



COLLEGE PULSE

It Pays to be Heard.

The Problem

There is no reliable source of public opinion on college campuses, leaving both students and administrators in the dark as to what students really think. Community members are forced to speculate or turn to anonymous opinion platforms that provide only polarized distortions of public opinion. The official method to conduct campus research relies on surveys that are inaccessible to the student body and often irrelevant to issues of campus climate. These surveys, like the 2015 Dartmouth College Sexual Assault and Misconduct Survey, can cost well over \$10,000 between licensing and incentivizing. Finally, the response rate for both institutional researchers and student leaders is increasingly low, and once the information is gathered, it often exists in a silo where it cannot be combined with other survey results.

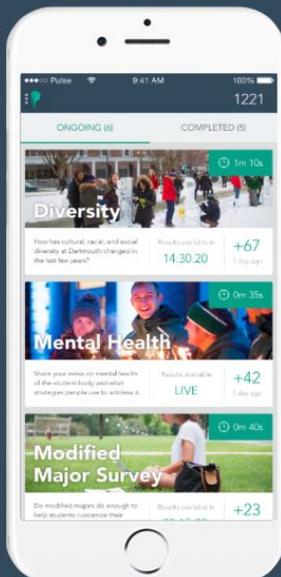
The Solution

A student-centered mobile platform that is not only statistically accurate, but puts the data right in the pockets of the students. Students are incentivized to take surveys through Pulse by “Pulse Points,” which they can exchange for an incentive of their choice. This reliable outlet allows students to have their voices heard and quantified, leading to greater civic engagement on campus and a strong bridge of communication between the student body and the administration. Finally, because the Pulse team arranges for the incentives, the cost of running a survey is dramatically reduced for the administrators.

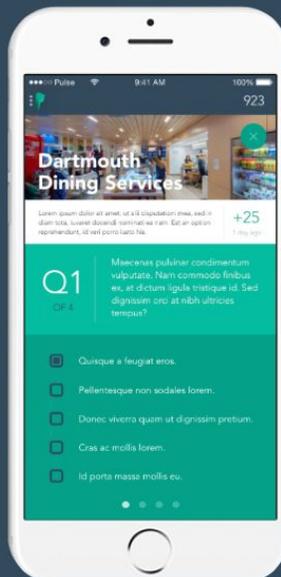
How it Works

The user logs in with their college netID and select the poll that they wish to take. Upon completing a poll, community members may visualize and filter the data by various demographics directly on the platform. Unlike existing survey platforms, students receive points for every survey they complete. These points may be cashed in for rewards of the student’s choice, anything from free pizza to lunch with a favorite professor. Every poll is recorded on the student’s profile, leading to increasingly comprehensive data and cross-referencing between polls. Poll administrators are able to target their sample based off of demographic information or answers to previous polls.

Log in.



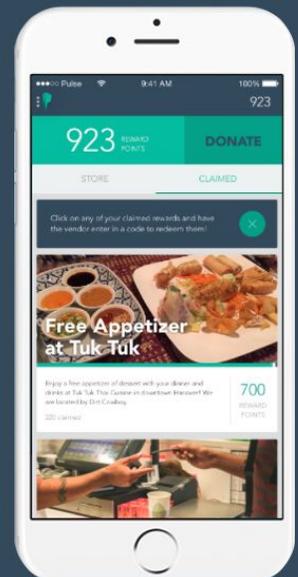
Weigh in.



Stack up.



Cash Out.





COLLEGE PULSE

Your Campus. Your Data.

Our Story

After a protest at Dartmouth College in 2015, the campus felt utterly divided. Students sought to make sense of what had taken place, what they believed, and whether or not their beliefs aligned with those of the larger community. No reliable, student-centered opinion platform existed to provide clarity, leaving both administrators and students without insight as to what their community believed.

Dedicated to disrupting the traditional opinion polling mechanism for communities like Dartmouth, Terren Klein launched College Pulse in the fall of 2016. He built a team of programmers and scrappy idealists who continue to see in Pulse limitless potential to strengthen communities. Today, they refine their product daily and use it as a platform for communities to find consensus and identify challenges.

Our Mission

Pulse was founded by students under the belief that you have a right to access accurate data about what your community thinks about important issues. Today, Pulse is actively developing a community-based polling platform designed to collect and share opinion within large organizations, starting with college campuses and expanding to larger communities.

Our Results So Far...

- Conducted 53 surveys in 8 weeks, attracting an active user base of 2,750 students.
- Customers include *The Dartmouth*, The Office of the Provost, Dartmouth College Student Assembly, and the Dartmouth Outing Club.
- Our blog post on GPA and Greek houses received 3,300 hits in just 3 days.
- Response rate across all surveys over 40%.
- Students spend an average of 3 minutes reviewing the data of each survey they take.
- Terren Klein '17 awarded Stamps Scholarship for his work on Pulse.
- Our founders were invited by the American Council of Education to present at a conference of university presidents in September 2016.
- Hanover business partners have made over \$2,000 through our incentive program.