

Redefining Higher Education Experience



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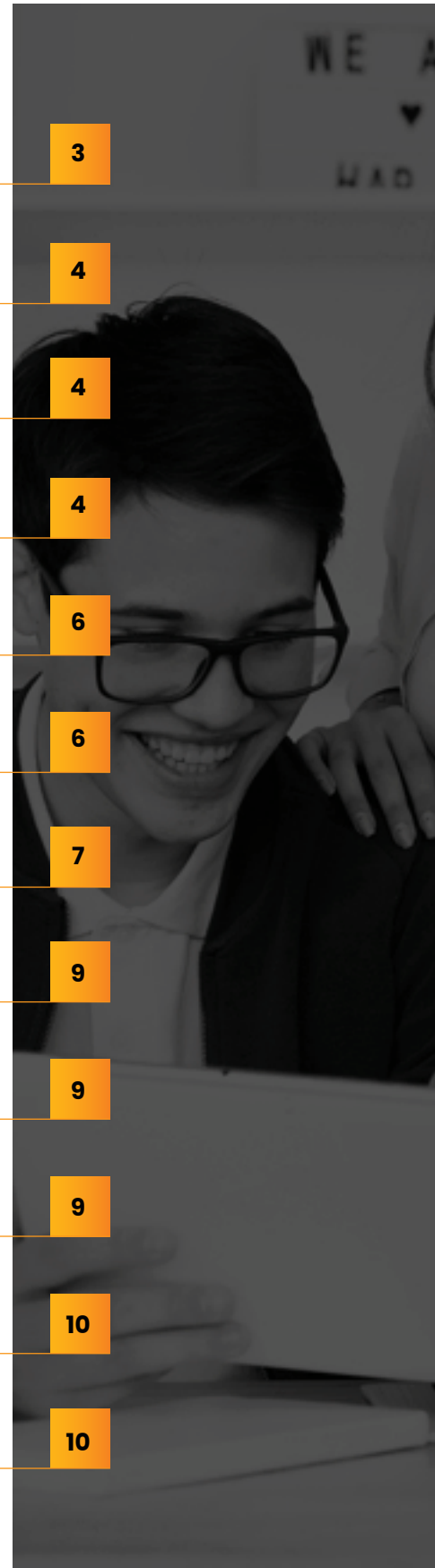
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Introduction



The philosophy of the school room in one generation will be the philosophy of government in the next.

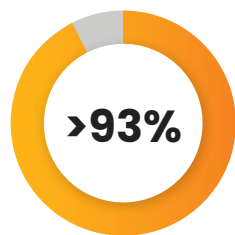
– Abraham Lincoln.

The timeless quote above predicts education as the harbinger of things to come. It is no surprise then that the students are both the drivers and at the same time consumers of the greatest change sweeping the world today even from their classrooms. It is the student of today: the Millennial and the Digital Native who have adopted digital in all spheres of their lives, whether it is the way they communicate, make friends, buy goods and services, pay, access entertainment, collaborate, share and create new ideas. It is no wonder then that their ideas of learning, studying and even working are linked to core digital elements.

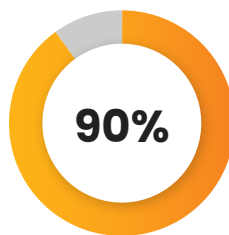
Of the total global population; 4.5bn people were active users of internet in 2019[1] of which 95% was in North America and Europe.

Within North America- more than 93% millennials (ages 23 to 38 in 2019) own smartphones, 86% use social media, compared with 90% of Gen Xers (ages 39 to 54 in 2019), 68% of Baby Boomers (ages 55 to 73) and 40% of the Silent Generation (74 to 91).[2]

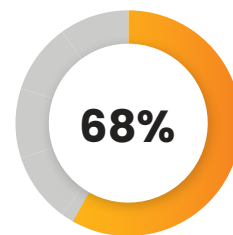
Own smartphones 2019



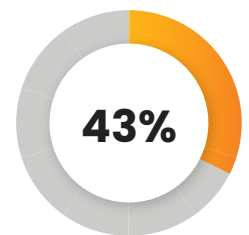
Millennials
Ages 23 to 38



Gen Xers
Ages 39 to 54



Baby Boomers
Ages 55 to 73



Silent
Ages 74 to 91

Higher Education involves students that come from all the above segments. Thus, Higher education must change and not only be in step but more advanced to meet the growing expectations of students of today. Since education is related to work and work to GDP and hence a nation's wealth. Global leaders and governments in and around the globe see education as a major contributor towards their national growth, assets and socio-economic development and the relationship is greater than 70% [3]. The need therefore is to weave Digital led changes and experiences across the entire Student Lifecycle.

Challenges in Higher Education

To holistically understand the challenges and redefine the Customer Experience one must look at both ends of the spectrum: the customer and the provider. The customer in Higher Education is the Parent, Student and in some cases the Teachers, Staff and the providers are the Universities and the Institutions.

Challenges & Demands of Students in Higher Education

Some of the demands and challenges of students in Higher education today are:



Students want to “Experience” education than receive education



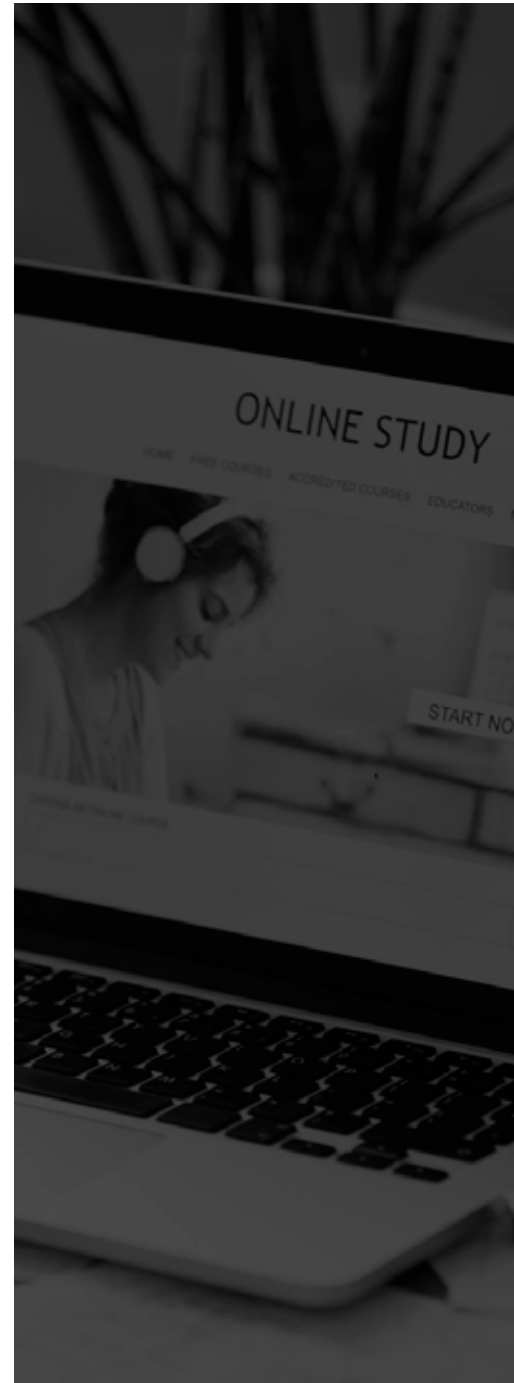
Education needs to be “Interactive” and not one way



Generic and non-contextual education



Reaching out and catering to multiple languages, demographics since in-person Higher Education involves large number of immigrant student populations and people across age groups.



Challenges faced by Universities and Institutions in Higher Education

Some of the main challenges which are being faced by educational institutions in current scenario.



Limited Insights into Parent, Student, Teacher, Staff journeys, and needs using Data from multiple sources



Lack of Unified infrastructure / technology to nurture, recruit, engage and assess students



Digital and contextual testing methodologies



Brand Inconsistency across online and physical channels, across campaigns and offerings



Not communicating on student favored social and digital channels



Increasing complexity in technology, architecture and data



New and growing security vulnerabilities and threats

Key Facets of Student Experience Centric Institutions

Universities and institutions need to create an atmosphere that enables students to be immersed in the latest in their areas of interest, offer the most relevant courseware, latest case studies and use cases that can be accessed via preferred digital touchpoints of mobile, web, chat, social and emails.

The most important piece of this Digital transformation for institutions' that create a Student Centric Experience; is to create brand ambassadors who amplify the institutions reach. In order to achieve this, institutions should provide a memorable experience for their students, which in turn could attract many prospective students.



There are few parameters an institution or university must adhere in order to become student centric institution and they are:





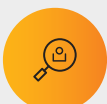

| | | |
|--|--|---|
| Personalized and Contextual courseware and activities | Access across all Digital channels | Interactive & personalized Digital Engagements |
| Collaborative learning (creating digital communities) | Student centered technology-based learning | Digital Assessment and Feedback |
| Access to global and industrialized insights, case studies and use cases | Interactive & personalized Marketing Campaigns to promote institutional activities | 360 Degree view and insights from data for informed decisioning |

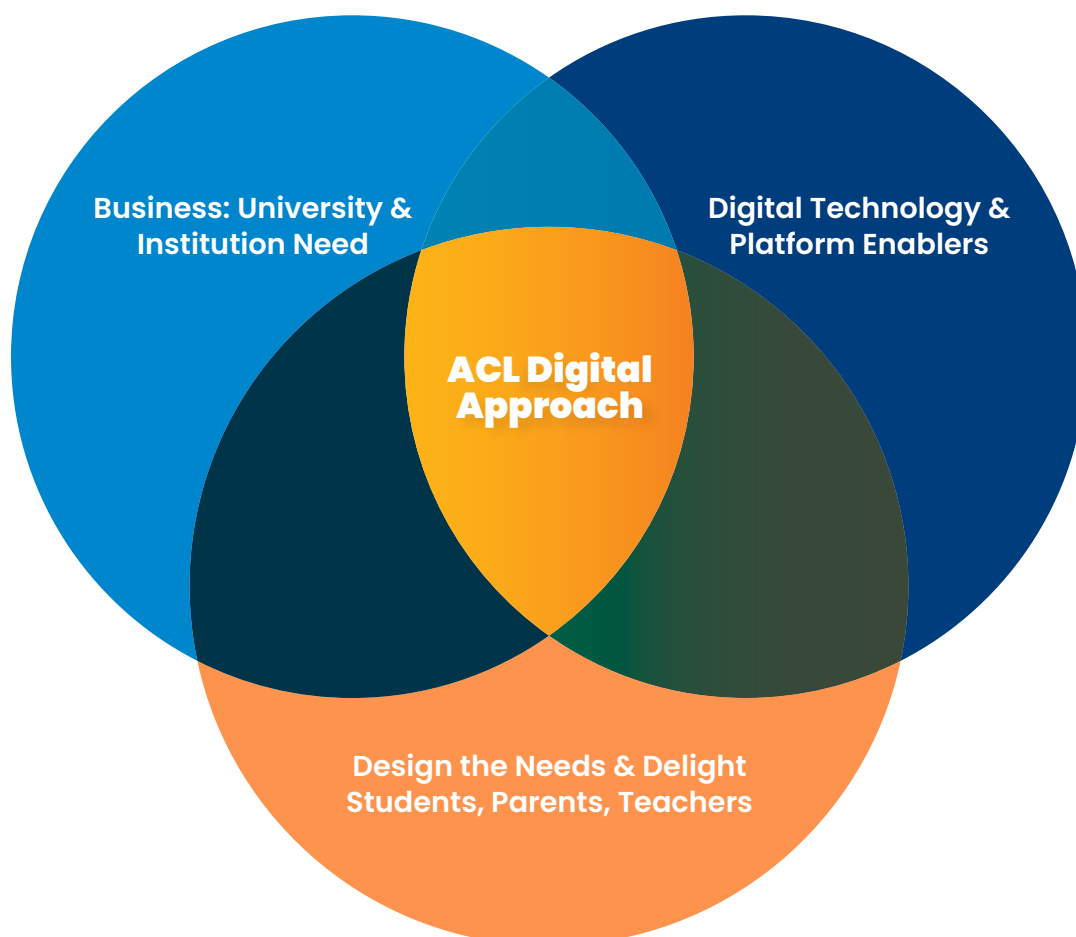
ACL Digital Approach to **Digital Transformation** for Redefining Higher Education

As the education methodology changes, there is a change in the mindset of the prospective students towards engaging them in a systematic way. Traditional student handling is tedious and is very generic, as it hardly gives any personal touch to any of the students. Student experience should touch all the points throughout their student journey starting from a prospect, enrollment, graduation to becoming an alumni.

Applying Experience Design for Higher Education transformation:

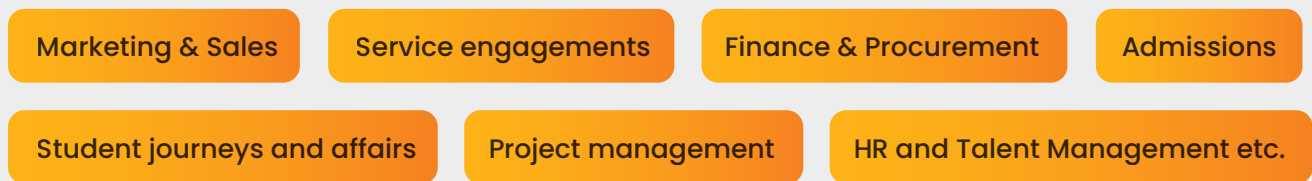
At ACL Digital, we take a Design centric approach to solving challenges and leveraging Digital Technologies and Platforms. Some of the key aspects of this are:

-  Understanding the Parent, Student and staff journeys
-  Identifying key engagement areas
-  Listening to the Voice of the Parent, Student, Staff, Industry experts and University
-  Understanding business imperatives for the University or Education Institution
-  Identifying Personas and how to engage and enable them
-  Building the right technology and digital assets to complete the service design

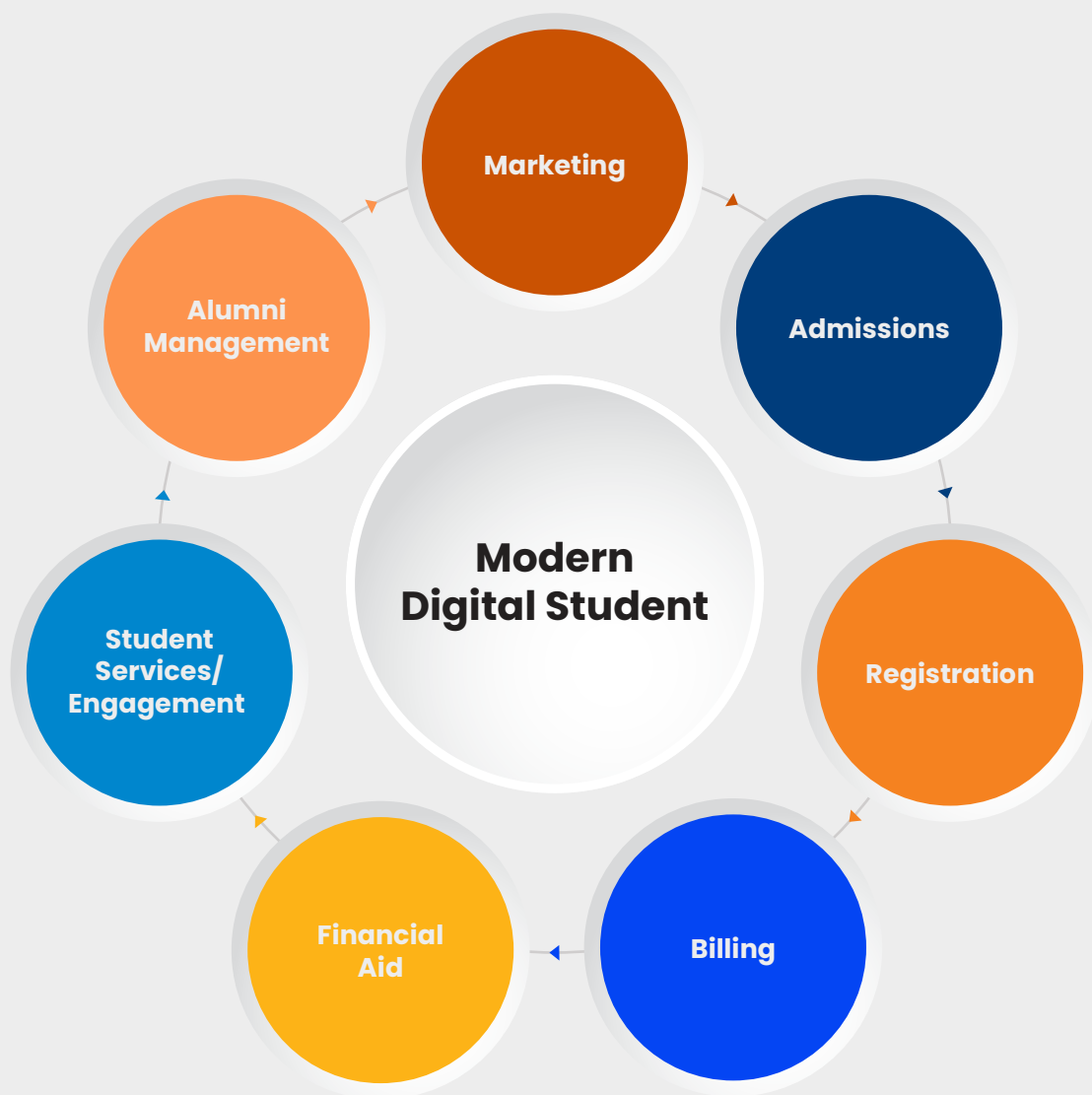


The Digital Experience design across the entire Student Lifecycle leads to modern digital enterprise platforms that can cover all the touchpoints of the students and staff journey. ACL Digital strategic approach helps bring modern best practices in the higher educational sector to enable institutions to seamlessly streamline their operational methods by providing them with enterprise grade solutions.

The ACL Digital student centric higher education solution can handle all facets:



Below figure explains about the modern digital student life cycle which could be handled by leveraging enterprise level cloud applications.



Applying Digital Technology & Platforms for Education:

Technology is an important component of Digitization of the Higher Education platform to revamp and improve entire process and to help overcome challenges like organizational issues, infrastructure issues and student engagement issues.

Digital technologies like AI, Analytics, Contextual Marketing and Sales, IoT, AR/VR, Autonomous Database, Automation Everywhere, Complete SaaS transformation to cloud etc. open avenues for path breaking innovations in higher education. Different modes of programs and courses can be offered (e.g. Online, Hybrid, In-Class/In-Person) driven by Cloud technology which is a syndication of digital platform.

In the online or remote higher education sector too, curriculums can be delivered using cutting edge technologies as per the modern student demands. This transformation is possible only if the institutions adapt to the modern digital by making a comprehensive re-strategizing their technological requirements of it.

Blending Oracle CX and Student Management Modules for Higher Education:

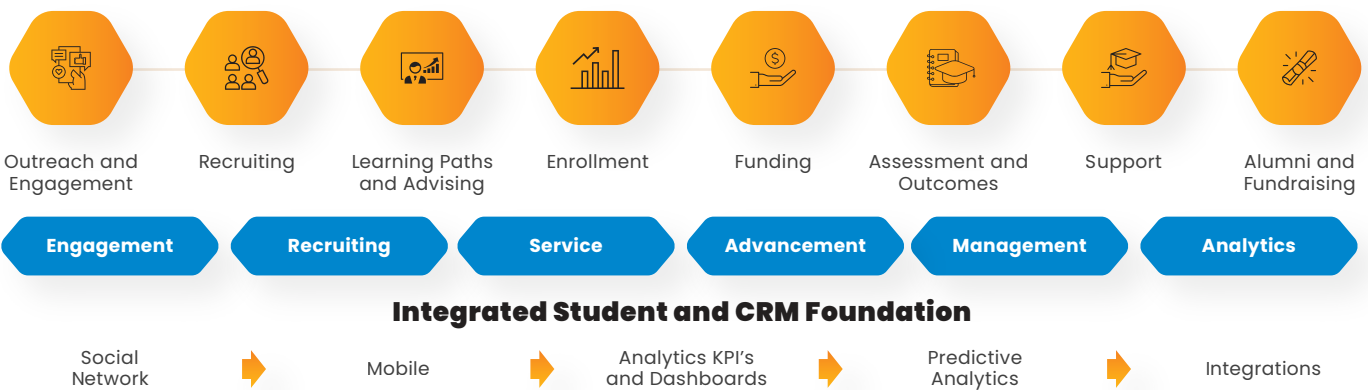
As products evolve, Digital Platforms that combine the best of Customer Experience, Student Education and leverage all the above technology components in one unified framework have come into the fore to enable Universities & Institutions to drive into the Student Experience future.

Oracle is one of the top global technology companies that can provide a differentiated, futuristic, global, digital student lifecycle management and experience delivery platform. At ACL Digital we are a Gold Partner of Oracle and leverage the Oracle CX and Student Cloud Platforms to help Universities and Higher Education institutions to redefine Student Experience

Oracle CX and Student Management **Overview**

With more than 25 years of experience in academia and over 11,000 higher education customers, Oracle has a history of success in helping institutions around the world enrich research, learning and operational experiences with innovative cloud solutions. Oracle is focused on helping our customers improve student outcomes and raise the standing of their institutions.[4]

Oracle Student Cloud and Oracle CX together offer enterprise class and scale capabilities across the cloud – SaaS, PaaS– designed to create a secure, stable, and modern portfolio of mission-critical capabilities. It represents the industry's most complete offering.



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Oracle range of solutions can help Universities, Institutions and Higher Education players adopt the digital changes with [4]:

- A clear path to legacy system migration
- Expansive storage with near-infinite scale and bursting capabilities
- Unified management with comprehensive visibility and control
- Support for multiple applications, languages and operating systems
- Complete data isolation and top-to-bottom security across multiple tech layers

Conclusion

Digital transformation of higher educational institutions depends on understanding the challenges and solutions needed in a holistic manner. A design led approach enables to identify the drivers and enablers both. For an institution to survive digital body language of the prospects and students must be deciphered.

As the demand for data driven, customizable, cutting-edge cloud-based technology solutions becomes higher, its mandatory for the universities and higher educational institutions to go all digital.




Combining a Digital Platform based approach with the Experience Design consulting and implementation approach enables all relevant digital technologies to be leveraged in a cohesive manner providing a lightning fast move into the digital future for Higher Education enterprises.

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ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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