



The State of the Mobile & Responsive Web in Higher Ed

A total of **174 professionals** working mainly in the marketing, communication (43%) and web offices (40%) at universities and colleges completed the third online survey about the state of the mobile and responsive web in higher education from **January 8, 2013 to February 15, 2013**.

This survey was completed online on a voluntary basis and thus doesn't rely on a scientifically determined dataset. The resulting survey sample was smaller by 107 replies than the 2012 sample. However, it still seems fairly representative of the Carnegie Classification breakdown. (see Surveyed Institutions, p3 & p4).

Mobile and tablet traffic share on the rise in higher ed (p5)

- The average reported share of traffic via mobile phones on institutional websites doubled in a year from 4.6% in 2011 to 9.3% in 2012.
- 71% of the surveyed institutions reported mobile traffic shares between 6% and 11%
- The average reported share of traffic via tablets on college websites went from 0.5% in 2011 to 3% in 2012.

Serving mobile users in higher ed? Getting there! (p6)

- 68% (59% in 2012) of the survey respondents provide a solution (mobile website, responsive website, native mobile device applications etc.) targeting and serving owners of mobile and other connected devices. They have implemented this solution within the last year in 40% (72% in 2012) of the cases.
- 95% (vs. 74% in 2012) of the survey respondents without a mobile solution have plans to implement one in the future, in less than a year in 85% (vs. 59%) of the cases.

Target audiences for mobile solutions: students first, faculty & staff second (p8)

- 85% (88% in 2012) of the survey respondents identify current students as a target audience for their existing mobile solution, 78% (73% in 2012) for prospective students
- 93% (90% in 2012) of the survey respondents planning a solution will target prospective students.
- Two thirds of the survey respondents with an existing solution serve faculty and staff.

On-the-go Goals: supporting campus life, information & recruiting students (p9)

- 73% (31% in 2012) of the existing and 60% (70% in 2012) planned mobile solutions have the goal of supporting campus life by providing a calendar of events, bus schedules or maps among others.
- 68% of the surveyed institutions identify information/communication as a goal for their mobile web solution.
- 65% of the current mobile solutions and 75% of the planned ones have student recruitment as an identified goal.

Mobile strategy: institutions are going responsive! (p10)

- 51% of the survey respondents with an existing solution have already adopted the responsive web design approach. In 2012 only 15% mentioned using responsive techniques.
- 45% (56% in 2012) of the survey respondents with an existing solution have chosen to serve their mobile web users through a dedicated mobile website, 31% (26% in 2012) with native applications for specific devices.

More but still few mobile web budgets (p12)

- 78% of the solutions were developed by staff/faculty, 24% by a higher ed vendor.
- 56% (65% in 2012) of the survey respondents with a mobile solution report no budget.

Going responsive with your website soon?



Higher ed Responsive Websites Summit

Expert solutions, lessons learned and content strategy roadmap to go responsive in higher ed

<http://higheredexperts.com/rwdsummit>

Responsive Design for Higher Ed

4-week online asynchronous instructor-led course with weekly lessons & assignments. For upcoming session, check:

<http://higheredexperts.com/rwd>

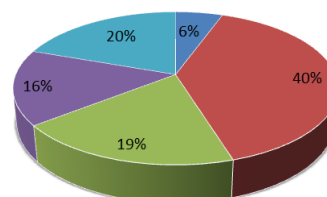
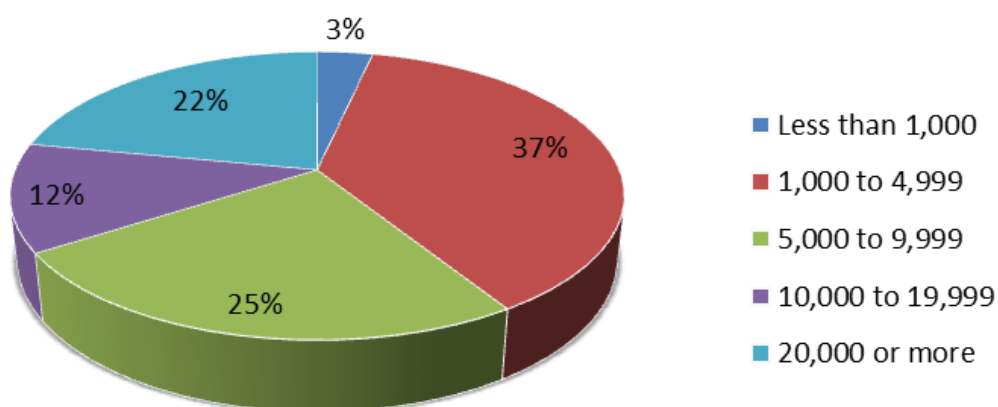


Surveyed Institutions

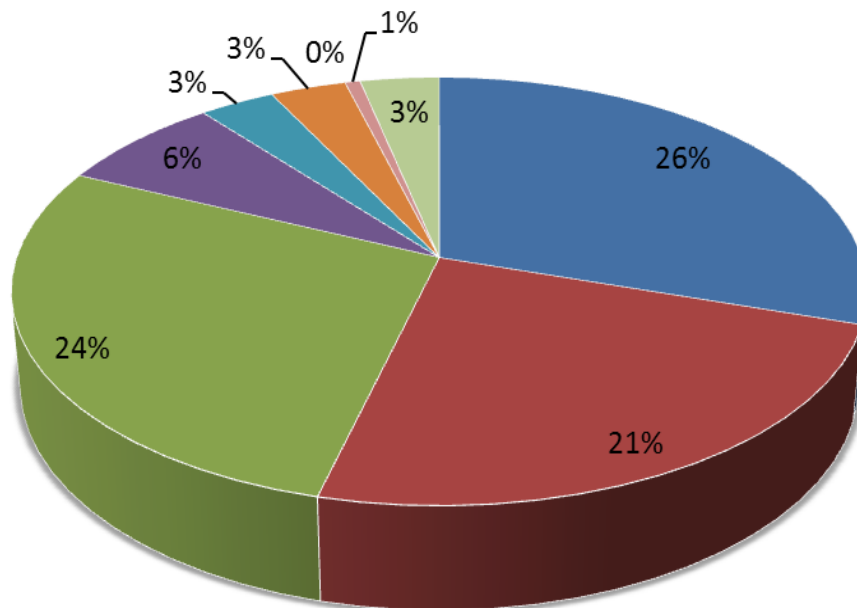
52% public, 48% private institutions and 92% non-profit institutions

Please note that the smaller charts presented along with the main charts in this report are used to provide comparison data from the 2012 survey.

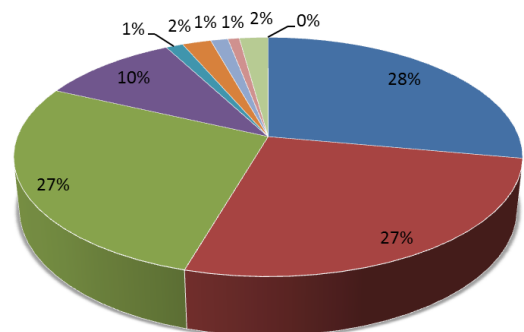
2013 Survey Institution Size (student population)



Institution Type



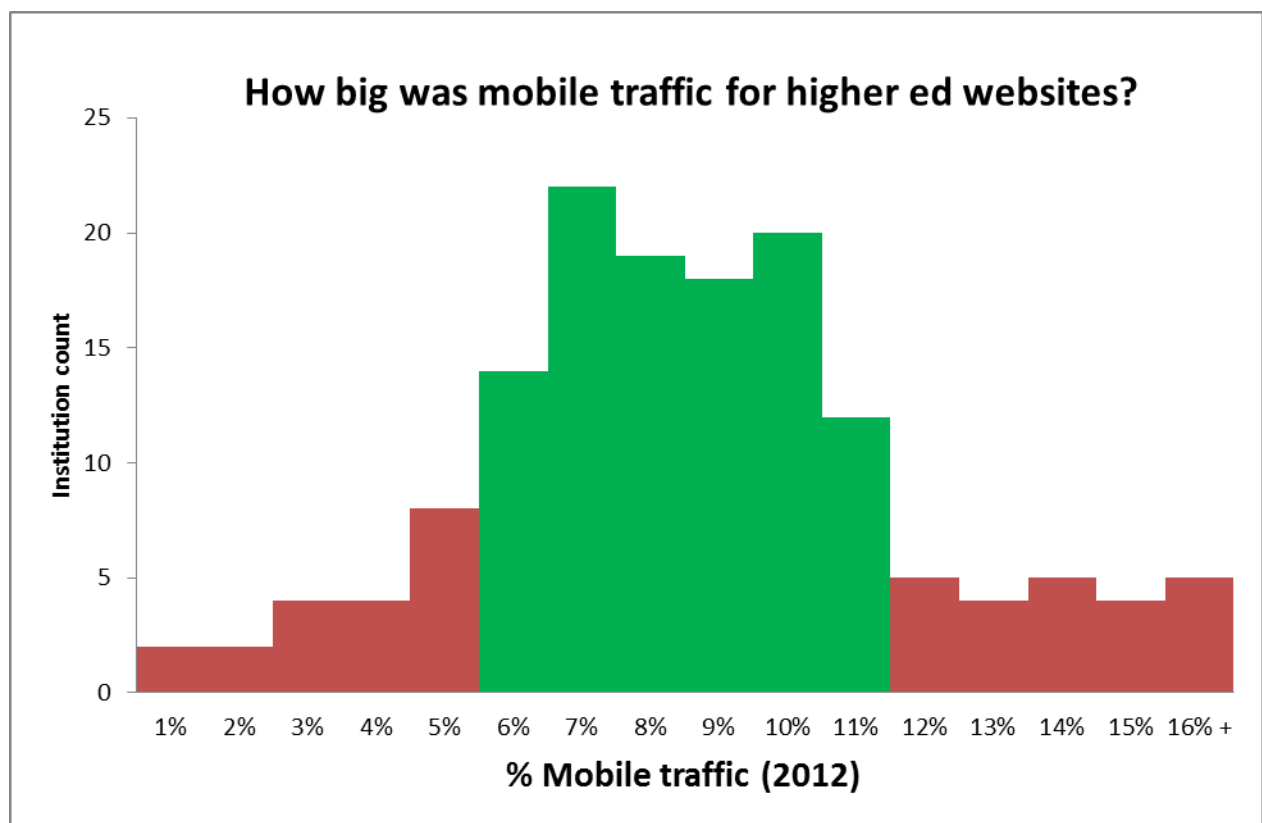
- Doctoral/Research Universities
- Baccalaureate (4-year) college
- Master's Colleges and Universities
- Associate's college (2-year) / community college
- Theological seminaries, Bible colleges, and other faith-related institutions
- Medical schools and medical centers
- Other health professions schools
- Schools of engineering or other technology
- Other



Mobile and tablet traffic share on the rise in higher ed

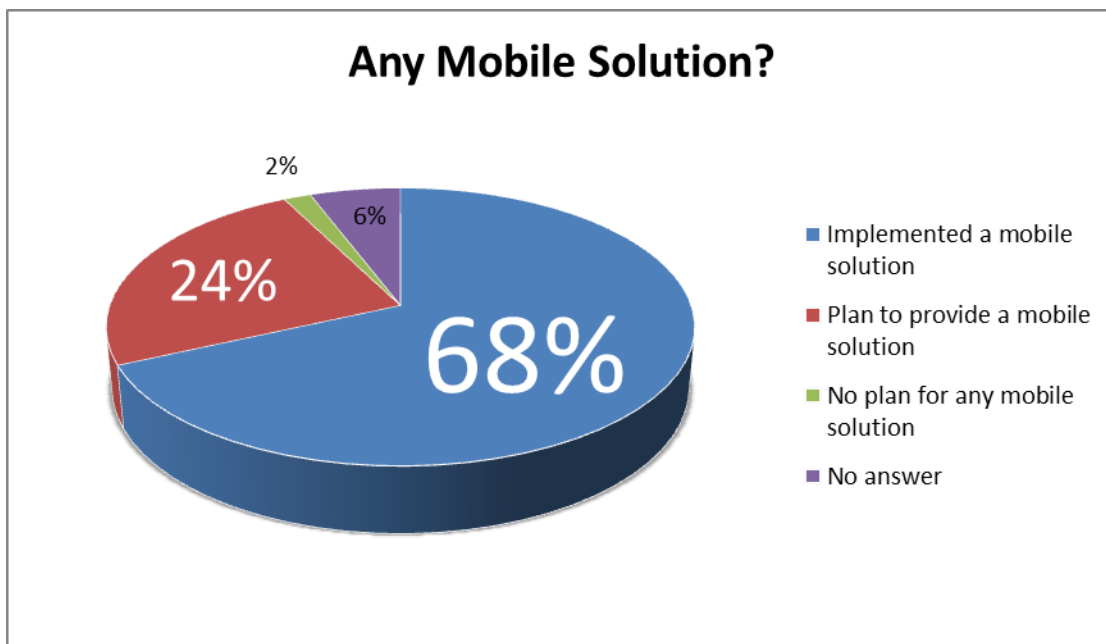
Only 148 surveyed institutions submitted data on their mobile and tablet website traffic shares for 2011 and 2012.

	2011	2012
Mobile	4.6%	9.3%
Tablet	0.5%	3%

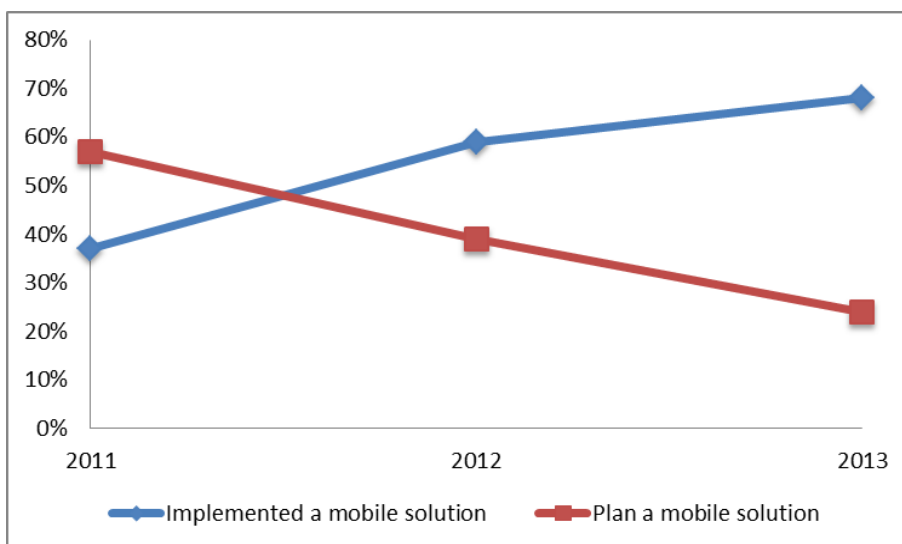


71% reported mobile traffic in the 6% - 11% range. The lowest reported share was 1.12% and the biggest 30% of total web traffic.

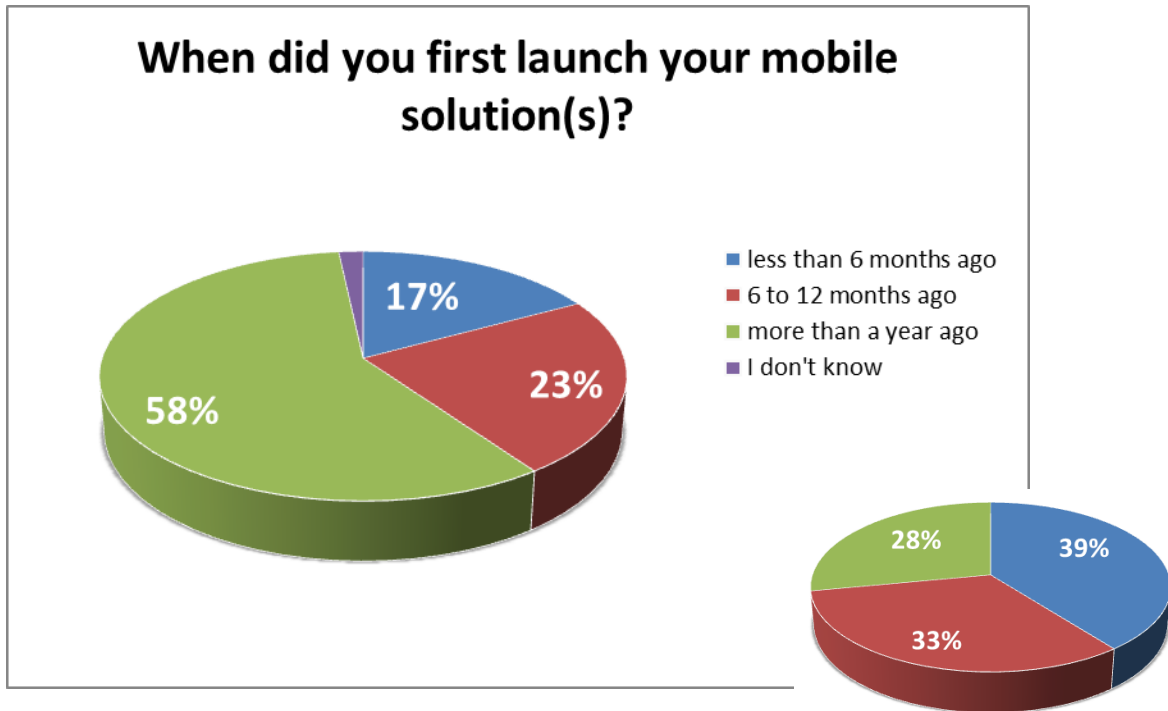
Serving mobile users in higher ed? Getting there!



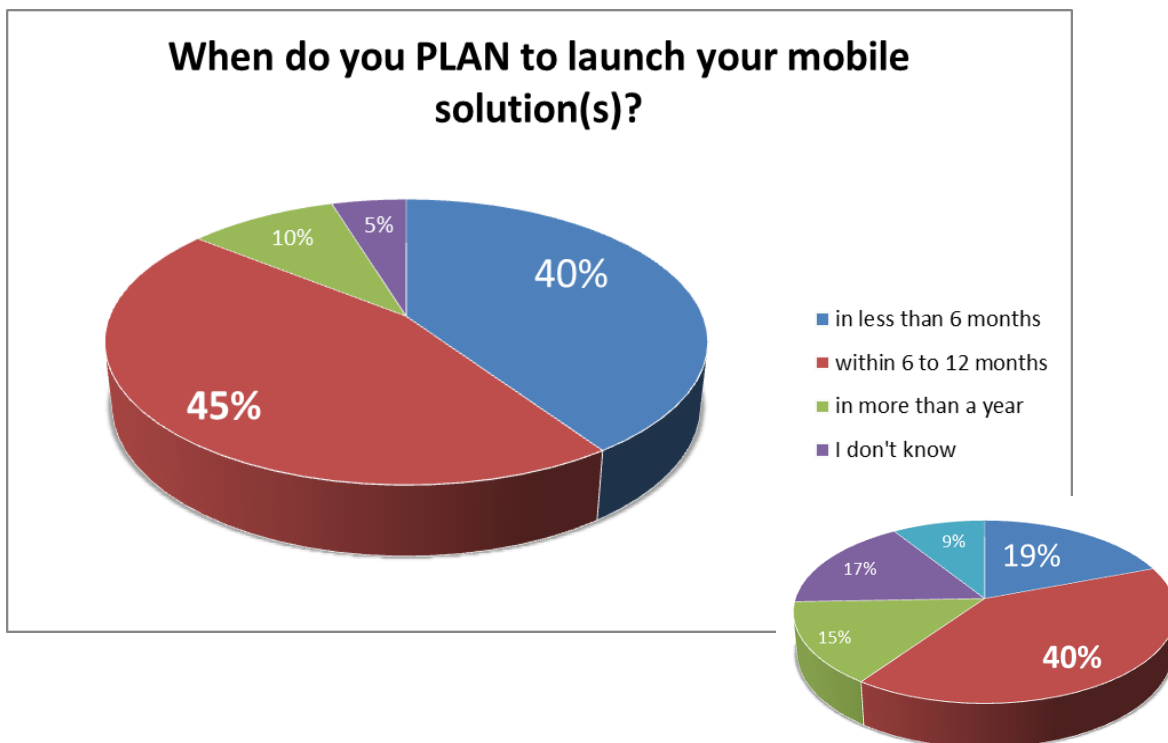
68% (vs. 59% in 2012 and 37% in 2011) of the survey respondents provide a solution (mobile website, responsive website, accessible website, native mobile device applications etc.) targeting and serving owners of mobile devices.



They have implemented this solution within the last year in 40% (72% in 2012) of the cases.

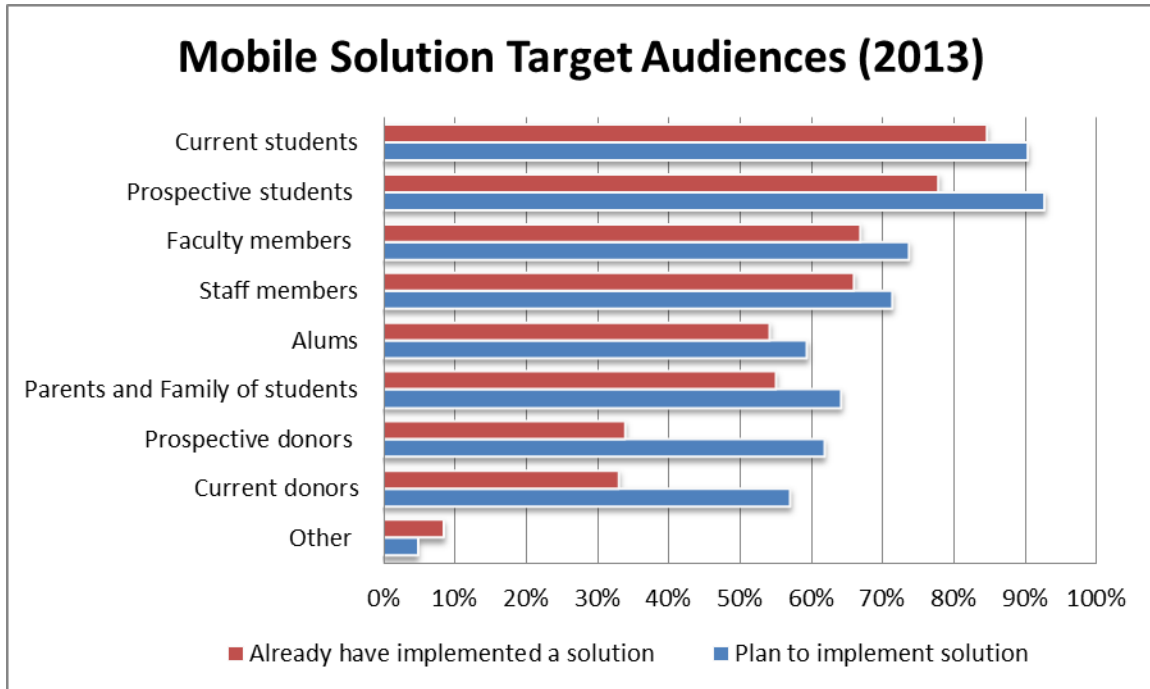


95% (vs. 74% in 2012) of the survey respondents without a mobile solution have plans to implement one in the future, in less than a year in 85% (vs. 59%) of the cases.

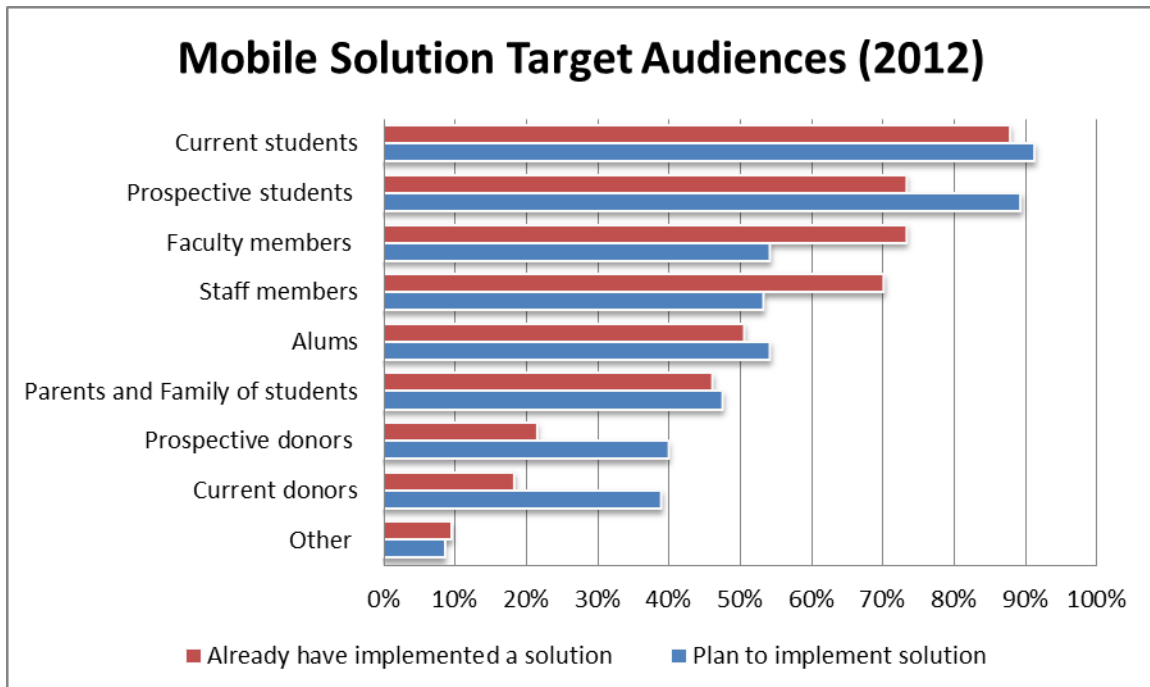


Moving targets: students first, faculty & staff second

2013

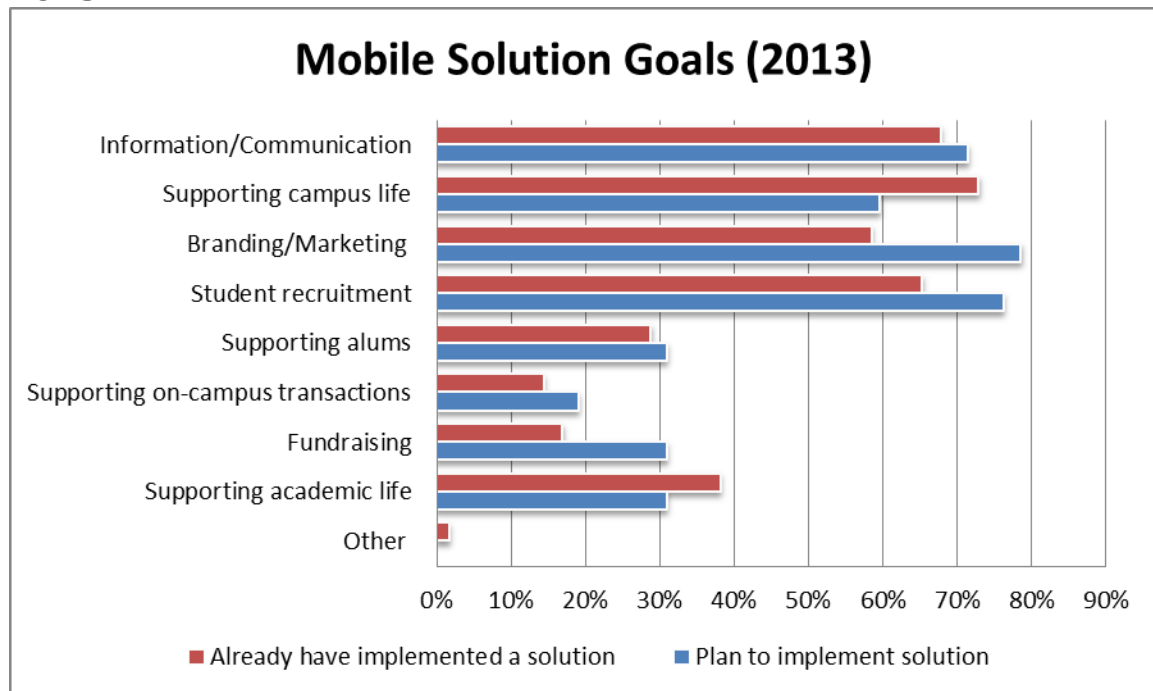


2012

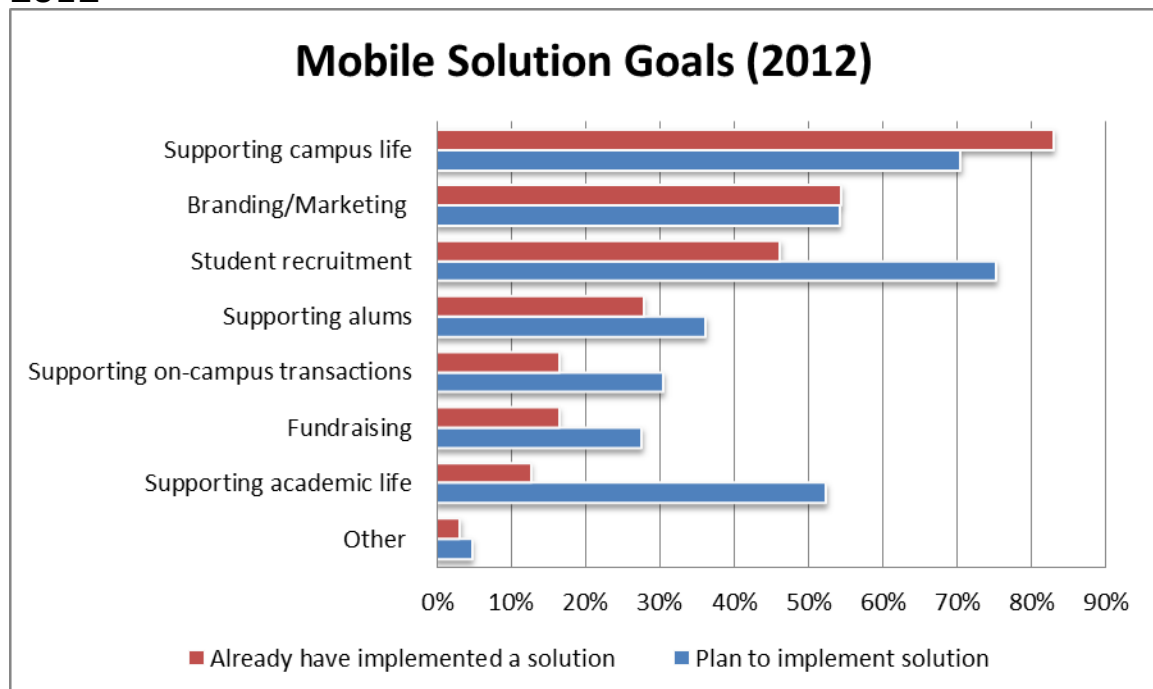


Goals: Campus life, information & student recruitment

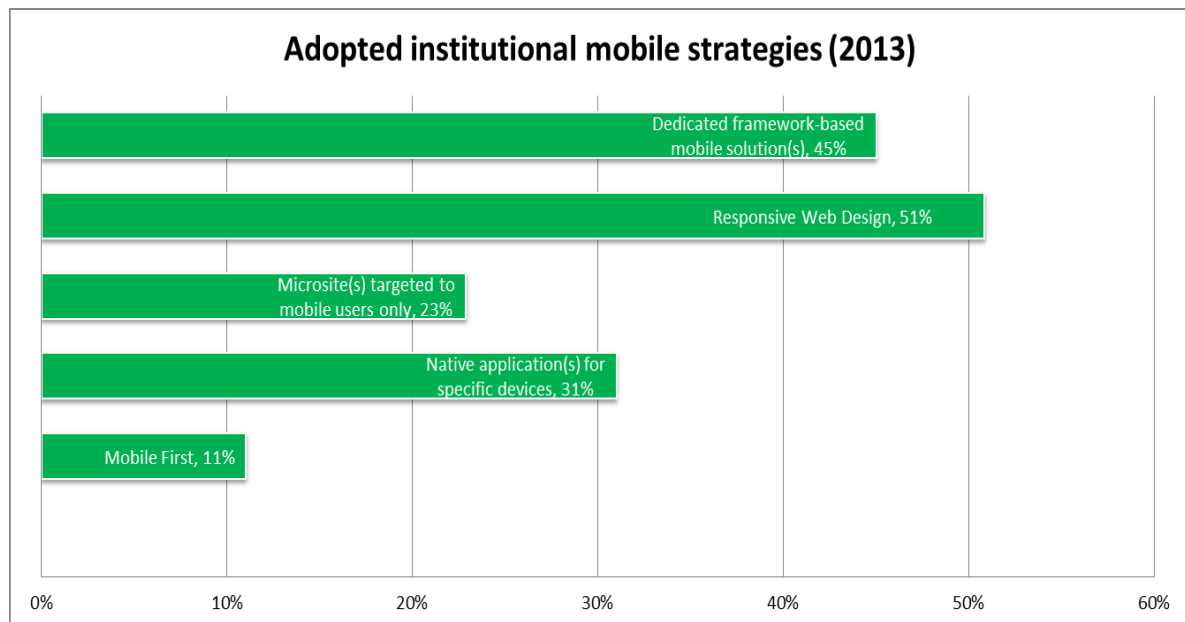
2013



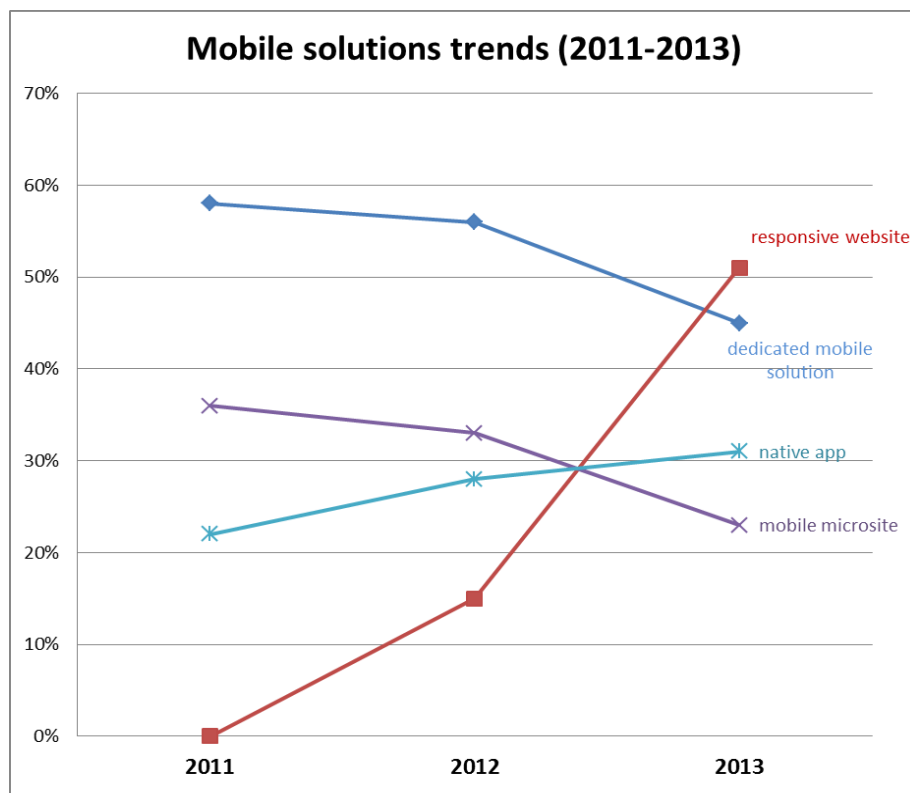
2012



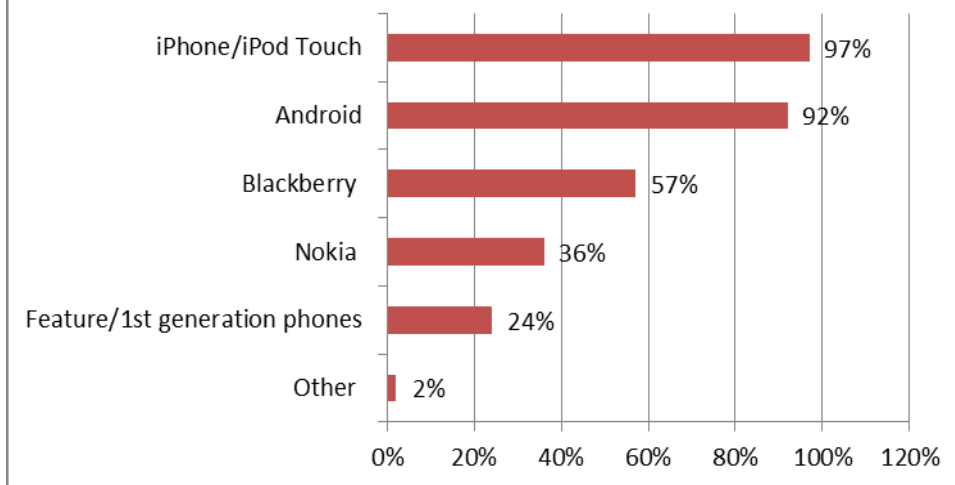
Mobile strategy: institutions are going responsive!



51% of the surveyed respondents with an existing solution have chosen to use the responsive web design approach, 45% a dedicated mobile solution(s)/framework designed and developed for mobile users only and supporting a family of mobile devices.



Supported mobile phones (2013)



iPhone/iPod Touch (97%) and Android (92%) are widely supported by the mobile solutions currently implemented in higher ed institutions. However, the support of Blackberry phones has decreased over the past year from 70% to 57% in 2013, reflecting larger trends.

Where is the Mobile Web budget?

Institutional Mobile Solution developed by...			
	2011	2012	2013
Open Source Project or Another institution	9%	14%	19%
Students	13%	10%	12%
Higher Ed Vendor/Agency/Firm	17%	20%	24%
Vendor/Agency/Firm not specialized in Higher Ed	21%	17%	23%
Staff / Faculty	75%	73%	78%

Mobile Solution Yearly budget (excluding staff salaries)			
	2011	2012	2013
No budget	75%	65%	56%
\$1 - \$999	3%	7%	4%
\$1,000 - \$4,999	7%	9%	5%
\$5,000 - \$9,999	5%	4%	2%
\$10,000 - \$19,999	5%	6%	6%
\$20,000 - \$30,000	3%	6%	1%
More than \$30,000	3%	3%	3%

Total Weekly Staff Hours spent on Mobile Solution(s)			
	2011	2012	2013
None	20%	12%	19%
1 to 5 hours	50%	55%	43%
6 to 20 hours	13%	13%	12%
21 to 40 hours	4%	4%	5%
I don't know	11%	13%	19%
More than 40 hours	3%	2%	2%

- 78% (vs. 73% in 2012) of the solutions were developed by staff/faculty, 24% (20% in 2012) by a higher ed vendor.
- 56% (vs. 65% in 2012) of the survey respondents with a mobile solution report no budget
- 74% (vs. 80% in 2013) don't spend more than 20 hours per week on mobile web work including 19% who spend none.