



College Interactive Presents at College Conference

New England Association of College Admissions Counselors

Keene State University, NH

June 1, 2017

Navigating the Mobile Preference of GenZ Students

College Interactive (Ci), CANTON MA presented and showcased their mobile recruitment solution at the New England Association of College Admissions Counselors on Thursday, June 1, 2017. College Interactive, a member of NEACAC and NACAC – the National Chapter – was chosen to present on the topic of Mobile Engagement Trends in Higher Education.

Over 60 college admissions and enrollment professionals attended the session titled:
Navigating the Mobile Preference of GenZ Students

CEO, and Founder, Rob Feldman presented alongside a panel of industry executives including: Senior VP of Higher Education Partnerships, Josh Escott, as well as VP of Marketing at Wheaton College (Norton, MA) Gene Begin, and Michael Schell , Director of College Counseling at Catholic Memorial High School in W. Roxbury, MA

Mr. Feldman began the presentation by outlining developing preference changes for mobile communication by not only Gen-Z, but all age ranges. He highlighted the shift in usage from traditional communication channels such as print and email to text-messaging and mobile apps. “This paradigm shift has created a clear communication gap and the Ci mobile app and its suite of tools closes the gap,” says Feldman.

Gene Begin (VP of Marketing at Wheaton College) shared his excitement for implementing Ci as it allows he and his team to use the mobile app to track which students are demonstrating interest and communicate to them where they are: on their mobile devices.

Michael Schell, Director of College Counseling at Catholic Memorial School, Michael Schell followed that “Ci helps to provide his students more exposure to educational opportunities because they are being proactive through a medium they use most.”

[Click this link to view the complete presentation](#)

