

Student Lifecycle Relationship Management

Monday, 14 February 2011

Jisc study: http://www.jisc.ac.uk/whatwedo/programmes/programme_jos/project_slrm.aspx

Report: http://www.jisc.ac.uk/media/documents/programmes/jos/slrm_report.pdf

Student Lifecycle Relationship Management (Jisc 2008)

“The ways in which learning providers organise their connections with students over the lifetime of their association.”

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What we mean by student lifecycle relationship management in this study is the organisation of all interactions, communications, activities and events that create, maintain and deepen the social, academic and cultural bonds between the student, a range of staff and other students to promote better understanding and engagement by the learner.

Report: http://www.jisc.ac.uk/media/documents/programmes/jos/slrm_report.pdf

Rationale

“institutions seek to differentiate themselves from competitors through a range of measures, including the quality of services provided to their students, and to manage the costs of their processes by increasing efficiency and effectiveness.”

Jisc Projects

Swansea University

University College Birmingham

University of Hertfordshire

Kingston College

Goldsmiths, University of London

University of East London

University of Derby

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Evaluation of project websites and available resources revealed that the University of Derby has most to offer the University of Bolton in terms of the application of project outputs and comparable context.

JISC Relationship Management <http://www.jisc.ac.uk/whatwedo/programmes/bce/relationshipmanagement.aspx#Student%20Lifecycle%20Management%20Projects>

Blueprinting Process

1. Mapping Student Journey (or part of)
2. Detailing each stage
3. Identification of fail points
4. Prioritisation of fail points
5. Process enhancement plan

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Service Design in Higher and Further Education: <http://jisc.cetis.ac.uk/support/relationship-management>

What a student is exposed to and comes into direct contact with

Front stage

Line of visibility

Back stage

The participants (actors) and the actions which need to be performed in order to support the frontstage activities