

The Student Lifecycle

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Student Lifecycle Relationship Management

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

(Jisc 2008)

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.”

Blueprinting Approach

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1. Mapping
Student Journey

2. Detailing each
stage

5. Process
enhancement plan

Consultations
with students,
staff & experts

3. Identification
of fail points

4. Prioritisation
of fail points

Front stage

Line of visibility

Back stage

Front stage

What a student is exposed to or comes into contact with

Line of visibility

Back stage

Front stage

What a student is exposed to or comes into contact with

Line of visibility

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

Back stage

Data collection

- Based on previous research, used Visio to map out the key stages in the student life cycle
- Three first year personal tutor groups per School + the Student Union were invited to participate
- Good practice and areas of concern summarised
- Emerging themes noted

Pre-enrolment

Good practice:

- Well organised, friendly and informative Open Days
- Ease of application (UCAS)

Areas of concern:

- Poor responses to admin queries from Student Services

Enrolment / Induction

Good practice:

- Enrolment short, simple and quick
- Informative induction
- Helpful, welcoming tutors
- Programme handbook
- Opportunities for socialisation
- Excited but nervous

First Term

Good practice:

- Personal Tutors
- Informative first lectures
- Helpful, friendly tutors
- Making new friends
- Good feedback on assignments
- Good results
- Growing in confidence

First Term

Areas of concern:

- Student Finance
- Culture shock /Transition to HE
- Timetable
- Irrelevant modules
- Lack of guidance on time management, essay writing
- Confusion over Harvard system of referencing
- Assignments
- Lack of support for International students

Semester Two

Good practice:

- Tutor support
- Modules with practical applications
- Growing confidence

Semester Two

Areas of concern:

- Module selection
- Timetables / scheduling of classes
- Workload
- Difficult to access and understand results