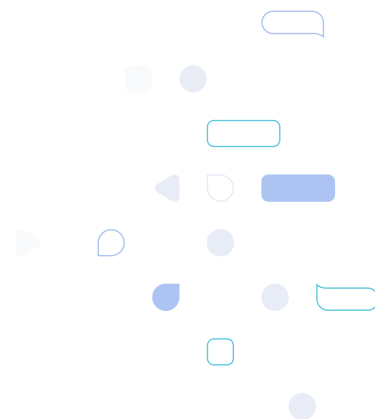




Recollective for Education

At Recollective, we're committed to supporting excellence in education and offer a variety of not-for-profit licenses to educators and universities.



“Recollective has helped us transform the way we interact with our audience to improve our offer, and in particular it has made it easier, more enjoyable, more creative and more efficient to carry out research activities. It has become well renowned within our company, with more and more colleagues adopting it as their research platform, which clearly shows we are very satisfied with the service they provide us with.”

Silvia P.

Customer Insights Executive

At Recollective, we're committed to supporting excellence in education.

Whether you need an online qual platform to teach students or to conduct internal organizational research, partnering with Recollective will open up a world of new opportunities.

In this article, we'll describe the support available for educational institutions:

1. Teaching licenses
2. Not-for-profit license
3. Educational resources

This article also includes typical use cases from educational institutions using Recollective, a short case study, examples of joint marketing initiatives and contact information for next steps.



Education Licenses

Recollective is free for use in education programs. That includes free support, training and access to a growing knowledge base of articles and best practices. Zero-cost licenses are also available to individual students to use with coursework assignments.

Teaching License

Introducing students to online qualitative research is an essential part of any modern teaching program for marketing research.

As the leading platform for online qualitative research, we'd like to give new researchers exposure to Recollective and so offer a free, unlimited use annual license to educational institutions with those types of course.

The software may be used as part of the course lessons or for associated student research projects.

Not-for-Profit License

If your educational institution would like to use Recollective for a non-teaching, commercial research project, we provide both annual or project-by-project licenses for your organization's internal use.

They come with all the standard support services.

A generous not-for-profit discount is applied and additional discounts can be negotiated in exchange for joint marketing initiatives (e.g. case studies, co-branded papers etc). Contact us for further information.





Professors

Elevate your classroom teaching and research processes with a modern online qualitative platform.

Enhance your curriculum with practical online workshops that leverage standard and journaling activities with different task types.

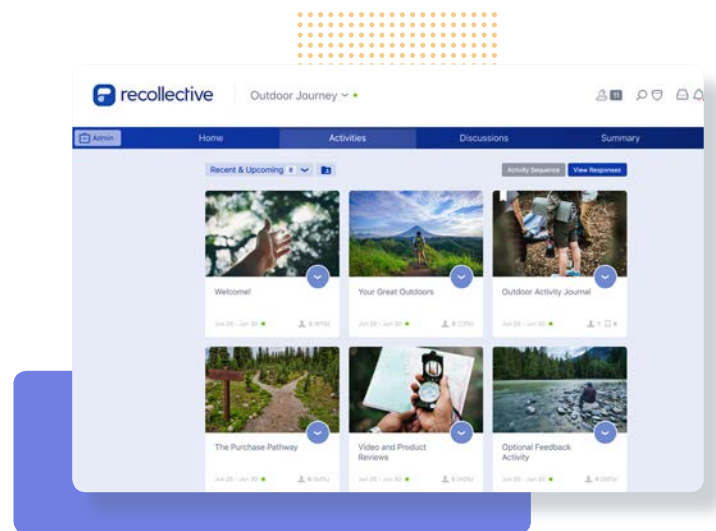
Incorporate discussion topics and live chats to show how feedback and collaboration become actionable insight in marketing research and other business domains.

Academic Researchers

Consolidate and streamline your academic research by bringing it online.

Execute on a range of methodologies and stay in the loop with your participants in a convenient all-in-one location.

With tools and outputs including charts, word clouds, video clipping and coded verbatims, spend less time reading and more time analyzing.



Cambridge University Press

Cambridge University Press has a reputation for supporting innovation in learning and teaching around the globe. In 2017, they chose Recollective to launch a pilot community that would consolidate their research needs into one central location with the hope to strengthen their relationship with consumers.

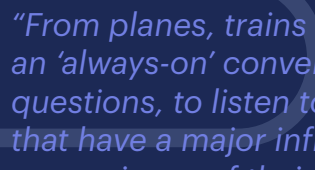
The Challenge

The University Press needed a more holistic way to conduct research that would develop an ongoing dialog and help foster personal relationships with their consumers all while housing the data in one central location. Given that the Press prides themselves on being a customer-centric organization, it was also important to gather insight in the most innovative and participant-friendly way possible. They desired a research plan that could be managed in-house, without agency support, but they didn't know where to start or what options were available to meet their needs.

The Solution

Running an on-going community through Recollective proved to be the best solution because it met all of the requirements in terms of innovation, environment and support. Now more than 2 years later, it has expanded the number of participants from 400 to 2,000 members.

Outside of the technology itself, Recollective was able to provide the training and guidance Cambridge University Press needed to successfully run the research themselves without the help of an outside research agency.



"From planes, trains and automobiles, our colleagues now have an 'always-on' conversation with our customers; to ask the key questions, to listen to what's important, and to draw the insights that have a major influence on our decision making – all from the convenience of their desk."

Rob Hardy, Head of Customer Insight, Cambridge University Press



Students

Show students the real world application. Go beyond the theoretical by providing them with an experience to turn knowledge into practice.

Allow students to immerse themselves in online qualitative research and its myriad possibilities. Have them apply what they're learning in lectures with meaningful workshops and practical examples.

Entire course projects can be executed using our highly relevant, mobile friendly and easy to use platform. Equip students with knowledge and experience that translates directly to the workforce.

Campus Engagement

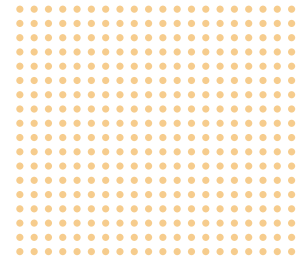
Whether it's sports, clubs or cafeteria menu feedback, keep your finger on the campus pulse with Recollective!

Run online communities where students and stakeholders can give you direct feedback on relevant campus groups or events. Some examples include:

- Fan communities for sports teams
- Campus group and club communities
- Feedback on important school services
- Live event engagement and post-reactions
- Alumni consultation and fundraising efforts



Sponsorship and Marketing Partnerships



If you have an innovative use for an online qual research community and think Recollective could be a good fit, we're keen to talk!

Co-Marketing

Any innovative, interesting application - whether for a teaching or more commercial educational purpose - is considered for a heavily discounted license.

In exchange, Recollective requires you to work with our marketing team to produce some co-branded material each year. That might be guest blog posts, a deep-dive case study, co-speaking at a conference or a webinar.

For example, Recollective partners with Ole Miss University to provide the platform for their athletics fan experience research community.

Sponsorship

Recollective also considers financial sponsorship of online educational initiatives. For example, in 2019 we began sponsorship of the University of Georgia's *Principles Express* course, *Qualitative Market Research*.

Start The Conversation

To get in touch and begin a conversation regarding sponsorship or co-marketing opportunities, please email Stephen Thompson, sthompson@recollective.com.



Frequently Asked Questions

How can educators partner with Recollective?

Include Recollective in your classroom, use it for academic research or for-profit organizational ends.

How do I get started?

Get in touch with our team to discuss your organization's unique needs. We'll work with you to develop a bespoke program that can touch on all of your objectives.. Learn as you go with our library of articles and webinars.

How do I integrate Recollective into my curriculum?

Consult with our services team to develop your research with customized examples and alternatives. We'll also help with training resources and environments.

Can it be branded?

Yes, you have full control over logos, colour scheme and other graphical elements.

What languages are supported?

20 languages including English, French, Spanish, Portuguese, German, Dutch, Italian, Swedish, Polish, Romanian, Hungarian, Russian, Turkish, Japanese, Chinese, Korean, Arabic and Hebrew.

What if something goes wrong?

Reach out to our friendly support staff directly from your site. Our responsive team can help to answer your question, provide platform resources and more.

**Nancy Johansen, MRBI
Course Professor,
Algonquin College**

"In 2012, shortly after Recollective was formally launched, the MRBI program adopted Recollective as part of our curriculum.

Since then, students have graduated from the program with a deeper understanding and practical experience of online qualitative research. Having hands-on access to a leading-edge online qualitative solution has given MRBI graduates a valuable skill set to offer prospective employers".



Contact Us

North America: +1 (888) 932 2299 x237

International: +1 613 230 3808 x237

Email: sales@recollective.com

Or swing by for a coffee at:

283 Boulevard Alexandre-Taché, Suite F3050

Gatineau, QC, J9A 1L8

Canada.

About Us

Recollective is an award-winning software developer focused on marketing research and online communities. For over 20 years, we've worked with some of the world's largest and most ambitious organizations, continuously innovating our software and services as their requirements evolve. The result is a proven software platform that businesses depend on to meet their most critical needs—quickly, easily, securely and affordably.