

Transforming the Welcome Experience for New Students & Staff

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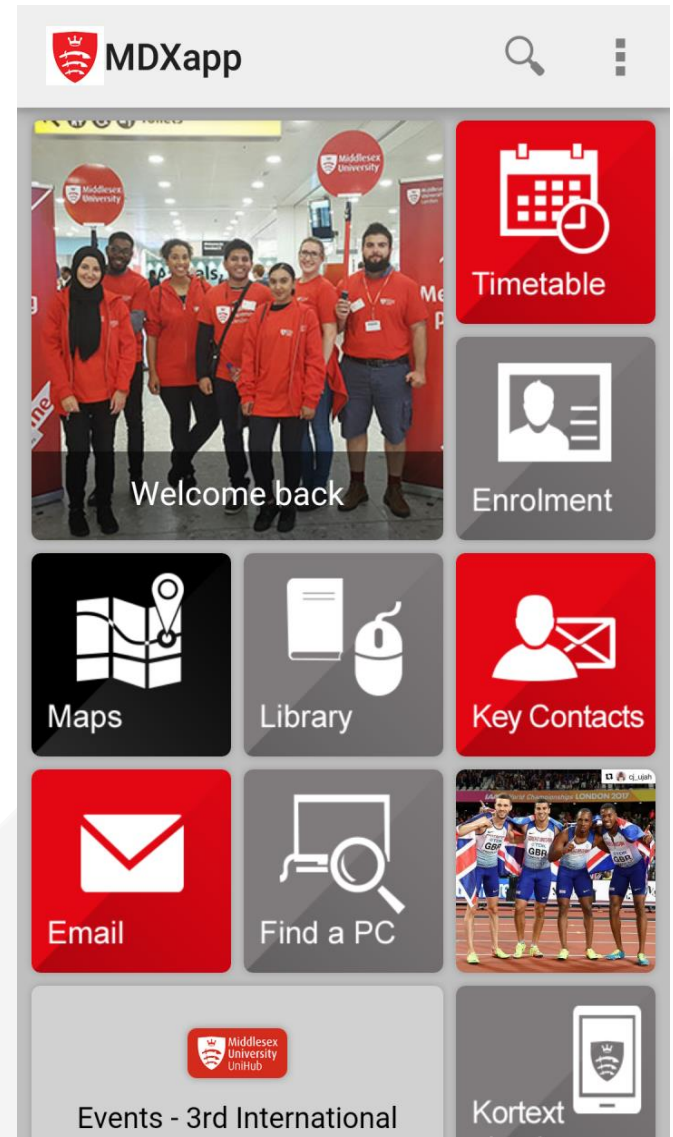
Introduction to Middlesex University

- 37,000 students
- Worldwide campuses & Academic Partnerships
- Three faculties
 - Arts and Creative Industries
 - Professional and Social Sciences
 - Science and Technology



CampusM at Middlesex - MDXapp

- Live in Sept 2017 to UK students
- Integrations for
 - Timetable
 - Key Contacts
 - Grades and Progress
 - Moodle
 - Email
 - Find a PC
- Static content tiles including Welcome and Welcome Back
- Roles enabled tiles to be targeted



Welcoming new students to Middlesex

- Welcome promotes a sense of belonging to Middlesex by introducing students to
 - the University, its facilities and resources, practices & processes
 - their community – peers, academics and the broader discipline
 - the skills, attributes and behaviours that will enable them to succeed
- Welcome engages students with a range of non-academic events run by Students' Union, Sport, Wellbeing & Student Engagement
- Welcome is overseen by a Project Board and has four workstreams.

Welcoming new students to Middlesex

- Two main welcome periods – September & January
- In September 2018 Middlesex welcomed
 - 6,749 students on our UK campus
 - Across 160 programmes
 - 30 unique student journeys
- Welcome start dates are spread over 3 weeks
- Ran a Getting Ahead initiative for 400 students
- Ambassadors & Student Learning Assistants help to meet & greet and support new students
- Staff 'Happy to Help' campaign.

Challenges of Welcome (pre Sept 2018)

- Welcome was seen as an add-on, rather than an integrated element of study
- **Systems not fit for purpose & caused much wasted time and effort**
 - Students did not have a personalised welcome schedule
 - Duplication of welcome data in spreadsheets & systems
 - Amount of time spent preparing schedules
 - Mistakes resulting from manual data entry in many systems
 - Managing changes to Welcome events across multiple systems
 - Difficulties supporting students who did not know their welcome schedule

Challenges of Welcome (pre Sept 2018)

- Non-academic events held in different systems/websites
- Daily Welcome operational management was time consuming and laborious.

A meeting in the kitchen resulted in

- A horrific business process diagram of Welcome (pre-2018) that clearly demonstrated all the duplication of effort
- A proposed new approach.

Our new approach

Develop two data sources for

1) programme welcome events data

2) non-academic event data

and

to combine these in the delivery of:

- Easily accessible, personalised programme induction schedule & non-academic event data via MDXapp and our Student Portal
- Easily accessible programme induction schedules for staff and those supporting the Welcome process
- System integrations that require Welcome data
 - First event data to the CRM system
 - Room bookings for Welcome Events.

Welcome Event Programme Data in Student System

Step1

Created a single source of welcome events data per programme in our Student system:

- Event Type & Description
- Date
- Start & End Time
- Building and Room
- First Event
- Notes
- Active Flag

Welcome Event Programme Data in Student System

Additional Programme Information SWAPROG 8.0 (MISLVE)

Prog Code Short Title School Level Status Collab
 Term Long Title Exit Award UCAS Code

General Site Contacts Admissions Assessment Finance Agreements Events **Welcome** Notes Articulation

Type		Date	Start Time	End Time	Building	Room	First Event	Active	Notes	
WELT	Welcome Talk & Intro to	24-Sep-2018	1000	1300	RAVENS	Ravensfield	RVG06	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Ravensfield Theatre Meet
ENRL	Online Enrolment	24-Sep-2018	1500	1530	COLLB	College Building	C117	<input type="checkbox"/>	<input checked="" type="checkbox"/>	We encourage you to enro
BRPC	BRP Card Collection	24-Sep-2018	1530	1600	SHEPL	Sheppard Library	SG01	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Tier4 Students only, Unihe
IDCK	ID Checks	24-Sep-2018	1530	1600	COLLB	College Building	C106	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Make sure to bring all requ
IDCD	ID Photos & ID Access C	24-Sep-2018	1600	1630	COLLB	College Building	C105	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
LATE	Catch up for Late Arriva	24-Sep-2018	1700	1800	RAVENS	Ravensfield	RVG06	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
PROI	Programme Induction	25-Sep-2018	1200	1300	RAVENS	Ravensfield	RVG06	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Introduction to Health and
WORK	Workshop	25-Sep-2018	1400	1700	RAVENS	Ravensfield	RVG06	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
DRCT	Session for Direct Entra	26-Sep-2018	1000	1330	RAVENS	Ravensfield	RVG06	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Welcome and Programme
DRCT	Session for Direct Entra	26-Sep-2018	1400	1730	RAVENS	Ravensfield	RVG06	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Welcome and Programme
LECT	Lecture	26-Sep-2018	1400	1600	COLLB	College Building	CG77	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lecture: What is Theatre?
PROI	Programme Induction	27-Sep-2018	1400	1600	WLLMS	Williams Building	W147	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Induction to Programme f
SOCA	Activity or Event	27-Sep-2018	1600	1800	RAVENS	Ravensfield	RVG06	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(combined event with MA
								<input type="checkbox"/>	<input type="checkbox"/>	
								<input type="checkbox"/>	<input type="checkbox"/>	
								<input type="checkbox"/>	<input type="checkbox"/>	

Non-academic Event Data in a spreadsheet

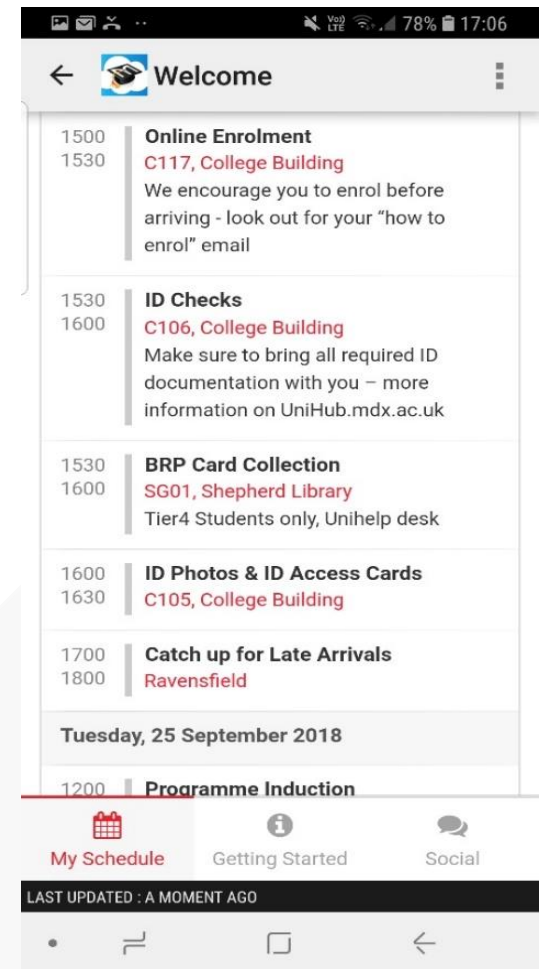
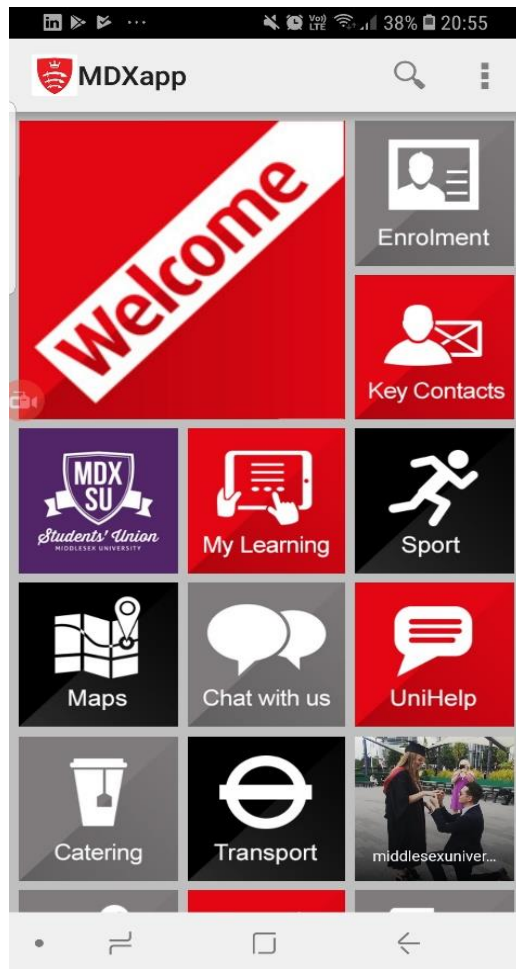
Step2

Created a shared spreadsheet for collation of non-academic event data (collaboration between Student Union & Marketing)

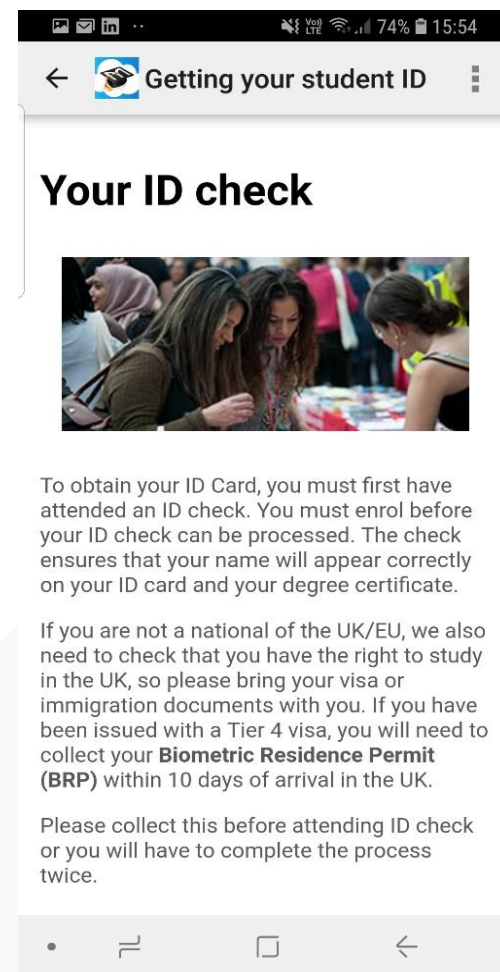
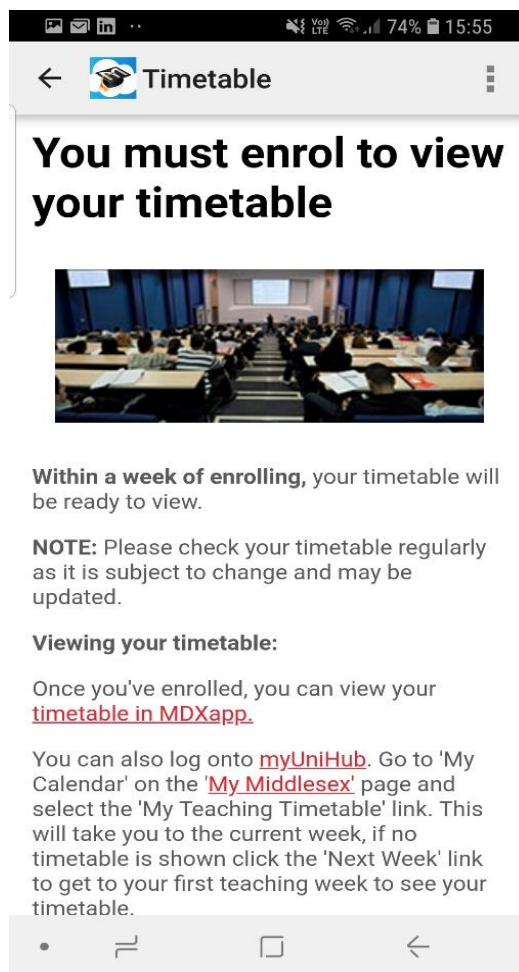
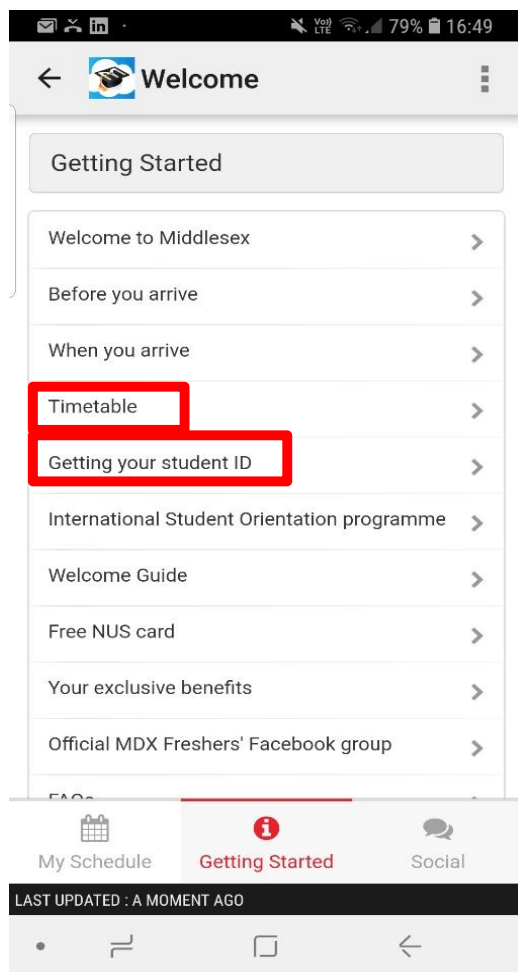
- Event name
- Short description
- Day
- Date
- Start & End time
- Audience
- Location
- Entry Cost

Personalised Programme Induction Schedule

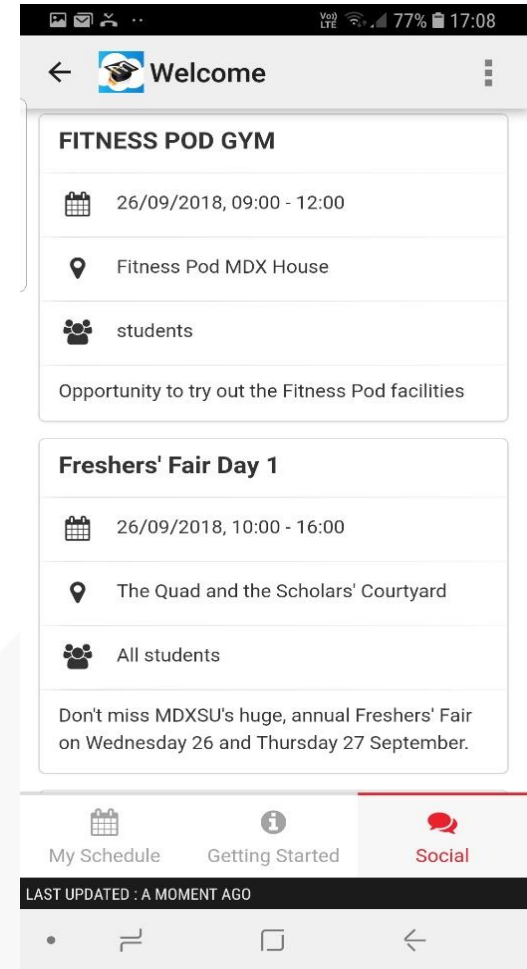
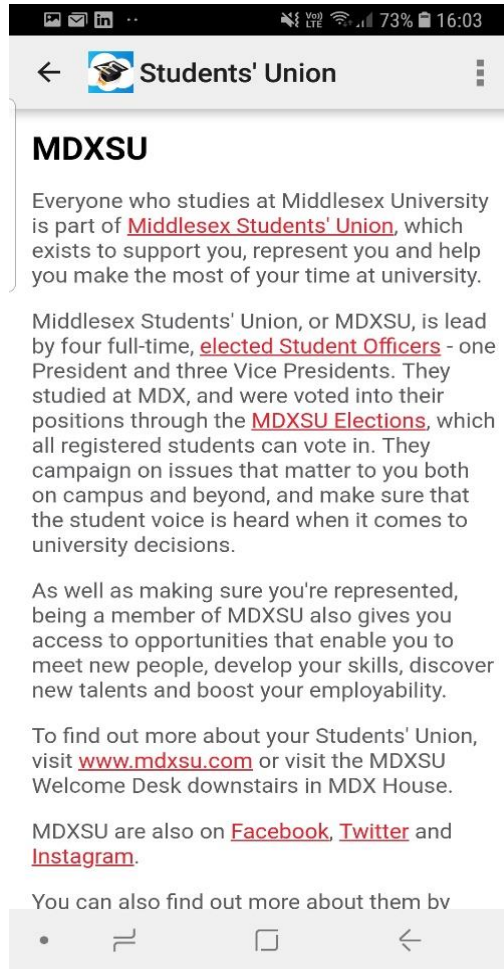
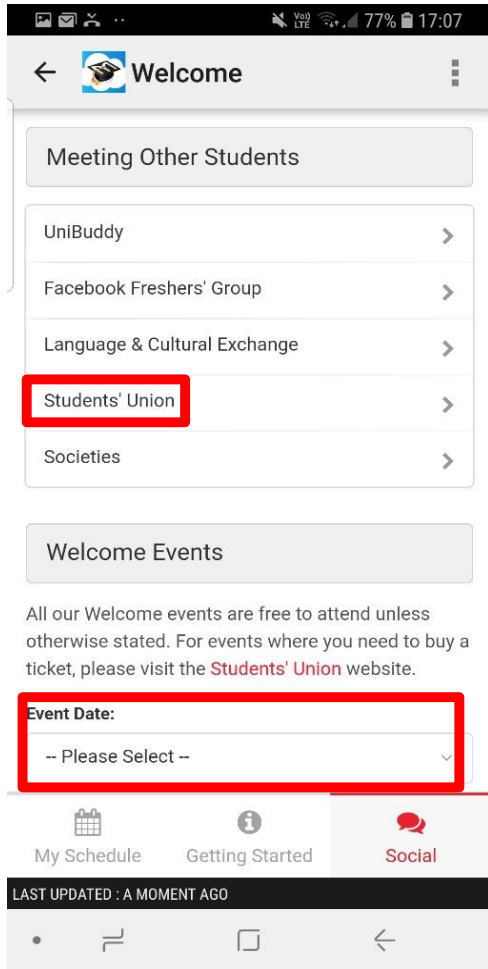
Step 3 Worked with ExLibris to develop new Welcome tile



Welcome Tile – Getting Started static content



Welcome Tile – Non-academic Events



Welcome Event Data available to Staff

Step 4

Made Welcome programme data available to staff via our Tableau reporting tool.

Filters in the report provided flexibility for different staff needs:

- By Student
- By Programme
- By Programme Leader
- By Event Date
- By Event Type

etc

Welcome Event Data available to Staff

Management Information
Search
JK

[Home](#) > [17. DPAMs](#) > [Welcome events](#) > [Welcome events](#) ☆ 1

Undo Redo Revert Refresh Pause
View: Original Alert Edit Share Download Comments Full Screen

Welcome events
Null Barn Building College Building Hatchcroft Ravensfield
Allianz Park Building 9 HUB.. Grove Portacabins Ritterman B

Student data refreshes at 2am; event data refreshes every 2 hours;

Event date 24 Septemb... **Event day** (All) **Event name** (All) **First event flag** (All) **Start time** (All) **School** (All) **Department** (All) **Programme** (All) **Prog leader** (All) **Prog level** (All) **Student ID** (All)

Department	Programme details	Month, Day, Year o..	09_EVENT_NAME	11_Room	09:30	10:30	11:30	12:30	13:30	14:30	15:30	16:30	17:30	18:30
Null	_135N1B0, BA International Business, Nathalie Van Meurs, EL: 27, ES: 0	24 September 2018	Welcome Talk & Intro to L..	W154		02:00								
			Programme Induction	W154			02:00							
			Online Enrolment	C117					01:00					
			ID Checks	C106							01:00			
			ID Photos & ID Access Car..	C105								01:00		
_135N8FM, BA Int'l Tou	Mgt w Mch (FY), Rui Su, EL: 1, ES: 0	24 September 2018	Welcome Talk & Intro to L..	CG77		01:45								
			Online Enrolment	C117			01:00							
			Programme Induction	CG47				01:00						
			ID Photos & ID Access Car..	C105					01:00					
			ID Checks	C106							01:00			
_135N8FS, BA Int'l Tou	Mgt w Spa (FY), Francisco Dominguez, EL: 5, ES: 0	24 September 2018	Welcome Talk & Intro to L..	CG77		01:45								
			Online Enrolment	C117			01:00							
			Programme Induction	CG47				01:00						

Systems integration

Step5

- Enhanced the interface of data from the Student System to the CRM to include the first Welcome event detail for each student
- Used the data entered in the Student System to make requests for Welcome Event room bookings.

Results

- User friendly Welcome data easy accessible to students and staff
- Welcome became our third most popular tile on MDXapp
49,186 hits between 6 August and 7 October 2018
- 80% reduction in Timetabling queries to the Helpdesk
- Better quality & more consistent Welcome data
- Significant time saving for member of staff who administers the CRM
- Ambassadors & SLAs empowered to support new students
- Daily operational management more effective & timely
- Consolidated the work of all four Project Board workstreams.

Student Feedback

- 88% satisfaction from students in answer to the question: 'MDXapp provided useful information for starting at Middlesex' (benchmark for next year!)

Some quotes from the Welcome Survey:

- *The middlesex app has been amazing for me, everything i need daily is on there.*
- I love the MDX app. I think it is very hands on, easy to navigate, and covers the essential things.
- The app is very informative
- Uni app is helpful and clear

Staff feedback

COO:

‘this is a significant development that should help staff and new students’

Welcome Manager:

‘That is some truly unbelievable work you have done – it looks so great! It was hard to imagine what it would look like but the schedule on the app in particular, looks fantastic.’

Head of Student Support & Wellbeing:

‘it’s massive improvement – well done to you and your team!’

Staff feedback

CRM Manager:

'A big THANK YOU from me for all your work to get this ready so quickly - and sooner than expected. I know it is going to make a difference to have sent the first welcome e-mails this side of the Clearing embargo.'

Student Ambassador:

'From last year to this year, I can't believe how much better it was in helping to support students who didn't know where they were going. I made sure students downloaded the app.'

SLA meeting



Questions