

The best way to engage Gen Z is through digital tools. Whilst teaching methodologies have seen a shift, the admission outreach is yet to explore such channels, says VIKRAM KUMAR



Take online route

The post-millennial age or Gen Z is currently the biggest portion of the populace. Considered digitally savvy, this generation is the first to grow up in a completely advanced environment, communicating fluidly over online media and one that is totally reliant over the internet. Almost seventy five percent of them prefer phones over watching TV.

Similarly, as with previous generations, a school and post-graduate training are well-respected; but, be that as it may, the education industry is inadequately equipped with regards to digitally engaging with their under-studies, and more sadly, coming up short on the devices to set them up for tech-driven professions.

In today's day and age, undergrad admission is expected to grow multi-fold between 2020 and 2025, yet advanced educational institutions have significant making up for the lost time. The challenge confronting educational set-ups are significant, however, these foundations can utilise digital strategies to readily engage their digitally savvy students. Here are three ways one can push colleges to adopt digital tools:

Make the enrollment process completely digital

Keeping aside the advancements that are being introduced in the educational space, the school enrollment process is still unaltered. Students can look at the university through its website, and with fellow students or alum-

ni through connections, but it is still extremely difficult for a student to navigate through the administrative side of things. Only through digital technologies in the enrollment process can institutions alleviate the differences between the administrative side and the students.

Devise digital and mobile marketing methodologies

There is no better way to engage the present generation than through digital tools. Whilst teaching methodologies have still seen a shift, the admission outreach is yet to explore such channels. According to a survey, more than 80 per cent of the students visit the school or university's website through their phones. By having effective tools and applications that will ease-out the process to submit an application, universities can become digitally friendlier drawing more applications.

Another missed opportunity that many universities don't tap into is SMS marketing. More than 70 per cent of the students would allow for texts from colleges if at all it offered any substantial information that is beneficial for them. SMS marketing can also help out as

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alerts for students to know when the last day of the admission process could be.

Embrace new marketing techniques

Amongst the general public with plenty of noise, present schools must do substantially more outbound advertising than in the past decades. Colleges are making jobs for advertising and marketing specialists to investigate the market and develop methodologies, much like customary organisations do.

According to a recent survey, more universities are using social media marketing than ever before. All this while multi-channel advertising and communication still hold a pivotal role. Students are more likely to consider universities that use an amalgamation of digital with print and phone communications.

Devising personalised content

Today, practically all colleges are ready for customised training. Virtual learning situations can give under-studies a modified learning experience, that is versatile to their individual needs. These projects can also assist under-studies with keeping tabs on their development and focus on their

scholarly goals. Thanks to these personalised programmes, students can furnish their minds with clear information on what they need. Understudies can without much of a stretch give feedback on what works for them and what doesn't, offering colleges an opportunity to persistently improve their pedagogy. Whilst personalised teaching methodologies pave way for the betterment of the students, colleges and universities can also use personalised digital strategies to target students with different mindsets. While this allows for holistic selection, it also encourages a much diverse classroom making the learning richer and more versatile.

Owing to the plethora of advantages, universities across the country have numerous questions in their minds. Is technology going to answer every marketing question? Will digital marketing render lower administrative costs? Should we encourage diversity in colleges? Whilst digital marketing in the admission process doesn't guarantee the answers to these questions, it sure does help them differentiate amongst a pool of infinite universities.

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