Using all information stored about students to provide a joined-up digital student experience from pre-application to employment for the 21st century.

Challenge
The information about students is held in several systems and they are not joined-up. These systems are built around the structures and processes of the organisation rather than the needs of students. There are gaps in capabilities, technologies and processes but we need to explore these gaps further.

Who it affects
>> Students don’t get a good experience
>> Institutions don’t recruit and lose income

Why it matters
>> Institutions depend on students’ recruitment, retention and satisfaction
>> Unless a compelling student experience is provided UK Further and Higher Education will lose out to competitors

Success criteria
>> Student life cycle customer relationship management - not student record systems focussed
>> National shared information services providing a better student experience
>> Recruitment, student and alumni services are joined up
>> Student loyalty to a university/college and UK based education

Timescale
How long until we can expect to see the benefits?
- Proof of concept and define shared services
- Take-up of shared services

Commitment
Who in the steering group pledged to commit two days of their time?
- Chris Sexton - Director of Corporate Information & Computing Services, University of Sheffield (BRIGHT)
- Barry Haynes - Head of Enterprise Architecture, University of Leeds
- Ellie Russell - Project Officer, National Union of Students
- Luke Taylor - Assistant IT Director, University of Bristol (UCISA)