Student Journey Mapping & Digital Strategy

Stephen Whiteside
EXPERIENCING EDUCATION AT THE UNIVERSITY OF AUCKLAND

Student Journey Mapping & Digital Strategy

Stephen Whiteside
Chief Digital Officer

THETA CONFERENCE
Our Student Journey Mapping Journey

- Digital perspective on Student Centricity
- Student First Program – Vision & Goals
- The Student Journey
- Connections, Observations & Success Criteria
Digital Can Reshape the Modern Enterprise

Source: Expert interviews; McKinsey analysis
Applying McKinsey’s model to students ...
An Auckland student experience that inspires a new generation to achieve the amazing

**OUR GOAL:** To place the individual student journey into the centre of our strategic decisions

**OUR IMPERATIVE:** Develop a University-wide experience framework including a student digital strategy
Our goal

To place the individual student journey into the centre of our strategic decisions

The student journey crosses distinct EXPERIENCE ZONES

The journey is personal, and multifaceted.

What makes a transformative student experience?

What’s unique about the Auckland experience?
Our strategic imperative

Develop a University-wide experience framework

We need to:

Integrate our organisational approaches AROUND THE STUDENT

Organise cross functional design and delivery from the student perspective

Design a business strategy FIT FOR THE DIGITAL AGE

Establish the foundation for a coherent student digital strategy
Good data, used well, allows timely connections for the greatest impact

Asking ourselves ...

How do we make data useful?
- It’s available where it’s needed
- It enables analysis and insight creation
- We have a process to impact success

How do we not just measure student progress, but shape and support it?
We use analytics to gain valuable insights and quickly act upon them

How do we build stronger links between data, teaching and learning?
We introduce systems and tools for rapid innovation and collaboration
Our guiding principles

What are the outcomes that guide our student experience decisions?

| We produce **innovative, high quality graduates** able to navigate the 21st century society and workplace | We meet the personal needs of students who expect more control over their individual experience |
| We integrate our systems, services, technologies and spaces **around the student** | We recognise the **changing and diverse Auckland student cohort** |
Integrating AROUND THE STUDENT

**Student Journey Mapping** enabled a shared, consistent view into the student experience at the University

- Identify key touchpoints
- Identify priority investments
- Align individual initiatives
- Increase achievement
- Improve student experience

**In order to:**

Enabled partnership approach with students to co-create a student digital strategy
What it looks like ...
Unearthed key digital themes

- **Interactive**
- **Sharing**
- **Flipped**
- **Video**
- **Creative**

**Social Collaboration**
Groupwork, Forums, Blogs, Vlogging, Sense making conversations, Real-world, formal learning, learner-centered

---

**Consumer Grade**
I expect applications at UoA to be as good as or better than personal or social app experiences.

**Decisions Online**
I make most decisions online. I want interactive engagement that reaches out to me at high school and helps me prepare and make the right decisions.

**I Want Simplicity**
I want my interaction with you to be digital, seamless, and highly customer focussed especially when I am transacting with you. You need to make it easy.

**Blended Learning**
I value the class room interaction, help me to problem solve, open my mind with interactive multi media.
Enabled the formation of a student defined digital journey

**In order to:**

- Understand student preferences on how they wish to interact with the UoA on line and in real life (IRL)
Integrating AROUND THE STUDENT

Meant we needed business-wide integration to respond effectively to student needs

Our 4 Key Pillars

- **Digital Teaching & Learning**: Provide technology enabled teaching and learning to improve success and retention.
- **Digital Research**: Accelerate research and collaboration and enhance research excellence.
- **Digital Campus**: Transform the built environment for social, learning & collaborative experiences.
- **Digital Organization**: Deliver seamless, low effort and simplified digital experiences across key digital touchpoints.
The student journey crosses distinct EXPERIENCE ZONES

- **DECISION MAKING, APPLYING, ENROLLING**
  - Who do I want to be?
  - Where and what do I want to learn?

- **BEING A STUDENT**
  - How do I make this work for me?

- **GRADUATING**
  - Where does my achievement take me?
Defining the student experience

What makes a transformative student experience?

I develop the confidence to succeed in the knowledge areas that are best suited to my potential.

The university supports and helps me to explore my learning pathways as I go.

My experience is an integrated one, blending my environmental, social, personal and institutional needs.

The teaching and learning environment gives me opportunities to learn from multiple perspectives.

At all times my journey is safe, inclusive and equitable.

BEING A STUDENT

How do I make this work for me?

I have the information, tools and networks I need to continuously shape my own campus journey.

Today's experience is designed by the student, with changing learning expectations across diverse cohorts and a connected, digital mindset.
Defining the student experience

What’s unique about the Auckland experience?

A rewarding living experience in New Zealand’s largest, most vibrant, diverse and open city

How do I make this work for me?

A dynamic and engaged, supportive, personalised and joined up learning environment

A modern digital environment that is fast, functional, beautiful and useable, enabling rewarding campus personal interactions

Vibrant campus life and facilities in a central campus location

A contemporary student experience for both domestic and internal students: multicultural, diverse, and accepting

The collaborative experience of developing IP in a university ranked #1 for innovation in Australasia

Academic and personal growth: a big city life experience that strengthens my ability to contribute to and succeed in the world
Student Journey Mapping Connections

University Level
- University map
- Maori & Pacifica
- Post Graduate

Faculty Level
- Engineering
- Arts
- Science

University Portfolio
- Student First Program
- Retention Strategy
- Student Analytics
- Student Service Strategy
- Student Digital Strategy
- AI / Student Service Centre
- Prospects / Marketing
- Web Program
- Others

Oversight
- Deans, Deputy VCs
- DVC (Operations)
Observations

- The student mapping process is popular
- Deans are enthusiastic
- Strong focus on identifying cohort issues
- Not all service divisions are enthusiastic
- Integration across initiatives is hard
- Prioritisation as UoA reshapes T&L and research support
Measuring progress

How will we know we’re enabling the student experience we want?

- Increased student satisfaction
- Increased student attraction and retention
- World ranking
- High QS employer reputation
- High market attractiveness index
- Increased return on university resources