



Welcome to Student Journey Mapping

The Inbound Student Journey

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Content

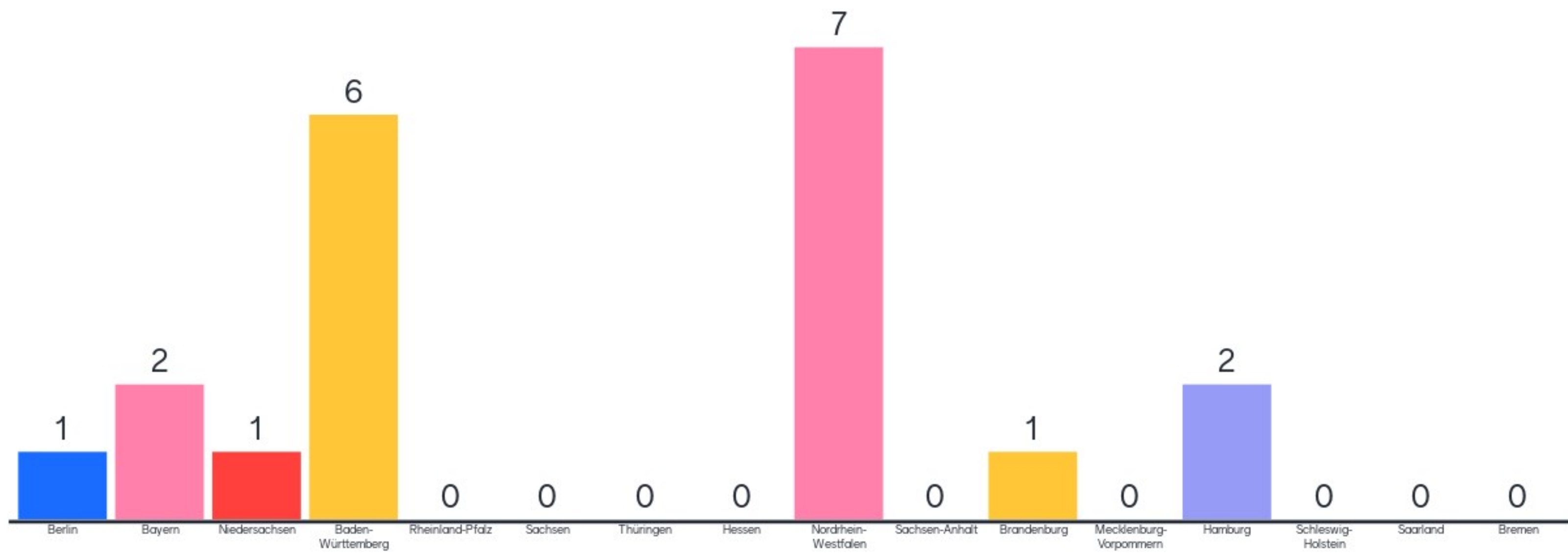
- Welcome and Introduction (10 minutes)
- Student Journey Mapping - Why and How? (10 minutes)
- An Inbound Student Journey - *from India to Germany* (10 minutes)
- Exercise 1: a first taste of mapping a student journey - the **CURRENT** situation (25 minutes)
- Plenary feedback round (10 minutes)
- Exercise 2: **IMPROVE** the Student Journey (15 minutes)
- Reflections and Wrap-up (15 minutes)



Scan the QR code with your smartphone to join in

or go to menti.com and use the code Then click on the
"thumbs up" symbol to show us it is working for you.

Which State are you from?

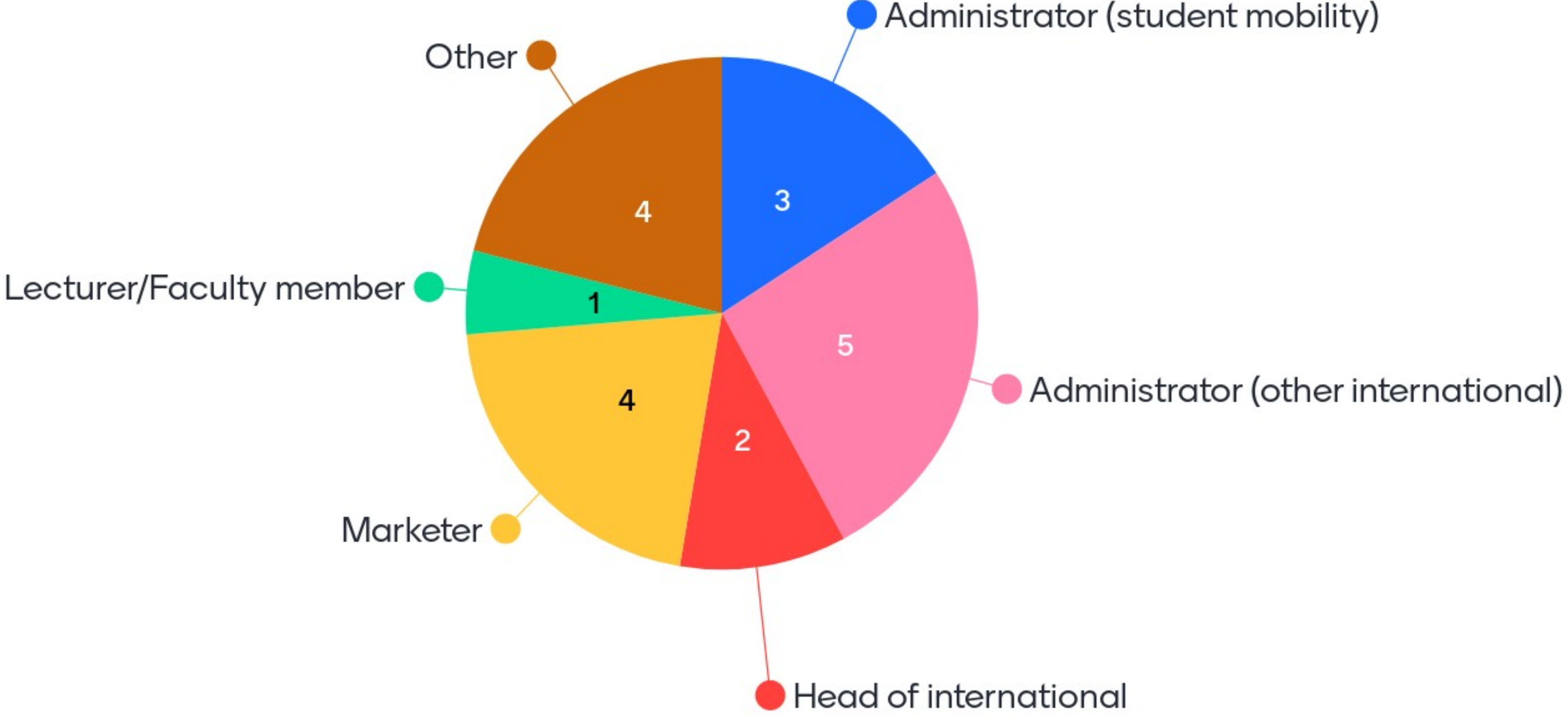




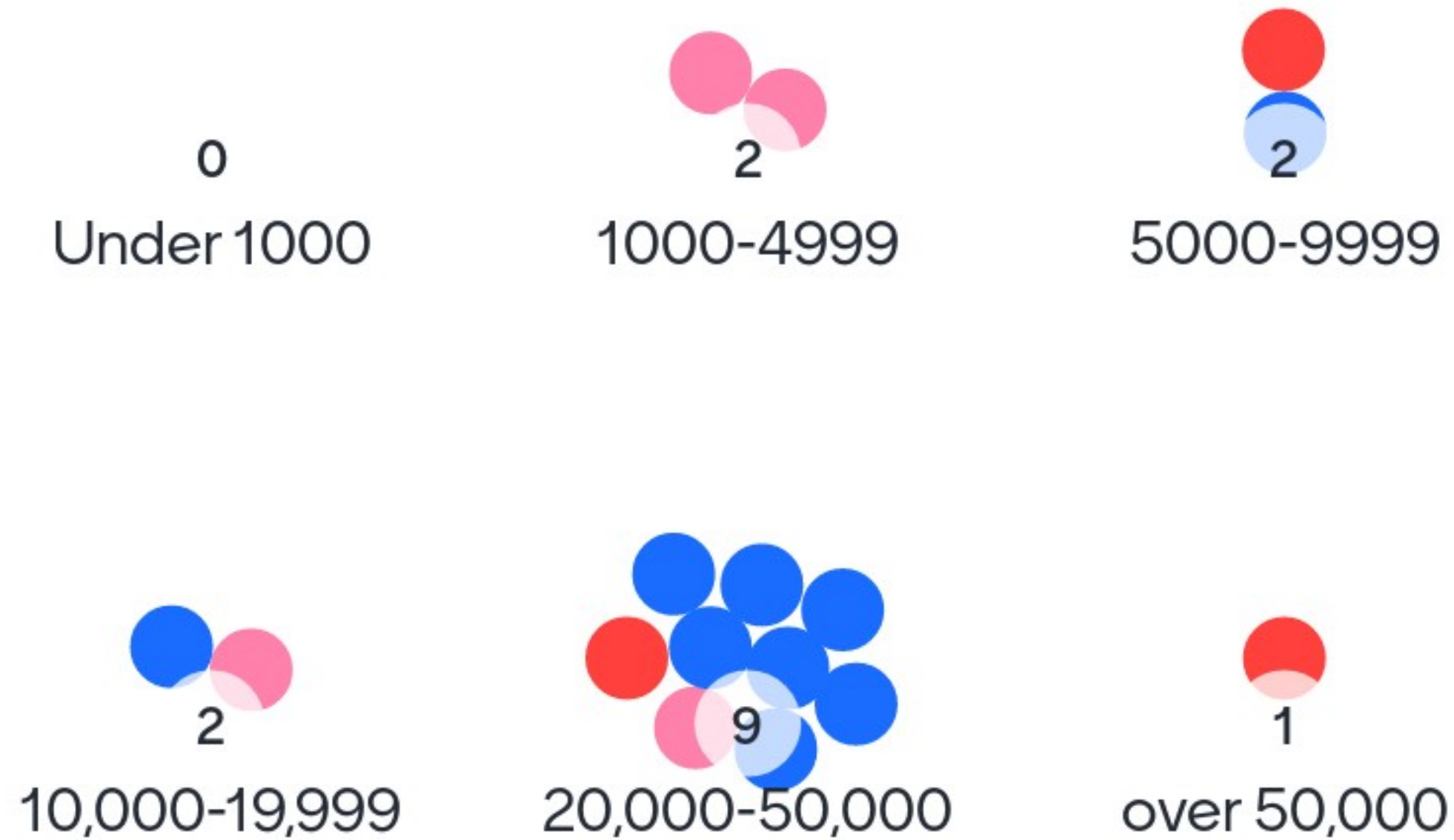
What type of institution are you from?



What is your role at your institution?



How many students are enrolled at your institution?

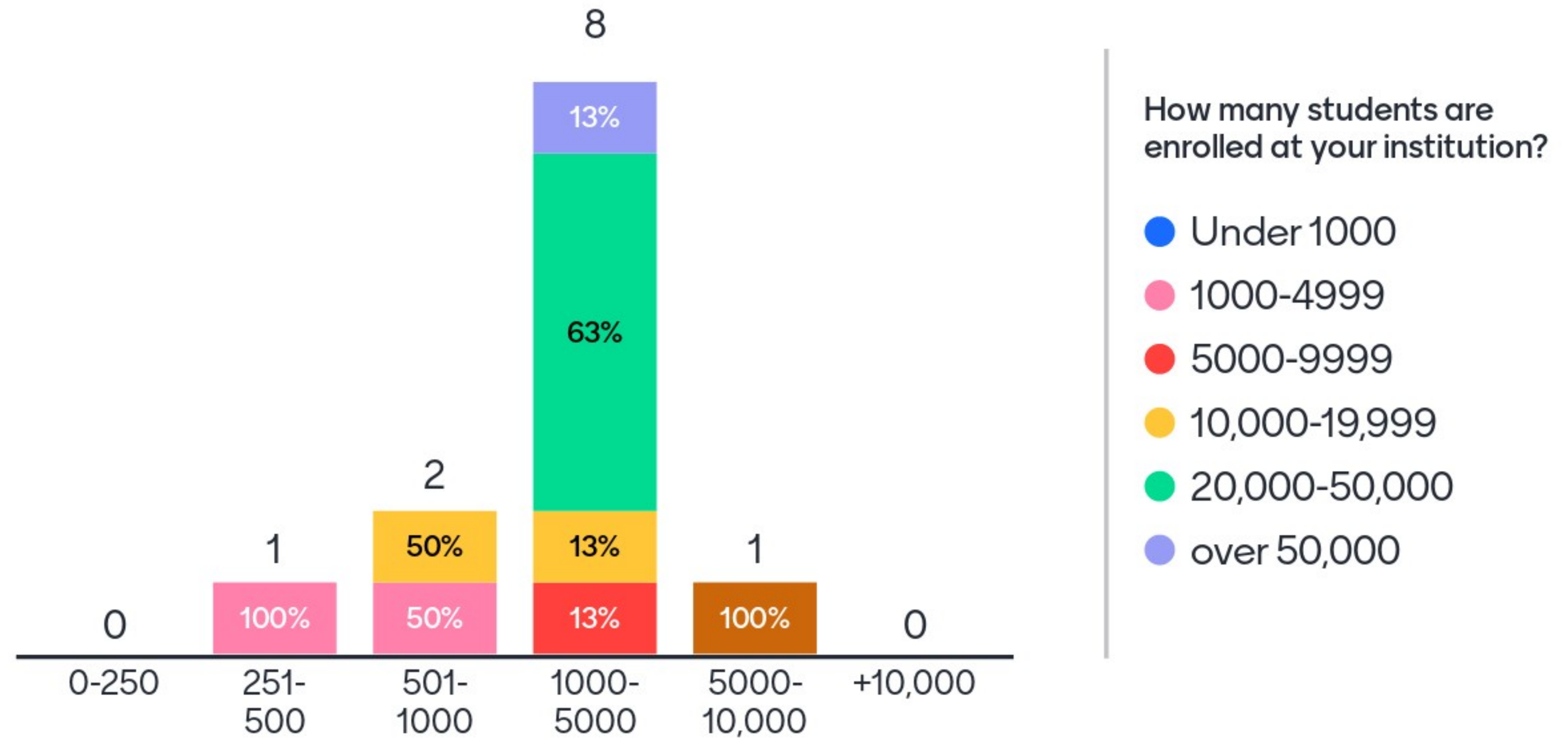


What type of institution are you from?

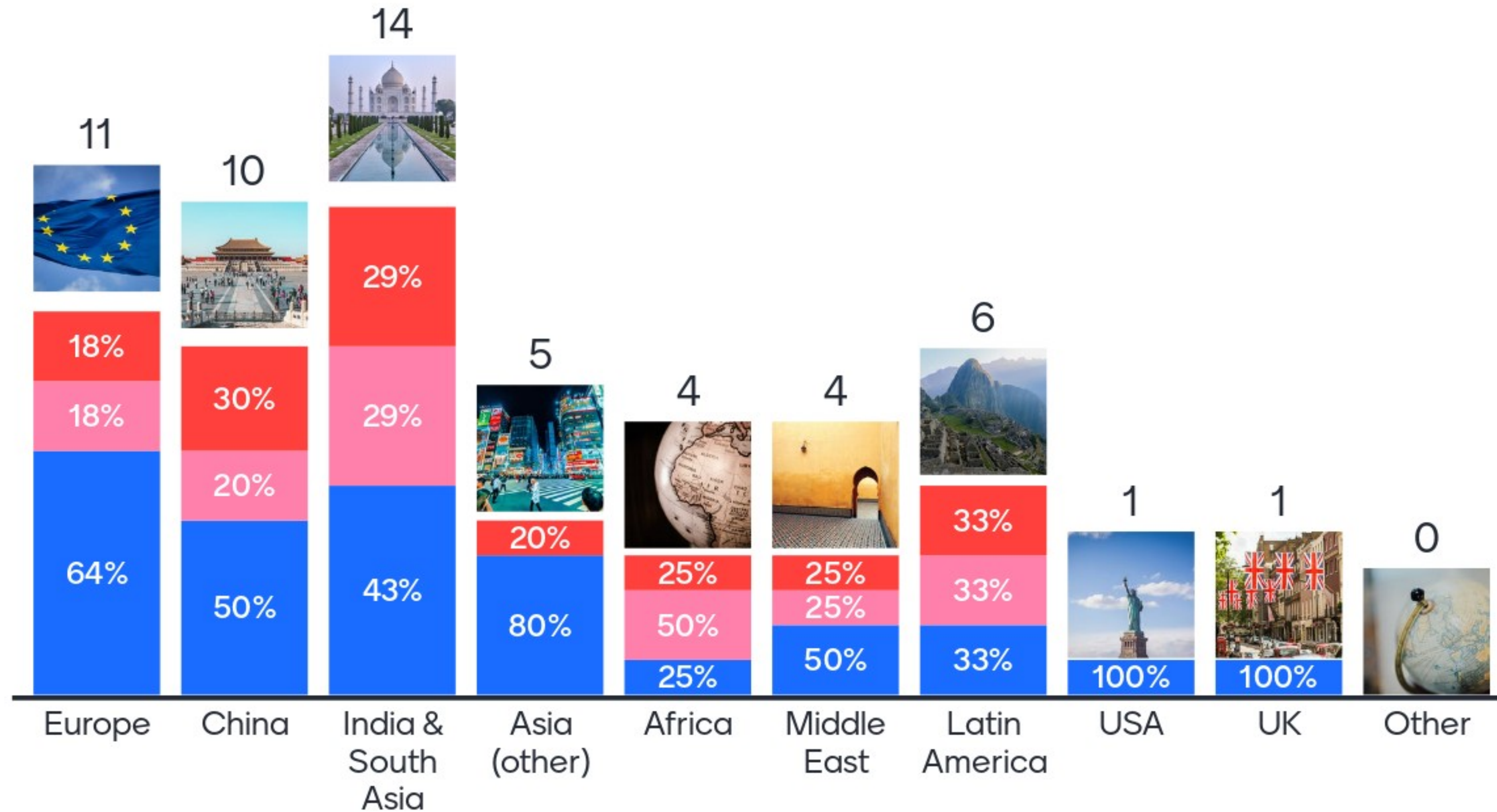
- Universität
- Fachhochschule
- Technische Universitäten
- Other



How many international students are enrolled at your institution?



Which of the following countries/regions do your international students come from?



What type of institution are you from?

- Universität
- Fachhochschule
- Technische Universitäten
- Other



In one or two words, describe the main challenges for international students seeking to enrol at your institution?



How easy (or difficult) are these parts of the "journey" for international students at your institution?



Now let's talk about Student Journey Mapping

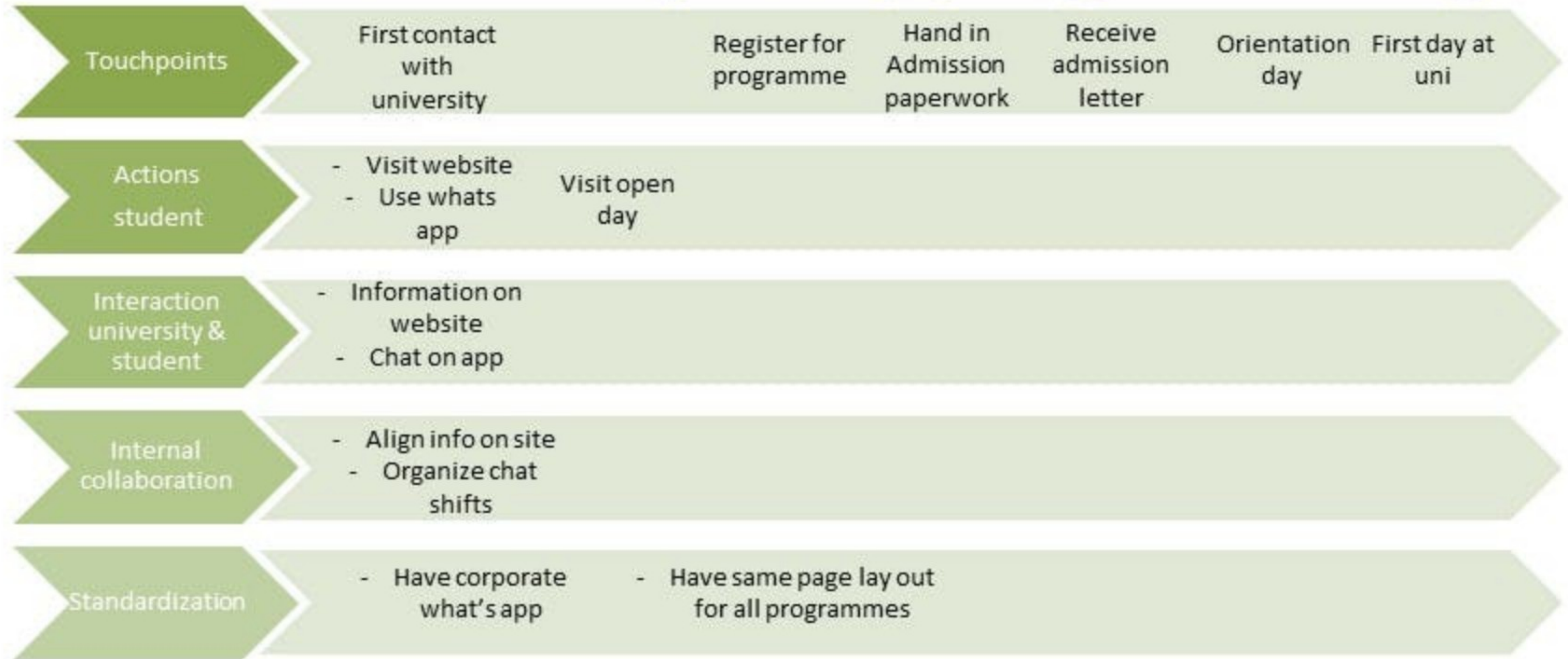


Student Journey Mapping

- **Why?**
 - Changing student population & needs
 - Big organizations: where to start?
 - Identify issues from a user perspective rather than an organization based perspective
 - Hands on approach: identify low hanging fruit
 - Overcome resistance for change
- **How?**
 - Demand driven approach: based on touch points
 - Inclusive approach that allows for co-creation
 - Systematic and multidisciplinary approach
 - Invite everyone involved



Student Journey Mapping - example



TELL ME
AND I FORGET
TEACH ME
AND I REMEMBER
INVOLVE ME
AND I LEARN

BENJAMIN FRANKLIN

Case Study: from India to Germany

Suraj wants to enrol in a
Masters program in
Information Technology in
Germany

Here is his
journey to
make it
possible



Case Study: from India to Germany

Stage 1

Information gathering
Selecting a course and
university



Where do international students gain information about your university?



India to Germany

Stage 1 information gathering and selecting



Case Study: from India to Germany

Stage 2

The application



India to Germany

Stage 2 application



Case Study: from India to Germany

Stage 3

The in-country experience



India to Germany

Stage 3 in-country experience

Case Study: from India to Germany

Stage 4

**Course progress and
completion**

India to Germany

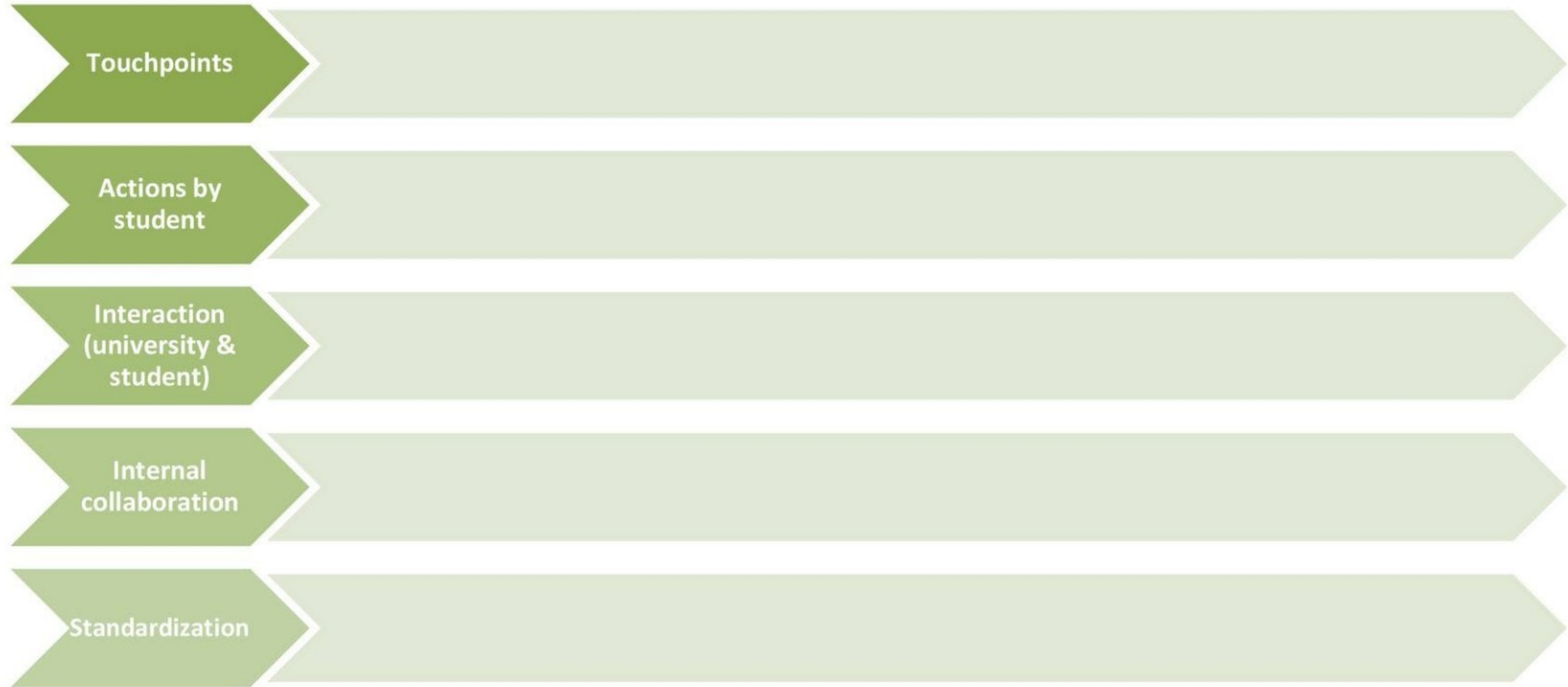
Stage 4 course progress & completion



Which people in your university are most important to the international student journey?



Exercise 1: Suraj's Current Journey Map



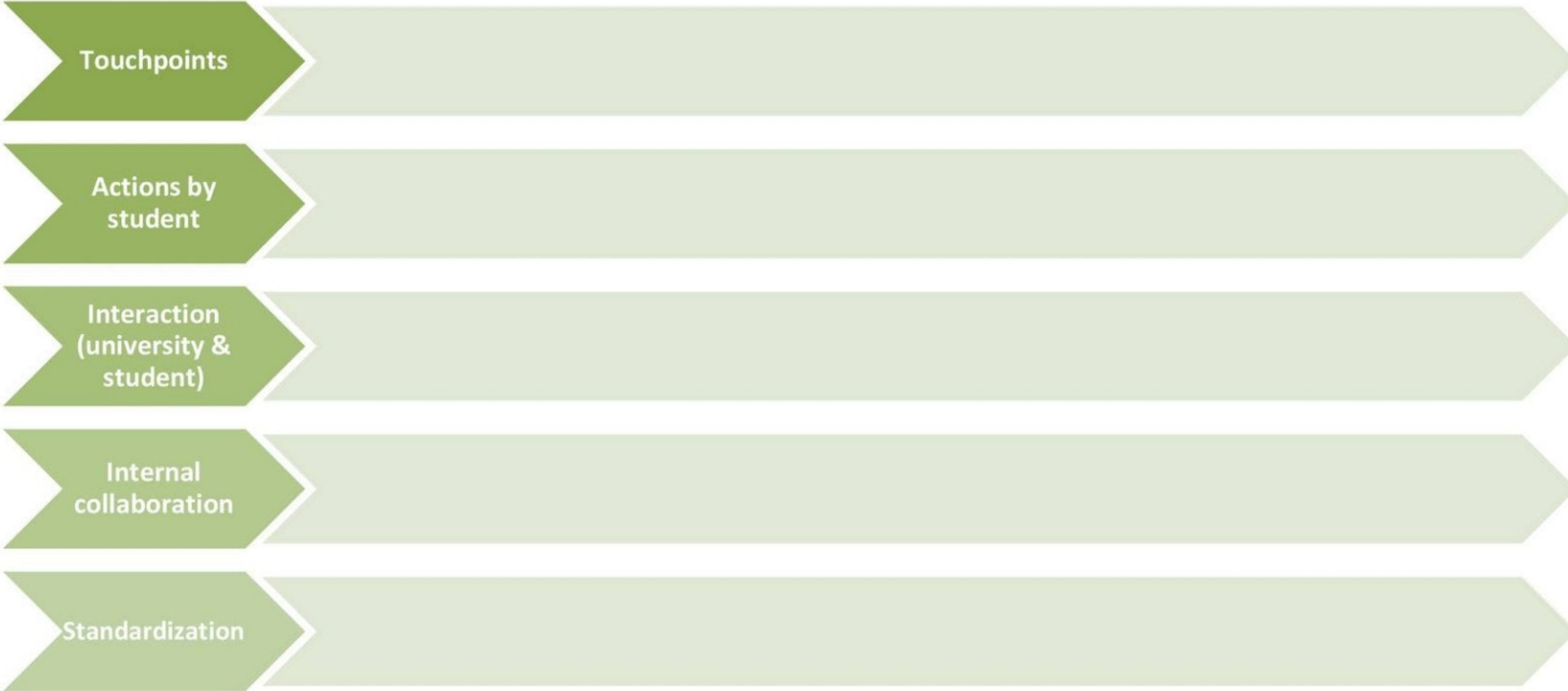


In one or two words, what would you like to improve about Suraj's journey?

orientation phase
student testimonials
improve orientation clear pathway
online info sessions simplify processes
247 support
offer student assistance
better uni website better websites
easy communication guideline to apply
orientation process information gathering
connect with students
open info sessions
get information easier

complexity
website

Exercise 1: Suraj's Ideal Journey Map



Ways to Improve the Student Journey

- Clear and concise university websites
- Well-trained, ethical university agents
- Collaborative expos
- 24/7 help points
- guides for qualifications recognition
- clear pathways programs



Ways to Improve the Student Journey

- student-led orientation
- International peer mentor program
- International family support program
- Academic skills workshops
- Cultural "ambassadors" within the university
- Staff awareness training



What are the actions you can take (tomorrow, within 6 months, in the next year) to enable a better student journey?

App for the application process

Take up a colleague's idea of studentlecturer interviews about academic expectations for prospective students

1- improve access to information
2- peer program for international students
3- set up easier exchange conditions
4- monitoring/feedback tools to adjust to problems/struggles

1. Update and streamline webinar presentation (enrollment)
2. Set up Q&A sessions between webinars
3. Monitor whether we are receiving less emails

1. Improve our website, 2. improve peer programs, 3. write guidelines and checklists for incoming doctoral candidates, 4. work with ambassadors

Check out what my university offers already and put together this information so I have contact persons. -

BEGIN.

1 Share information from this workshop with my colleagues
2 Ask international students about their experiences and expectations
3 Find student and staff ambassadors
Eva

Develop a strong recruitment strategy with clear aims

- clear and concise website of our faculty (more customized); connect



What are the actions you can take (tomorrow, within 6 months, in the next year) to enable a better student journey?

know the different cultures better and include them in our activities -

1-(better) collaboration with immigration office 2-constant feedback possibilities for international students 3-have students check application form and guidelines for wording / content

- Student testimonials (videos, Podcasts, etc.) - monthly info/QA sessions (with academic staff + enrolled students)

Improving collaboration between faculties and eg. institutional student services Set up a professional translation office within the university (eg. for exam regulations, admission regulations) Regular student surveys

BEGIN.



Thank you for joining us today!

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Ergebnisse der Gruppenarbeiten in vier Breakoutrooms

Africa

Case Study: from India to Germany

Suraj wants to enrol in a Masters program in Information Technology in Germany

Here is his journey to make it possible

Case Study: from India to Germany

Stage 1 Information gathering Selecting a course and university

Case Study: from India to Germany

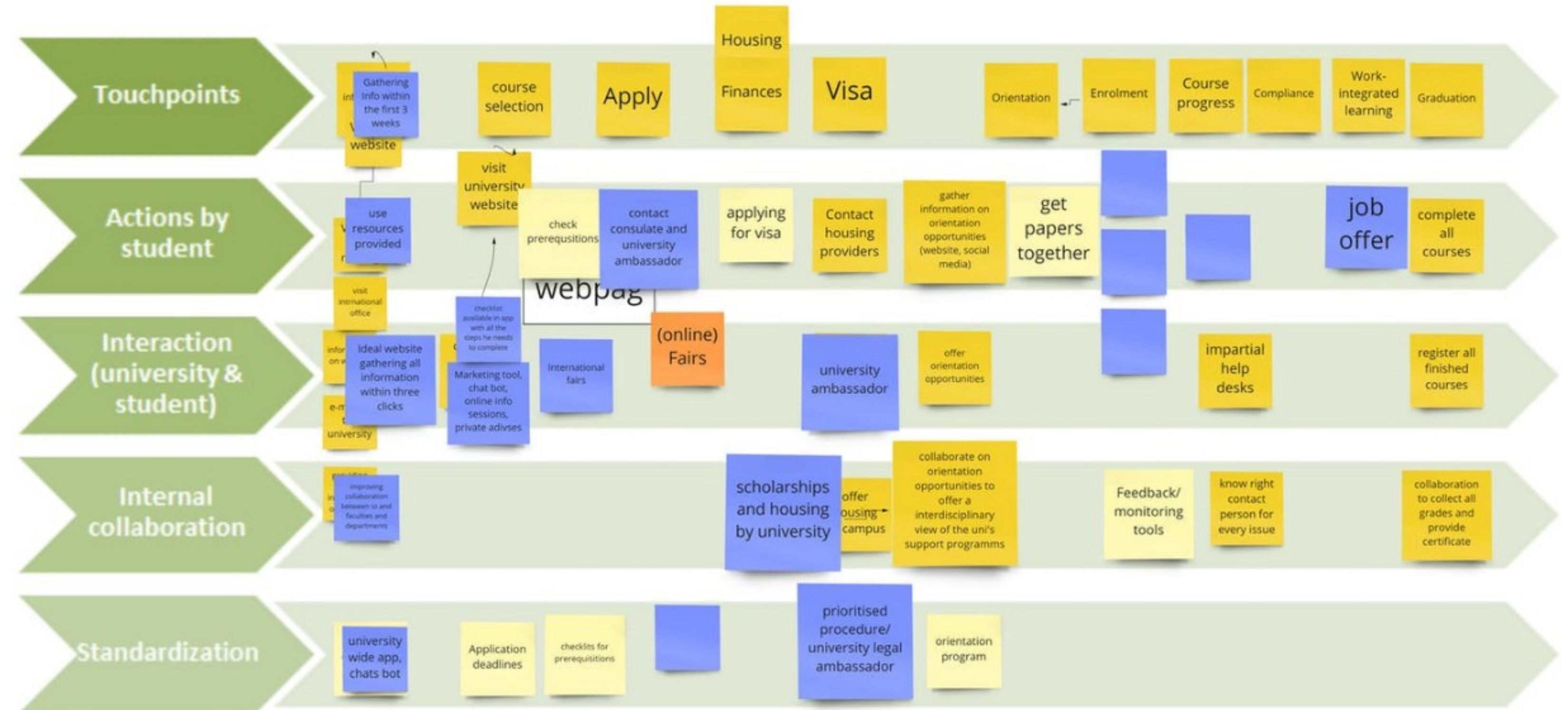
Stage 2 The application

Case Study: from India to Germany

Stage 3 The in-country experience

Case Study: from India to Germany

Stage 4 Course progress and completion



Breakout 1 "Africa"



India

Case Study: from India to Germany

Suraj wants to enrol in a Masters program in Information Technology in Germany

Here is his journey to make it possible

Case Study: from India to Germany

Stage 1
Information gathering
Selecting a course and university

Case Study: from India to Germany

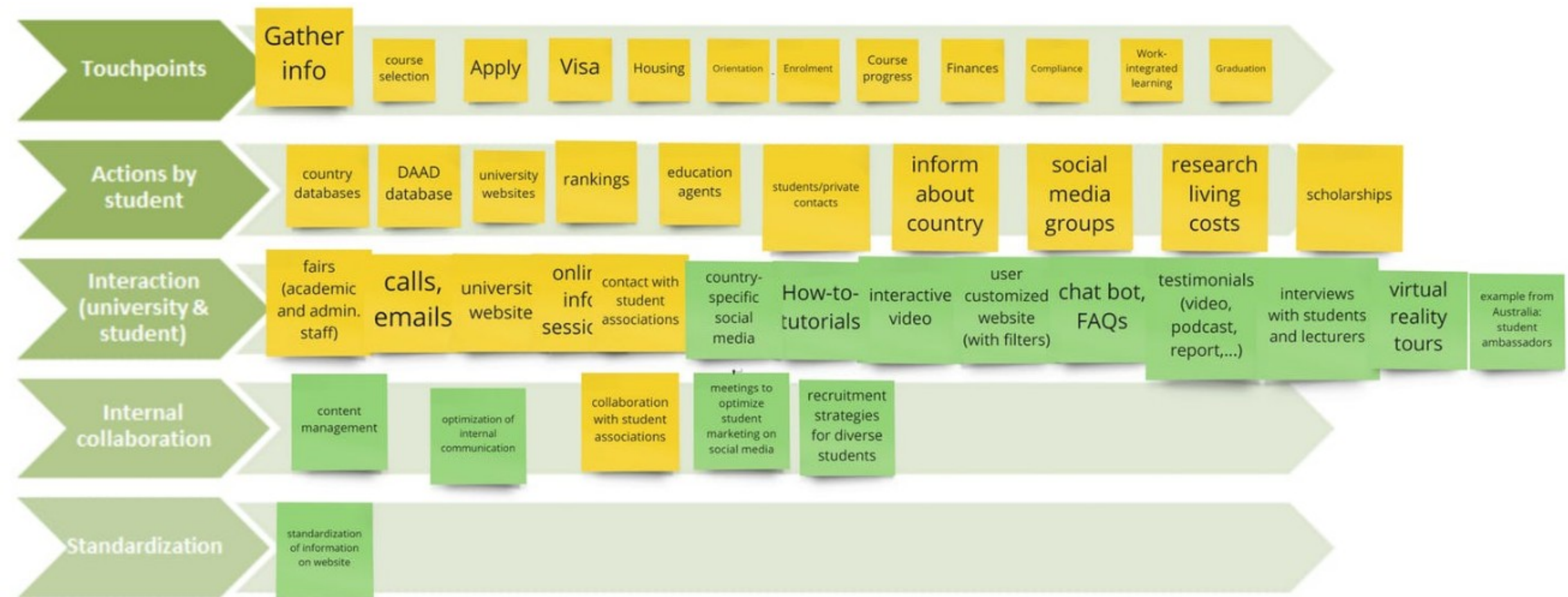
Stage 2
The application

Case Study: from India to Germany

Stage 3
The in-country experience

Case Study: from India to Germany

Stage 4
Course progress and completion



Breakout 2 "India"



Middle East



India to Germany
Stage 1 information gathering and selecting



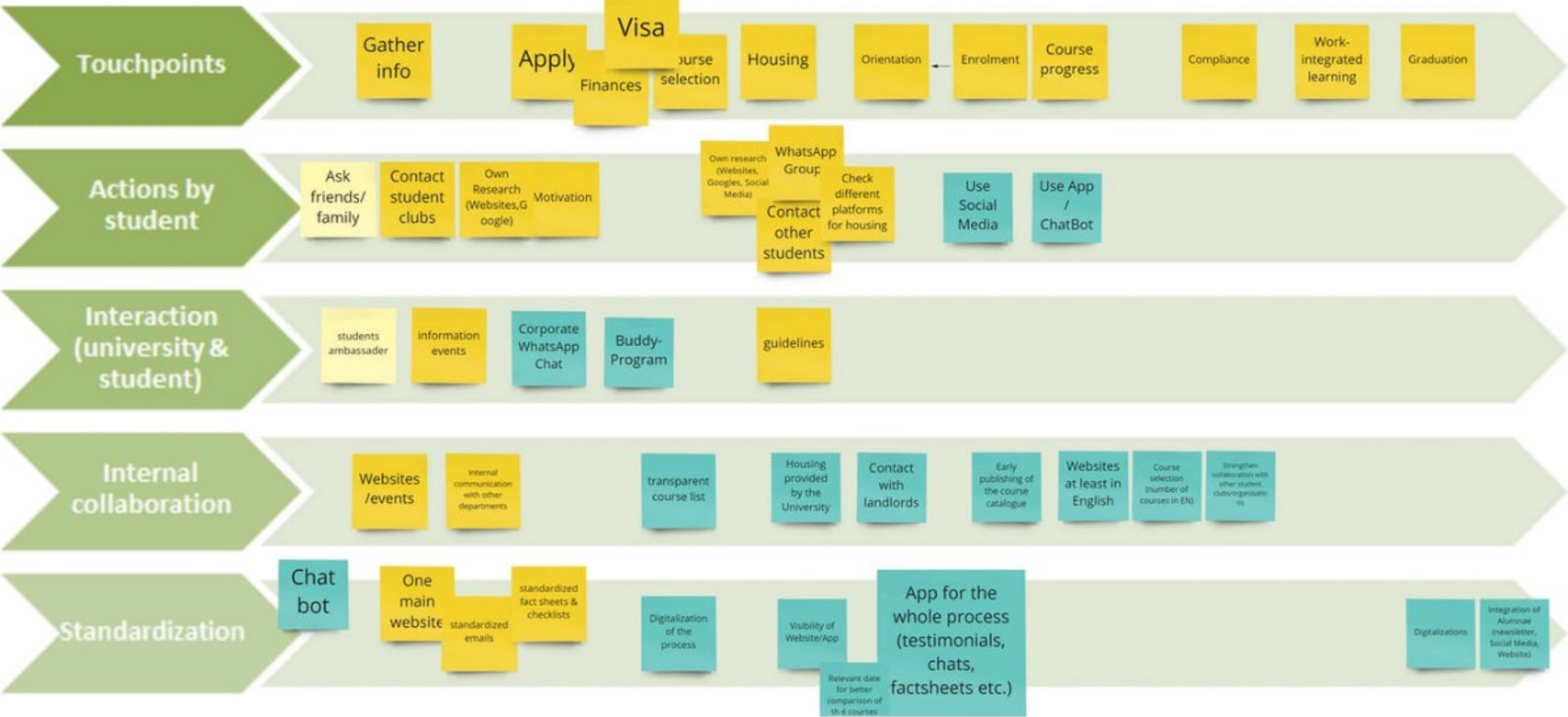
India to Germany
Stage 2 application



India to Germany
Stage 3 in-country experience



India to Germany
Stage 4 course progress & completion

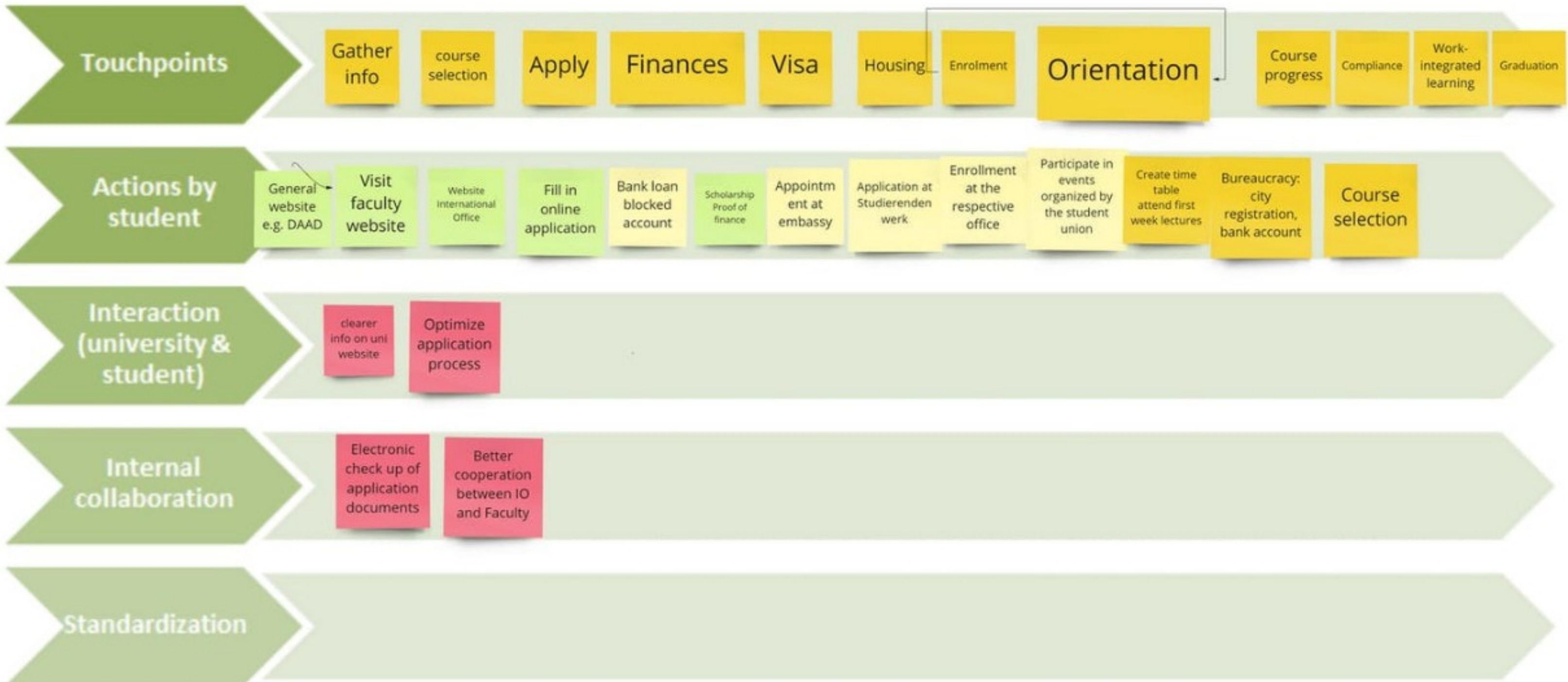


Breakout 3 "Middle East"





China



Breakout 4 "China"

