

The Connector

The connector is looking for colleges that offer a well-rounded and enjoyable social experience alongside their academic journey. These extraverted students tend to value a campus environment that maximizes their opportunity to socialize with students from all walks of life, while still enabling them to pursue their academic goals. While on campus, they plan to build social connections through clubs and extracurricular opportunities, their classes, and their living environment. Connectors also value the ability to attend large sporting events and the associated social opportunities they present. While the social experience is paramount in their choice of a college, a meaningful academic experience and progress towards career goals are still extremely important. However, their preferences for academic and career development are much more flexible and varied. Finally, as connectors look forward to their future, they place a similar emphasis on the social environment; they value a strong relationship with their coworkers above other factors when choosing a career.



% OF COLLEGEVINE USERS GRADUATING IN '23

21%



IMPORTANT DECISION FACTORS

- **Spectator sports**
Sporting events on campus, particularly football and basketball
- **Peer network on campus**
Peers attending your institution that an applicant knows before applying
- **Opportunities for socialization**
Student groups, Greek life, and other structured opportunities for socialization
- **Collaborative classroom environment**
Opportunities for group and collaborative work in their courses
- **Work-life balance**
Students are able to balance their academic commitments and social life