

# From prospect to alumnus



“ Would generate huge improvements to students and huge efficiencies to HEIs ”

Shan Wareing - PVC Learning and Teaching, Bucks New University

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

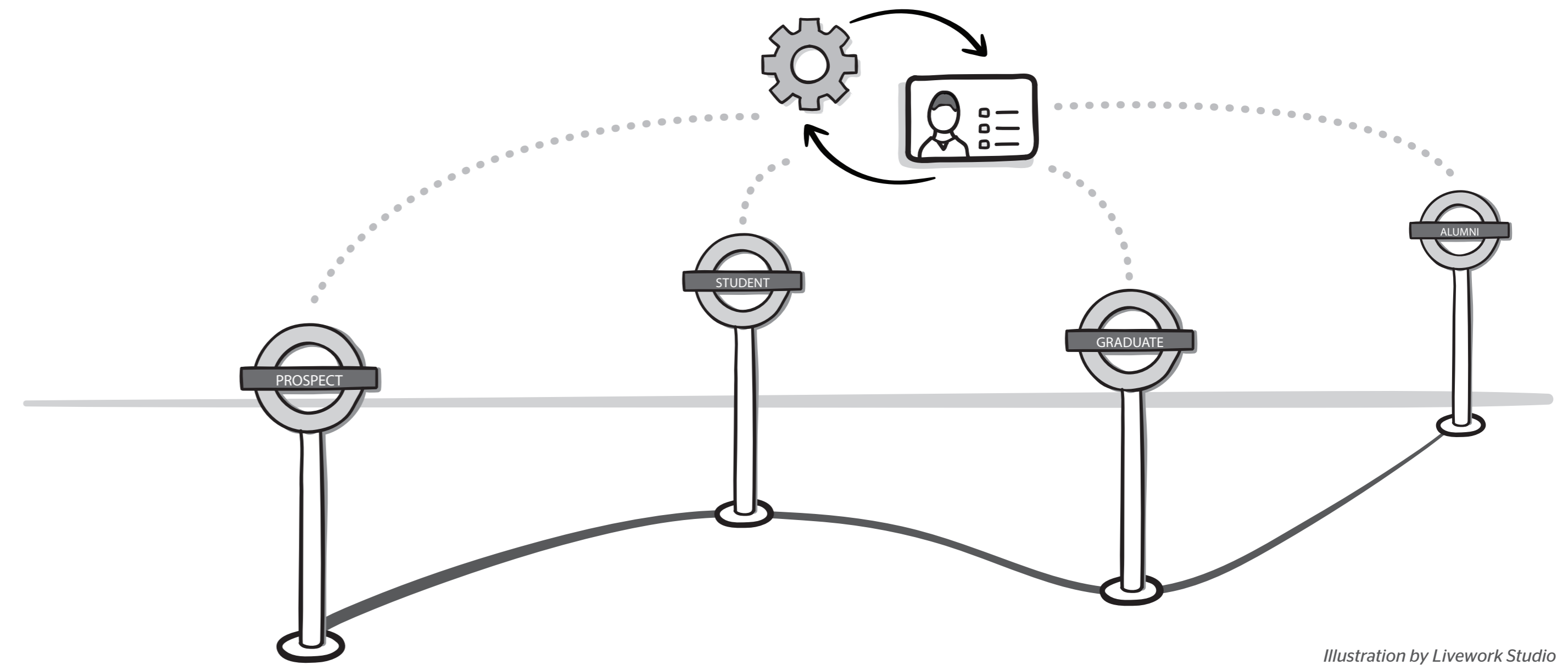


Illustration by Livework Studio

### 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

### Strategic framework

How does the challenge fit with Jisc's strategic framework?

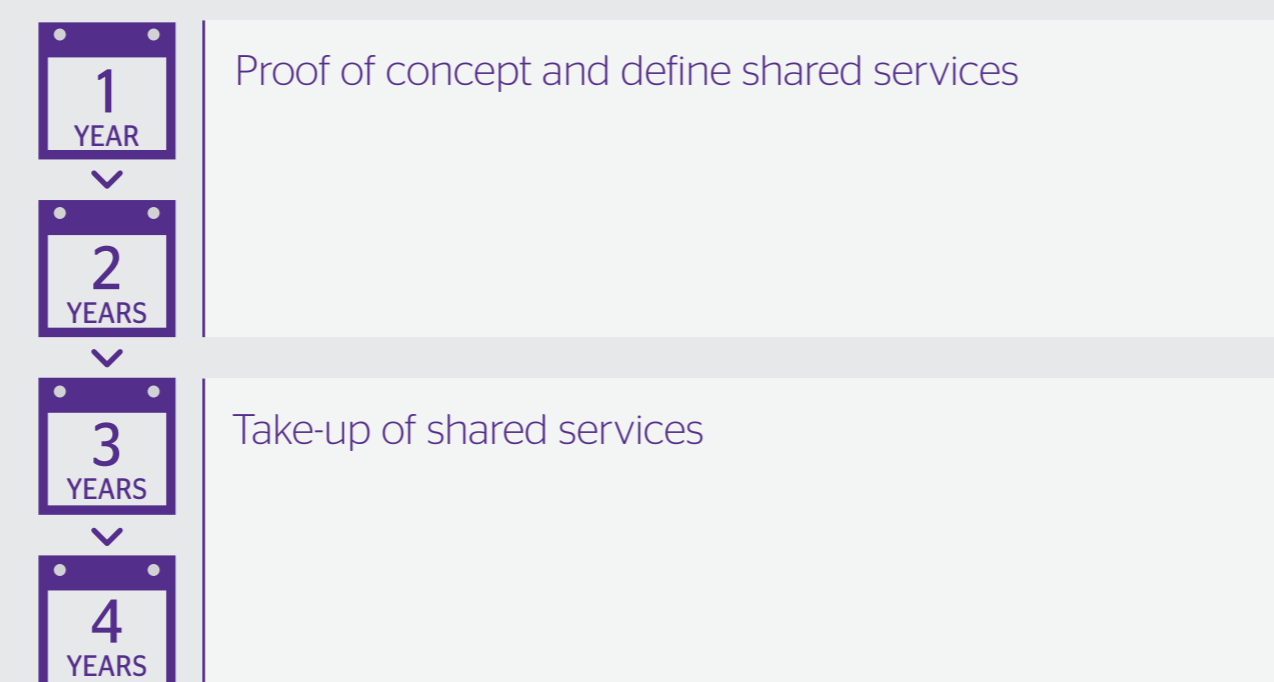
### Jisc audience

Which members of Jisc's audience will be most interested?



### Timescale

How long until we can expect to see the benefits?



### 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 (RUGIT)
- 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)