CAMPUS℠
MANAGEMENT

DELIVERING AN EXCEPTIONAL STUDENT EXPERIENCE

The focus is on breaking new ground through imaginative and practical use of technology as an engagement platform.

INTRODUCTION

What lies at the heart of the student experience at your institution? Is it a piece of technology? Is it an innovative curriculum? Or is it something so unique to your institution that it is hard to define or measure, but easy to experience? With student service expectations outpacing existing service delivery models (some over a decade old), campuses are finding it difficult to stay ahead of the curve. So how can campuses ramp up their student experience initiatives?

Globally, campuses are finding out newer and innovative ways to meet the changing needs of students joining them every year. The focus is clearly on breaking new ground via imaginative and practical use of technology as an engagement platform.

University and college administrators are often challenged with highly distributed decision-making processes that can lead to incomplete views of performance and conflicting strategic priorities. As issues of transparency and interoperability are motivating change, institutions are reforming outdated infrastructures to deliver world-class educational experiences and better align decision-making across departments and facilities.

Moving forward, institutions will have to make substantial investments in data management, financial analysis, and IT infrastructure that can help them optimize service delivery models and ensure their offerings align to rapidly evolving student needs. Infrastructure will be critical as new education models gain momentum and technology makes it possible to engage more students with less.

MEETING STUDENT EXPECTATIONS – SERVING NICHE SEGMENTS AND MORE

Niche segments such as international students need and deserve a level of personalized attention and service aligned with the level of investment they are making in a university. With the arrival of a new era of student experience, the expectations of critical segments of students have also changed. Universities can no longer afford to rest on their past laurels and need to consistently deploy resources, attention and investments in improving student engagement.

Today, prospective students evaluate campuses on a range of parameters. From courses, career and financial support, course delivery options, infrastructure, and brand to placement options, students are becoming ever more discerning. While a strong engagement approach over traditional engagement platforms (such as classrooms) was the norm a decade ago, today MOOCs, unified web-based services, personalized communication and alerts, digital

CATEGORY	STEPS	EXISTING FRAMEWORK	RESOURCES ALLOCATION PRIORITY	IDENTIFIED STAKEHOLDERS	KEY ACTIVITES	RESULTS AND MEASUREMENT	IMPACT
PRACTICE	Development of Brief						
	Planning for Practice						
	Outcome Development and Evaluation						
KNOWLEDGE	Technological Modeling						
	IT Applications						
	IT Infrastructure						
NATURE	Characteristics of Technology						
	Characteristics of Technological Outcomes						

content and greater student participation have emerged as decisive factors determining the ability of universities to attract and retain students. Satisfied students are more likely to continue their studies and succeed academically.

This enhances the financial position and reputation of the institution. Such students are also effective brand ambassadors who make a positive contribution to the reputation of the institution. A key factor for improving student satisfaction is the quality of the teaching staff. Consequently, the use of student rating scales as an evaluative component of their teaching system has increased in recent times. The majority, if not all, teaching staff at most universities have been required or expected to administer some type of teaching evaluation form to their students during each course offering for some time.

Focus

• Define, deploy, measure and evolve the education experience
• Gain a unified view
• Leverage sustainable infrastructure and processes
• Compete via benchmarks on a global level
• Be agile to change to match changing student expectations
• Open new learning and revenue opportunities

STUDENT EXPERIENCE DECISION INDEX

How to use this matrix: beginning from the third column (development of brief, existing framework), start filling in details of each parameter on the left hand column (the action agenda) against the category mentioned on top. This table will serve as a canvas to get you thinking about establishing an agenda to improve the student experience at your institution.

HOW TO ENHANCE/IMPROVE STUDENT EXPERIENCE

Employ Multi-Level User Authentication

Creating an incredible student experience requires interventions at various levels. Stakeholders, processes, technology and feedback mechanisms need to be horizontally and vertically aligned to the overall goal of managing student engagement. These are some of the measures that campuses can take to improve the quality of student experience.

Utilize Web Services

Students have consistently asked for on-demand personalized information covering exam schedules, time tables, assignment submission, library schedules and more. Campuses can use web services to collate such information and present it to the student, who can then access it

in just a few clicks. By accessing information on the go, students are forever connected with the institution and able to use campus facilities and resources more efficiently. As importantly, this helps improve student satisfaction.

STUDENT EXPERIENCE MANAGEMENT — COMPONENTS

Leverage reputational needs and compliance requirements

Campuses do invest plenty of resources in managing their reputation and meeting compliance needs. Such activities can also be leveraged to improve student experience. For example, reputation of an institution can be enhanced by increasing the involvement of students in reputation management by not just listening to them but also giving them ample opportunities to be heard within and outside the campus. A strong reputation attracts students, research funding and employer attention.

Recognize points of intervention

Campus operations are typically process driven and highly dependent on one another. Deciding how best and where to intervene to improve the student experience is a challenging task. Relationship management and business intelligence applications can shed light on student service usage patterns. Such data can then be merged with satisfaction and dissatisfaction data captured via surveys

to form an overall picture of the student's interaction with the campus. Statistical models of satisfaction and dissatisfaction can also be derived from such information.

Prepare an engagement roadmap

Once the student ecosystem is mapped, an engagement map involving key stakeholders needs to be created. Focus on fostering success, satisfaction, curiosity and innovation at every interaction point and furthering the experience through on and off-campus interactions. The roadmap should be based on a desired student engagement level to be achieved in a specified time frame.

Develop an agile feedback mechanism

Institutions should develop a feedback mechanism that helps in changing tracks based on shifting engagement priorities and evolving student needs. Assessing student satisfaction offers a way for universities to focus on issues of quality development to ensure that educational standards are high. Student satisfaction measurement can also assist in identifying and implementing areas for development.

Personalize, personalize, personalize

From student communication to services to engagement approaches, everything should be personalized to the maximum extent possible. Sustained efforts in this regard help campuses retain students and deepen student engagement.

CAMPUS MANAGEMENT