READY Education

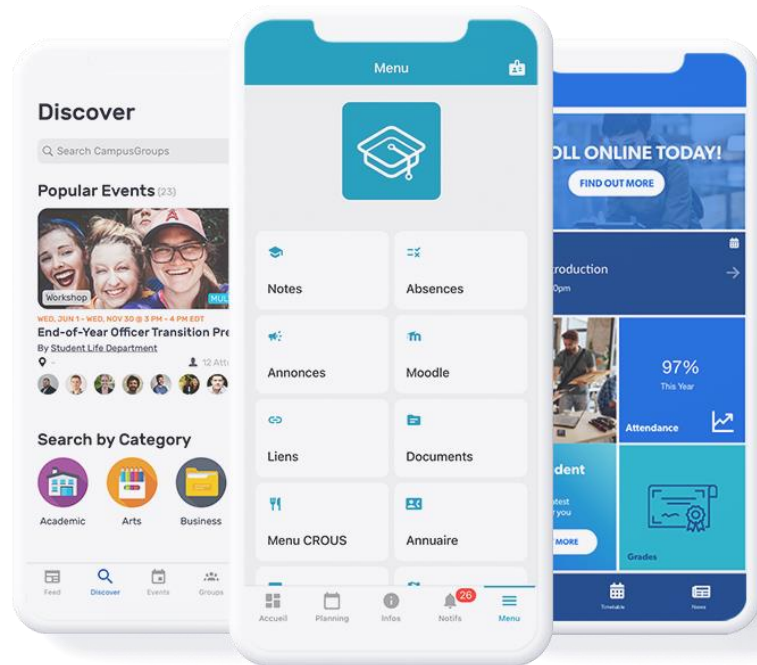# Reimagining the Student Experience

Learn how to better engage your students with an enhanced experience.

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Your
Presenter

Andrew Taylor
Head of Growth Europe
Ready Education

Who is Ready Education?

Ready Education

Ready solves the challenges in **student experience**, **communication**, **engagement** and **retention** in Higher Education
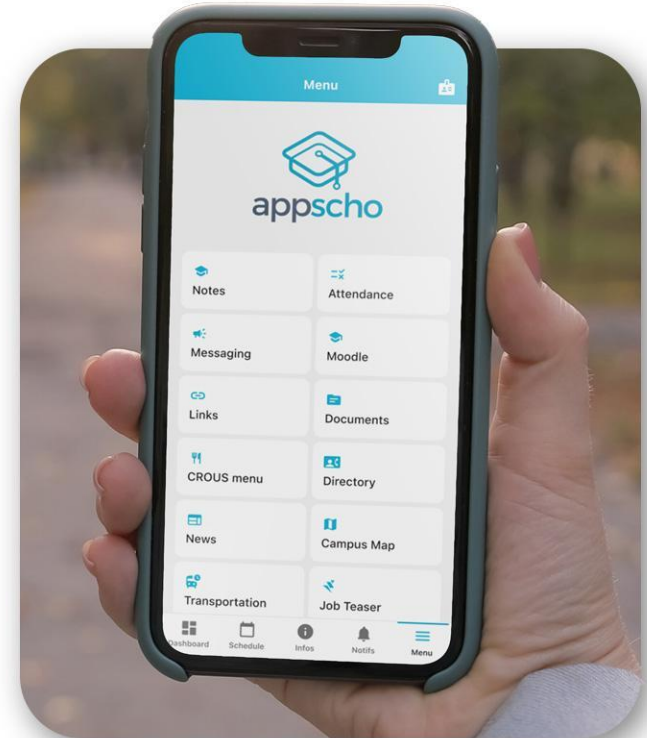
- **715+** Institutions
- **25** Countries
- **7M+** Students
- **90%** Adoption
- **10+ Years** Experience
- **Up to 4%** Increase in Student Retention

Offering a total student experience platform

Seamless, personalised, and social mobile experience **centralised** and **integrated** on one platform addressing the **communication and engagement** gap.

ACADEMIC AFFAIRS · **IT** · **STUDENT AFFAIRS** · **MARKETING COMMUNICATIONS**
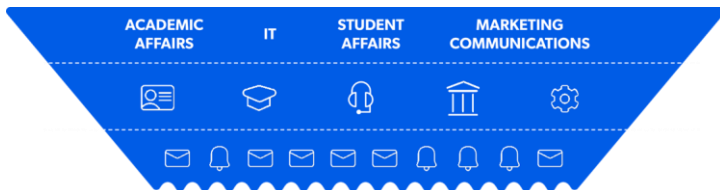
COMMUNICATION & ENGAGEMENT GAP
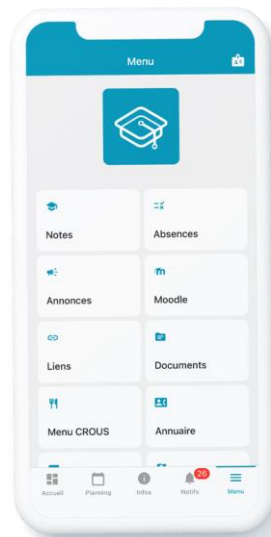
54%
of emails
are unread

39%
emails from
advisors ignored

77%
Feel disconnected

Ready caters to the **mobile-first** generation of students, providing a **one-stop shop solution**.
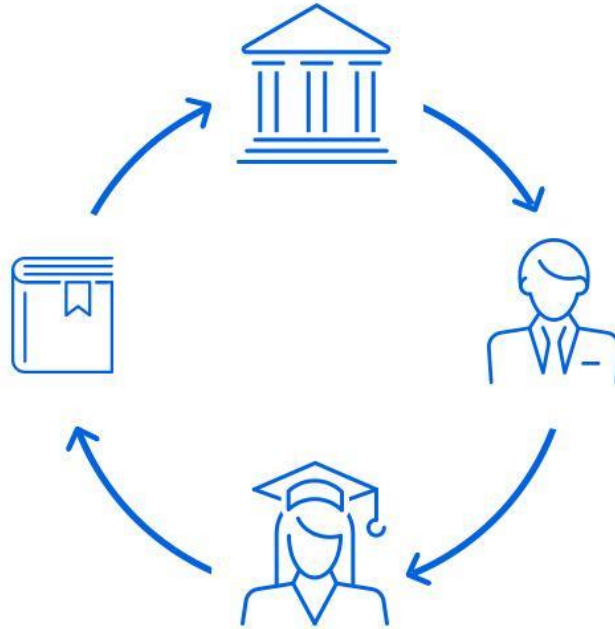
Ready's Solution

- Students can seamlessly access a singular digital experience and student journey.

- Universities are able to have one institutional voice.

- Solution provides a strong sense of community on campuses, increasing student engagement, retention, and even graduation rates.

The solution is built around a recognised student success framework. Simplifying the campus experience and establishing a sense of community.

STUDENT LIFE

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Students struggle to navigate the business of being a student

Attending university can be an isolating experience for students

It is challenging for students to connect with the different types of holistic support they need to ensure their success

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Enabling students to share experiences is valuable for the university as they can move communications from a reactive to a proactive approach and make a significant impact on how students feel.

Shared experiences are valuable for students because of the **social and wellbeing benefits** as well as academic support.
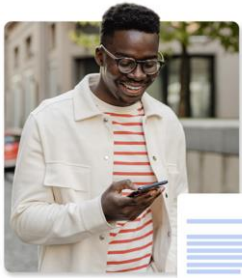
Our focus at Ready is always to help universities all over the world to give students the best possible experience and ultimately help students to succeed.

We help universities to transform the way student orgs, events, and attendance management systems work, and can replace any number of disparate spot solutions to improve the student experience.
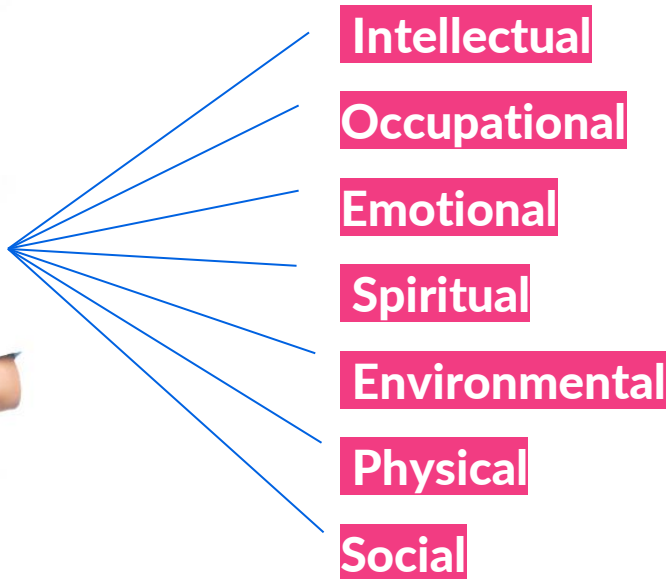
We also provide detailed engagement data to help better predict and address retention and student life challenges.

Why is 'total student experience' important?

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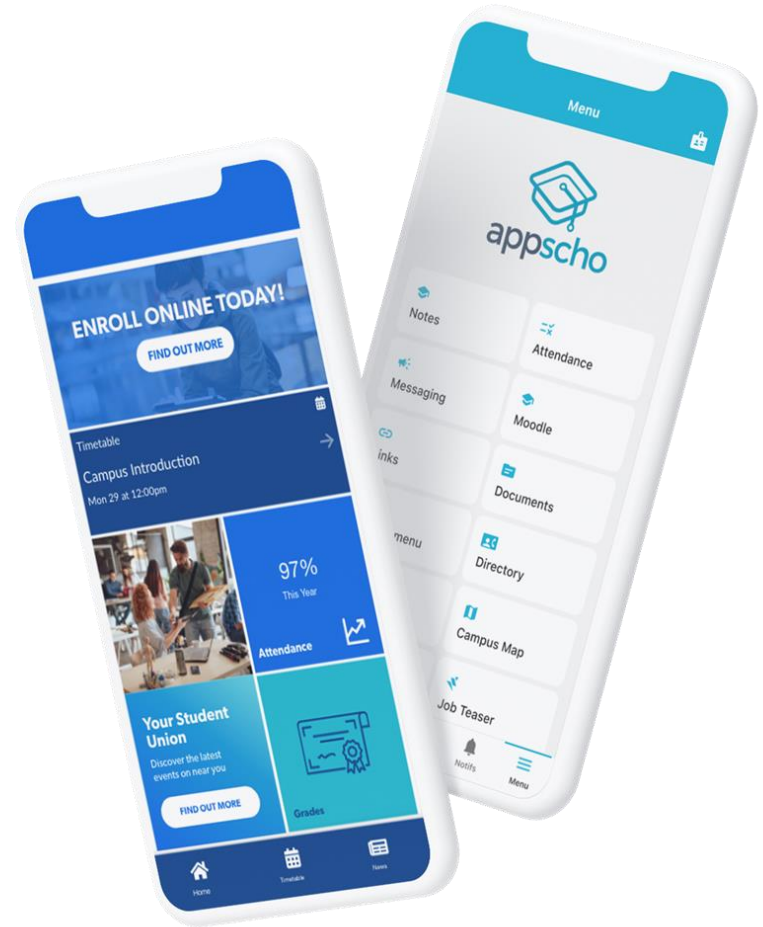
Consider the whole student

Intellectual

Occupational

Emotional

Spiritual

Environmental

Physical

Social

A Whole–Person wellbeing approach recognizes how all areas of our life are interrelated.

GOAL: To make students' time on campus more engaging, more worthwhile, helping them to connect with others, feel like they belong, and ultimately be more successful.

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Connect Early

Reimagine the **First Year Student Experience:** 6 Key Measures to Improve Your Strategy

● Make the best of your open days
● Create a smooth enrollment process
● Personalise your onboarding process
● Ensure easy access to information and resources
● Create a strong campus community
● Support student health and wellbeing

GOAL: **Weave points of connection through the whole process - from prospective student's journey and beyond**

How can you apply this in your institution?

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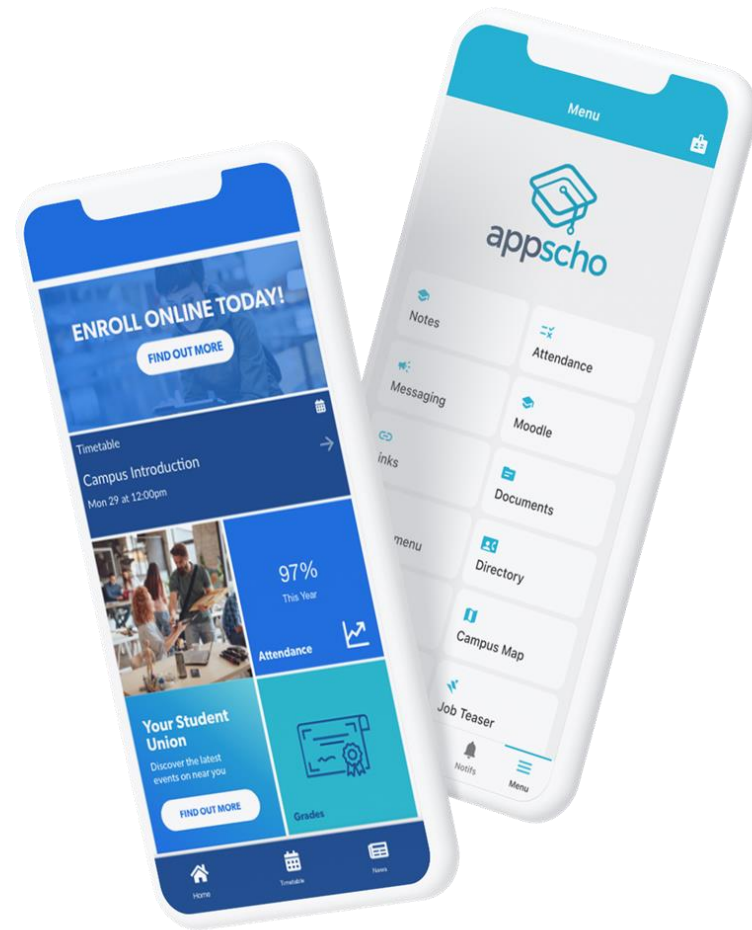
CASE STUDY

University of
HUDDERSFIELD

Inspiring tomorrow's professionals

"Having everything a student needs in one place, on the app, makes it much more succinct and easier to access - students just have to go to one place and then are signposted to everywhere else. This makes it less overwhelming for them too, particularly if they're just starting their course.

Lydia Blundell
Head of Engagement at the Students Union, University of Huddersfield

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THE CHALLENGE

Student information barriers & duplicated data

The university of Huddersfield faced a number of challenges prior to the implementation of myHud. Most important were the barriers students found on their path to the information they needed:

- Students were unsure on where to go to find the relevant information;

- Service silos - information wasn't presented in a way that was user focused;

- Information was built around departments and therefore was separated and varied;

- The previous system had grown organically, over a long period of time and had therefore become unwieldy.

- Information was duplicated and it had become hard to manage.

Centralised Solution & Additional Benefits

Project approach

'The right message, to the right student at the right time'. With that mantra in minda, the myHud project was kicked off.

"The myHud platform needed to be the 'shop window of university services" says Lydia. The students' Union first looked at how the previous student hub had worked for students. The union then set-up focus groups where they listened to the voice of students - how they wanted the future platform to work for them. As well as how they interacted and what they liked and disliked with other popular apps like amazon and eBay.

They were involved in the entirety of the myHud project in the steering group, working group, marketing (content) and project group. In addition to the valuable student input and the Student's Union's involvement, Shailesh Appukuttan, Collaborative and Research System Manager, highlights the importance of collaboration with colleagues to ensure the success of the project.
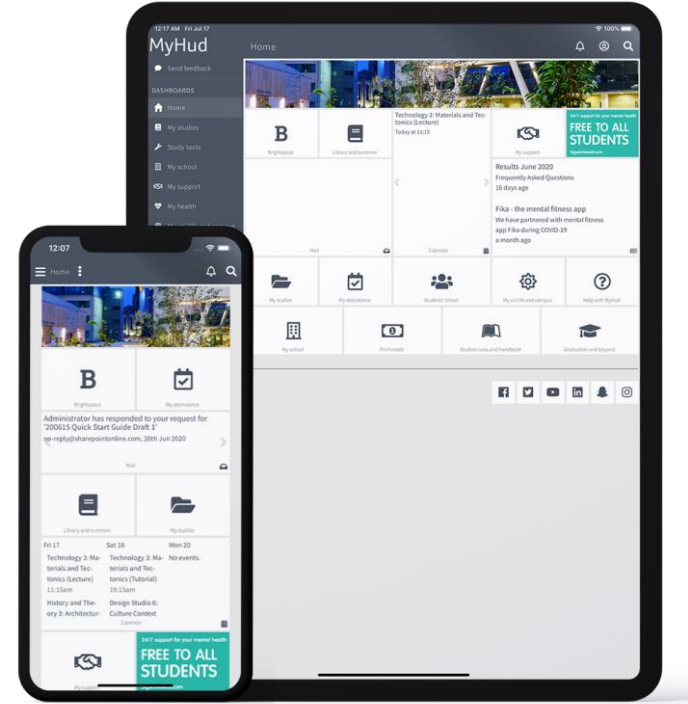
Final takeaways

- A strong student experience means an individual is **connecting, belonging and engaging**
- Students want to feel they are part of a **community**
- Enhance the student experience by:
  - Listening to your **student voice**
  - Implementing the **right digital solutions**

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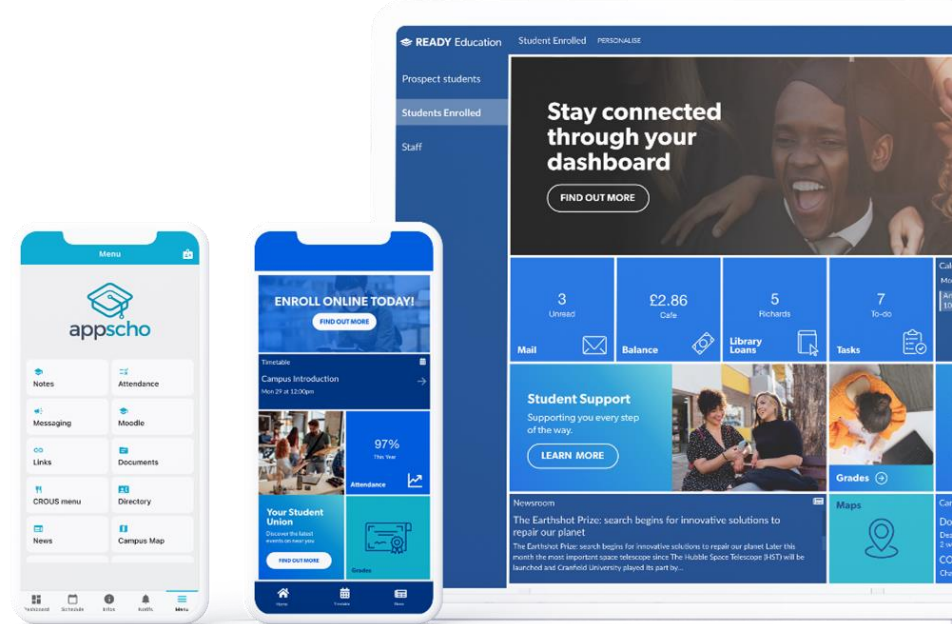
Streamline Comminications

A good mobile strategy

- …ensures students receive the right information at the time of need;
- …takes communications from a reactive to a proactive state throughout the student journey;
- …makes more efficient use of in-person/on-site resources;
- …scales communication using groups;
- …prevents advisor messages and key academic deadlines being missed;
- …enhances wellbeing through peer to peer support and creating sense of belonging and community.
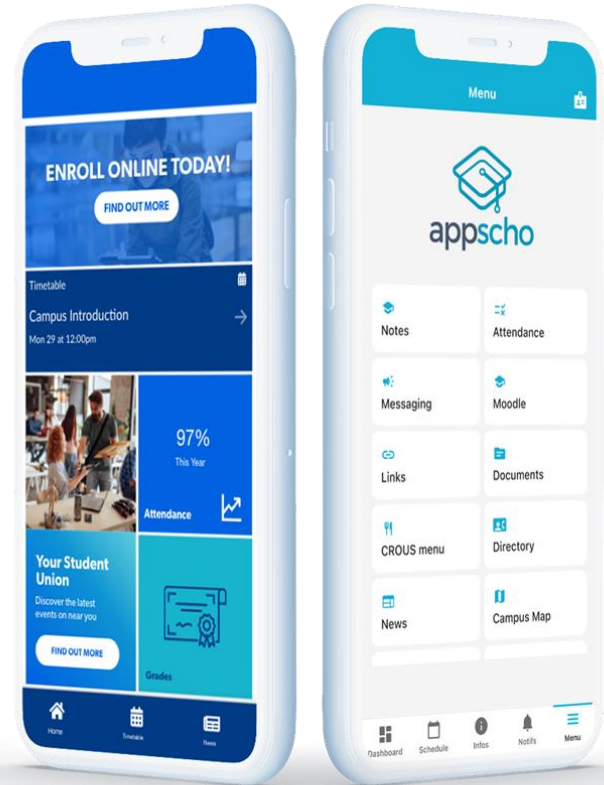
The Student Journey

Prospective Students

➡ Visit university website
➡ Book onto an Open Day
➡ Explore the campus
➡ Apply to university
➡ Study hard for grades
➡ Get results and confirm place at university
➡ Prepare for wonderful things!

First Year Students

➡ Arrive at university
➡ Move into accommodation
➡ Welcome week & Freshers' Fayre
➡ Meet academics
➡ Library and online learning
➡ Choose degree modules
➡ On campus careers fair
➡ Apply for summer internships
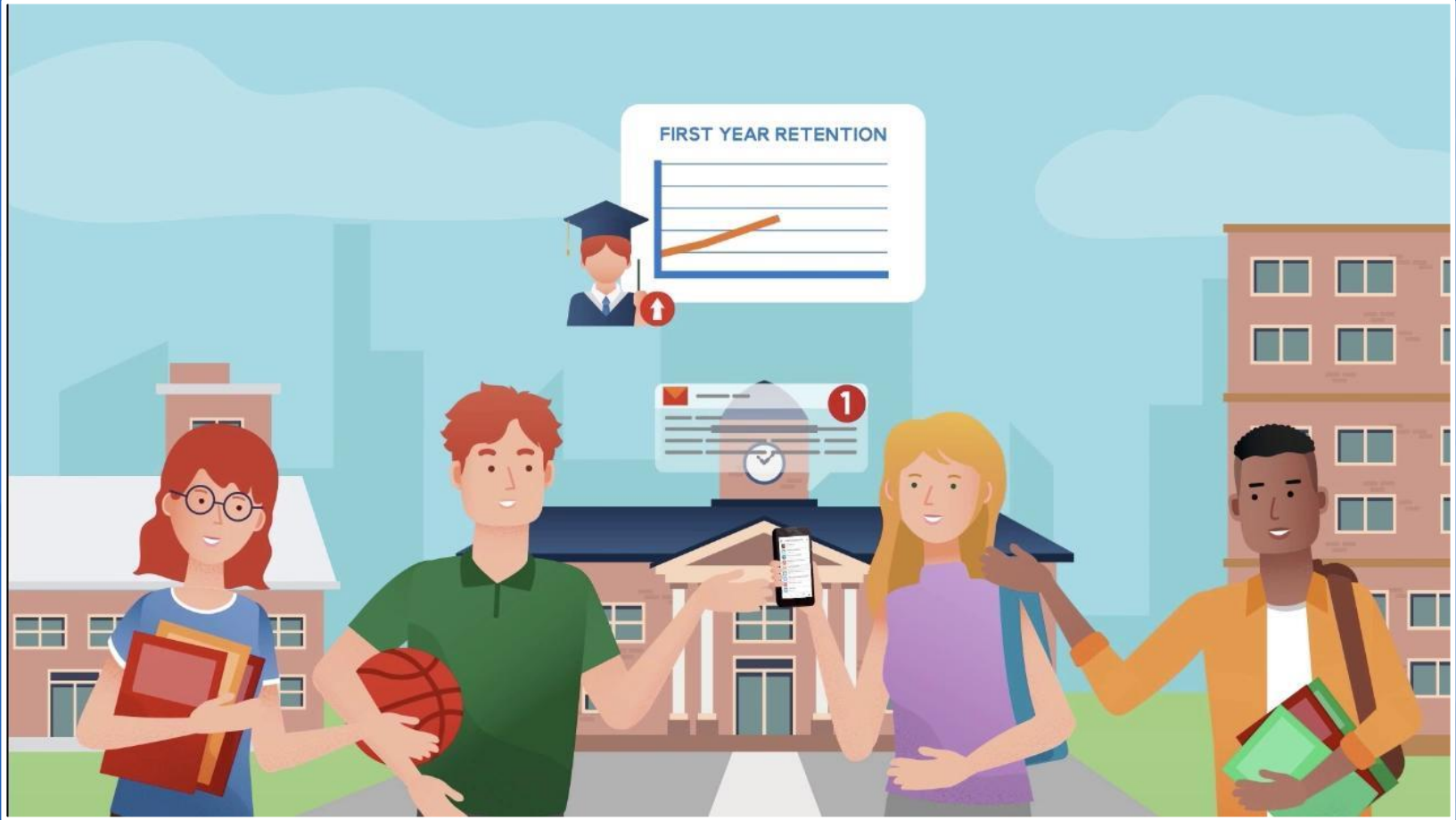➡ Exams and assignments

Second Year Students

➡ Move off campus & hit the books
➡ Prepare Professional Training placement options
➡ CV workshops
➡ Exams and assignments
➡ Start Professional Training Year
➡ New work experiences
➡ Tutor visits
➡ Networking skills
➡ Careers advice

Third Year Students

➡ Enjoy last year as an undergraduate
➡ Study hard
➡ Consider further study as a postgraduate
➡ Final exams and assessments
➡ Graduation
➡ What's next? So many options!

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