

XM FOR **Education**



Closing gaps in your
education experience



Closing gaps in your education experience



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Reimagining Student Experience

A smiling man with glasses, wearing a denim jacket, is holding a tablet computer. He is standing in a classroom or lecture hall, with a whiteboard visible in the background. The image is overlaid with a blue and green gradient.

Fed up with the status quo, college students take to social media to combat sexual misconduct

Northwestern and Loyola students are rallying online and in person against alleged attackers, saying they didn't have confidence in university investigations.

NEWS > EDUCATION · News

CSU launches \$11M “student success” effort to boost 70% graduation rate

Less than half of CSU students graduate in four years

Broken Transfer Systems Are a Barrier to Equitable Outcomes

BRIEF

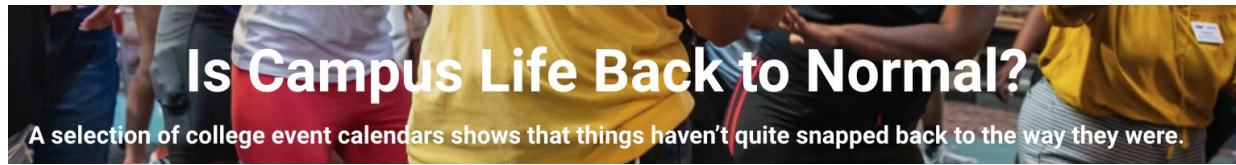
Survey: Teachers more likely to report burnout than other government employees

GENDER EQUITY



A University Tried to Correct Its Pay Gaps. Some Professors Feel Shortchanged.

New Website Allows Students to Report Anti-Semitic Incidents



Is Campus Life Back to Normal?

A selection of college event calendars shows that things haven't quite snapped back to the way they were.

How 2 middle schools are prioritizing SEL for teenage students

educators in these Minnesota and Tennessee schools have integrated SEL curriculum throughout the day – with exercises included for staff, as well.

TEACHING PROFESSION REPORTED ESSAY

Students Aren't the Only Ones Grieving

Teachers, too, have faced incalculable losses

TOP STORY

ESU 16's Listening Tour a “refreshing” experience for Central Nebraska school districts

BRIEF

SUNY begins to unenroll students who didn't comply with COVID-19 vaccine mandate

Experiences.

Experiences are directly tied to



YIELD



RETENTION



GRADUATION



RE-ENROLLMENT



ENGAGEMENT



EXTRACURRICULARS



TIME TO GRADUATION



BELONGING



COST SENSITIVITY



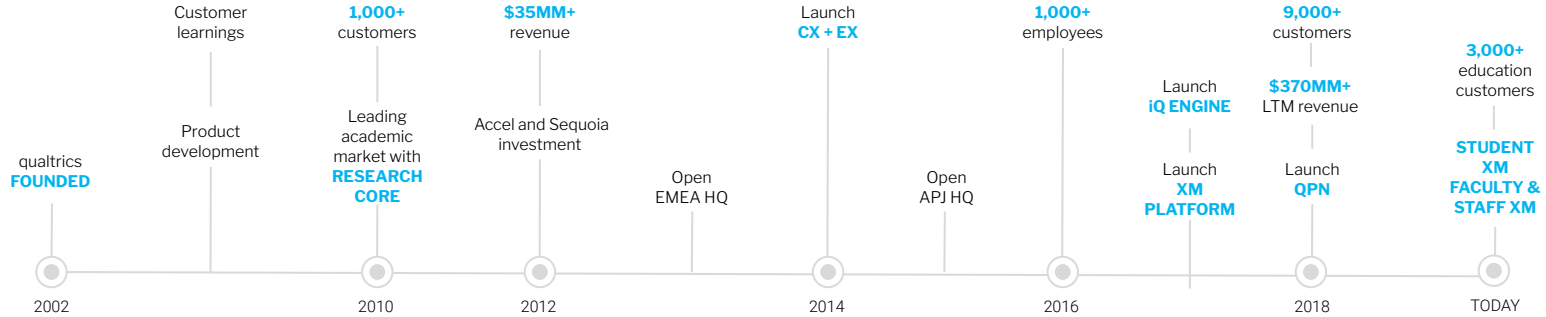
DONORSHIP



BRAND PERCEPTION

The Qualtrics story - trusted by academia

We have a long history of working with higher education institutions, starting as a platform for academic research. We're constant learners. As we've grown, we're learning new ways that we can uniquely help schools achieve their mission.



ACADEMIC RESEARCH

Established easy-to-use, deep analytical platform

CORPORATE

Students matriculate into the workforce

ENTERPRISE

Build out XM platform

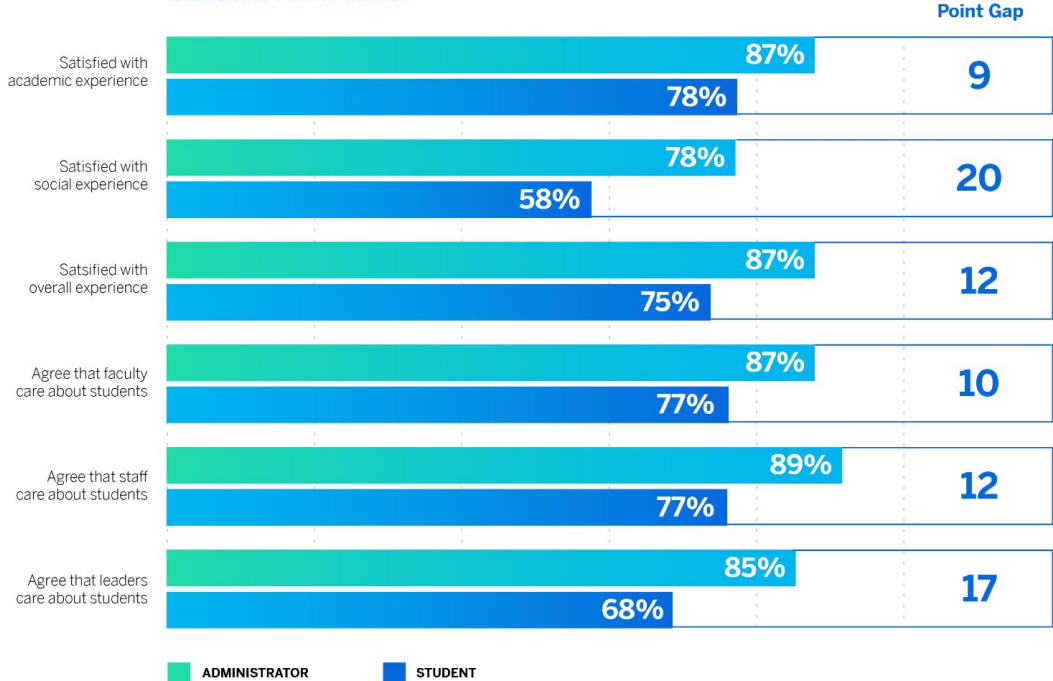
HIGHER EDUCATION

Bringing learnings back to higher education

Student Experience Research

Perception of Student Experience

Student vs Administrator



1

Understand what matters to students

2

Foster social experiences

3

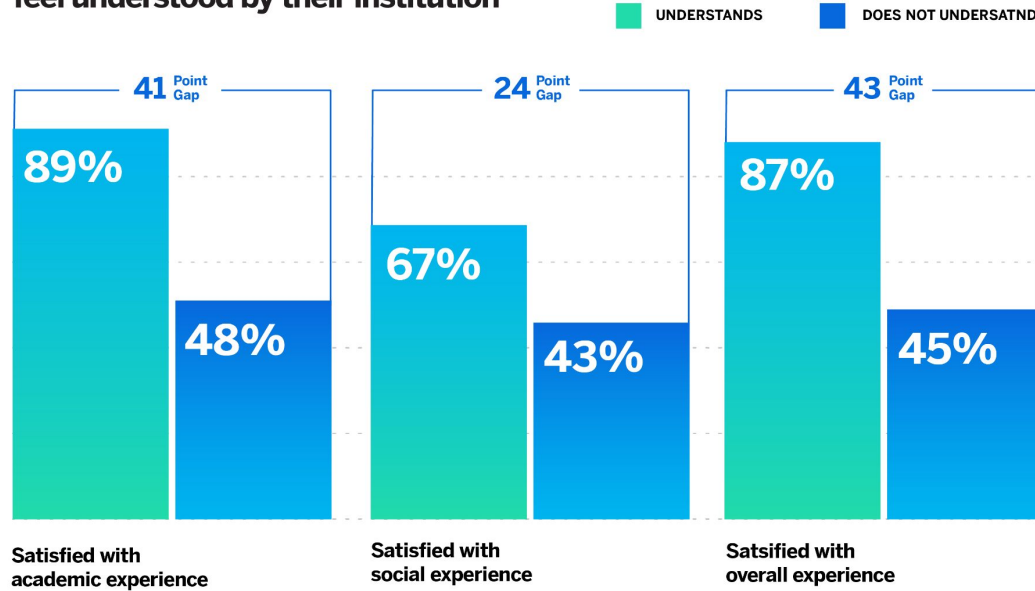
Prioritize mental health

4

Create inclusive environments

1. Understand what matters to students

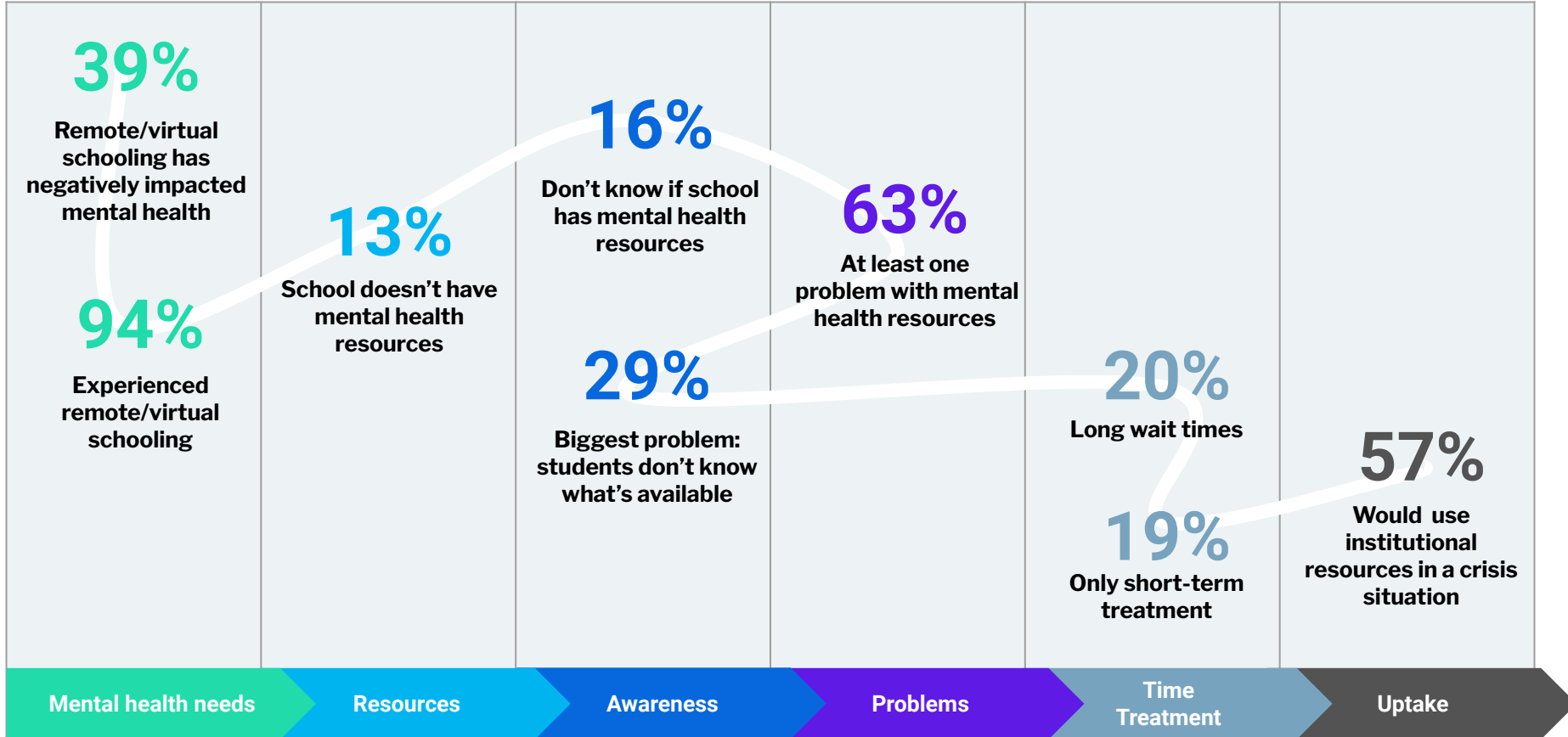
Satisfaction for students who do and do not feel understood by their institution



2. Foster social experiences

SATISFIED WITH EXPERIENCE		MOST IMPORTANT FOR SATISFACTION	
01 Student support resources (e.g., career services, academic advising)	74%	01 Student support resources (e.g., career services, academic advising)	31%
02 Institutional culture that is welcoming to students of all backgrounds	74%	02 My social life	22%
03 Campus environment that is physically safe and secure	72%	03 Campus environment that is physically safe and secure	16%
04 Community engagement	67%	04 Extracurricular activities	8%
05 Extracurricular activities	64%	05 Campus facilities (e.g., housing, dining)	7%
06 Campus facilities (e.g., housing, dining)	62%	06 Institutional culture that is welcoming to students of all backgrounds	6%
07 My social life	61%	07 Community engagement	4%
08 Travel opportunities (e.g., study abroad)	56%	08 Travel opportunities (e.g., study abroad)	4%
09 My institution's alumni network	55%	09 My institution's alumni network	2%

3. Prioritize mental health

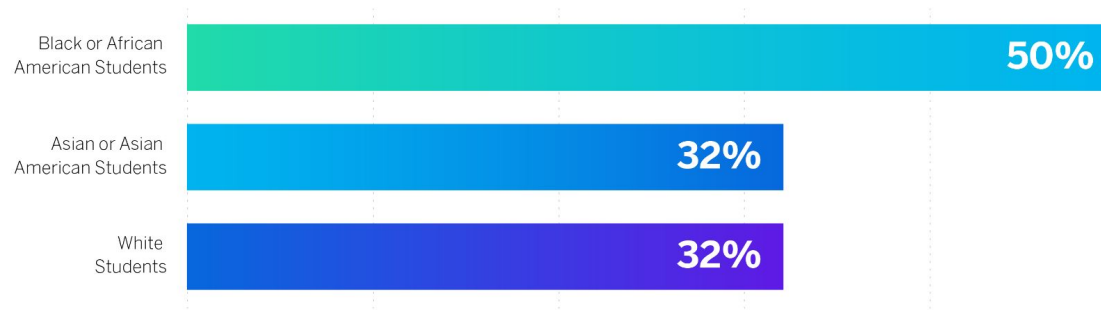


4. Create Inclusive Environments

36%

Of students have experienced discrimination at their institution

Student discrimination by race



1

Understand what matters to students

2

Foster social experiences

3

Prioritize mental health

4

Create inclusive environments

Johns Hopkins University & Student Experience

The Office of Student Enrollment and Account Management (SEAM) at Johns Hopkins University

Billing
Registration
Financial Aid
Student Support

9 schools

32k
enrolled
population

Supporting
51k
contacts



JOHNS HOPKINS
UNIVERSITY

The Office of Student Enrollment
and Account Management

“Providing superior services so students can focus on their academic journey.” - JHU SEAM Mission

SEAM Post-interaction Survey

- Brief survey
- Captures general satisfaction
- Confirms resolution of support needs
- Allows for comments and suggestions




Goal is to maximize responses, get a steady stream of high-level feedback that can be connected to individual's unique support needs

Student Success @ Hopkins

SEAM Student Experience Tracking Design

Monitoring the Student Experience

An important part of assessing SEAM is through the collection of commentary, reactions, and critiques from those who engaged with the services provided. The following high-level approach outlines how to understand SEAM visitor sentiment, as well as how SEAM impacts the larger student experience.

 <p>Large, Annual Survey</p> <p>Target: Future Development</p>	<p>A comprehensive, more intentional look into the full SEAM experience. This survey serves as a tool to generate a deeper understanding of how our services are perceived.</p> <ul style="list-style-type: none"> Can be broken out by function Will be sent to all those who engaged with SEAM This survey is a future plan but feedback
 <p>Interaction-Specific Feedback</p>	<p>Interaction-specific feedback will be used to improve the student experience.</p> <ul style="list-style-type: none"> The interaction could be in-person or digital The core survey is intended to be used for immediate feedback through a face button stand, etc.
 <p>Unsolicited Feedback</p>	<p>Beyond sending out surveys or providing feedback without prompt</p>

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Student Experience Definitions

Based on discussions with SEAM and SSEI leadership, the Deloitte team recommends focusing performance management efforts related to the student experience on these key definitions:

Self-Service Tools & Accessible Online Resources	"Shuffled"	Individual, Personalized Attention	Student Satisfaction	Timely Responses
<p>Students should have the opportunity to problem solve, view requirements, and schedule time with staff members through a self-service portal</p>	<p>Handoffs between different offices or levels of staff member can often make a student feel as if they are being passed off or that their problem is not being prioritized. Limiting the student shuffle may allow for a student to feel as if they have a champion to solve their inquiry</p>	<p>Students serve more than just a complaint or about trouble as individuals. Providing individualized attention to each unit can go a long way in making a student feel heard and supported through the process.</p>		

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Gathering Post-Interaction Feedback

Post-interaction feedback via both solicited and unsolicited methods will enable SEAM to gather in-the-moment insight that can be parsed by case reason, visitor demographics, and more.

Opportunities for Post-Interaction Feedback		Core Feedback Outline
<p>Case Closure/Resolution</p> <p>Upon the closure or resolution of a case, an auto-generated email is currently being sent to individuals for their feedback. This practice should continue to collect satisfaction and experience data.</p>	<p>Phone Calls</p> <p>The CMD Call Center is often a first point of contact for SEAM. These conversations can bring the calling individual to a resolution with an official case or direct the student to another SEAM contributor. An on-the-phone survey or email should follow up each call within 48 hours.</p>	<p>These core questions¹ can be deployed across all feedback forms and be</p>
<p>In-Person Visits</p> <p>To capture feedback at SEAM locations, the survey and/or brief sentiment input can be available on iPads or sent to individuals after their interaction with SEAM staff, regardless of whether the case is closed or resolved.</p>	<p>Website Interactions</p> <p>Opportunities to solicit feedback on the SEAM website, including self-service knowledge pages and the chatbot, can be available on each page or made available after a chatbot interaction.</p>	
	<p>Solicited Feedback</p>	
	<p>Unsolicited Feedback</p>	

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SEAM Performance Management Next Steps

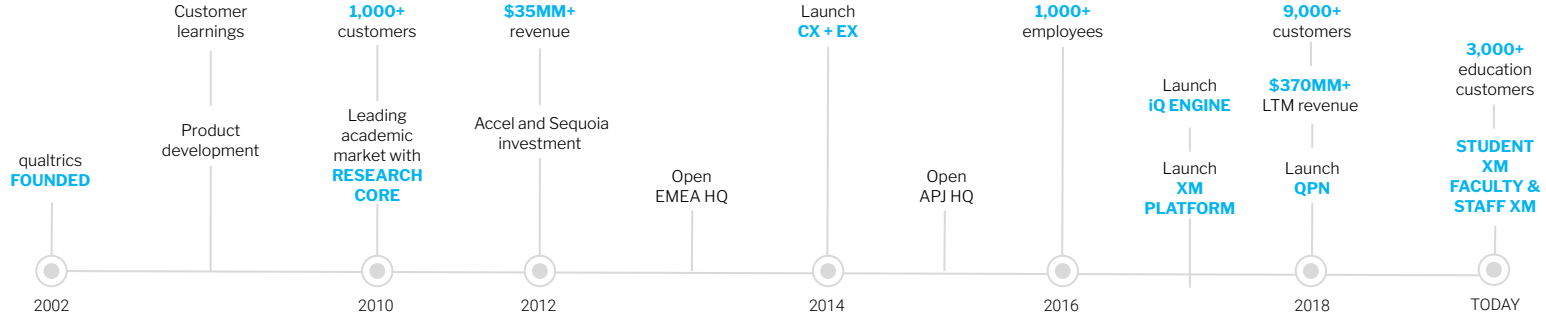
- SEAM Executive Dashboard
 - Continue development of student satisfaction measures, listening methods
 - Establish data connections for workforce data, build visualizations
- SEAM Operating Dashboard
 - Continue building detailed visualizations for SCM, OnBase workflow performance, other key measures
- Performance Targets
 - Establish initial performance targets for KPIs on both SEAM Executive and SEAM Operating Dashboards
 - Develop additional visualizations for KPIs as targets identified

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XM & Student Experience

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HIGHER EDUCATION

Bringing learnings back to higher education

Experience Design

Design breakthrough products, services, cultures, and brands



Experience Improvement

Continuously improve customer, employee, product, and brand experiences

Listen & Remember



Process & Understand



Build a Culture of Action



XM FOR Education

FOR BRAND + MARKETING

Institution brand tracking

Awareness and perception

Segmentation

Ad & messaging testing

FOR STUDENTS

Recruitment & Enrollment

Student experience

Course Evaluations

DEI&B

Alumni engagement

FOR FACULTY + STAFF

Engagement & lifecycle

DEI&B

Culture & Development

Facilities and IT

FOR ACADEMIC RESEARCH

Academic Research

Research design

Panel recruitment

FOR PROGRAMME EXCELLENCE

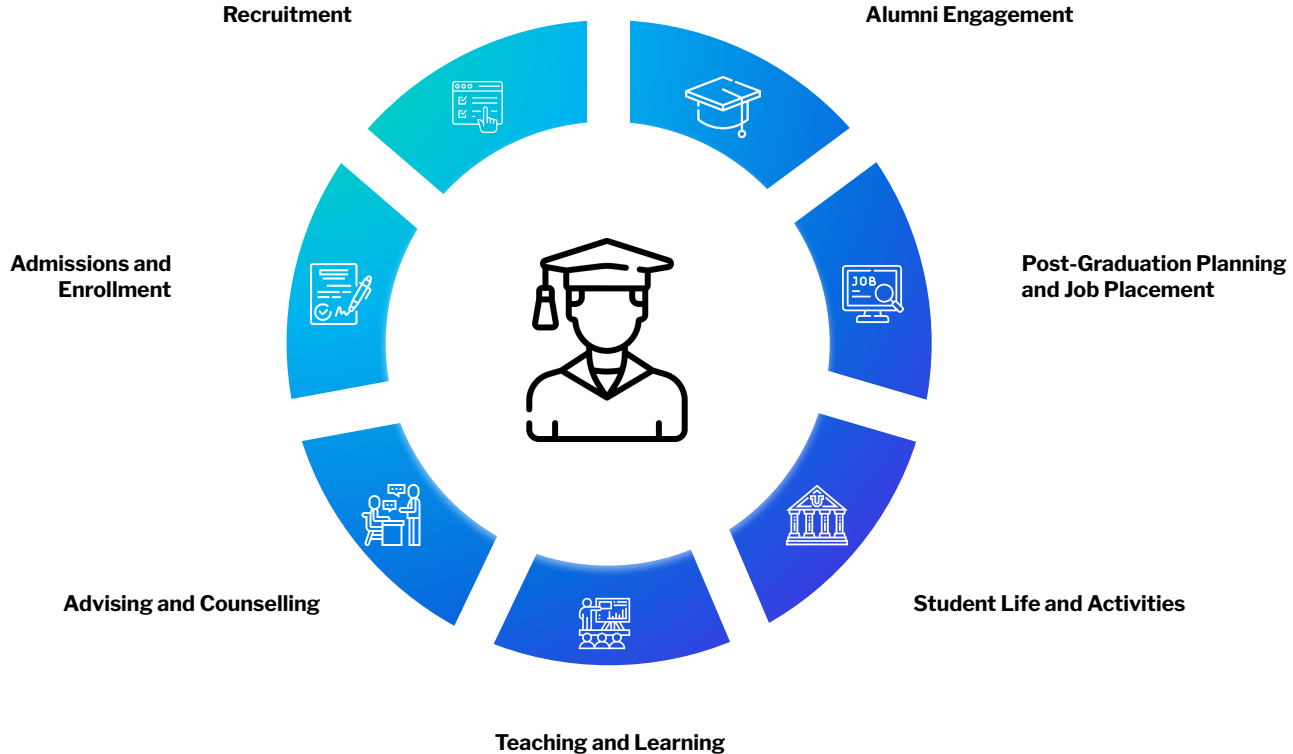
XM Program audit & design

Compensation & Culture

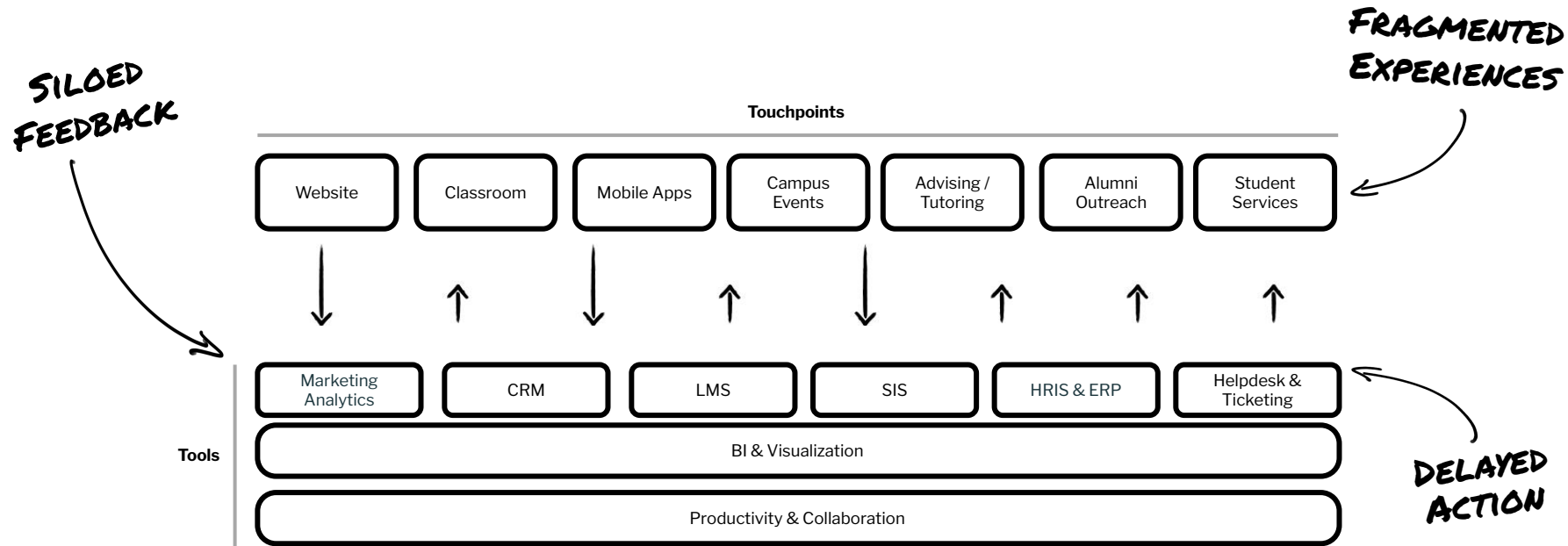
Executive reporting

Ongoing advisory

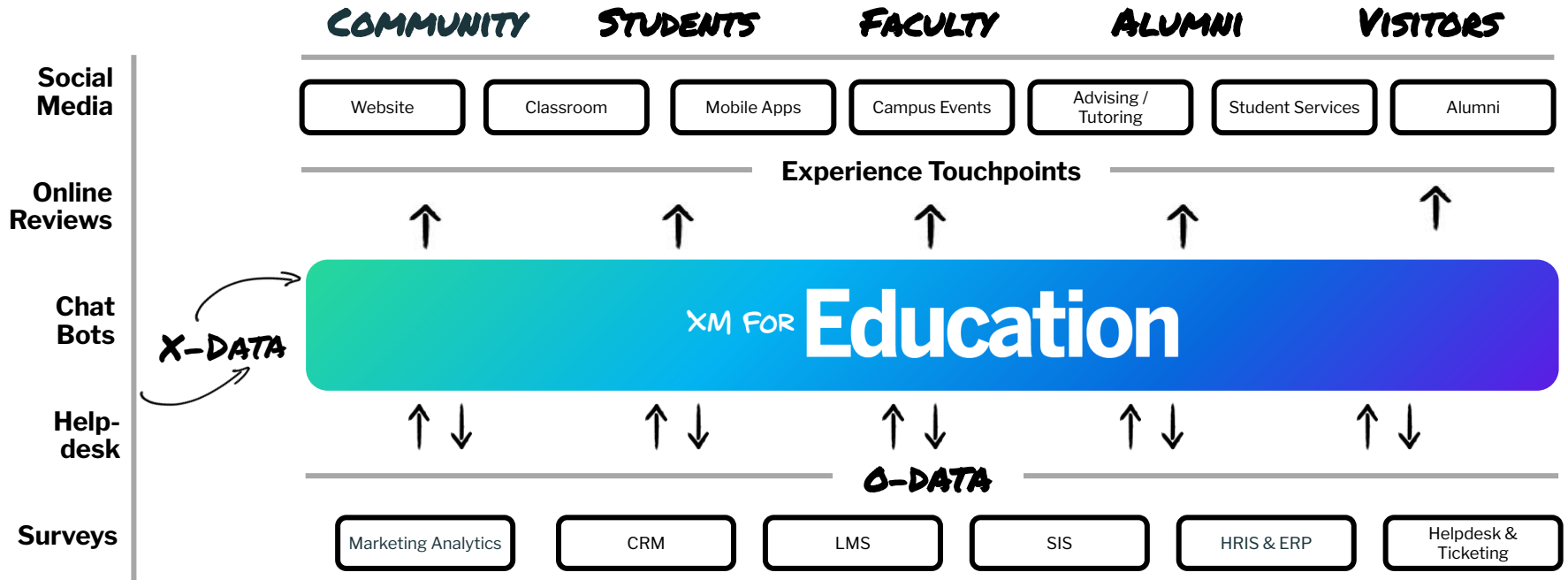
Student XM is about putting your student at the heart of your institution



Fragmented experience measurement diminishes insights and slows action



XM for Education connects your experience and operational data to improve mission-critical experiences



Q & A

