Checklist

Identifying Common Digital Experience Gaps in Higher Education

For any institution of higher learning to thrive, it must compete for the attention of several audiences. That means its leaders and key stakeholders must create compelling content and deliver the highest quality digital experiences to each audience — across many different channels and devices. But many schools today don't have the in-house resources needed to publish targeted content and customized messaging on a scale that's needed to stand out from the crowd.

There are ways to solve this, but it helps to understand which gaps need to be filled. To learn which capabilities your team could become better at, review this checklist.

Ask yourself:

	Yes	No
Does your college or university attract the number of qualified prospective students needed to meet annual enrollment targets each year?	○	○
Can you engage several key audiences – like students, parents, faculty, and alumni – with targeted, tailored messaging all at once?	○	○
Does your school drive compelling personalization efforts across all of its preferred digital channels in an efficient, cohesive, and coordinated manner?	○	○
Do key internal stakeholders have access to the tools they need to effectively connect and engage with multiple audiences?	○	○
Can key people from different departments – with highly varied backgrounds and skill sets – manage and publish brand-compliant content independently, without help from developers?	○	○
Do you offer engaging, personalized digital experiences that highlight your school's unique culture and academic offerings?	○	○

If you want to better equip your team to address the goals outlined above, take a closer look at the Drupal CMS and Acquia's open and composable DXP.

Success Stories from Higher Education:
Building the Next Generation of Digital Experiences
How higher education institutions are improving their digital properties to solve problems, engage diverse audiences, and deliver exceptional experiences

See How Education Leaders Are Delivering Better Digital Experiences

Learn how higher education institutions leverage the power of Drupal and Acquia to solve real-world digital experience challenges.

Read the full e-book