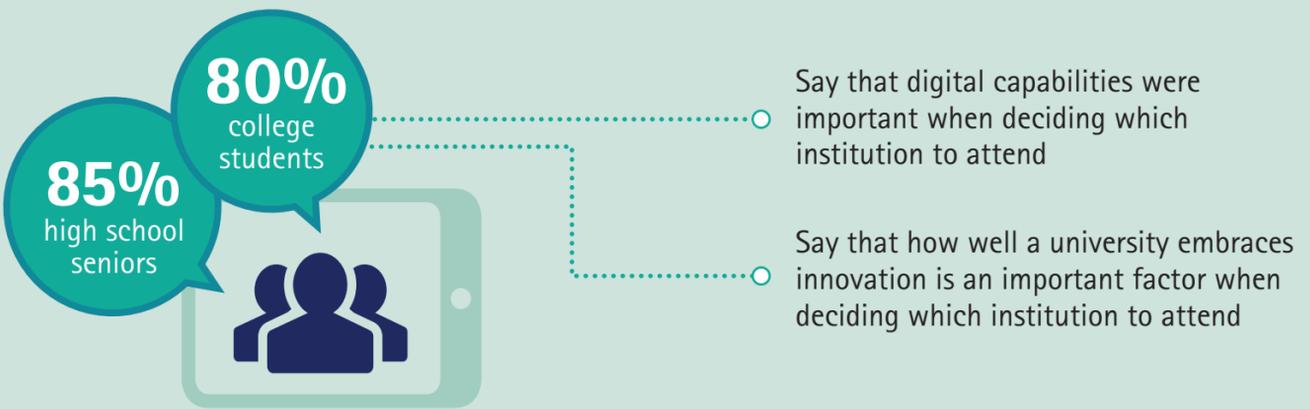


KEEPING UP WITH TODAY'S DIGITAL STUDENT

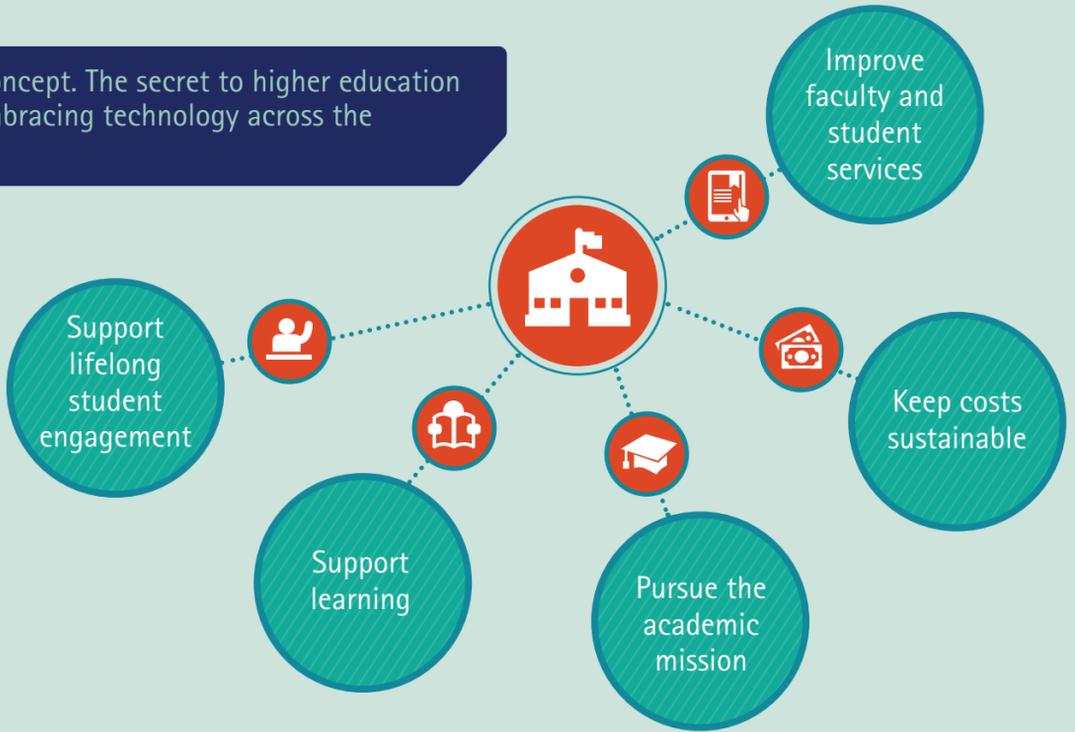
College students are demanding more from technology, the classroom and the campus!

High performance. Delivered.

Accenture's 2014 Global Value of Higher Education Survey reveals what students and graduates really think about technology, innovation and their studies.



Innovation is a fluid concept. The secret to higher education innovation is about embracing technology across the campus in ways to:



But digital is not the whole story!



And the strong majority of students and graduates wish for both face-to-face learning and digital collaboration with teachers and other students.

WHAT LIES AHEAD?

Competition for students is tough as they are becoming more discerning, informed "buyers". 74% of students considered alternatives to a college education! Just as regular citizens are demanding more digital, personalized services from government agencies, college students are demanding more from technology in the classroom and the campus. Higher education leaders have an opportunity to embrace digital technology to drive performance, faculty productivity and better lifelong engagement with students.

Accenture surveyed: More than 1,500 high school seniors, college students and recent graduates across the United States, United Kingdom, Australia, Singapore and India. Survey conducted between July 9 and August 5 2014. Data has been rounded to nearest whole number.

For more information and education thought leadership from Accenture, visit www.accenture.com/education