

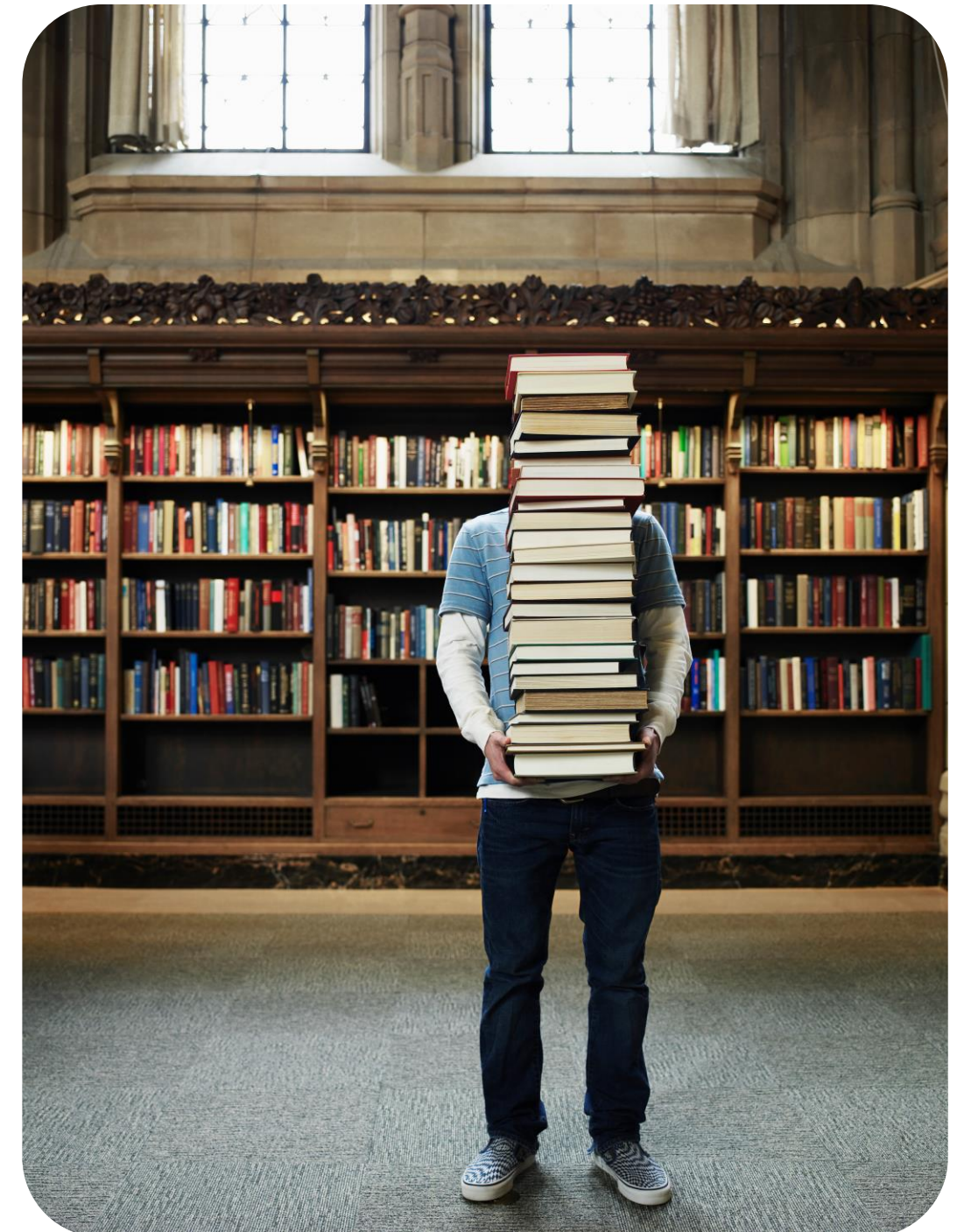
The slide features a large, abstract graphic on the left side. It consists of two large orange triangles pointing towards each other, meeting at a point. A dark blue triangle points from this meeting point towards the right, creating a central arrow-like shape. The text "Dean's Academy: Student Journey" is positioned within the white space of this graphic.

# **Dean's Academy: Student Journey**

4 June 2024

# Let's go down memory lane

Do you remember yourself as a bachelor degree student?



# Reflection Questions

What we, as students, had and needed back when we were doing our bachelor degrees, have changed quite a bit compared to what our students have, need and **expect** nowadays.

Gone are the days when students were satisfied with a one-size-fits-all approach to education. They now expect institutions to cater to their unique needs and preferences. To meet these changing expectations, **educational institutions must focus on making every touchpoint with students impactful.**

“Change and impermanence have a positive side. Thanks to impermanence, everything is possible.” by Thich Nhat Hanh

- What is the **role of a university** in a student's life?
- What are some of the **key experiences** in the student journey in university?
- How can we enhance the **value** of the student's learning experience?
- What **impact** does the student journey have on the learner upon graduation?
- How can we help the learner **contribute more effectively** to the workforce, to society and to the planet?





# Understanding our students

## What are our students' expectations?



“Six types of modern student reflect how universities can build for the future”

- “School-leavers transitioning to adult and working life.”
- “Students who want to enter regulated professions.”
- “Students with a passion for creative arts, music or drama.”
- “Postgraduates developing specialised expertise.”
- “Working professionals who are upskilling.”
- “Second chance” students who are reskilling”.

(Boxal, n.d.)

- Every institution is different.
- It is important to take the cultural context into consideration.
- Every program has a diverse group of students.
- Every student / cohort of students is unique.

# The Student Journey (I)



Let's think about moments / memories that can happen while pursuing a bachelor degree program.





# The Student Journey (II)

- Admissions
- Transition to University
- Student Support / Communication
- Facilities
- Teaching methods and accessibility
- Assessments
- International / visiting / research students
- Internships
- Monitoring progress / feedback
- *Etc.*

(Some paraphrased ideas from University of Oxford, n.d.)

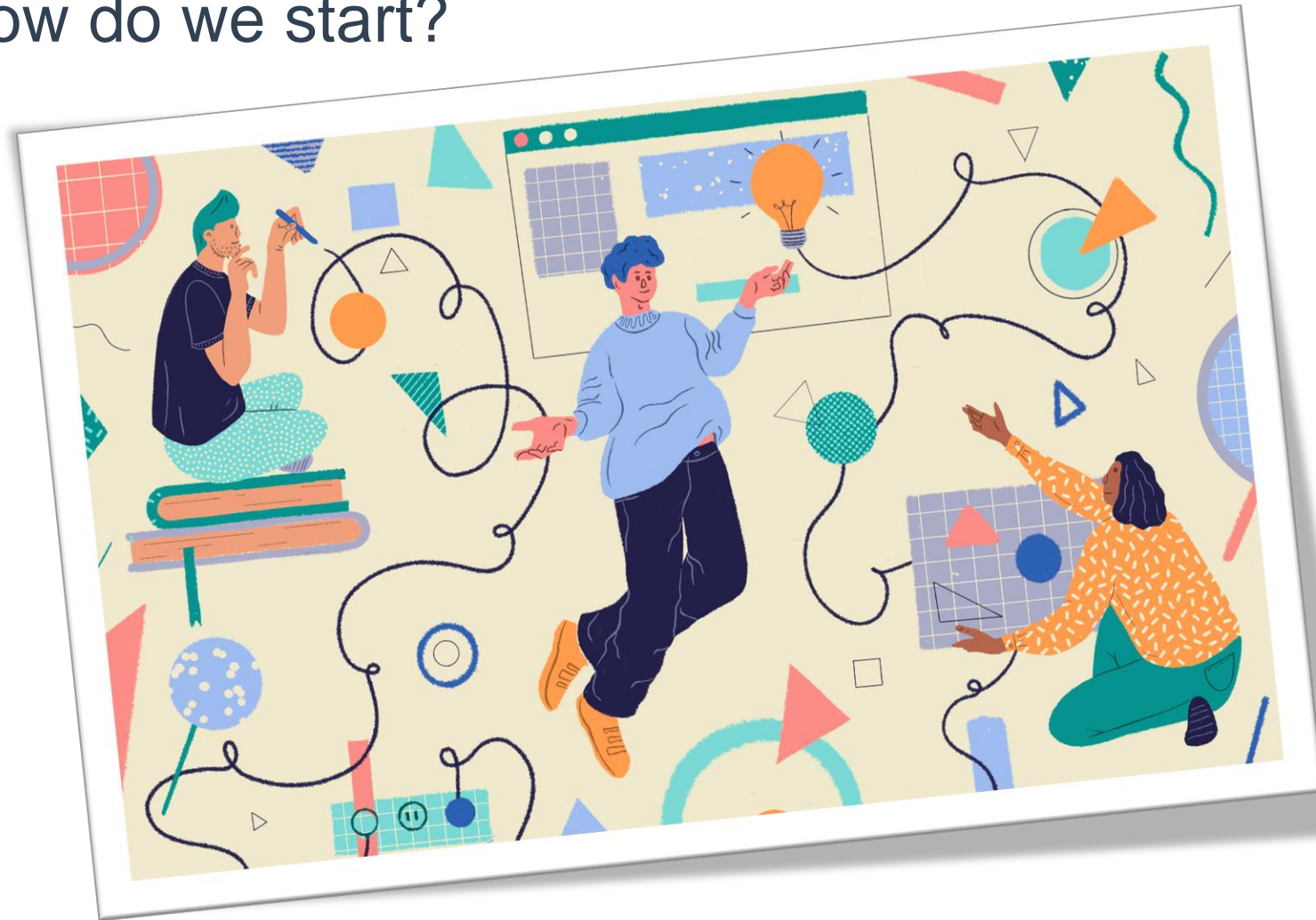
Who / which departments play/s a key role during this journey?

Everyone / every department is a piece in the puzzle of the student journey.



# The Student Journey (III)

## How do we start?



- Start “drawing”. **Mind maps** are a good way to start.
- List all the **departments** that have an impact (not matter how small) on the student:
  - Before they become your students.
  - While they are your students.
  - If they leave during their studies.
  - Upon graduation, when they become your alumni.
- Collect and analyse any **satisfaction** surveys done over the last year (at institutional and programmatic levels).
- Conduct competitive **benchmarking** studies.
- Learn about the **student experience** from as many stakeholders as possible: you can organize some focus groups with:
  - Current students
  - Alumni
  - Departments in the university
  - Industry representatives
- Try to define and design one journey **per program**, if possible. Each program has a different **graduate profile**.
- List the **differentiators** of each program.
- List all the **academic and extra-curricular opportunities** each program is providing to their students. Link them to the **skills / competencies** that the students will develop.
- Upon completion of these lists, you may **find gaps** on what else could be included.
- Learn how all the opportunities are being **communicated** to the students – do they know about all of them?
- Learn from **testimonials** from current students and from alumni.
- ***And many more – what do you think?***

Once all this information has been collected, you can be creative and design your own student journey where you can showcase a few years of your student’s life in a short video or a dynamic leaflet, for example.



# Any questions?

By prioritizing **student-centricity** and **aligning all aspects of the institution** towards that goal, educational institutions are better positioned to provide the desired experience.





**Thank you for your time!**

**All the best in your student journeys!**

# References

**Slide 3: Quote from** Good News Network. (2023). Quote of the day. *Good News Network*. Retrieved May 23, 2024, from <https://www.goodnewsnetwork.org/thich-nhat-hanh-quote-about-impermanence-2/>

**Slide 4: Information from** Boxal, M. (n.d.). Six types of modern student reflect how universities can build for the future. *Times Higher Education*. Retrieved April 13, 2024, from <https://www.timeshighereducation.com/hub/paconsulting/p/six-types-modern-student-reflect-howuniversities-can-build-future>

**Slide 6: Information from** University of Oxford (n.d.) Supporting the Student Journey. *University of Oxford*. Retrieved April 15, 2024, from <https://academic.admin.ox.ac.uk/supporting-the-studentjourney>

