

2008 ANNUAL CEC CONFERENCE

**An Introduction to Marketing and
Recruiting in Online Communities**

Introduction and Housekeeping

A survey of Web 2.0 tools and platforms

The Web 2.0 and online community landscape

User behavior and segmentation

Case studies

- LinkedIn: Caltech & Monash & Alberta
- Facebook: Harvard & UBC
- YouTube: Berkeley & MIT & Toronto
- MySpace: Top 5 US universities & Toronto
- Blogging: Do you want to get Lucky?

Strategic implications

Discussion

- 55 minutes for the presentation and 20 minutes for discussion
- The presentation will be posted on www.illuminategroup.com
- Some 2008 Web 2.0 / online community-related presentations:
 - **CASE Leadership Summit / Europe Annual Conference**
 - *The Future of Community and Affinity in an Online World*
 - *The Online Communities Workshop*
 - *The Online Community Agenda*
 - **EAIE Annual Conference**
 - *Web 2.0, Alumni, and International Student Recruiting*
 - **AIEC/IDP Annual Conference**
 - *How Online Communities Change International Education*
 - **CBIE**
 - *Strategic Responses to Online Communities & Platforms*

IS ALL OF THIS WEB 2.0 STUFF FOR REAL?

- **When it comes to marketing and recruiting higher education institutions, conditions have changed drastically across multiple dimensions**
- **International students have begun to matter a great deal to institutions, from tuition income to talent acquisition. At the same time competition between institutions and countries for such students has increased**
- **Technology has been a key driver – moving on from e-mail to IM to text messaging (SMS). Reaching today's and tomorrow's students is fundamentally different than it was just 10 years ago**
- **Online communities/platforms and a number of Web 2.0 tools are already instrumental in reaching (potential) students and alumni, and will eventually act as the main communication conduit to reach everyone**

The future already arrived yesterday

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HOW FAMILIAR ARE YOU REALLY WITH ONLINE COMMUNITIES?

- **You've heard about Facebook. But who has an account?**
- **What in the world is Orkut?**
- **What accounts for the majority of interactions on Second Life?**
- **Who has posted a video on YouTube?**
- **What is the largest / most frequented online community?**
- **Who spends more than 30 minutes a day in communities?**
- **Have you been tweeted?**
- **Bonus question: Whose institution has developed an integrated, cross-functional social media communication strategy?**

WHAT ARE THE TOP 10 WEB PROPERTIES IN CANADA?

1. **Google Sites**
2. **Microsoft Sites**
3. **Yahoo! Sites**
4. **Facebook.com**
5. **eBay**
6. **Wikipedia Sites**
7. **AOL LLC**
8. **Yellow Pages Group**
9. **Amazon Sites**
10. **Canoe Network**

(1) A not insignificant amount of traffic to Microsoft Internet properties is based on service and other requests related to Microsoft software.
Source: Comscore, March 2008.

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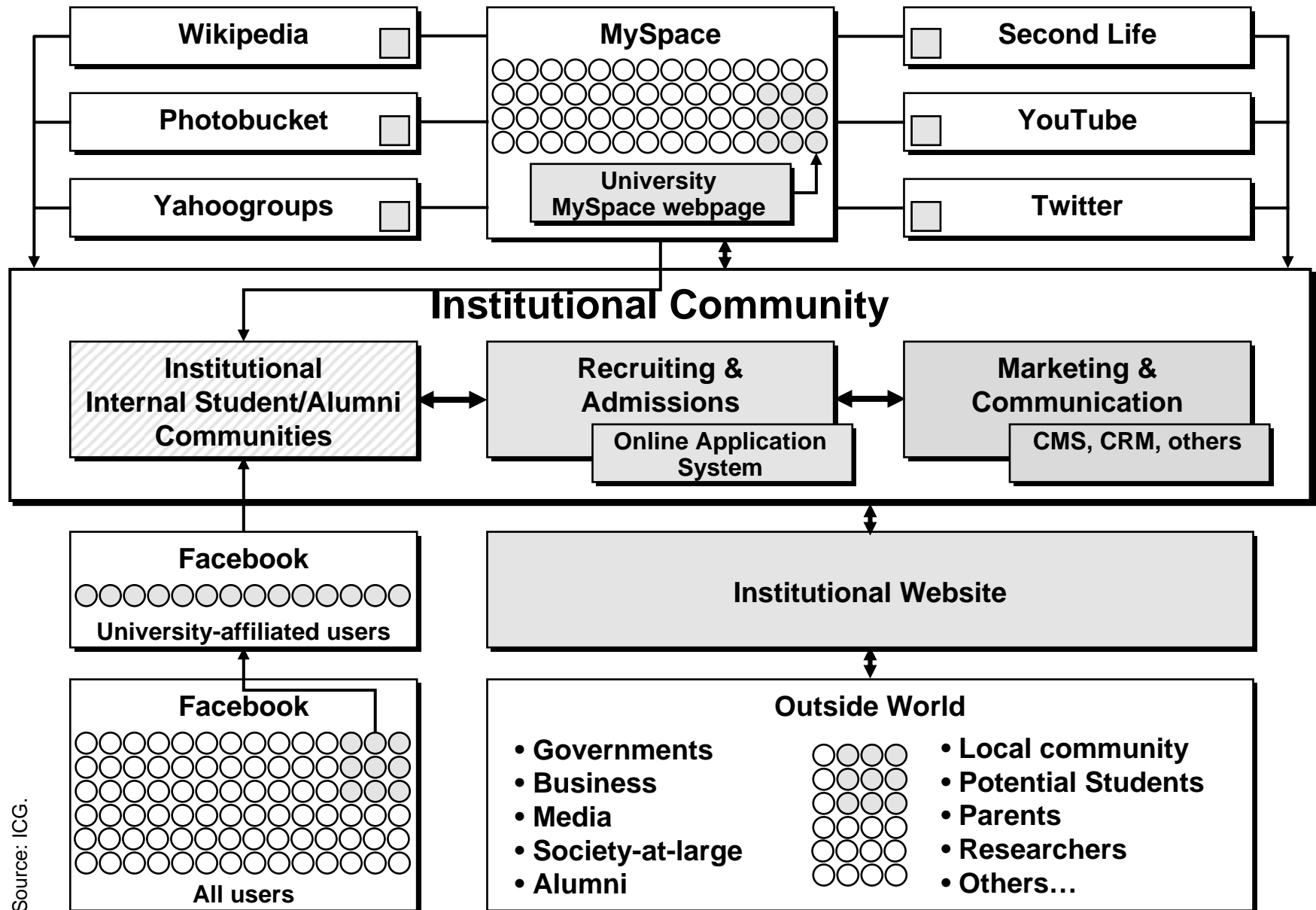
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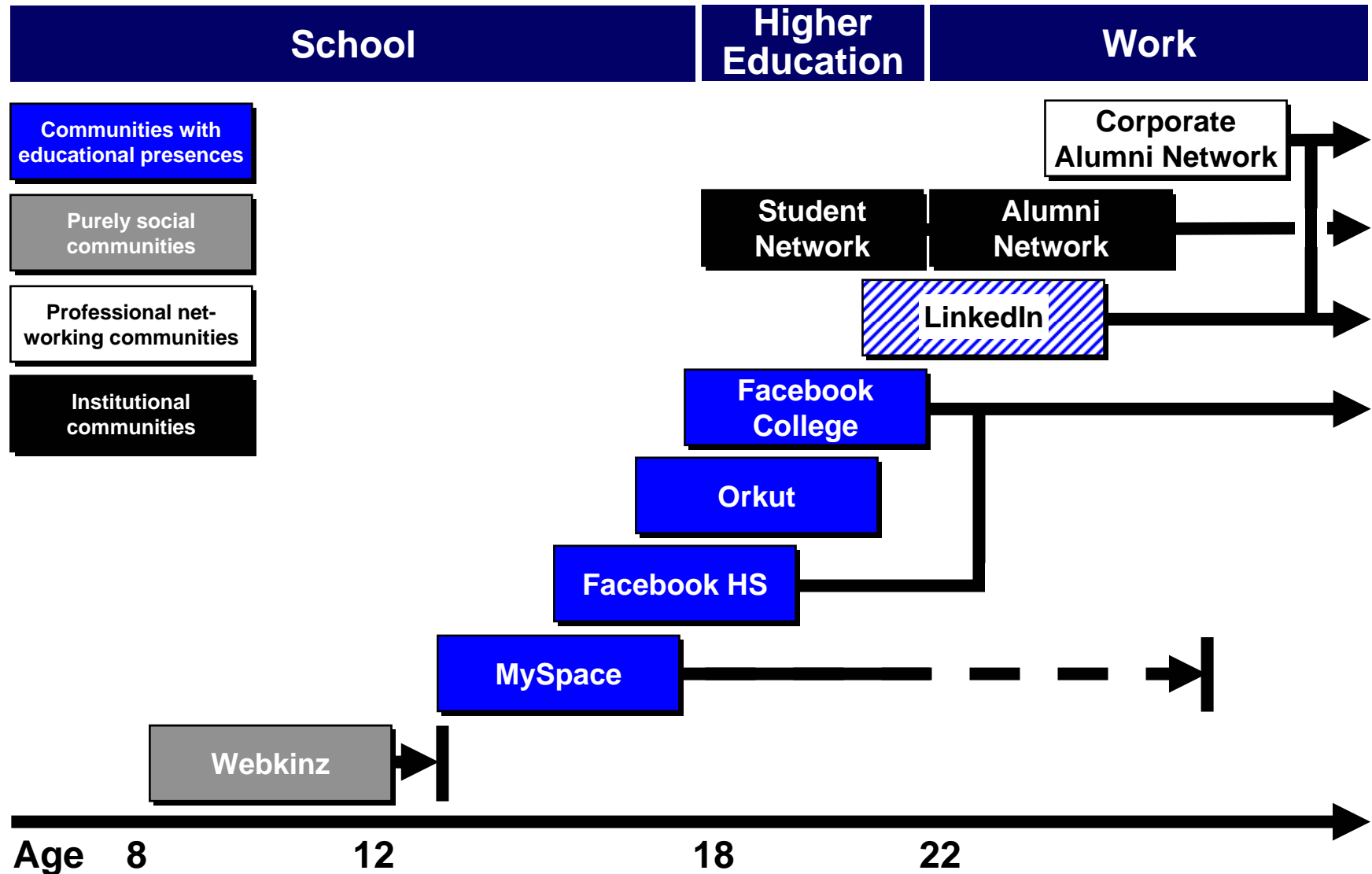
Discussion

WHETHER YOU WANT IT OR NOT, YOU ARE ALREADY EMBEDDED IN A GLOBAL COMMUNITY LANDSCAPE



Source: ICG.

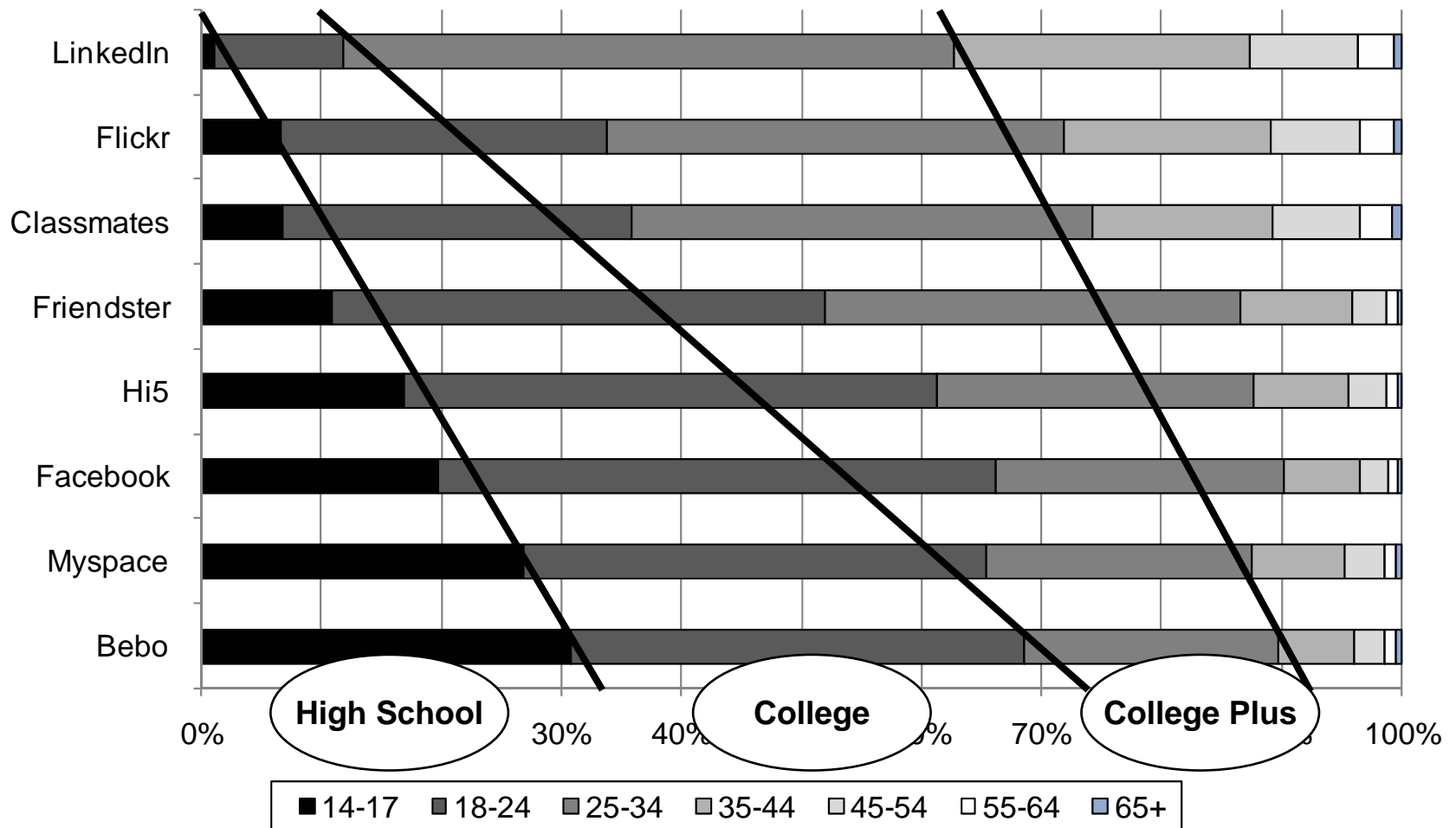
BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY IMMERSED IN MULTIPLE COMMUNITIES



Source: ICG.

DIFFERENT COMMUNITIES OFFER VASTLY DIFFERENT RECRUITING POOLS

Community Usage by User Age Cohort



Source: Rapleaf, June 2008.

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COMMUNITY USER BEHAVIOR AND ADOPTION: IMPLICATIONS FOR STUDENT RECRUITING

- **What do have teenagers in London, Los Angeles, Sydney, Singapore, and Toronto in common?**
- **They do not like homework? Maybe...**
- **They will regret fashion choices when their teenage kids find pictures of them in the future? Probably...**
- **They share two devices:**
 - **An iPod**
 - **A cell phone**
- **They have moved their social infrastructure, communication patterns, and media consumption more or less entirely online**
- **This has drastic implications: For the first time, a globally homogenous technology user experience has emerged**

Does your institution know how to recruit these students?

TARGET AGE COHORTS ARE BY FAR THE MOST ACTIVE ONLINE COMMUNITY USERS

Percentage of U.S. Online Users by Age Group

Categories

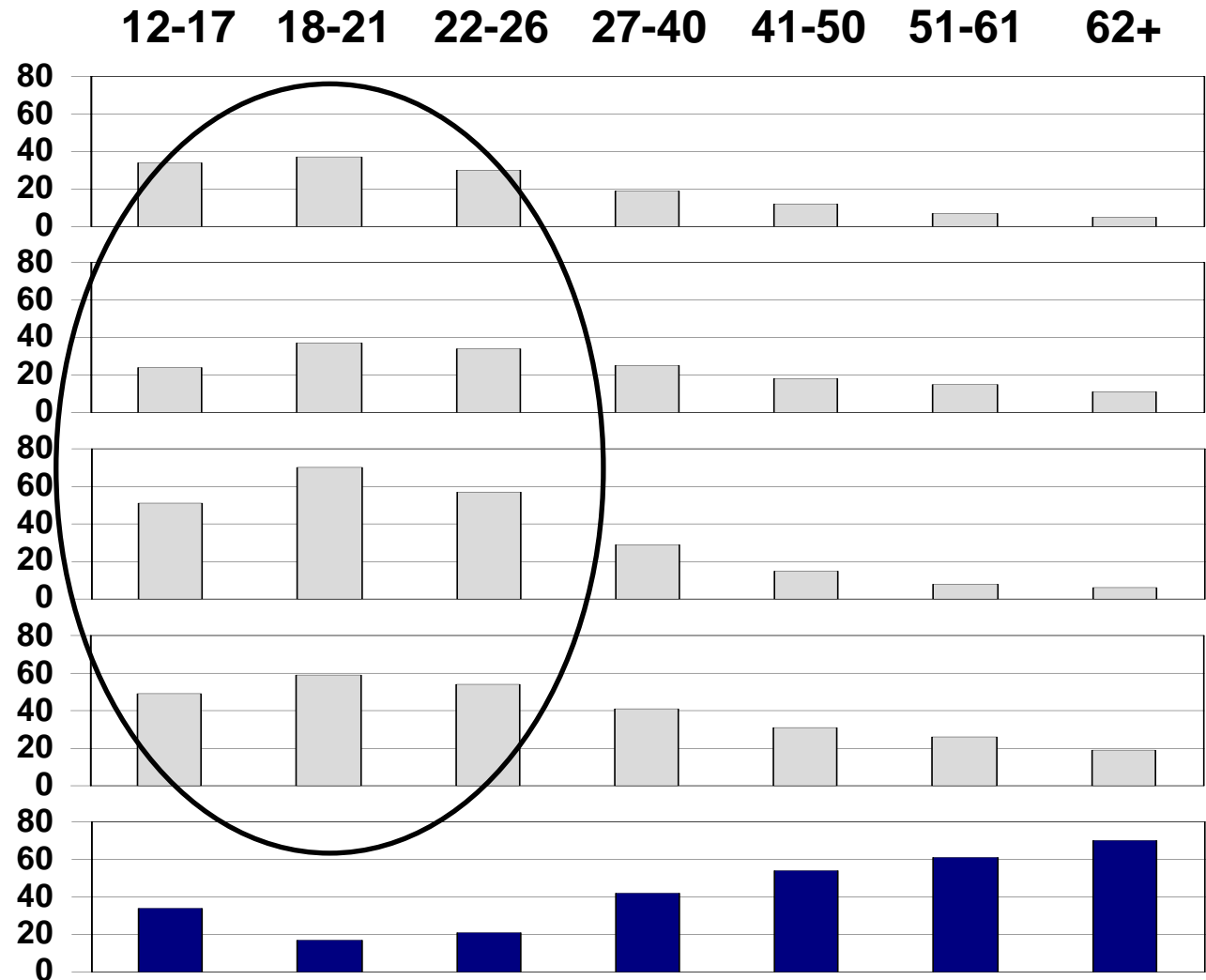
Creators

Critics

Joiners

Spectators

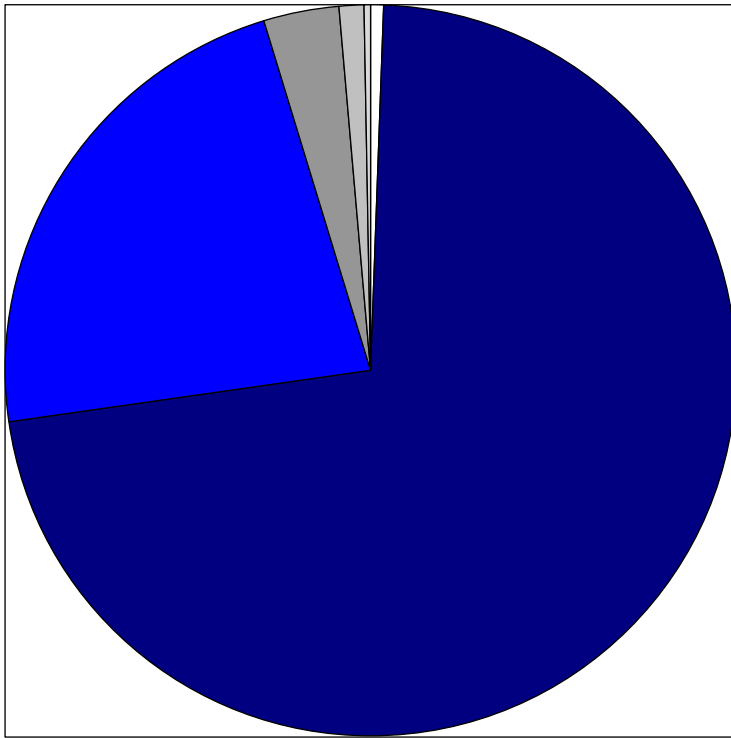
Inactives



Source: Forrester Research, 2007.

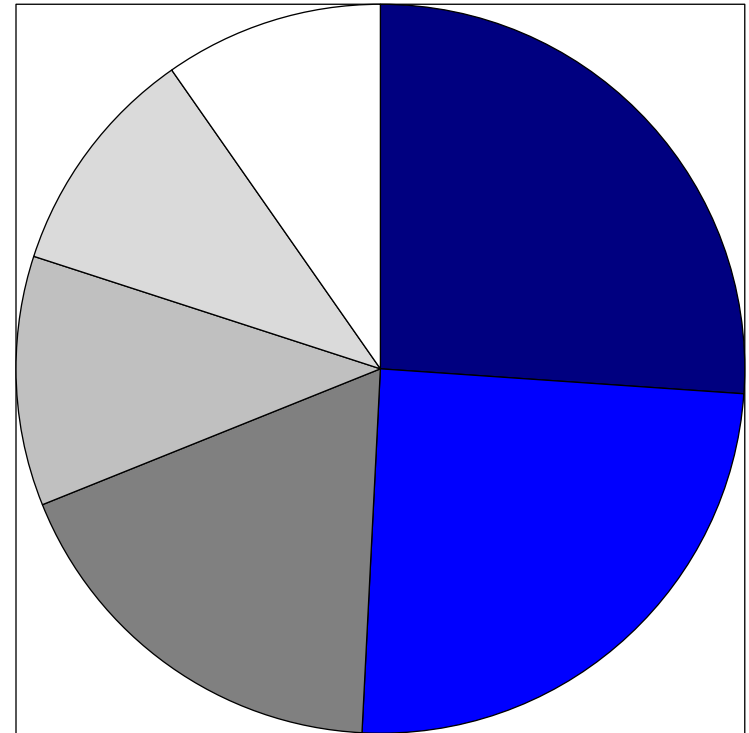
INTERNET AND COMMUNITY USAGE PATTERNS OF GERMAN HIGHER EDUCATION STUDENTS

Hours/Day Internet Usage



□ < 1 ■ 1 to 3 ■ 4 to 6 ■ 7 to 9 ■ 10 to 12 ■ > 12

Community Usage



■ Very often ■ Often ■ Somewhat
■ Rarely ■ Very rarely ■ Never

Online community usage is a global phenomenon

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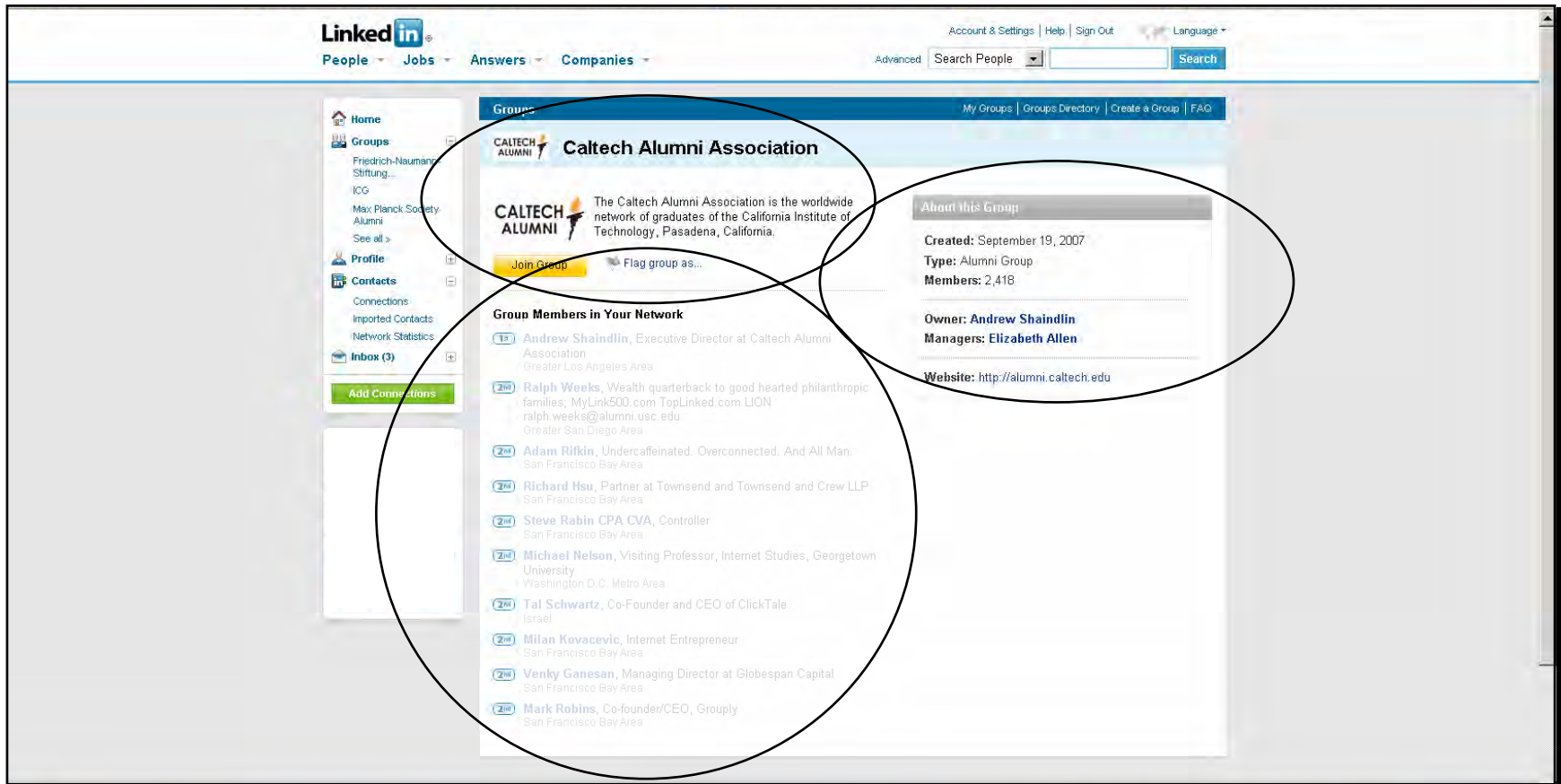
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CALTECH ON LINKEDIN



There is not a lot to see from the outside...

Source: LinkedIn Caltech Alumni Association Group page, October 2008.

CALTECH NETWORK ON LINKEDIN: THE USERS' VIEW

Double your connections in 30 seconds. Click here to get started.

Search Results

We found 225 users in your network matching your criteria.
Keywords: **caltech alumni** • Sorted by: keyword relevance

refine search results

Your Network (225) LinkedIn Network (53)

What do these icons mean?

1st 3 282

Andrew Shaindlin **FEATURED**

Executive Director at **Caltech Alumni Association**
Greater Los Angeles Area | Non-Profit Organization Management

Current: Author at **Alumni Futures** blog (Self-employed) | Executive Director, **Caltech Alumni Association** at California Institute of Technology

Past: U of Michigan **Alumni Association**; Brown University **Alumni Relations**

Keywords: Online services for **alumni**, business networking practices, **alumni** membership programs ... for **alumni**, educational travel programs ... for EDUCAUSE, AlumniNets, **Caltech Alumni** ... Executive Director, **Caltech Alumni Association** at California Institute of Technology ...

Groups: **CALTECH ALUMNI**

more

William Hicks **FEATURED**

Entrepreneur | Innovator | IT Pro, Networker, Developer, MyLinkNetwork.com, [LION] MyLink500, TopLinked.com
San Francisco Bay Area | Internet

Current: Entrepreneur | Innovator | Facilitator | IT Pro, Networker, Developer at Hicks ... see more

Past: Hicks Associates

Keywords: ... Chicago, **Alumni**, University of California, Berkeley **Alumni**, Harvard **Alumni**, Harvard Business School, **Alumni**, The George ... News, George Washington University, **Alumni** ...

Groups: **CALTECH ALUMNI** ... see

more

Karen Carlson

Associate Director at **Caltech Alumni Association**
Greater Los Angeles Area | Education Management

Current: Associate Director at **Caltech Alumni Association**

Past: University of Southern California, North Dakota State College of Science

Keywords: **alumni** admissions, **alumni** and student career programs, student/**alumni** relations **Caltech** Summer Undergraduate Research Fellowship ... Associate Director at **Caltech Alumni Association** Current roles include **alumni** career services, student/**alumni** programs, and ...

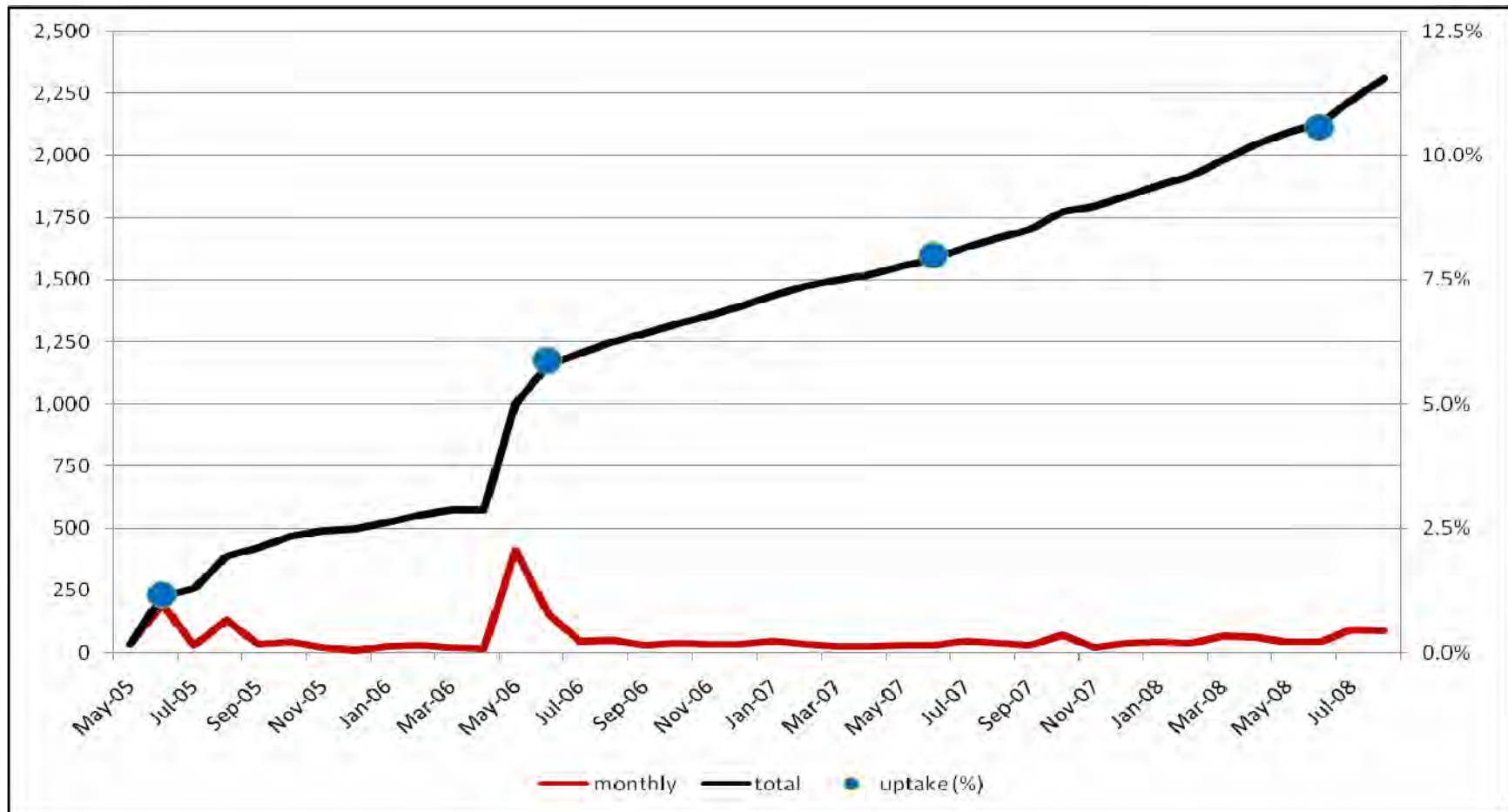
Groups: **CALTECH ALUMNI**

more

It is about branding – which applies to alumni, students, and recruits

Source: LinkedIn search results page, July 2008.

CALTECH ALUMNI GROUP ON LINKEDIN: GROWTH RATES



Sustained growth – despite LinkedIn not appealing to many Caltech alumni

Source: Caltech Alumni Association, September 2008.

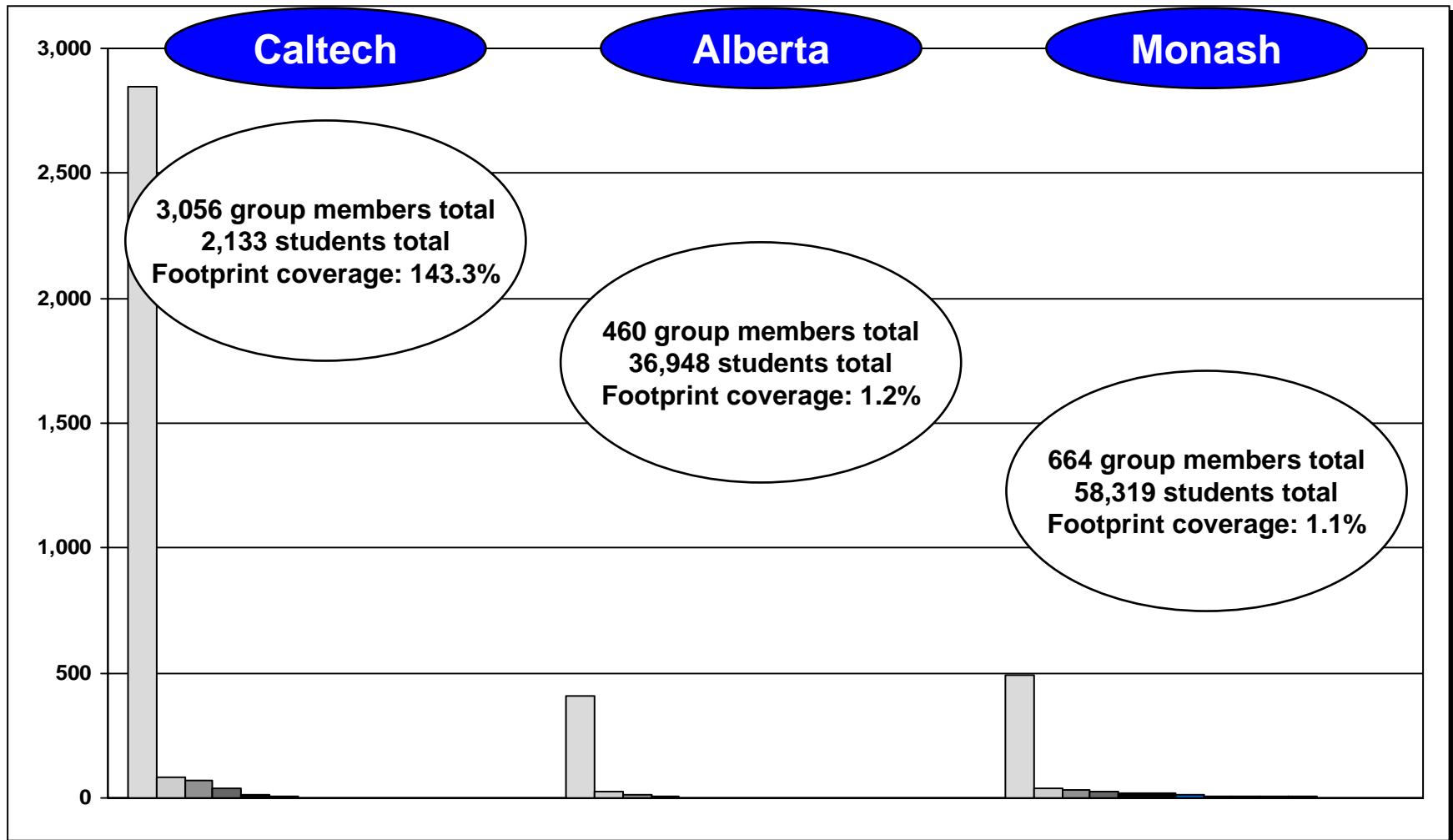
- **The University of Alberta has an exceedingly small footprint on LinkedIn with a total of a mere 460 members**
- **Only “10” University of Alberta-affiliated groups exist:**
 - **University of Alberta Alumni – 409 members**
 - **Schulich School of Engineering – 25 members**
 - **Alberta MBA – 15 members**
 - **University of Alberta Gold Key Society – 5 members**
 - University of Alberta, Law Alumni – 1 member
 - University of Alberta, MHSA Alumni – 1 member
 - Libon Cardiovascular Institute of Alberta – 1 member
 - University of Alberta, Faculty of Extension, MACT – 1 member
 - University of Alberta School of Business Alumni Association – 1 member
- **The overall brand and faculties are represented, but the little differentiated group presence evidences clear brand disassociation patterns**

How can future students relate to Alberta in the absence of a networked presence?

- **No official presence of Monash University on LinkedIn**
- **A total of 7,166 alumni are registered – but only 664 are registered in groups**
- **14 unofficial, recently created and highly fragmented groups relating to Monash University exist on LinkedIn, resulting in brand overlay:**
 - **Monash University Alumni (created 20 March 2008, 430 members)**
 - **Monash Uni Alumni (created 13 June 2008, 6 members)**
 - **Monash Alumni (created 27 February 2008, 19 members)**
 - **MonashAlumni (created 10 June 2008, members 1)**
 - **Monash University International Alumni (created 20 June 2008, 36 members)**
 - **Monash Australia Alumni (created 1 July 2008, 26 members)**

Very small footprint: < 1,000 out of > 300,000 Monash community members

LINKEDIN DEFINED GROUP FOOTPRINT ANALYSIS FOR CALTECH, ALBERTA, AND MONASH



Notes: ICG makes no claim of ultimate accuracy. Data furthermore may be incomplete or structurally inaccurate given a number of methodological constraints. Please see ICG's general commentary on methodological issues. Footprint is calculated as the percentage of respectively affiliated group members on LinkedIn vis-à-vis the student enrollment headcount.

Source: LinkedIn, November 2008.

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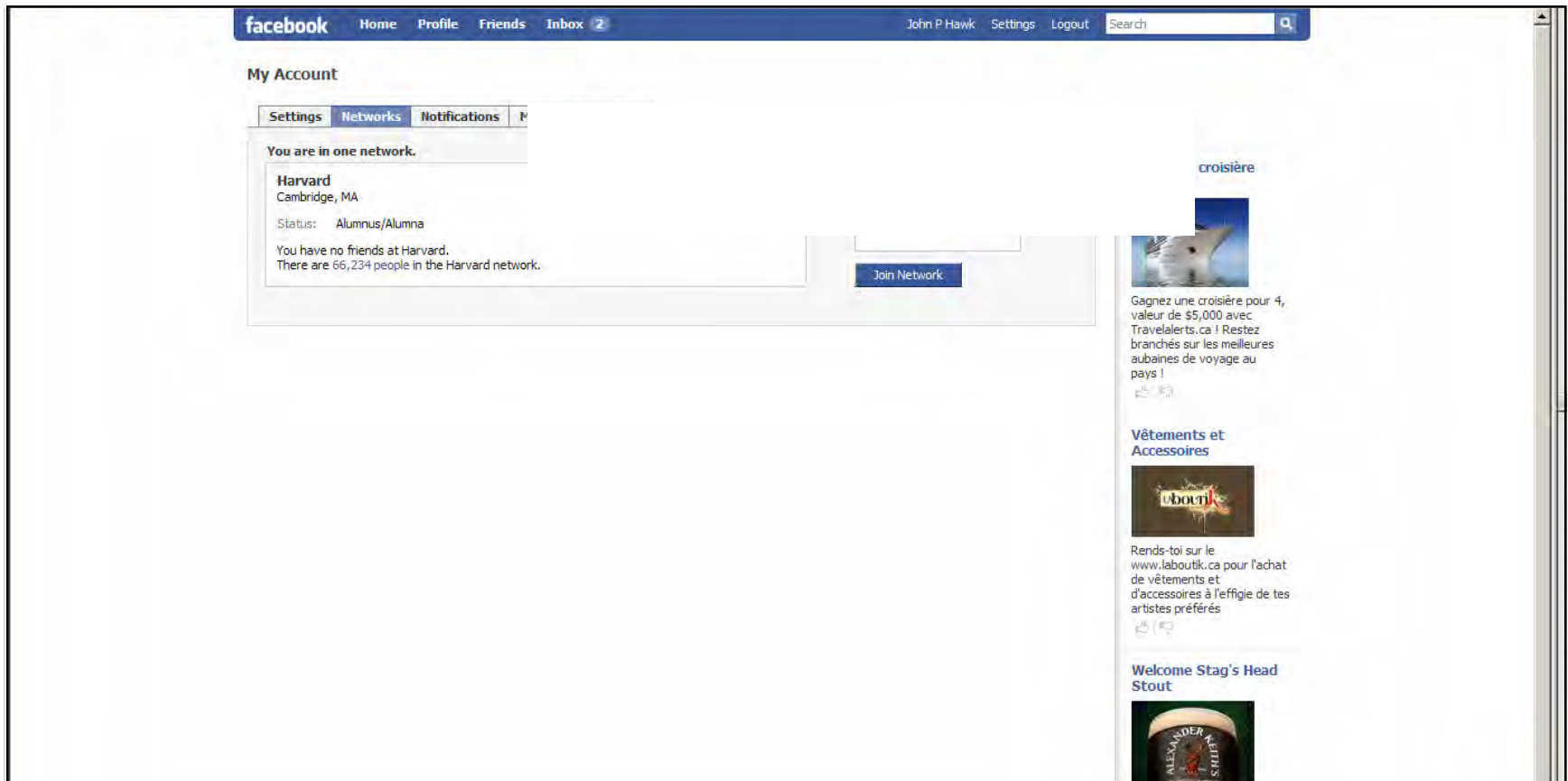
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FACEBOOK: HARVARD UNIVERSITY – WHERE IT ALL STARTED

From...



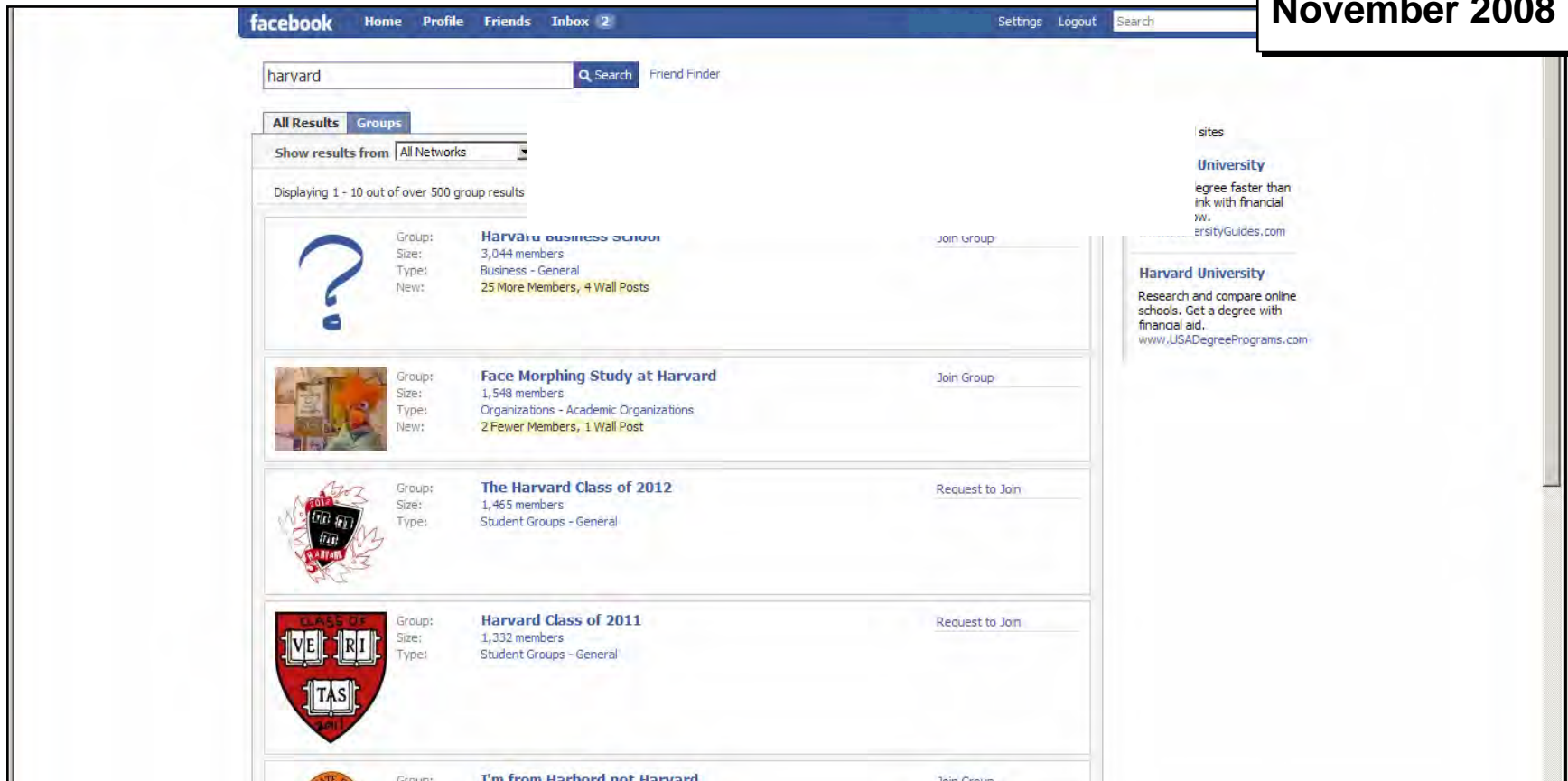
Amalgamation: 20,024 enrolled students – 66,234 Facebook members

Source: Facebook, November 2008.

FACEBOOK: HARVARD UNIVERSITY – WHERE IT ALL STARTED

...To

November 2008



Fragmentation reigns

Source: Facebook, November 2008.

FACEBOOK: UBC'S ALUMNI GROUP

The screenshot shows the Facebook interface for the "University of British Columbia (UBC) Alumni" group. The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox), and a search bar. The group's name "University of British Columbia (UBC) Alumni" is displayed with a "Global" location tag. The "Basic Info" section lists the group type as "Student Groups - Alumni Groups" and the description as "For anyone who ever went to UBC!". The "Contact Info" section shows the office as "The Gallery". The "Recent News" section contains a message from the group administrator stating that the group is for UBC alumni only and that it is a UBC-related group. The "Members" section displays a list of 8 members out of 6,473 total members, with a "See All" link. The "Discussion Board" section shows 3 of 17 discussion topics, including "Film Crews at UBC: Brushes With Fame?". The right sidebar features several promotional banners, including "Make Your Mark" for cervical cancer, "Flip Phone Tricks", and "New faces of design".

facebook Home Profile Friends Inbox 2 Settings Logout Search

University of British Columbia (UBC) Alumni
Global

Basic Info
Type: Student Groups - Alumni Groups
Description: For anyone who ever went to UBC!

Contact Info
Office: The Gallery

Recent News
This group is for UBC Alumni ONLY.
Advertisers/Spammers/People With Too Much Time On Your Hands: get lost.
Since I have to delete a considerable amount of content every day, I reiterate:
UBC RELATED POSTS ONLY. That means no surveys, no ads for other groups, no random unrelated information. This is a UBC group, folks.

Members
Displaying 8 of 6,473 members See All

King Hii Alton Kwok Craig Ryomoto Anders Lam Christine Yuen Michele Wonghen Ramshaw Nassim Massah Alex Varju

Discussion Board
Displaying 3 of 17 discussion topics See All
Film Crews at UBC: Brushes With Fame?
6 posts by 5 people. Updated 16 hours ago
ANY UBC OKANAGAN ALUMNI
1 post by 1 person. Updated on November 19, 2008 at 9:06pm

Make Your Mark
MAKE YOUR MARK AGAINST CERVICAL CANCER.
Every mark on our wall is another step against cervical cancer. Make a mark on our wall, then pass the paint to friends to be #1.

Flip Phone Tricks
Flip your phone
Check out these flip phone tricks. Think you could do better?

New faces of design
Design for All
Shop New Beauty Designers at Target.com >
Check out three new, luxe makeup collections and be bold, be beautiful.

6,473 out of ~ 160,000 UBC alumni in Facebook group

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YOUTUBE: UC BERKELEY WAS THE FIRST UNIVERSITY TO UPLOAD ENTIRE COURSES ONTO ITS YOUTUBE CHANNEL

The screenshot shows the UC Berkeley YouTube channel page. At the top, the YouTube logo and navigation links are visible. The channel name "Berkeley University of California" is prominently displayed. Below the name, there are links for "Courses", "Events", "Campus Life", and "Cal Athletics". A video player is featured in the center, showing a "Cal Athletics in Beijing - Part 3" video. To the left of the video player, there is a channel profile section for "UC Berkeley" with a "Subscribe" button. The profile includes a description of the university, its name, age, city, hometown, country, interests, and website. At the bottom of the page, there is a section titled "Looking for more from UC Berkeley?" with links to the channel's courses and events.

UC Berkeley [Subscribe](#)

ucberkeley
Joined: May 02, 2006
Last Sign In: 16 hours ago
Subscribers: 15,976
Channel Views: 1,903,024

DIRECTOR

The University of California, Berkeley is the preeminent public research and teaching institution in the nation. From classic literature to emerging technologies, the curricula of our 130 academic departments span the wide world of thought and knowledge. Supported by the people of California, the university has embraced public service as an essential part of its mission since 1868.

Name: **UC Berkeley**
Age: **140**
City: **Berkeley, CA**
Hometown: **Berkeley, CA**
Country: **United States**
Interests and Hobbies: **Teaching, Research, and Public Service**
Website: <http://www.berkeley.edu/>
[Report profile image violation](#)

Cal Athletics in Beijing - Part 3
From: [calathletics](#)
Views: 69,759
Comments: 1

Looking for more from UC Berkeley?
Check out all 4 of UC Berkeley's YouTube Channels today and be sure to subscribe!

Courses: <http://www.youtube.com/ucberkeley>
Events: <http://www.youtube.com/ucberkeleyevents>

1.9 million channel views & 16,000 subscribers since October 2007

YOUTUBE: A 5 MINUTE MIT LECTURE VIDEO = A GLOBAL LEARNING AND RECRUITING COMMUNITY

The screenshot shows the YouTube interface for a video titled "MIT sketching" by user "albbu". The video player shows a man sketching a face on a whiteboard. The video has 2,395,924 views and a 5-star rating from 5,377 users. The right sidebar features a "More From: albbu" section, a "Related Videos" list including "Invisible Water Effect", "How to Draw Eyes", "M.I.T. Walter Lewin- Complete Breakdown of Intuition - Part 1", "Amazing physics", and "Teaching Physics with a SMART Board", and a "Promoted Videos" section with titles like "Alberto the Musicbox", "Theoretical Girl - The ...", "Behind The Scenes on Na...", and "Russian Romance - Live ...".

2.4 million views (and it is not even a YouTube channel)

Source: <http://www.youtube.com/watch?v=NZNTggIPbUA>

YOUTUBE: TORONTO UNIVERSITY RECRUITING CENTER EMERGENCY ROOM

The screenshot shows a YouTube video player interface. At the top, the YouTube logo and navigation tabs (Home, Videos, Channels, Community) are visible. The video title is "Toronto University / Recruiting center Emergency Room". The video player shows a man in a white shirt and tie, possibly a medical professional, in an emergency room setting. To the right of the video player, there is a sidebar with a "Subscribe" button, a "More From: awarenessmuscle" section, and a "Related Videos" section. The "Related Videos" section lists several other videos, including "Toronto University / TV rapport wellness center", "Crazy UofT Engineering Class", "Matisyahu - King without a crown", "Emergency Room PS1 on Reuters international", and "Shepherd University Infomercial".

YouTube
Broadcast Yourself™

Worldwide English

Sign Up QuickList (0) Help Sign In

Home Videos Channels Community

Videos Search advanced Upload

Toronto University / Recruiting center Emergency Room

From: awarenessmuscle
Added: March 08, 2008
(more info)

2007 <http://www.emergencyrooms.org>

URL: <http://www.youtube.com/watch?v=lu2Z7Gxtjfs>

Embed: `<object width="425" height="344"><param name="mov`

▶ More From: awarenessmuscle

▼ Related Videos

- Toronto University / TV rapport wellness center
02:04 From: awarenessmuscle
Views: 151
- Crazy UofT Engineering Class
03:33 From: leungwaiyuk
Views: 2,596
- Matisyahu - King without a crown
03:44 From: Markit
Views: 3,733,070
- Emergency Room PS1 on Reuters international
01:41 From: awarenessmuscle
Views: 139
- Shepherd University Infomercial
01:09 From: MJTheis
Views: 1,174

Rate: ★★★★★ 1 ratings Views: 59

Share Favorite Playlists Flag

MySpace Facebook Digg more share options

Commentary Statistics & Data

Promoted Videos

What? Luckily, few are watching this video

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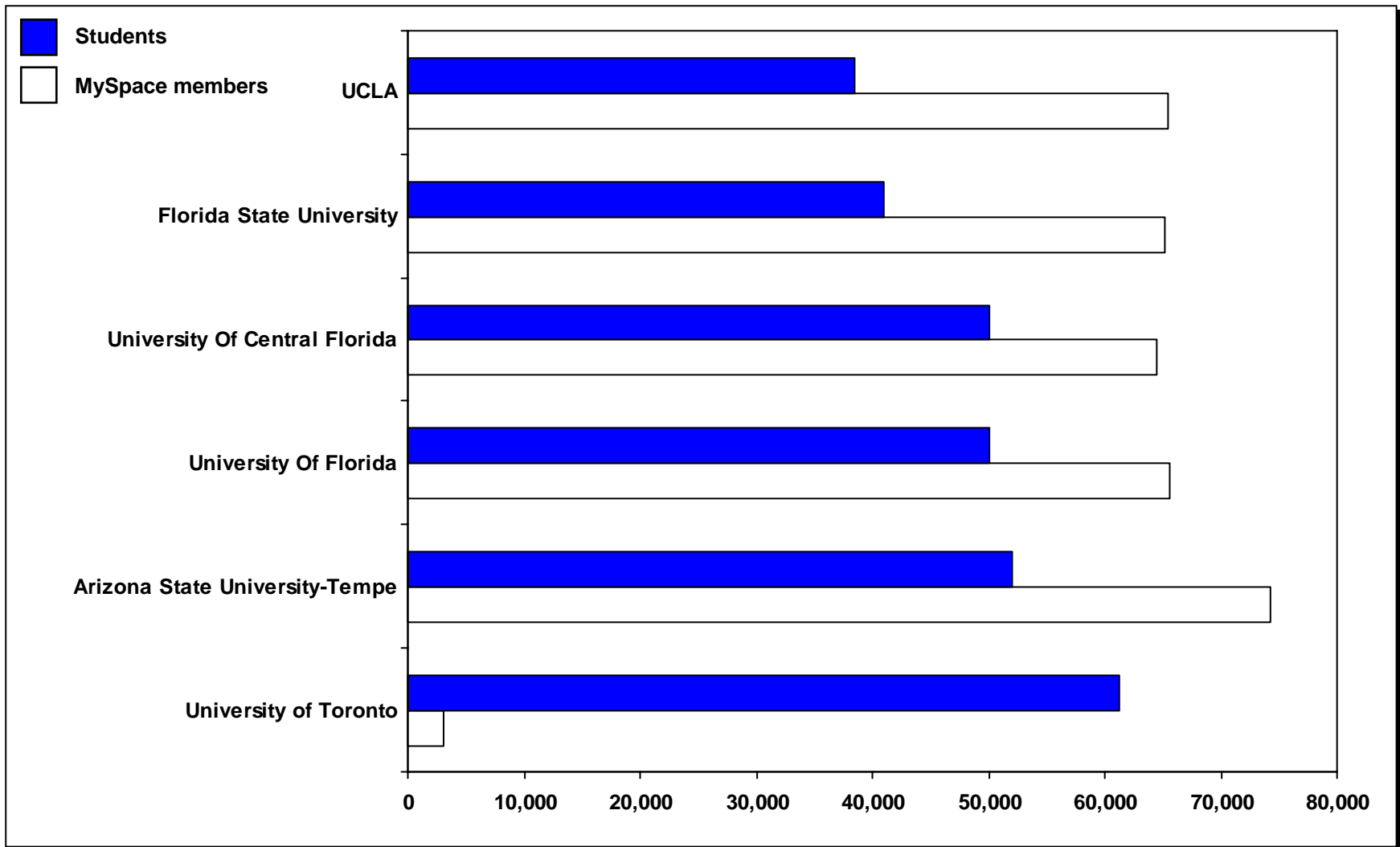
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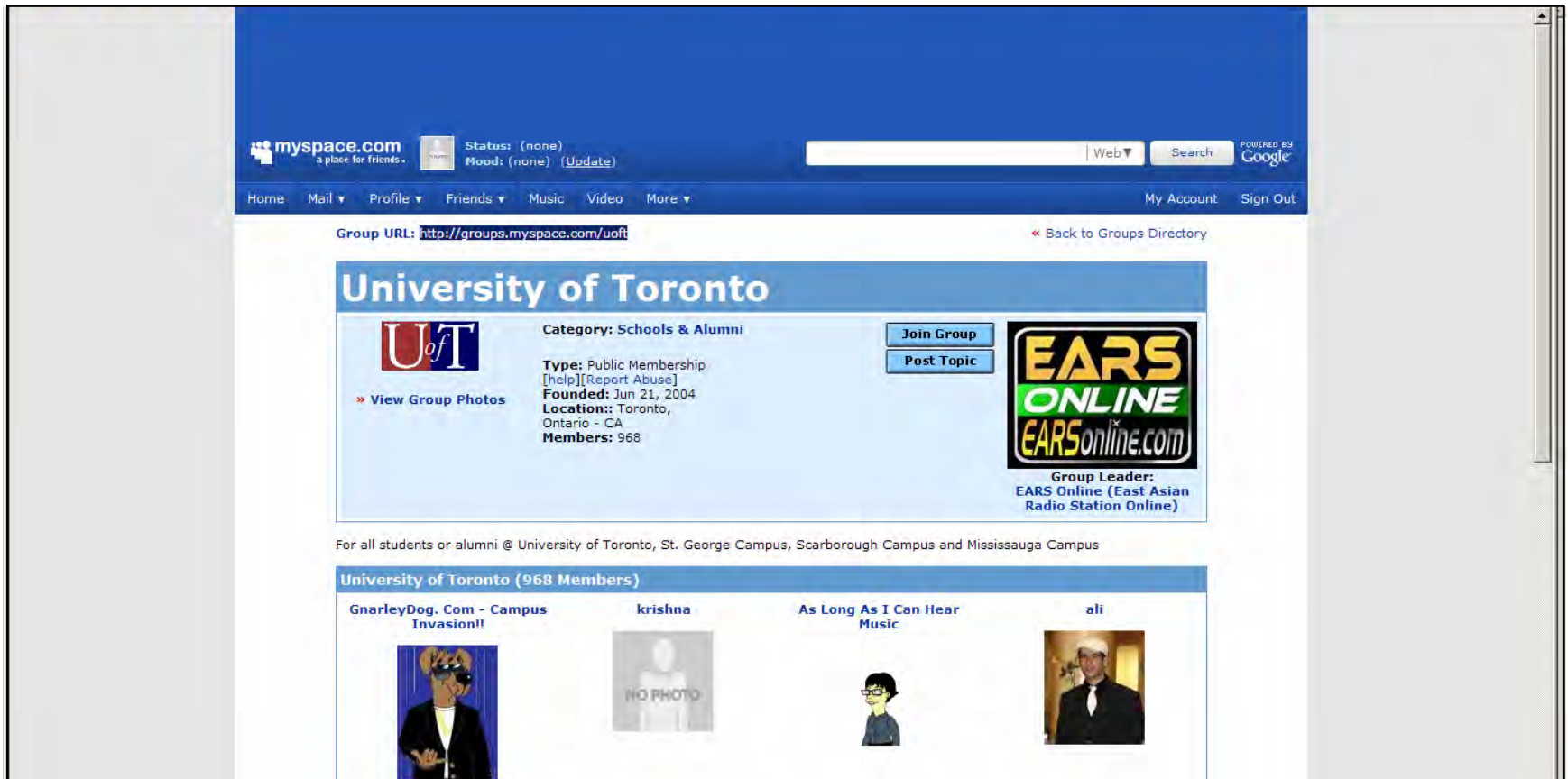
TOP FIVE US UNIVERSITIES AND TORONTO ON MYSPACE



Notes: MySpace list for Top 5 US universities. UoT data per browse function.

Source: MySpace, November 2008.

MYSPACE: TOP 5 US UNIVERSITIES & TORONTO GROUP Via Groups Menu



Less than 1,000 dedicated users affiliate with UoT

MYSPACE: TOP 5 US UNIVERSITIES & TORONTO GROUP

Browse Function

The screenshot shows the MySpace interface for the University of Toronto group. The top navigation bar includes links for Home, Mail, Profile, Friends, Music, Video, and More. The group's status and mood are both set to '(none)'. A search bar and a 'Web' dropdown are also present. The main content area is titled 'UNIVERSITY OF TORONTO' and features a 'Members (3094)' section. This section is divided into 'Current Students (1788)' and 'Alumni (1306)'. A grid of member avatars is displayed, with names like Jonathan, Michelle, Hitokiri, tenni, v., chongkee, Adamadamada..., Vagabond!, caro, and hErBeRt. To the right of the member grid is a 'Browse School's Members' sidebar with filters for 'Browse For' (Female), 'between ages' (18 and 68), and 'Browse by' (Alumni). Below these filters are buttons for 'Browse Users' and 'Advanced Browse'. At the bottom of the page, there is a 'Forum (1 Topics)' section with a table showing topics, posts, last posts, and topic starters.

myspace.com a place for friends Status: (none) Mood: (none) (Update) Web Search POWERED BY Google

Home Mail Profile Friends Music Video More My Account Sign Out

Schools >> UNIVERSITY OF TORONTO

Add this School to your Profile

Grade your professor Start grading now!!

Moderator Want to be this school's moderator?

Just Added Amanda Mz Smooth Maddi

Members (3094) Current Students (1788) Alumni (1306)

Jonathan midnight to... Michelle Hitokiri tenni v. chongkee Adamadamada... Vagabond! caro hErBeRt

1 2 3 4 5 Last >> view all >

Browse School's Members Browse For: Female between ages: 18 and 68 Browse by: Alumni Browse Users Advanced Browse

advertisement

Forum (1 Topics) Post a New Topic

Topics	Posts	Last Post	Topic Starter
--------	-------	-----------	---------------

3,094 overall affiliated users: UoT's brand footprint runs at around 0.5%

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Discussion

- About UF
- Academics
- Admissions
- Campus Life
- Research
- Services



Admissions

RELATED SITES:

- Undergraduate
Application, Status, Honors, Catalog
- Graduate
Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
- Transfer
Florida A.A. Degree, Freshman/Soph., Junior/Senior
- International
International Admissions, International Center
- Costs & Financial Aid
Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates

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UF offers more than 100 [undergraduate majors](#), combined bachelor's/master's degree programs in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

Graduate Admissions


The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

Already Applied?

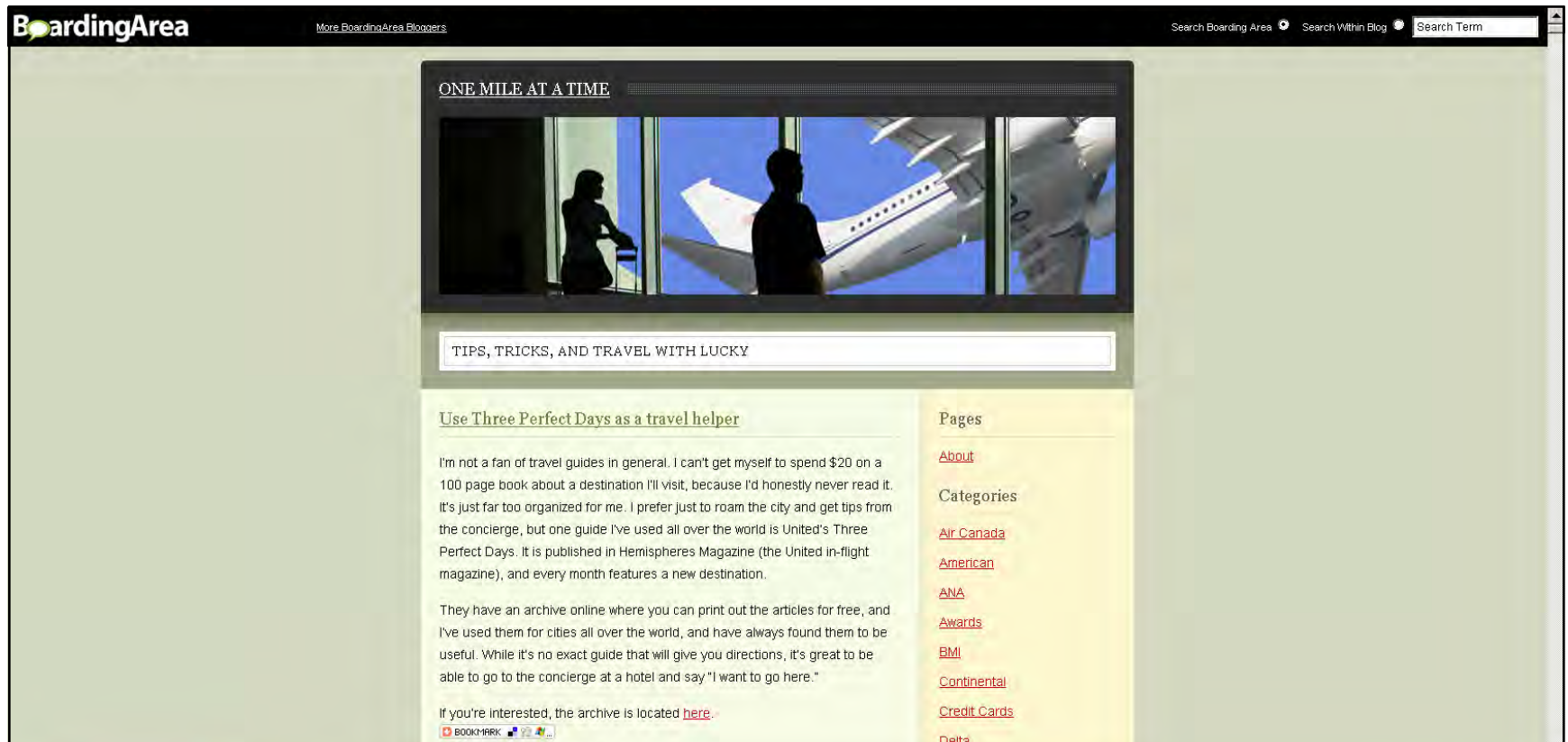
Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

[News](#) | [Calendar](#) | [Directory](#) | [MyUF](#) | [ISIS](#) | [Web Site Listing](#) | [Campus Map](#) | [WebMail](#) | [Ask UF](#)
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This page uses Google Analytics (Google Privacy Policy)



Let's remember this gentleman



Lucky's blog started eight months ago, now reaches up to 1,500 hits/day

Source: <http://boardingarea.com/blogs/onemileatatime>.

HOW LUCKY'S BLOG TIES INTO THE LARGEST COMMUNITY OF AIR TRAVELERS IN THE WORLD (FLYERTALK)

The screenshot shows a user profile for 'lucky9876coins' on the FlyerTalk Forums. The profile includes a navigation bar with links like 'MyFlyerTalk', 'FAQ', 'Calendars', 'New Posts', 'Search', 'Quick Links', and 'Log Out'. The user's profile section shows they are a 'TalkBoard Member/FlyerTalk Evangelist' with a last activity time of 'Today 8:40 pm'. Below this is a signature that reads: 'Check out my trip report on NH/SQ/AC Biz to Asia, as well as the Conrad Hong Kong, InterContinental Bali, etc...'. The profile is divided into two main columns: 'Forum Info' and 'Contact Info'. The 'Forum Info' column shows the user joined on 'Dec 8, 04', has '21,197' total posts (15.89 posts per day), and 1 referral. The 'Contact Info' column shows a home page link, email, and private message options. Below these columns is an 'Additional Information' section with fields for 'Date of Birth' (April 20), 'Location' (Tampa/Gainesville), 'Program Affiliations' (United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat), and 'Interests' (Travel, Photography, Aviation). A 'Group Memberships' section indicates the user is not a member of any public groups. At the bottom, a footer note states: 'All times are GMT -5. The time now is 8:40 pm.'

FlyerTalk Forums > View Profile
lucky9876coins

MyFlyerTalk FAQ Calendars New Posts Search Quick Links Log Out

View Profile: lucky9876coins

lucky9876coins
TalkBoard Member/FlyerTalk Evangelist

Last Activity: Today 8:40 pm

Add lucky9876coins to Your Buddy List Add lucky9876coins to Your Ignore List

Signature
Check out my trip report on NH/SQ/AC Biz to Asia, as well as the Conrad Hong Kong, InterContinental Bali, etc...

Forum Info	Contact Info
Join Date: Dec 8, 04 Posts: Total Posts: 21,197 (15.89 posts per day) Find all posts by lucky9876coins Find all threads started by lucky9876coins Referrals: 1	Home Page: http://boardingarea.com/blogs/onenileatatime/ Email: Send a message via email to lucky9876coins Private Message: Send a private message to lucky9876coins

Additional Information	Group Memberships
Date of Birth: April 20 Location: Tampa/Gainesville Program Affiliations: United 1K/RCC, AA Gold, PC Plat, IC RA, Hilton Gold, Marriott Gold, Starwood Gold, Amex Plat Interests: Travel, Photography, Aviation	lucky9876coins is not a member of any public groups


All times are GMT -5. The time now is 8:40 pm.

Three and a half year of community participation: 21,197 posts

Source: "Lucky's" profile on www.flyertalk.com.

BoardingArea [More BoardingArea Bloggers](#) Search Boarding Area Search Within Blog Search Term

ONE MILE AT A TIME



TIPS, TRICKS, AND TRAVEL WITH LUCKY


About

Ben is a college student and avid points collector living in Florida. He travels nearly 200,000 miles per year, mostly with United and the Star Alliance. He has visited over 30 countries and counting, and has a particular interest in the Asian-Pacific region. Beyond blogging on Boardingarea.com, being a student and traveling, Ben spends considerable time on FlyerTalk.com under the handle "lucky9876coins", serving on the TalkBoard, FlyerTalk's member elected board.

The purpose of his blog is to share his travel experiences – those both in the air and on the ground – and stay updated on the latest in the travel industry, from promos to program changes to mergers. Ben can be reached at onemileatime@hotmail.com for any questions, comments, or stories you'd like him to blog about.

Pages

- [About](#)
- [Categories](#)
- [Air Canada](#)
- [American](#)
- [ANA](#)
- [Awards](#)
- [BMI](#)
- [Continental](#)
- [Credit Card](#)



Not a CEO. Not a consultant. A college student at the University of Florida

Source: <http://boardingarea.com/blogs/onemileatime>.

REVISITING THE UNIVERSITY OF FLORIDA ADMISSIONS WEBPAGE

The screenshot shows the University of Florida Admissions webpage. At the top, there is an orange header bar with the text "University of Florida" on the left and a search bar on the right labeled "UFWeb with Google". Below the header, the page is divided into three main sections. On the left is a blue sidebar with a list of navigation links: "About UF", "Academics", "Admissions", "Campus Life", "Research", and "Services". Below these links are sections for "RELATED SITES:" including "Undergraduate" (with links for Application, Status, Honors, Catalog), "Graduate" (with links for Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog), "Transfer" (with links for Florida A.A. Degree, Freshman/Soph., Junior/Senior), "International" (with links for International Admissions, International Center), and "Costs & Financial Aid" (with links for Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates). The middle section features a large blue banner with a statue of a man and the word "Admissions" in white. Below the banner, there are three sub-sections: "Why Choose UF?" (describing 100+ undergraduate majors and 200+ graduate programs), "Undergraduate Admissions" (highlighting UF as one of the nation's best universities), and "Graduate Admissions" (describing the graduate admission process). The right section is a solid blue area. At the bottom of the page, there is a footer with a navigation menu (News, Calendar, Directory, MyUFL, ISIS, Web Site Listing, Campus Map, WebMail, Ask UF), copyright information (© University of Florida, Gainesville, FL 32611; (352) 392-3261. Updated: October 6, 2008.), and the University of Florida logo with the tagline "The Foundation for The Gator Nation".

University of Florida

UFWeb with Google Search

Admissions

Why Choose UF?
UF offers more than 100 [undergraduate majors](#), [combined bachelor's/master's degree programs](#) in 65 departments and more than 200 [graduate degree programs](#). [Tour UF](#) on a visit to UF's beautiful Gainesville campus or take a [virtual tour](#) online.

Undergraduate Admissions
Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).
The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). [To apply online](#), complete the [application for undergraduate admission](#).

Graduate Admissions
The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. [To apply online](#), complete the [application for graduate admission](#).

Already Applied?
Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).
While waiting for an admission decision, learn more about [housing on campus](#), [meal plans](#), [computer requirements](#) and [scholarships and financial aid](#).

News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF
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This page uses Google Analytics (Google Privacy Policy)

UF UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

What kind of Web 2.0 / community recruiting features does UF employ?

INTERNATIONAL STUDENT RECRUITING AT UF

University of Florida

UF Web with Google Search

Academics | Campus Life | Paying for College | UF Information | Visiting UF | Why Attend UF

ADMISSIONS

- Prospective Students
- Applying Students
- Admitted Students
- Community Outreach
- Counselors & Advisers
- Parents
- Residency

Apply Online at **UF**

Check Your Status at **UF**

INTERNATIONAL

We welcome your interest in the University of Florida. Each year, UF hosts more than 6,000 international students who are seeking an education that is fully accredited and will be recognized all over the world. International students offer a cultural perspective that enriches the entire UF campus community.

As the state of Florida's largest and oldest university, the University of Florida is one the state's centers for education, medicine, cultural events and athletics. The university offers unrivaled access to world-class facilities, nationally recognized faculty, and a vibrant and diverse campus community. UF is committed to enrolling a student body that includes students from around the world.

At UF, you can choose from more than 100 undergraduate degree programs and more than 200 graduate degree programs. The campus provides incredible opportunities with top-quality advising to help you plan your academic courses, as well as excellent career mentoring, research opportunities, and more than 650 student organizations. Sports are also very popular at UF, for spectators and participants, and UF offers one of the most comprehensive intramural and club sport programs in the country.

The university is located in Gainesville in North Central Florida, continually ranked as one of the best places to live in the United States.

- Nice
- Clean-cut
- Good looking
- But are they real?
- And who are they?
- And why should an applicant care?

Site Map | Privacy Policy | Phone List | Forms | Contact Us

Office of Admissions • 201 Criser Hall • PO Box 114000 • Gainesville, FL 32611-4000 • 352-392-1365

Here's a hint: This is not community or Web 2.0-based recruiting

The screenshot shows the University of Florida website. At the top, there is a navigation bar with the University of Florida logo and a search bar. Below the navigation bar, there is a sidebar with links to various sections: About UF, Academics, Admissions, Campus Life, Research, and Services. The main content area features a large banner with the text "Meet Lucky" and a photo of a young man. Below the banner, there are sections for "Why Choose UF?", "Undergraduate Admissions", "Graduate Admissions", and "Already Applied?". The footer contains links to various resources and the University of Florida logo.

University of Florida

UF Web with Google Search

Meet Lucky

About UF

Academics

Admissions

Campus Life

Research

Services

RELATED SITES:

- Undergraduate**
Application, Status, Honors, Catalog
- Graduate**
Application, Deadlines, Fellowships, Graduate Minority Programs, Catalog
- Transfer**
Florida A.A. Degree, Freshman/Soph., Junior/Senior
- International**
International Admissions, International Center
- Costs & Financial Aid**
Undergrad Costs, Graduate Costs, Housing, Meal Plans, Student Jobs, Scholarships, Bright Futures, Deadlines & Critical Dates

Why Choose UF?

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Undergraduate Admissions

Outstanding students, faculty, programs, facilities and scholarship opportunities have made UF [one of the nation's best universities](#), public or private, and [one of the best deals](#).

The [Office of Admissions](#) provides information to [high school students](#) preparing for college, [freshman candidates](#) applying to UF and students who want to [transfer to UF](#). **To apply online**, complete the [application for undergraduate admission](#).

Graduate Admissions

The [graduate admission process](#) is coordinated by the [graduate departments](#) and the admissions office. [Graduate application instructions](#) and [graduate resources](#) provide the information needed to choose a degree program. **To apply online**, complete the [application for graduate admission](#).

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Undergraduates can check their [application status](#) online; graduate applicants should contact their [graduate departments](#).

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News | Calendar | Directory | MyUFL | ISIS | Web Site Listing | Campus Map | WebMail | Ask UF
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UF UNIVERSITY of FLORIDA
The Foundation for The Gator Nation

Drivers: Credibility – relevance – leverage – timeliness

Introduction and Housekeeping

A survey of Web 2.0 tools and platforms

The Web 2.0 and online community landscape

User behavior and segmentation

Case studies

- **LinkedIn: Caltech & Monash & Alberta**
- **Facebook: Harvard & UBC**
- **YouTube: Berkeley & MIT & Toronto**
- **MySpace: Top 5 US universities & Toronto**
- **Blogging: Do you want to get Lucky?**

Strategic implications

Discussion

- **For (international) recruiters**
 - **Soon nearly all target pools will participate in communities, revealing deep personal information but also acquiring specific knowledge about institutions. Response: Survey, observe, gently engage, and never push against a community's culture and tonality**
- **For alumni relations staff and career services**
 - **Communities have become a transactional meeting ground for alumni of all institutions – which challenges traditional service and communication models. Response: Connect, communicate, leverage**
- **For marketing and communication staff**
 - **Communities are on their way to become the most important (but not only) channel to reach students, while at the same time inducing a new intra-network dynamic. Response: Seeding, encouraging, and monitoring**
- **For educational delivery (learning/teaching) staff**
 - **Web 2.0 tools and platform are fundamentally altering the way and modes of how teaching and learning is taking place. Response: You have to get in front**

FIVE STEPS TO CONSIDER

- **Educate all relevant units (alumni, fundraisers, marketing, admissions, communication, faculty leadership, legal, IT, etc.) on what is happening and the existing tactical and strategic challenges**
- **Analyze the implications for the institution. Map challenges and opportunities. Break rules and cross internal silos**
- **Devise an integrated strategic response and educate and train relevant units in the institution**
- **Test. Implement. Test some more. Map and measure. Revise. Change**
- **Repeat Steps One to Four**

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Strategic implications

Discussion

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