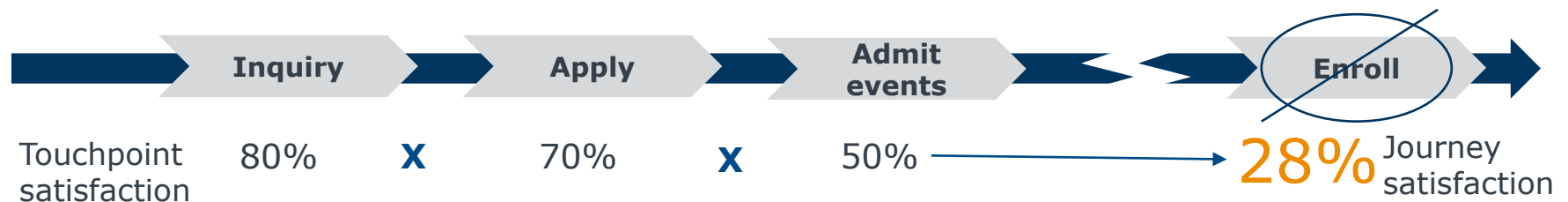# Student Journey Mapping Overview

Managing the Quality of Touchpoints is Everyone's Job and No One's Job

Higher Ed Touchpoints Varied and Decentralized

▶ Touchpoint: Any point of contact or interaction between a business and its customers

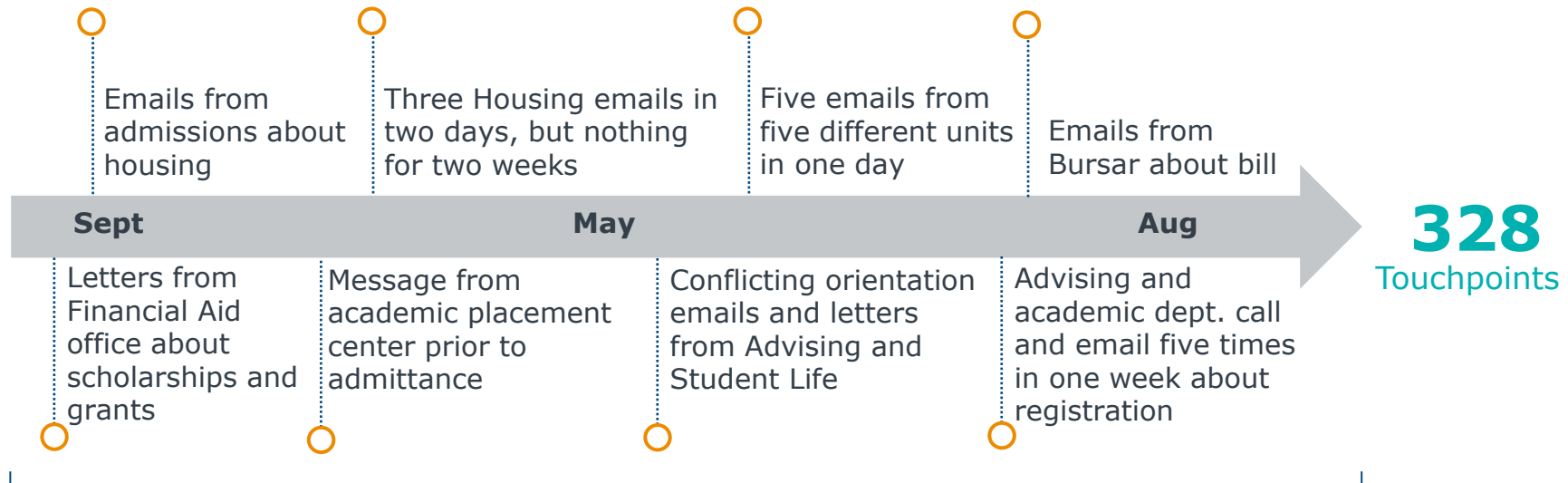| Website	Sporting Events	Ads	Admission Letters	Bills	Course Registration	Move-in Day	Health Center Visits	Classes	Advisor Visits

Touchpoint Math: Satisfaction is a Multiplier

	Inquiry		Apply		Admit events			Enroll	

Touchpoint satisfaction 80% **X** 70% **X** 50% ⟶ **28%** Journey satisfaction

Source: RHB "The Importance of Delighting Customers: Customer Experience in Higher Education",2017, http://www.rhb.com/designing-customer-experiences-in-higher-education/. NM, KN, RP, "From Touchpoints to Journey: Seeing the World as Customers do", http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/from-touchpoints-to-journeys-seeing-the-world-as-customers-do. EAB interviews and analysis.

Good Intentions Subverted by Uncoordinated Outreach

Tanner University's Prospect Communication Stream[1]

Emails from admissions about housing

Three Housing emails in two days, but nothing for two weeks

Five emails from five different units in one day

Emails from Bursar about bill

Sept	May	Aug

Letters from Financial Aid office about scholarships and grants

Message from academic placement center prior to admittance

Conflicting orientation emails and letters from Advising and Student Life

Advising and academic dept. call and email five times in one week about registration

328 Touchpoints

Impact on Students Across the Funnel

Volume
Too many touchpoints

Sequence
Don't align with enrollment process

Timing
Uncoordinated

Relative Importance
Critical messages get buried

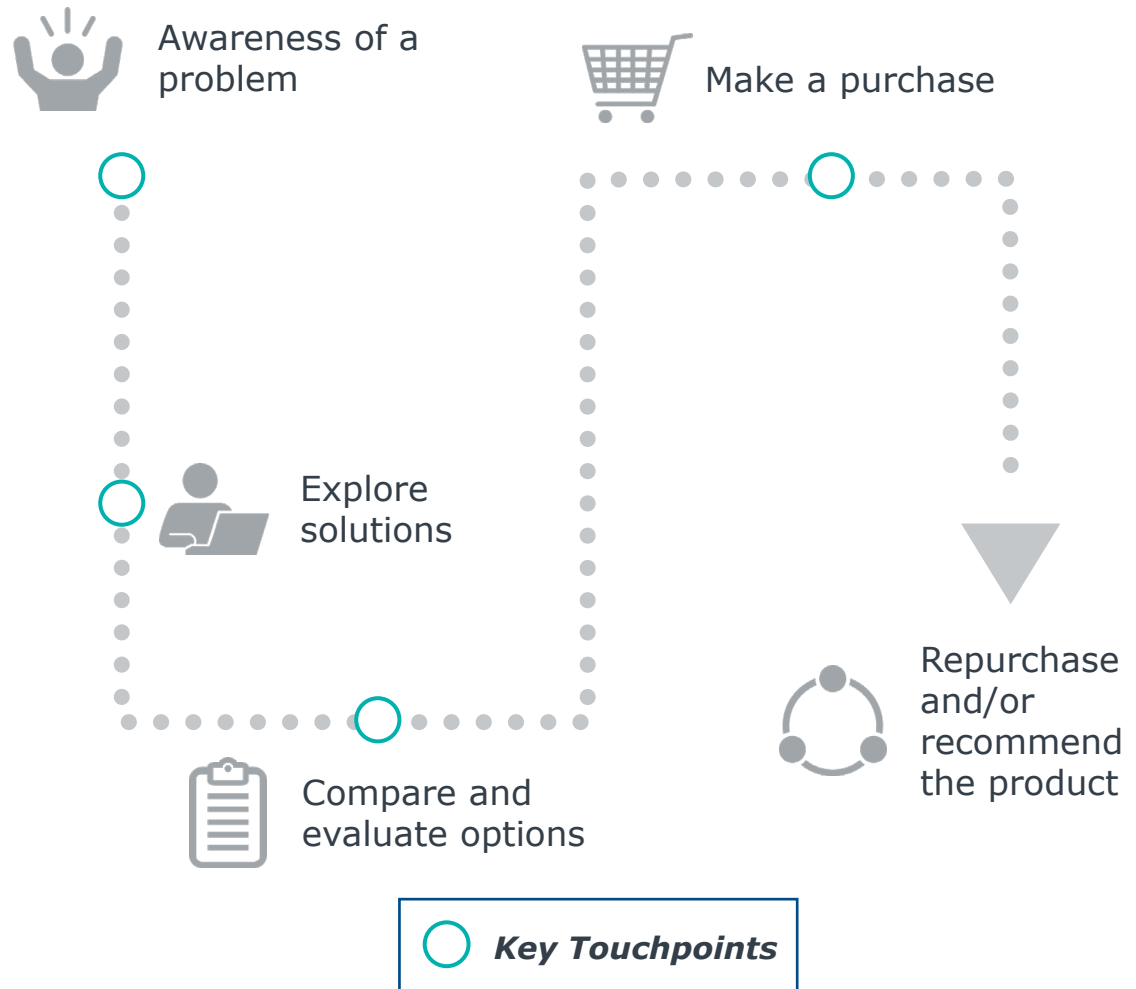**Conflicting Messages**
Campus units offer different advice

Source: EAB interviews and analysis.

Following a Customer Identifies Milestones, Touchpoints Across the Journey

Customer Journey Maps

These are visual illustrations of a customer's experience with a product or service, from initial discovery through purchase and usage.
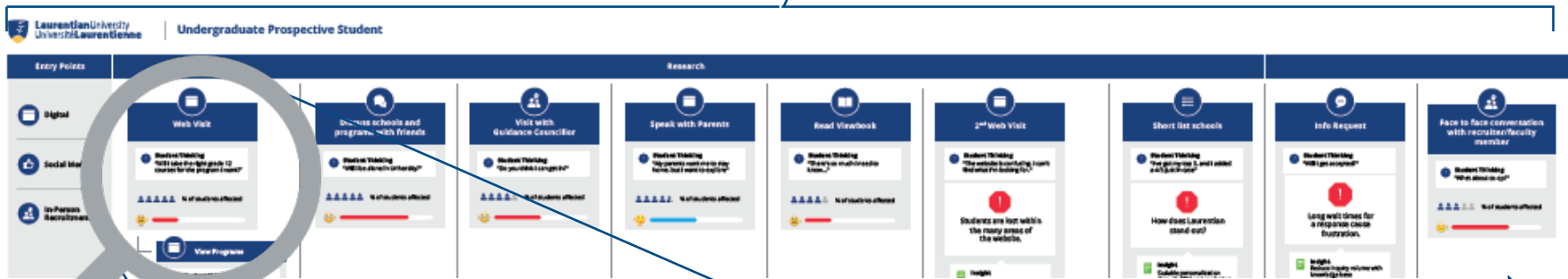
- Popularized in the 1990's

- Common among marketing-savvy firms

Awareness of a problem

Make a purchase

Explore solutions

Repurchase and/or recommend the product

Compare and evaluate options

◯ *Key Touchpoints*

Excerpt of an Enrollment Student Journey at Laurentian University

Enrollment Journey

34 Touchpoints Highlighted From Awareness to Enrollment

Web Visit

Student Thinking

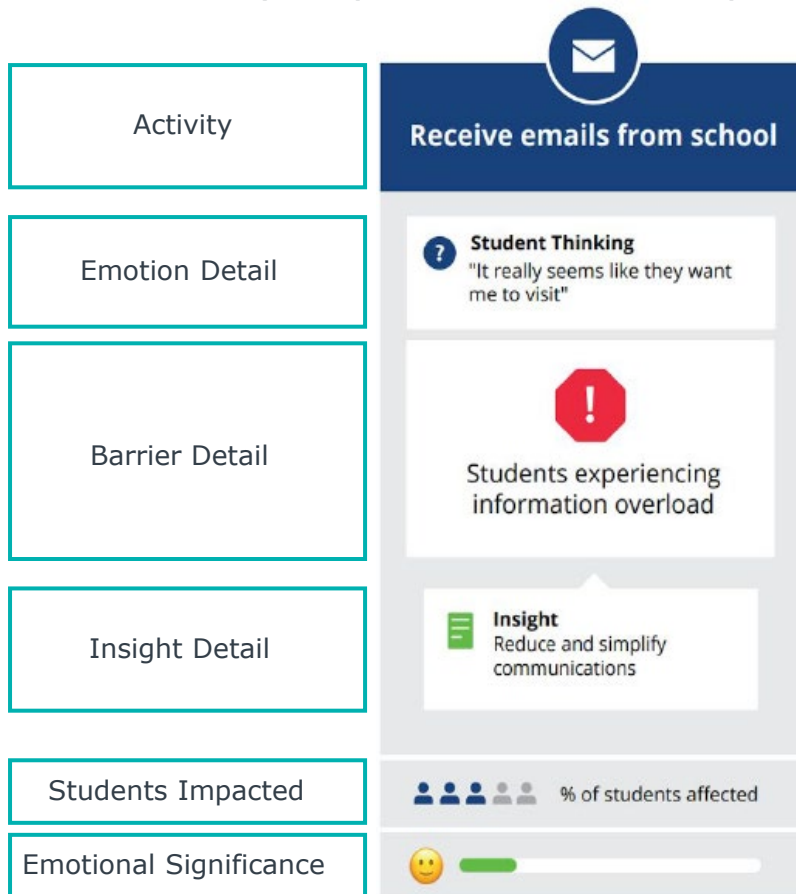"Will I take the right grade 12 courses for the program I want?"

% of students affected

Every touchpoint is profiled following the same format, allowing for easy comparison across the admission and enrollment journey.

Enrollment Improvements from Journey Mapping Exercise

Student Journey Map Touch Point Components

LaurentianUniversity
Université**Laurentienne**

Enrollment Journey Map Results

Touch Point Components	Student Journey Map
Activity	**Receive emails from school**
Emotion Detail	**? Student Thinking** "It really seems like they want me to visit"
Barrier Detail	**!** Students experiencing information overload
Insight Detail	**Insight** Reduce and simplify communications
Students Impacted	👥👥👥 👥👥 % of students affected
Emotional Significance	🙂 ▬▬▬

Communications overhaul, to counter students feeling overwhelmed

Redesigned website to meet students' expectations and needs

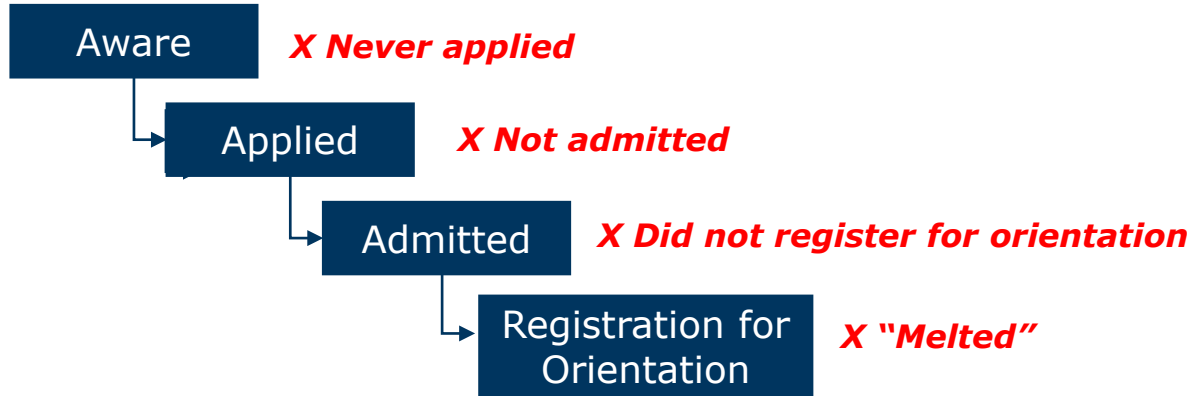Exceeded application targets despite anticipated declines

RECRUITING

Aware   *X Never applied*

Applied   *X Not admitted*

Admitted   *X Did not register for orientation*

Registration for Orientation   *X "Melted"*

ON-BOARDING

Hand-Off to Advisor

Registered

PROGRESS TO DEGREE

Courses Completed

Re-Enrolled   *X Stopped out*

Major Selected

Degree Completed