Need more great reasons to use FormAssembly for higher education in particular? Here are 10:

1. **Salesforce Integration**
   - If your institution is in one of the many using Salesforce, FormAssembly is the perfect integration that streamlines your forms and collects data directly into Salesforce.

2. **Data Governance**
   - FormAssembly allows you to build custom forms and process those forms without leaving your environment, ensuring data is accurate and secure.

3. **TOP IT ISSUE: Surveys**
   - According to a Michigan State University study, when given the choice, 72% of students prefer online surveys.

4. **Multiple Users**
   - Students have easier access to make and respond to surveys and forms through FormAssembly, improving feedback or events.

5. **Student Tech Expectations**
   - Students expect their college or university to be primed and ready to collect student information and store it in a database. Without a good method, you risk missing out on driven, high-potential students.

6. **Secure, Compliant Payment Processing**
   - FormAssembly offers an array of PCI DSS Level 1 processors like Stripe and PayPal, allowing you to process credit card payments securely.

7. **Google Apps**
   - FormAssembly provides a simple way to integrate Google Forms with your Google Drive or Gmail, and you can use it to gather data.

8. **Connect With Prospective Students**
   - FormAssembly allows you to gather student interest data and use it to drive your recruitment efforts.

9. **Student Data Visibility**
   - FormAssembly allows you to gain better visibility into the data you've collected, helping you understand your students and their needs.

10. **GDPR Compliance**
    - FormAssembly is GDPR compliant, ensuring your data is protected and your forms are compliant with new GDPR regulations.