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Delivering a Student-Focused Digital Experience

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Introduction



January 2012

September 2012

March 2015

Introduction



January 2012 – Netflix Launched in the UK



September 2012 – Uber launched in the UK



March 2015 – Monzo digital bank launched in the UK



Introduction



January 2012 – Netflix Launched in the UK – **2024**
Incoming Student was 6 years old

September 2012 – Uber launched in the UK –
2024 Incoming Student was 6 years old

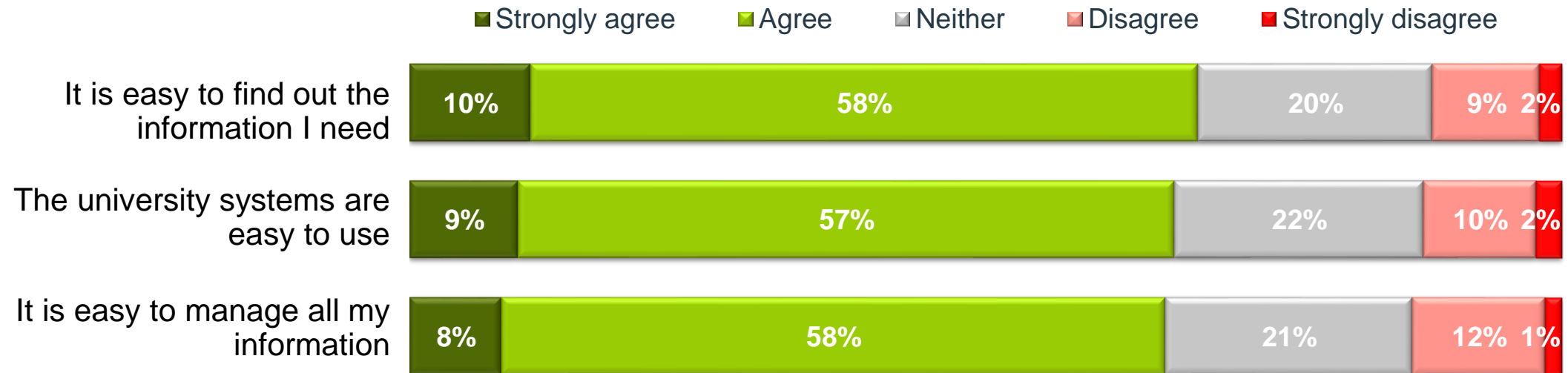
March 2015 – Monzo digital bank launched in the UK
2024 Incoming Student was 9 years old



The Research



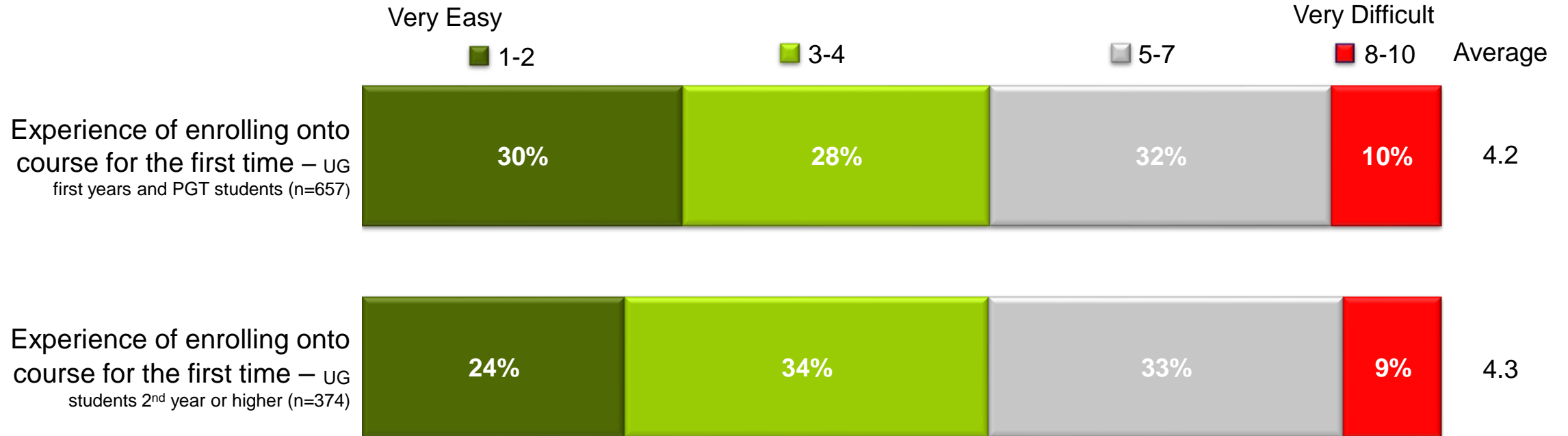
Two thirds of students thought that their university systems were easy to use, that it was easy to find the information they needed and that it was easy to manage.



Base: All current students (n=1,031)

Question: How much would you agree or disagree with the following statements?

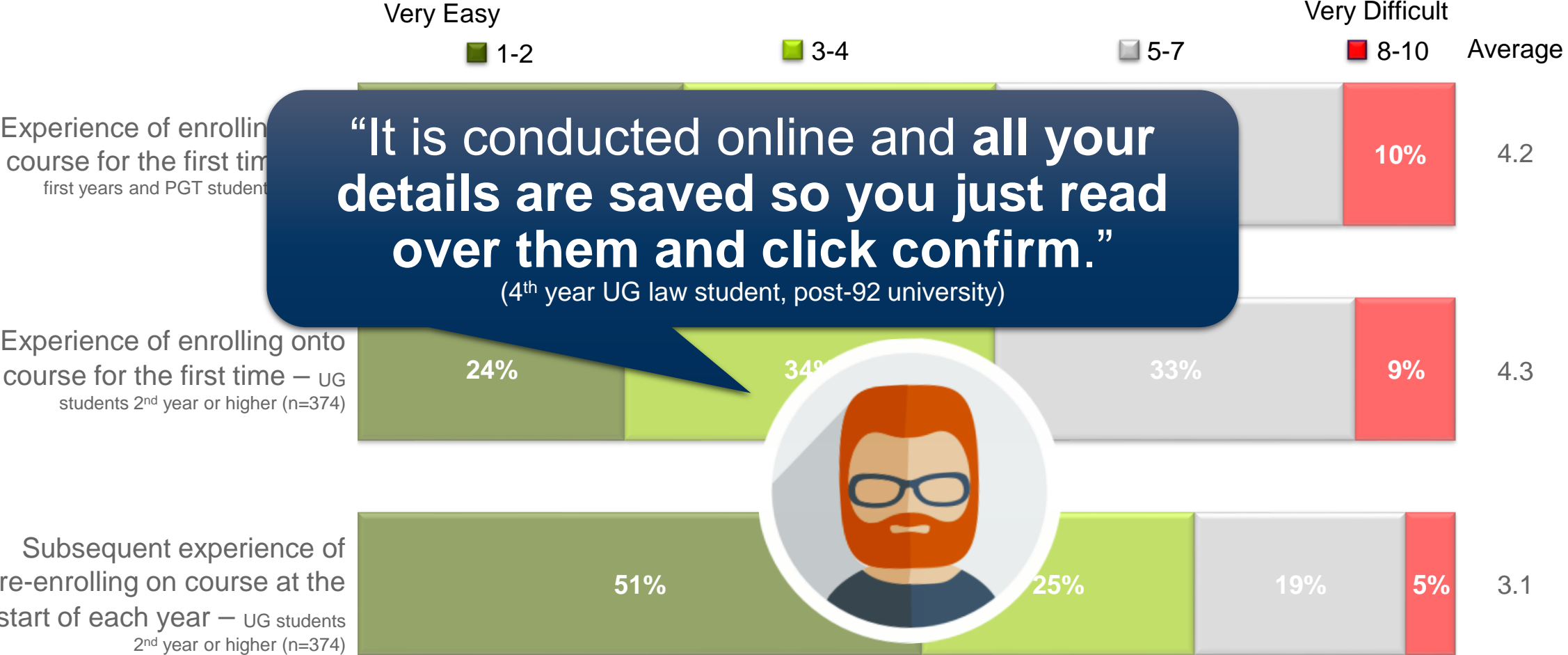
Over half (58%) found the experience enrolling onto their course for the first time relatively easy.



Base: All current students

Question: I'd like you to think about your experience of enrolling/re-enrolling on your course. Did you find the experience easy or difficult or somewhere in between?

Over half (58%) found the experience enrolling onto their course for the first time relatively easy, which increased to 76% for subsequent enrolments.



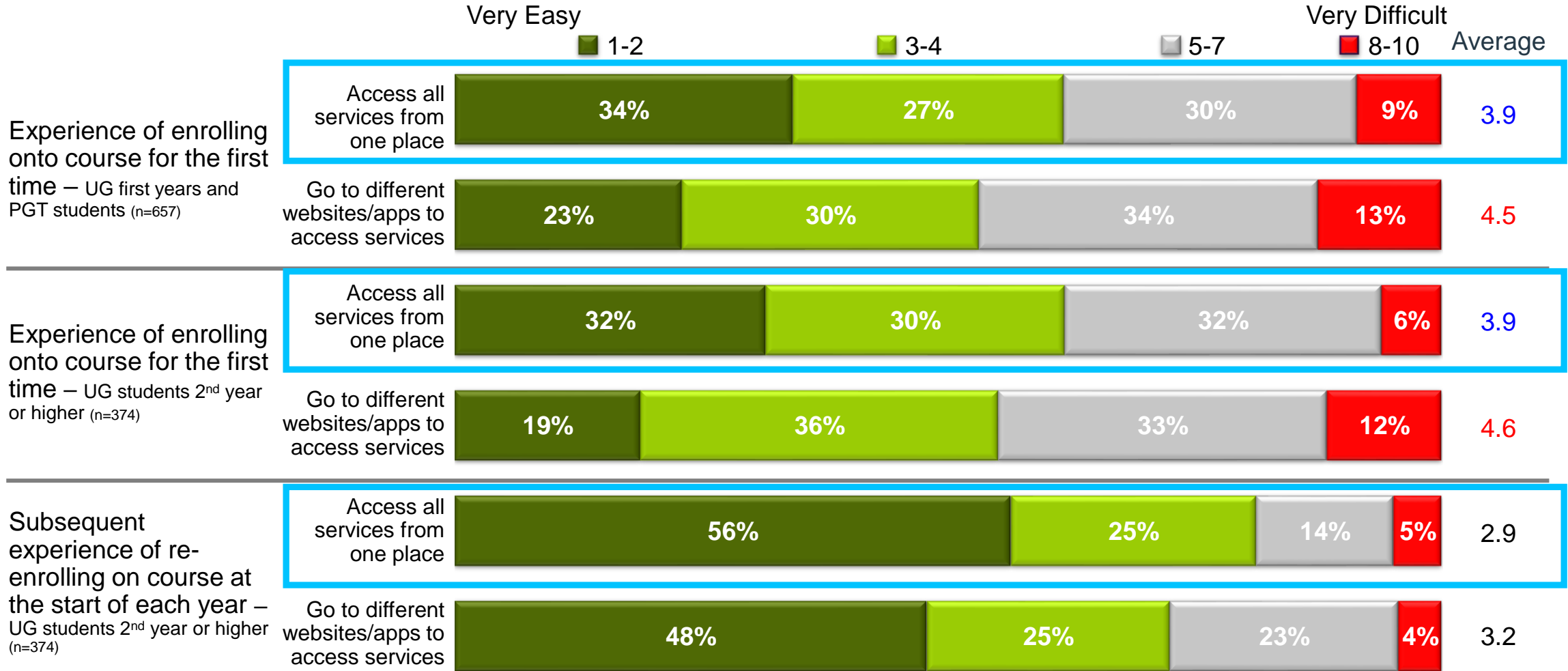
“It is conducted online and all your details are saved so you just read over them and click confirm.”
 (4th year UG law student, post-92 university)



Base: All current students

Question: I'd like you to think about your experience of enrolling/re-enrolling on your course. Did you find the experience easy or difficult or somewhere in between?

Accessing administrative services from one place was the key differentiator in ease of use



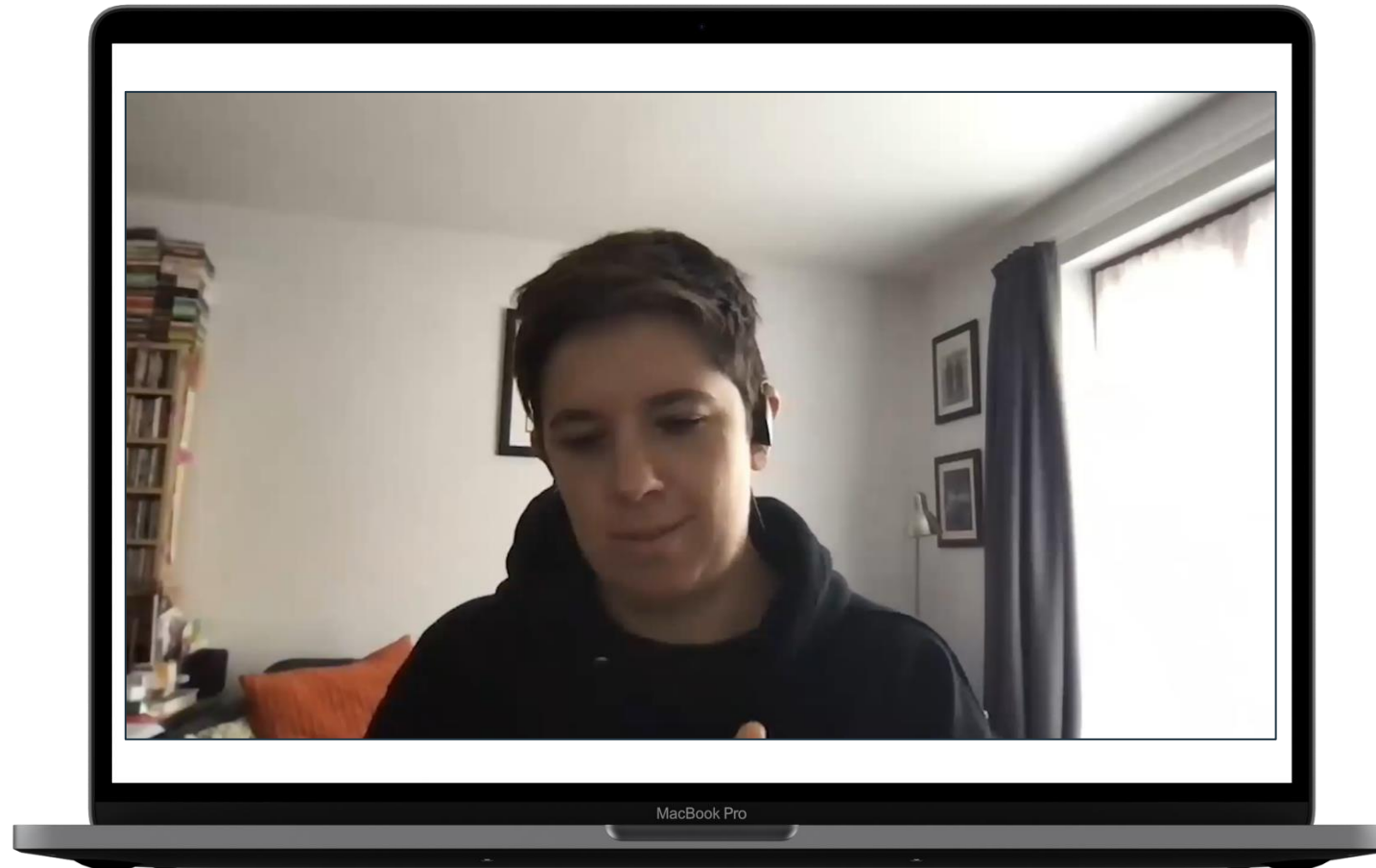
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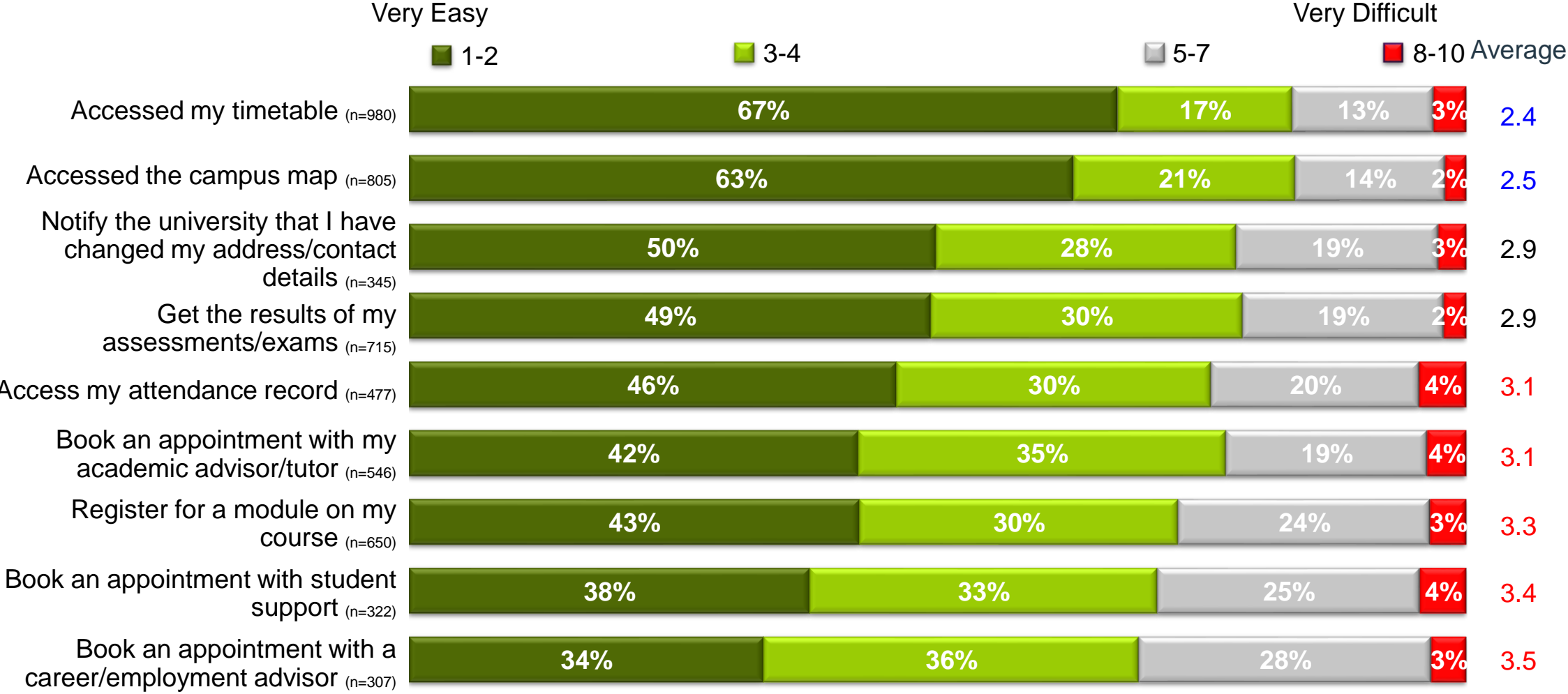
Delivering a Student-Focused Digital Experience



Clear, joined up communication would help the enrolment process be less confusing



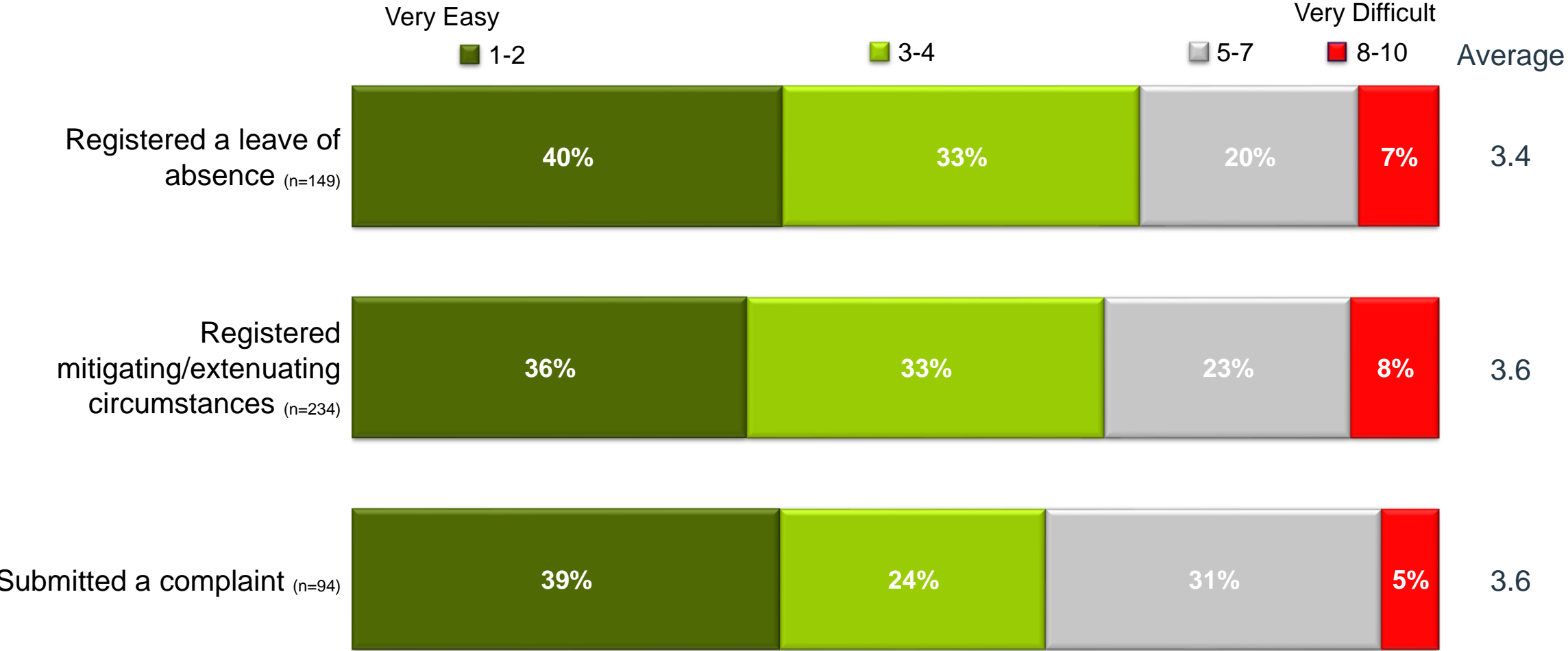
Amongst those who had accessed each administrative activity most were found to be very easy with less than 5% thinking anything was very difficult.



Base: All current students who used each service

Question: Still thinking about the administrative services you have to do, how easy or difficult is it to perform the following tasks at your institution?

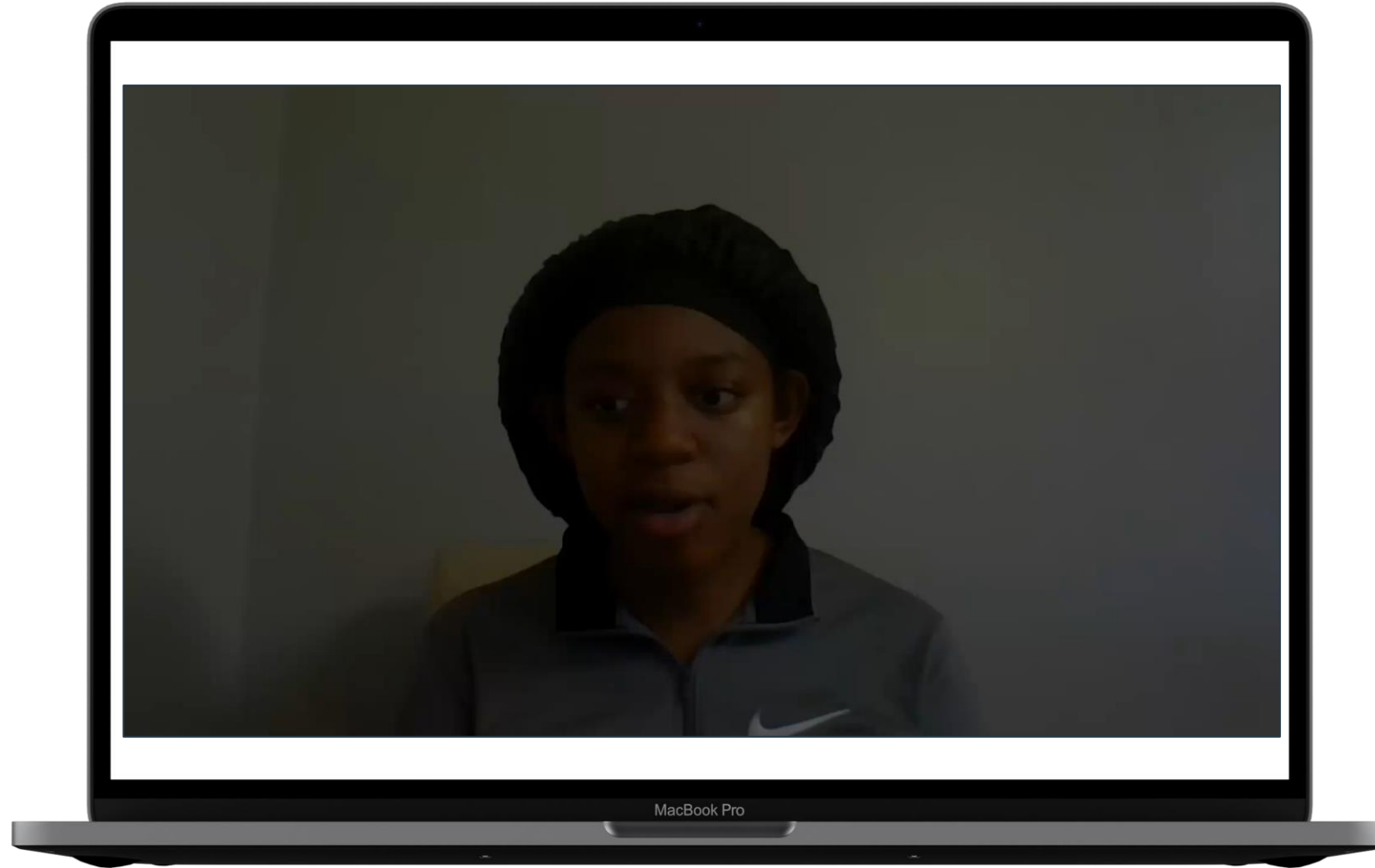
With an average score of 3 out of 10 over two thirds found the experience of registering for less common admin tasks easy



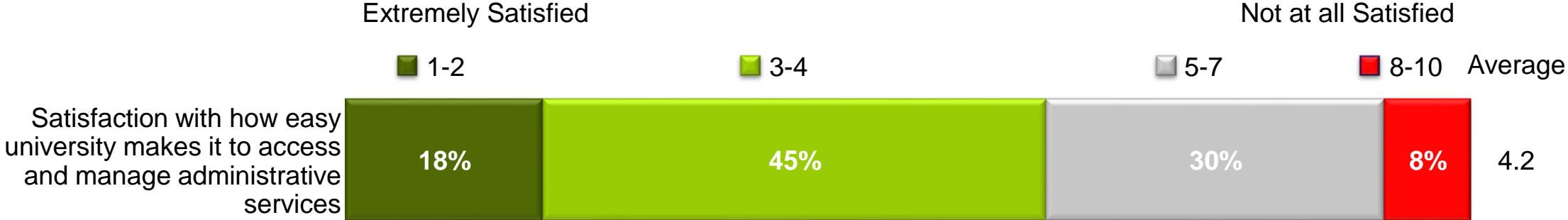
Base: All current students who used each service

Question: How easy or difficult is it to perform the following tasks at your institution?

The challenges of registering mitigating circumstances



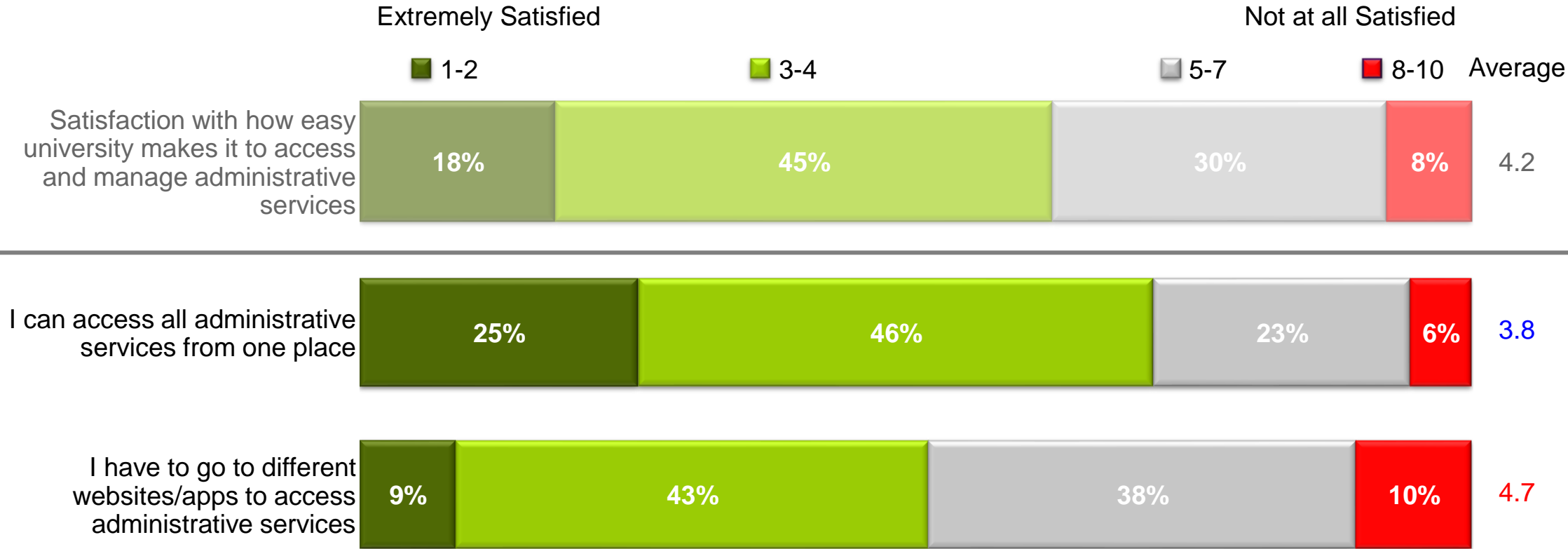
62% of current students were satisfied with how easy their university made it to access and manage administrative services.



Base: All current students (n=1,031)

Question: Thinking about all the administrative services that we have been discussing, how satisfied are you with how easy your university makes it to access and manage these?

62% of current students were satisfied with how easy their university made it to access and manage administrative services.



Base: All current students (n=1,031)

Question: Thinking about all the administrative services that we have been discussing, how satisfied are you with how easy your university makes it to access and manage these?



Conclusion

Ellucian SaaS Platform



A Unified End-to-End Experience








ELOYCE UNIVERSITY

Spring 2022 FAFSA Submissions

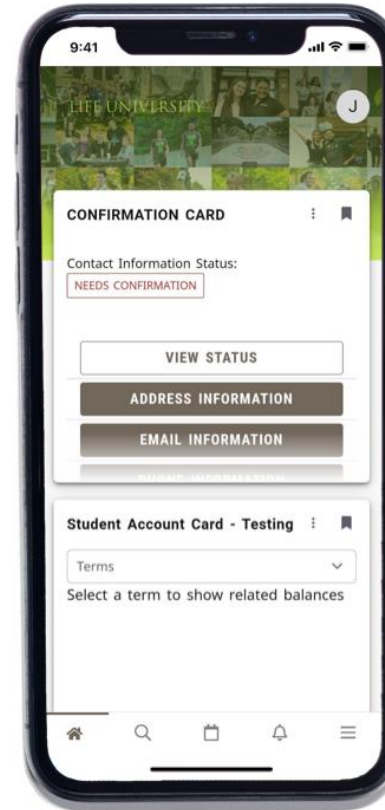
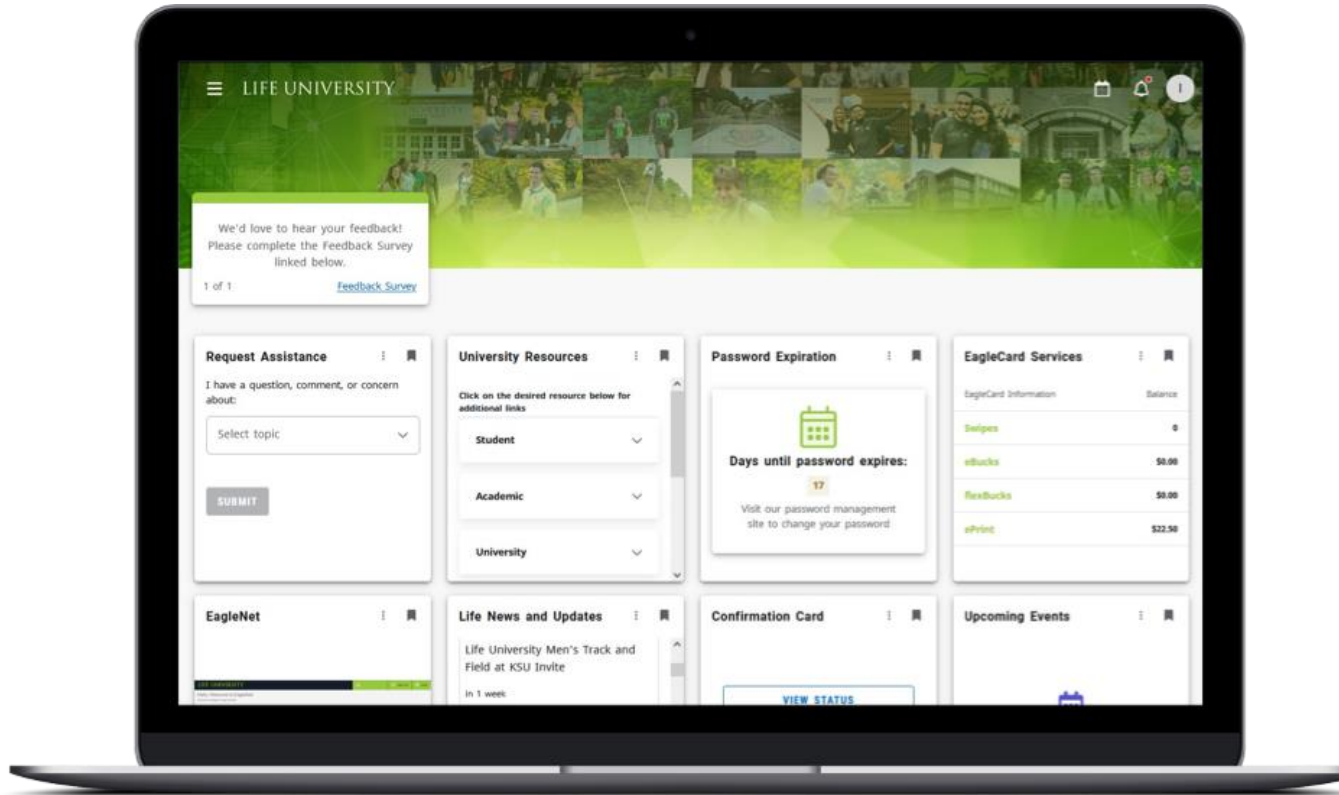
- 1,836** Incomplete FAFSA
5% decrease from last year
Most (30%) come from Nursing Program
- 5,301** Currently enrolled, but not registered
20% decrease from last year
- 3,999** Currently enrolled and registered
4% decrease from last year

Search students

<input type="checkbox"/>	Student Name	Projected Graduating Year	Program	FAFSA Status	Actions
<input type="checkbox"/>	Andrew Ablo	2021	Nursing	INCOMPLETE	⋮
<input type="checkbox"/>	Britney Atkins	2021	Chemistry	INCOMPLETE	⋮
<input type="checkbox"/>	Craig Azaela	2021	Nursing	COMPLETE	LAUNCH OUTREACH
<input type="checkbox"/>	Jennifer Bain	2022	Nursing	INCOMPLETE	⋮
<input type="checkbox"/>	Steven Bush	2023	Mathematics	INCOMPLETE	⋮
<input type="checkbox"/>	Stella Carlson	2021	English	INCOMPLETE	⋮

-  **Person**
Centralised repository for person information
-  **Communicate**
Email and SMS communication services
-  **Insights**
Delivered reports utilising a SaaS data platform
-  **Document Management**
Integrated document storage, processing, security
-  **Workflow**
Automate common business processes and tasks

Surfaced on the Ellucian SaaS Platform





Thank You

