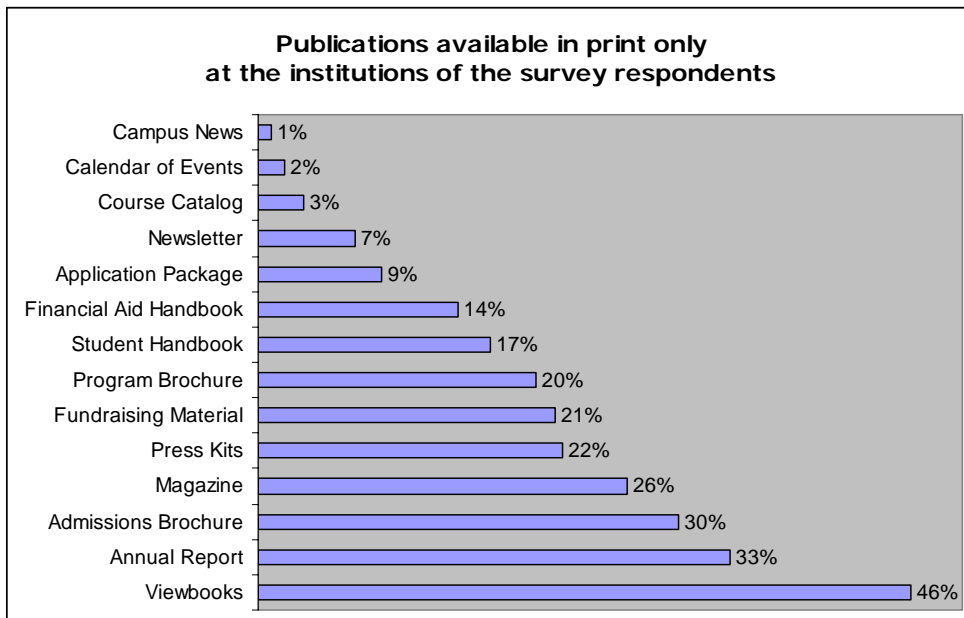


✓ Only 36% of survey respondents reported an increased budget for their print publications, 44% for their electronic publications.

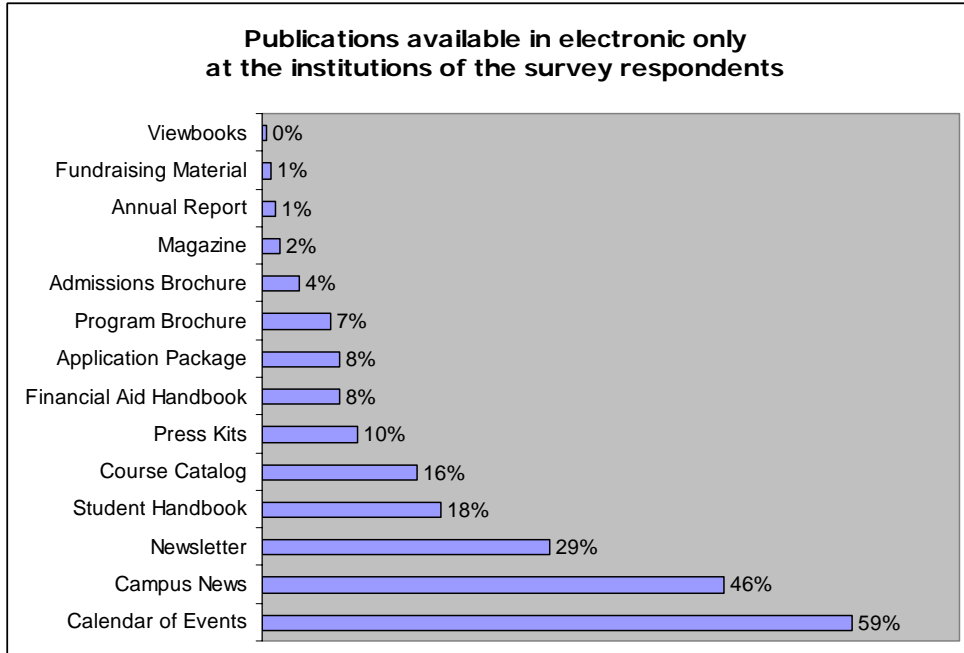
Print vs. Electronic Publications



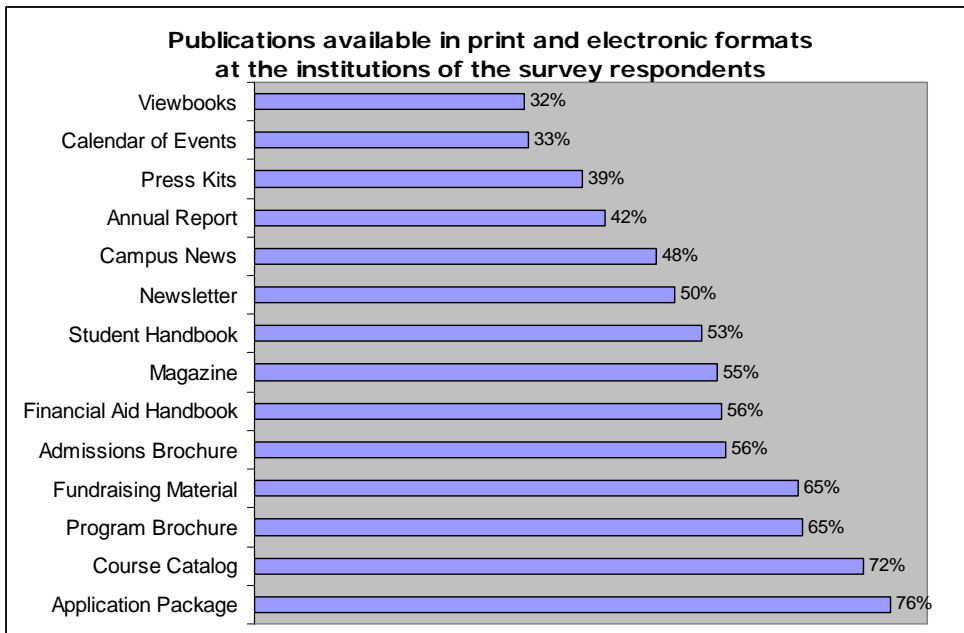
- ✓ More than three quarters of survey respondents have started or plan to rely more on electronic publications to reduce the budget of print publications.



- ✓ The viewbook is offered only in print in 47% of the cases.

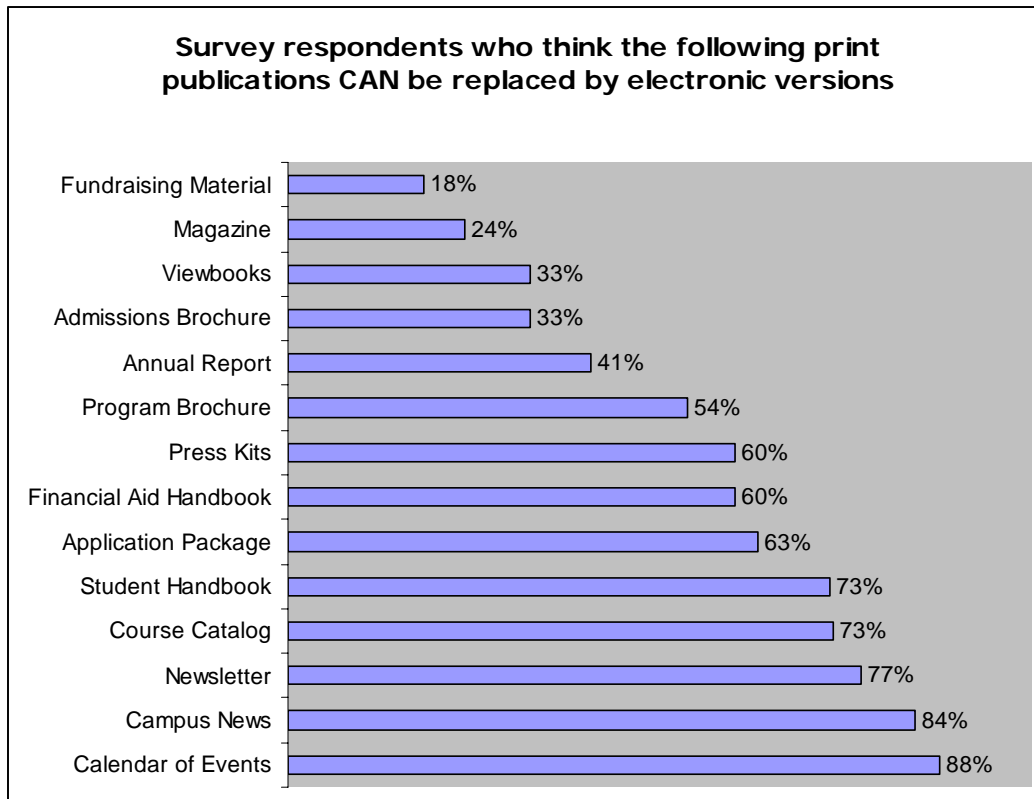


✓ Calendars of events and campus news are the publications that are offered only electronically in the majority of cases.



✓ The majority of the publications produced by surveyed institutions are primarily available in both print and electronic formats.

Can these print publications be switched to electronic only?



✓ News-oriented publications as well as publications targeted to students are the most transferable ones according to survey respondents

Ways to measure the ROI of publications

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