Designing a student services ecosystem for Gillings’ students

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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

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

Apply

Complete application processes; & receive admissions decisions.

Choose

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

Enroll

Complete enrollment processes.

Complete studies

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

Graduate

Seek job or develop plan to continue education; graduate.

Stay connected

Explore & choose ways to stay connected as an alum.

Student journey, student lens
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.