



THE UNIVERSITY OF ARIZONA

**Undergraduate
Admissions**

SchoolsApp: Recruitment Year 2016

OVERVIEW

SchoolsApp is a third party, private, online community primarily used by institutions to provide a platform for admitted students to connect with their future classmates. Aside from networking with future classmates, this platform also allows institutional staff to connect with students in a medium that feels comfortable and familiar to the student through a mobile and desktop interface. Finally, the app is data-driven; interfacing with existing institutional data and tracking student activity with the app.

Last recruitment cycle, 51% of the incoming class who enrolled past census day utilized SchoolsApp to connect with future classmates, find potential roommates, and receive answers to their enrollment questions. After a successful launch year, the Office of Admissions utilized SchoolsApp with both domestic freshmen and transfer students, as well as integrating all recruitment staff to run monthly direct messaging campaigns with students in the app regarding steps in the enrollment process and answering any related questions. For this current recruitment year, there are a total of 6,734 active users across our Transfer and Freshmen admitted students.

ASSESSMENT METHODS & ANALYSIS:

This year, we utilized both quantitative and qualitative methods to assess SchoolsApp.

First, we conducted a content analysis of the posts students created within the app with the intention of identifying the 3-5 topics admitted students discuss the most or have the most questions about. We plan to incorporate these topics into our communication plans for admitted students.

Most Discussed Topics:



Academics: 3,731 Posts Created



Financial Aid: 3,206 Posts Created

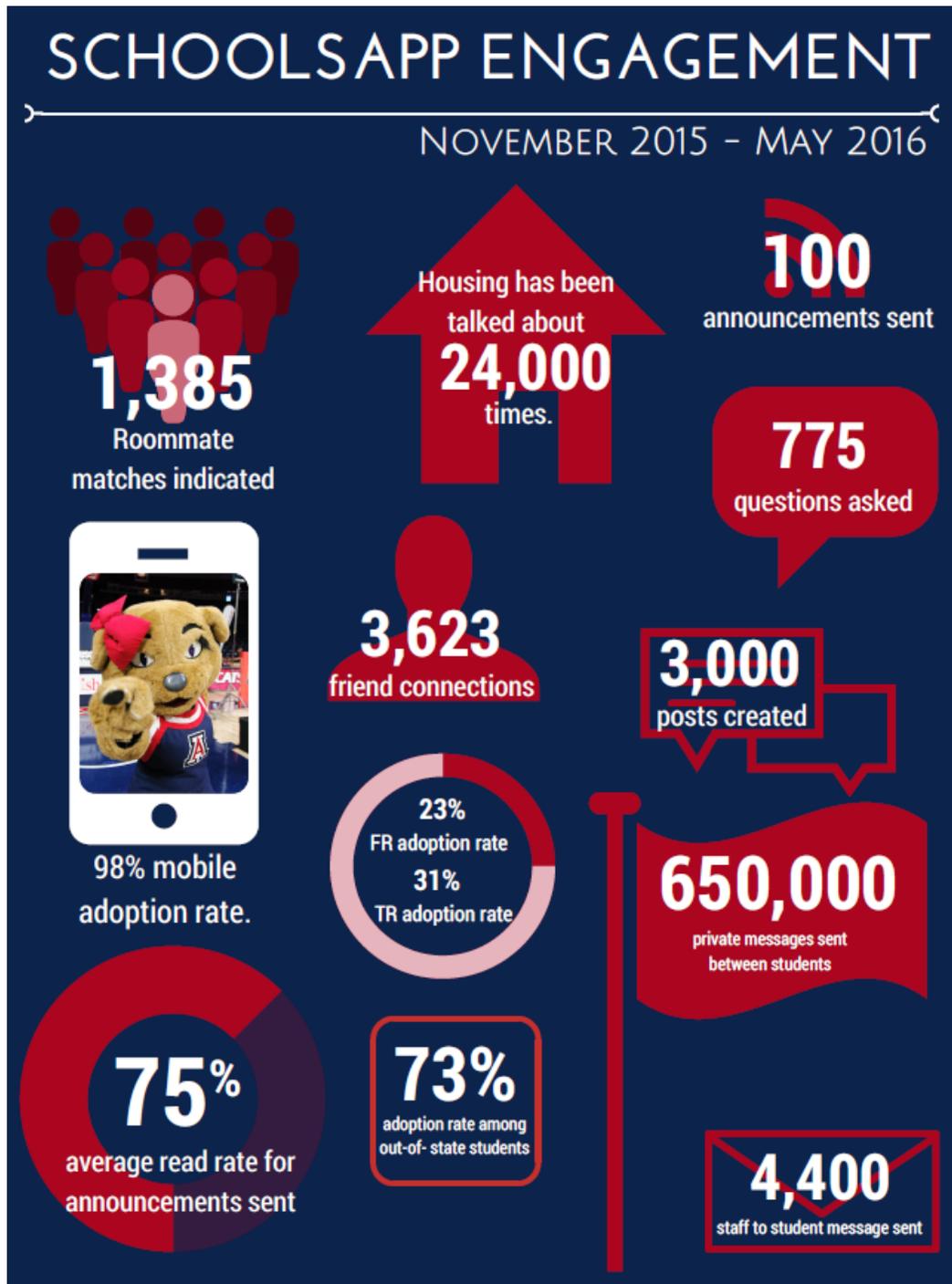


Student Life: 3,046 Posts Created



Housing: 24,000 Posts Created

Next, we examined SchoolsApp across a variety of different factors and those are outlined below:



IMPLICATIONS FOR PRACTICE:

Within the Office of Admissions, we will continue to leverage SchoolsApp as a tool to yield domestic freshmen and transfer admitted students. We will also ensure to incorporate more discussion around academics, student life, financial aid, and residence life into our communication plans for admitted students.