

# Diagnosing Your Approach to the Total Student Experience

Improving your university's total student experience must begin with an honest assessment of current performance. Since 2008, EAB has been working with nearly every type of higher education institution to improve student and institutional outcomes—leading to a wealth of experience and insight on this topic across an array of operational and demographic settings. Use the categories below to identify opportunities for improvement within your student experience strategy. Each cell is supported by research, diagnostic tools, and other resources from EAB's best practices library.

## GRADING SCALE

- 1 = We are far behind and must devote significant resources to improve
- 2 = We are behind and need additional support to improve
- 3 = We are satisfied with our performance but can do better
- 4 = We are a sector leader in this area
- N/A = Not applicable

### Enrolment Experience

#### Personalised, Multichannel Prospect Communications

We coordinate all outbound prospect communications from first contact through matriculation. We take a multichannel and segmented approach and rigorously test the effectiveness of each message. We customise messages to reach new student audiences and geographic markets.

Level of Performance

### Academic Experience

#### Course Revitalisation and Modernisation

We actively collect and analyse market data to strengthen the relevance of our courses and also introduce diverse perspectives into the curriculum, where appropriate. Our review processes and budgetary incentives support ongoing, academic-led portfolio calibration and innovation across both content and pedagogy.

Level of Performance

### Administrative Experience

#### Coordinated Student Support

Student-facing support offices (advising, tutoring, career, etc.) are networked with technology and processes to responsibly share data on students, collaborate on cases, and respond quickly to students in need.

Level of Performance

### Student Well-Being

#### Scoped and Scaled Mental Health Services

Students understand the scope of campus mental health services and how to access support. We promote a tiered model of care (e.g., group therapy, peer listening platforms, wellness coaching) before offering individualised counseling. A database of community agencies is maintained for high-need students.

Level of Performance

### Social Experience

#### First-Year Support Networks

Every student has peer-to-peer support interactions across his or her first year, especially to support advising and promote help-seeking behaviour. Academic and personal advisors track student engagement on campus, helping students develop social goals and successfully transition to university through appropriate 'nudges'.

Level of Performance

### Career Preparation

#### Proactive and Coordinated Career Support

Career services staff work closely with academics to embed professional development and skills-building into the curriculum. We leverage our alumni network to the benefit of students. We frequently evaluate services and measure student satisfaction to improve services.

Level of Performance

#### Best-in-Class Web and Mobile Experience

Our website and mobile presence are designed with prospects in mind. Our site is easy to navigate and clearly communicates what makes our institution distinctive. We feature authentic voices that speak to the value of a degree from our institution.

Level of Performance

#### Accessible Formal and Informal Learning Resources

We proactively push resources to our students in both physical and digital environments. Library staff are essential partners who take their skills directly to students. Dedicated space and tools for collaborative learning and exploration are available across campus (e.g., makerspaces, VR/AR).

Level of Performance

#### Continuous Improvement Mindset and Culture

Regular student feedback indicates major pain points in student-facing support services. Prioritisation exercises signal which 'broken' processes have the greatest impact on student experience and learning outcomes. Cross-functional teams address the greatest offenders.

Level of Performance

#### Infrastructure to Address Campus Climate Flashpoints

Targeted services and policies prevent and address instances of interpersonal conflict, bias, and other flashpoints that can disrupt a student's education. Dedicated staff, task forces, and resources are in place to respond privately and publicly when instances of bias occur.

Level of Performance

#### Student Experience-Minded Spaces

Investments in physical estates reflect their importance in student recruitment, attainment, and belonging. Campus planning taps into student and academic voices to ensure estates supports experience and learning objectives. Interactive spaces are the norm, not the exception.

Level of Performance

#### Sequenced Career Exploration Programming

Across their curriculum, all students have a set of career development activities mapped alongside their academic coursework, including early opportunities to shadow employers, gain certifications or concentrations, or pursue career-focused recognition.

Level of Performance

#### Distinctive and Compelling Campus Visits

We regularly assess our campus visit experience end to end, from the registration portal to prospect follow-ups. We partner with estates, IT, academics, and students to ensure a seamless but authentic experience that communicates a compelling narrative about the university experience.

Level of Performance

#### Accountability and Incentives for Academic Advisors

The advising office has clear performance indicators that measure advisors' contributions to key student attainment and success metrics. Advisors have regular professional development opportunities and career ladders aligned with their contributions to goals.

Level of Performance

#### Digital-First Environment

We understand the technology expectations of 'digital native' students and have identified and plan to address expectation gaps. Our staff members (academic and administrative) have the appropriate digital skills, or we provide support to facilitate new technology adoption and wholesale digital transformation.

Level of Performance

#### Proactive Sexual Violence Prevention Programmes

Our sexual violence prevention programmes and response structures adhere to legal requirements. Educational programming proactively addresses sexual violence prevention, response, and policy. Easy-to-navigate reporting structures resolve claims of abuse, adjudicate misconduct, and impose sanctions.

Level of Performance

#### Resourcing and Structure for Student Activities

Our institution's social programme has clear mandate, ownership, and performance indicators. We support diverse organisations that contribute to major dimensions of wellness: environmental, physical, spiritual, occupational, etc.

Level of Performance

#### Experiential Learning and Co-curricular Engagement

Academic staff have embedded experiential learning such as internships and co-ops into every course, removed barriers for under-resourced students, and given their students regular opportunities to reflect on the skills they have gained during their education.

Level of Performance