

Colleges tap the Web for recruits

by UPI

BOSTON -- Forget the glossy brochures: Universities are going Web 2.0 -- podcasting, blogging and streaming video -- to recruit today's wired high schoolers. "It's not about staying ahead of the students, it's about keeping up with them, but without seeming desperate to be hip," David Hawkins, director of public policy and research for the National Association for College Admission Counseling, told The Boston Globe. A University of Massachusetts-Dartmouth study in the fall showed that colleges are moving faster than Fortune 500 companies in adopting Internet technologies such as social networks and message boards, the paper said.

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