

"Students demand a personalized experience that will help them adjust to their new surroundings, optimize their life on campus and connect more deeply with their school experience. 58% believe colleges are the furthest behind in personalized experiences."<sup>1</sup>

7% of on-campus students report leaving due to loneliness.<sup>2</sup>

Brain science proves that students who feel unsupported, disconnected, and unable to help themselves struggle to learn and typically drop out, fail out, or transfer out.<sup>3</sup>

By focusing so much energy on the classroom experience, we are ignoring 2/3 of the learning equation and the "whole" student.<sup>4</sup>



True, holistic success is based on connection: Connections are a bond based on people, productivity, or tools which move individuals toward satisfaction, support, and achievement.<sup>5</sup>

A connected student is a persisting student.<sup>6</sup>

Helping students connect digital enhanced face-to-face and distance retention by 7%.<sup>7</sup>

"Bold, tightly integrated digital strategies will be the biggest differentiator between companies that win and companies that don't, and the biggest payouts will go to those that initiate digital disruptions."<sup>8</sup>

Research has shown that feeling disconnected over time sabotages our productivity and happiness, and shaves years off of our life expectancy... However, many colleges are under enormous financial pressures to do more with fewer resources to support more students. This reality contributes to a drift toward indifference on campuses because people are so busy, they don't take time to develop supportive relationships.<sup>9</sup>

**References**

- <sup>1</sup> Ellucian Survey, 2017
- <sup>2</sup> Glick, 2020. <https://www.igi-global.com/book/early-warning-systems-targeted-interventions/244668>
- <sup>3</sup> Borden, 2020. <https://www.igi-global.com/book/early-warning-systems-targeted-interventions/244668>
- <sup>4</sup> Hilgard, 1980. <https://onlinelibrary.wiley.com/doi/abs/10.1002/1520-6696%28198004%2916%3A2%3C107%3A%3AAID-JHBS2300160202%3E3.0.CO%3B2-Y>
- <sup>5</sup> Stallard, 2020. <https://www.connectionculture.com/book>
- <sup>6</sup> Milliron, 2018.
- <sup>7</sup> Borden, 2020. <https://books.emeraldinsight.com/page/detail/International-Perspectives-on-the-Role-of-Technology-in-Humanizing-Higher-Education/?k=9781839827136>
- <sup>8</sup> McKinsey & Company (Feb 2017) <https://library.educause.edu/resources/2017/2/2017-horizon-report>
- <sup>9</sup> Stallard, 2018. <https://www.connectionculture.com/book>