

The New Digital Student Experience

Driven by a mix of a strong economy, low unemployment rate, change in demographics and digital disruption, many higher education institutions are scrambling to address the shifting sands of college enrollment rates as well as students expectations once they are enrolled. As the higher education industry is driven more towards an outcome-based student success model, institutions will need to redesign their digital strategy around the student experience, and CIOs need to have the infrastructure to be ready.

A Digital Arms Race

Adding more buildings, new facilities, or expensive faculty just isn't in the cards for many colleges and would only add to their burden.

Embracing digital technology does not automatically deliver the results that institutions expect. Many colleges have failed to deliver a personalized student experience that students have come to expect from other areas in their daily lives, resulting in failed implementations, user abandonment, and millions of dollars lost on misplaced IT investments.

Personalization Is Key

According to Gartner by 2021, more than 30% of higher education institutions will be forced to execute on a personalization strategy to maintain student enrollment, 50% will also begin redesigning their student experience to make it more integrated and personalized. This trend has been driven largely by a young digital hungry student population that is used to leading a digital-first life and want to interact with both their college and classmates across all devices and channels. They want customized communication, with a heavy focus around social media and a blending of their physical and digital environments.



From Recruitment to Post Graduation Engagement

Digital leaders within higher education are now recognizing that low-code application development offers the ability to move to a personalized student experience model, with speed, delivering results quickly, and dramatically improving student satisfaction.

The following sections outline some of the many areas where low-code can help create an end-to-end personalized student experience.



College Recruitment

- Build an integrated mobile app, live chatbot and website to attract new students
- Have a 360 view of the prospective student based on their history of interacting with you across all channels
- Integrate with all social media platforms to ingest prospective student data
- Integrate into your CRM to manage and curate your database and deliver relevant content



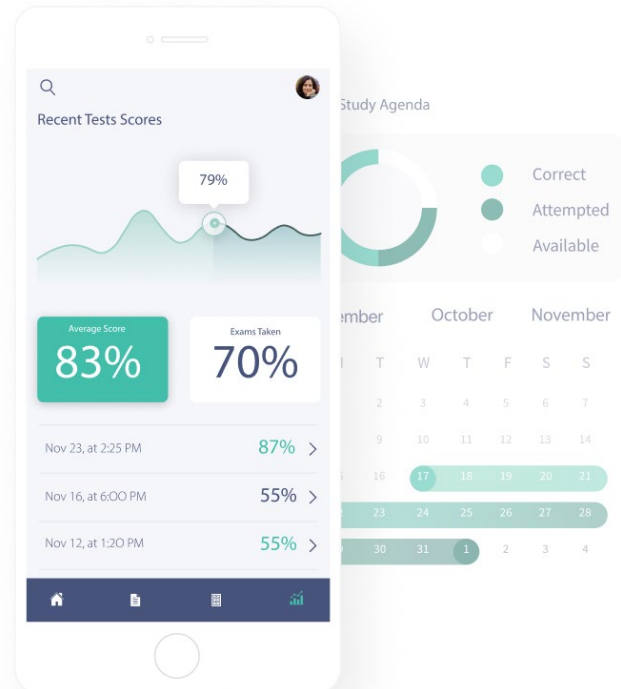
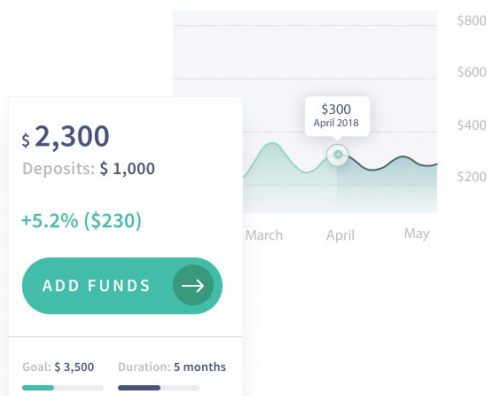
Admissions and Enrollment

Create an on-campus mobile application that allows first-year students to access personalized orientation content such as:

- Class schedule
- Campus map
- Related events
- Meal plan sign up
- Weekly agenda

Allow students to:

- Request any changes to their program, from adding minors to completely changing their majors
- Apply to the Honors College, track their applications, and be notified of progress
- Join social media groups that they are interested in and receive notifications on group meet-ups
- Register their new devices onto the campus Wi-fi network



Financial Aid, Budget and Part-time Work

- Create an online job finder for available jobs on and off campus
- Build a self-service portal across mobile and web to allow students to apply for:
 - Financial aid applications and adjustment of status
 - A waiver of tuition based on special circumstances
 - Provide access to recommended student bank accounts that have special student discounts



Degree Planning, Coaching, and Advising

- Have open API's to integrate into all social media platforms allowing students to join specific social media groups that are in line with their academic and career goals and receive updates directly on their campus app
- Build a university provisioned application to allow 1:1 coaching conversation with the student and their advisor
- Provide access to external career coaches and job content by building your career Learning Management System (LMS) or integrate into an off the shelf solution



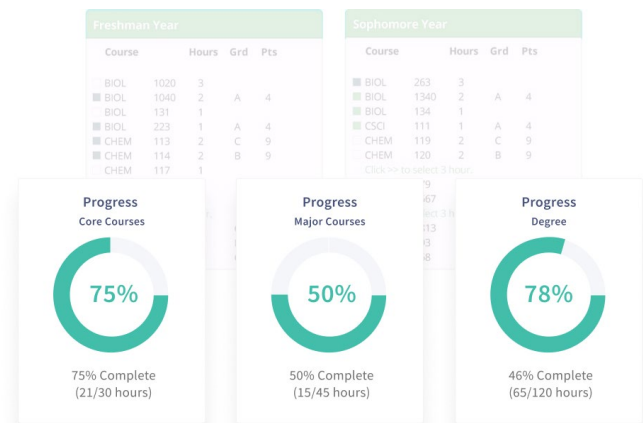
Formal and Informal Learning

- Create and customize your mobile front end of Blackboard Learn and Banner
- Pull in content and data from third party sources such as Khan Academy, YouTube or Rosetta Stone for learning new languages
- Allow students to find other students who are offering tutoring services or study groups



Student and Resident Life Engagement

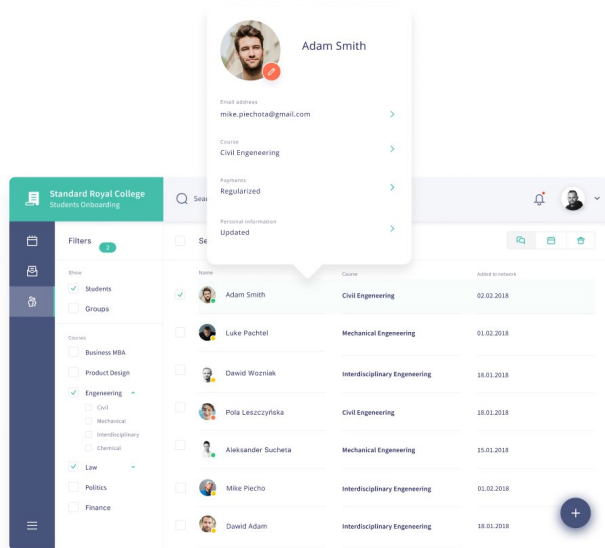
- Keep your students engaged with campus life all year round by providing updates across all channels such as SMS, social media, and campus in-app notifications
- Create a technology self-service helpdesk to allow students to submit questions on IT problems as well as chatbot FAQ interactions to drive down overall IT service tickets and manage the costs of your IT budget
- Allow each student organization to build their web portal where students can upload and download documents as well as have forums for interaction and feedback
- Quickly create surveys and share via your campus app to receive real-time feedback on events, catering, gym equipment
- Create a student housing app to allow students to search for on and off campus housing as well as connect with students in similar cohorts that are looking for rooms or roommates





Post Graduation Planning and Placement

- Pull in alumni data from 3rd party sources such as LinkedIn to allow current students to search for alumni that have followed similar career paths
- Allow students to search for a placement and full-time jobs with companies that have ties to the university
- Let students interface with their career advisor via in-app conversations as well as video conferencing for post-graduation
- Deliver in-app notifications on new jobs that are in-line with the student's career aspirations



Source: www.gartner.com



Alumni Relations

Having a robust and targeted approach to engage with alumni is often the lifeblood of many colleges. With OutSystems we allow you to create a highly engaging alumni solution that enables you to interact with them on their channel of choice vs. quarterly emails that are left unread or sent straight to “junk mail.” The platform lets you build an application that can:

- Set up a monthly direct debit from alumni to university for donation purposes
- Update alumni on upcoming sporting and social events
- Send SMS updates on games and other events in real-time
- Allow alumni to post jobs within their companies on the campus career website

OutSystems is the number one platform for low-code rapid application development. Thousands of customers worldwide trust OutSystems as the only solution that combines the power of low-code development with advanced mobile capabilities, enabling visual development of entire application portfolios that easily integrate with existing systems.

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