

Designing a student services ecosystem for Gillings' students

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**GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH**



Why build an ecosystem?



- The world is becoming more customer-centered.
- In our statement of values, we say that we are student-centered.
- Today's students have rising expectations about university experiences and more choices.
- We recognize and have received consistent feedback over multiple years that we are not providing optimal services in today's competitive landscape and the professionalization of student services. We know this from:
 - Admitted and current students
 - Staff and faculty who serve students
 - Our accreditor
 - Comparison with competitors' websites
 - High level university leaders who have compelled us on a couple occasions to conduct assessments of our approach to student services.
- We've been trying to accommodate the "old system" and future needs at the same time.

Inquire

Apply

Choose

Enroll

Complete studies

Graduate

Stay connected

Student journey, student lens



Consider different programs and schools of potential interest; search for information.

Complete application processes; & receive admissions decisions.

Weigh all relevant factors which may vary considerably; select program of study.

Complete enrollment processes.

Begin program of study; learn what's required to complete degree; complete milestones.

Seek job or develop plan to continue education; graduate.

Explore & choose ways to stay connected as an alum.



Our ecosystem



- Delivery system for package of services for all our students
- ...at every point in their academic journey
- ...that facilitates successful degree completion with positive experiences throughout
- ...and is effective, efficient, sustainable and based on best practices

Approach



- Leave the past and present behind.
- Create the best possible ecosystem vision.
- Describe what every student should expect if they come to Gillings.
- Don't consider cost at the design stage.

Timeline

PLANNING

- ✓ Develop proposal.
- ✓ Identify facilitators.
- ✓ Assemble background materials.
- Identify & invite participants:
 - ✓ Students
 - ✓ Student services staff
 - ✓ Faculty
 - Rapid Design Team



INPUT

- ✓ Hold student design exercise sessions.
- ✓ Hold student services staff design exercise sessions.
- ✓ Hold faculty design exercise session.



DESIGN

- Hold design session:
- Create optimal services prototype.
 - Evaluate against student, faculty, student services and School leadership committee members' input; refine recommendations.



IMPLEMENT

- Final decision by dean
- Convene implementation team to make necessary adjustments for practice.
- Implement.

