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

Our campuses worldwide

London
Malta
Dubai
Mauritius

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
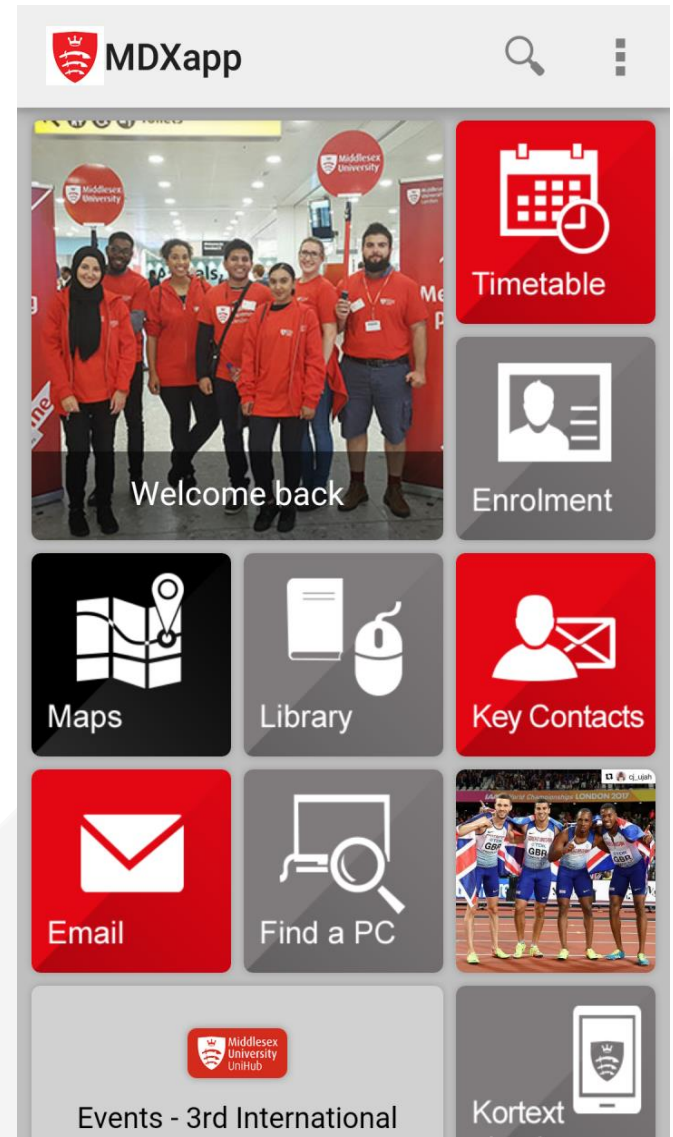
Welcoming new students to Middlesex

- 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

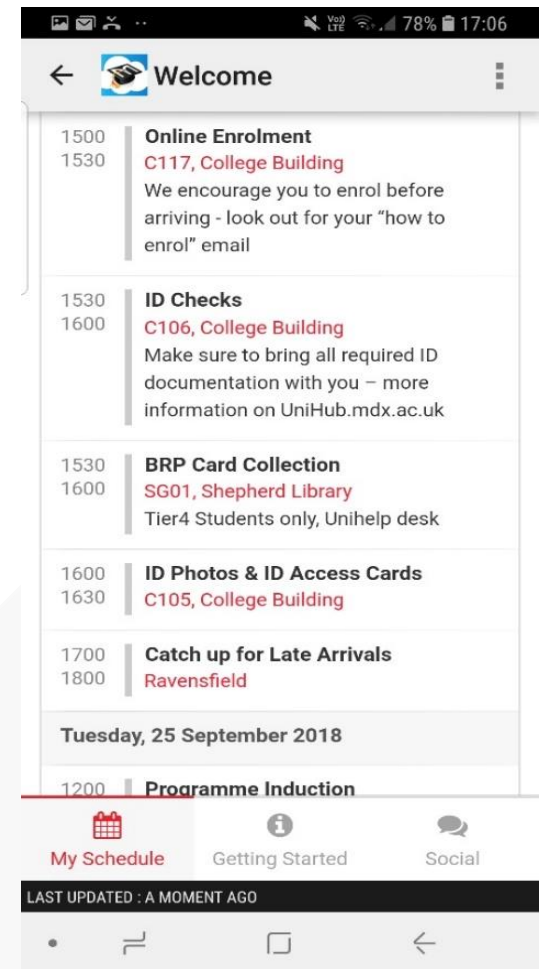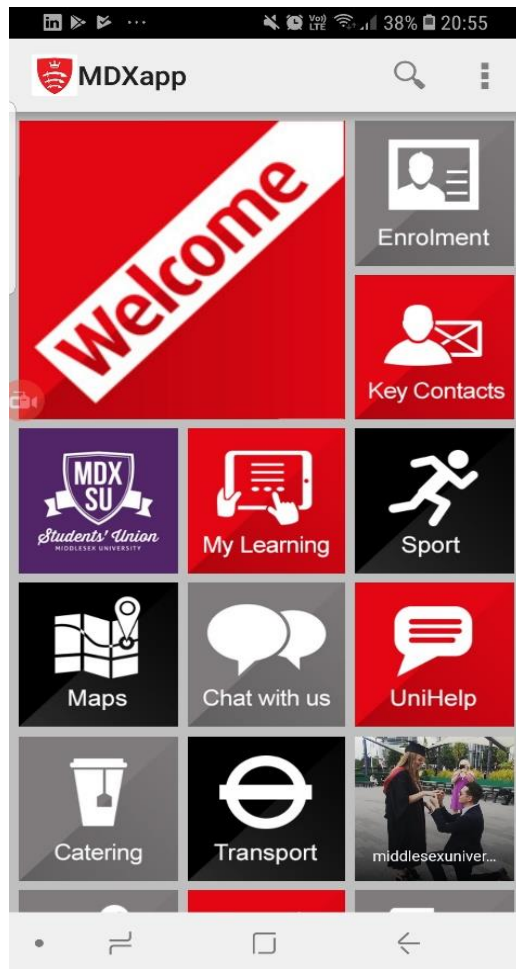# Non-academic Event Data in a spreadsheet

Step2

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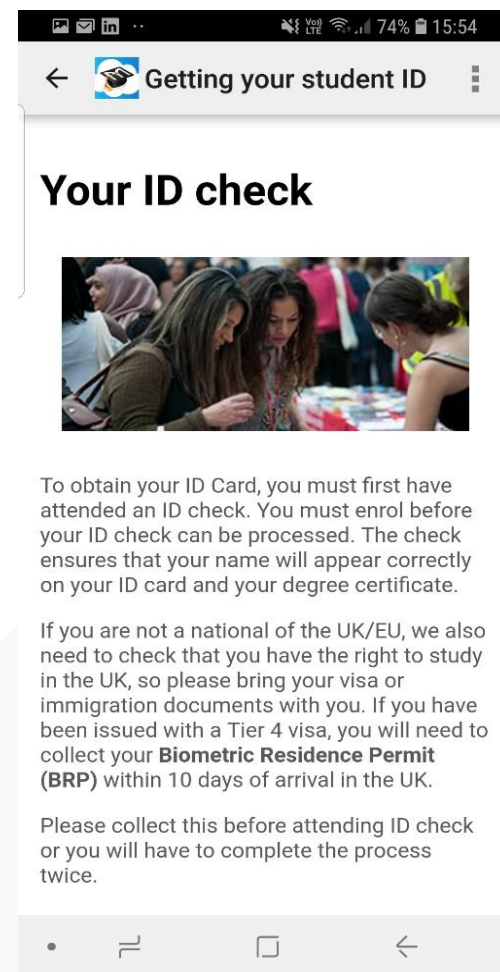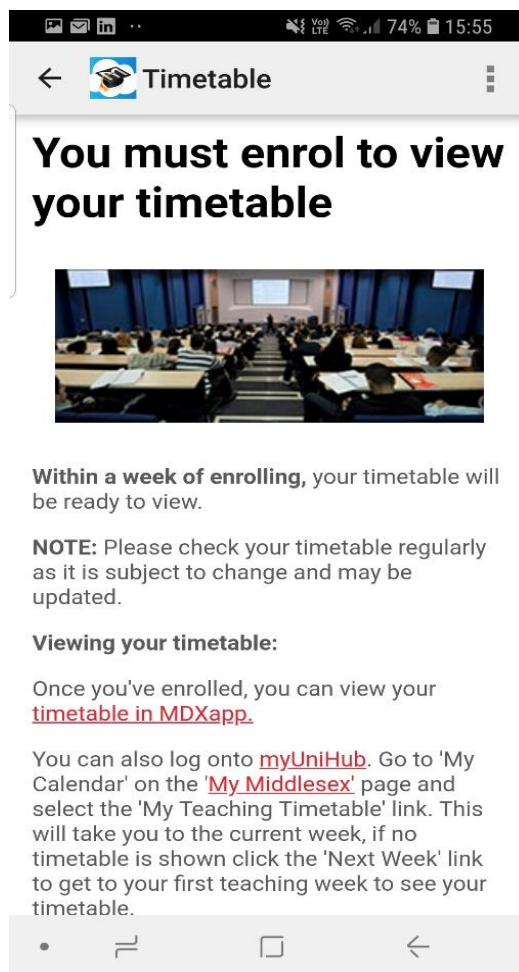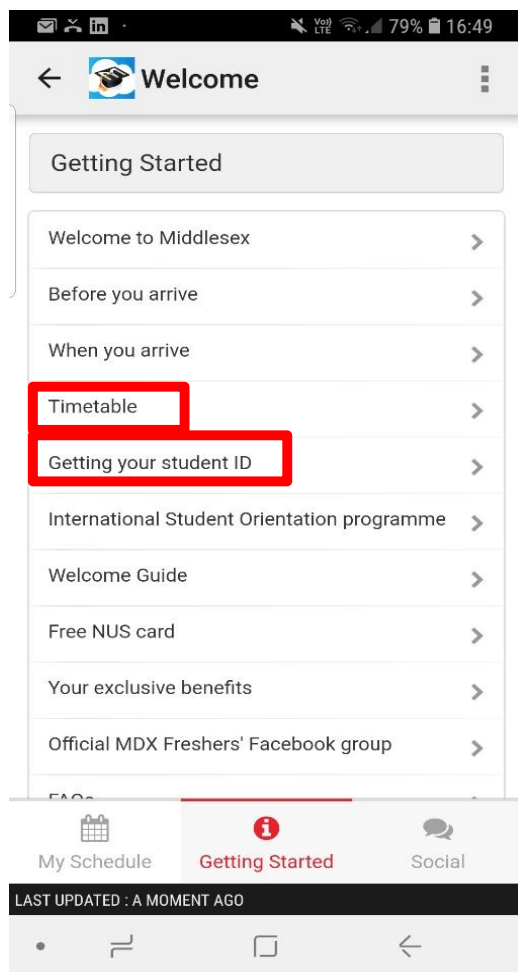
- Event name

- Short description

- Day

- Date

- Start & End time

- Audience

- Location

- Entry Cost

Personalised Programme Induction Schedule
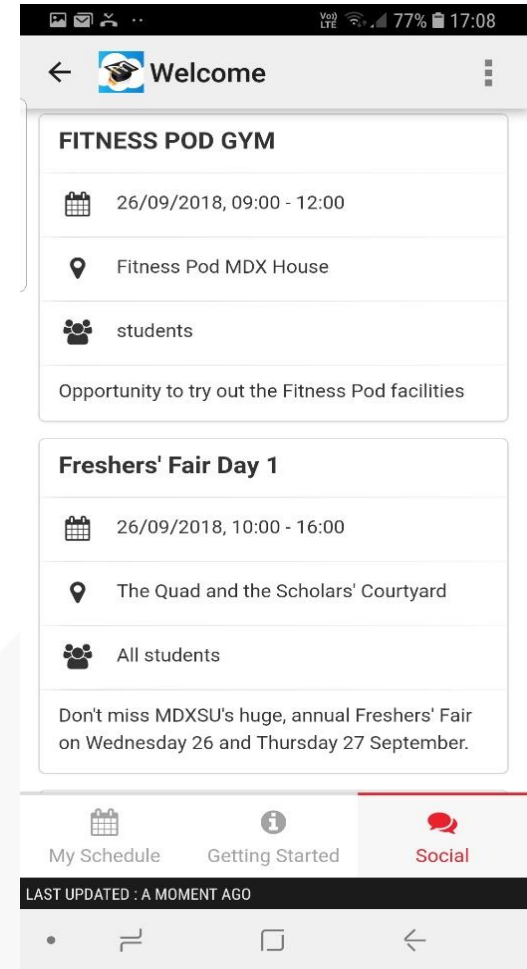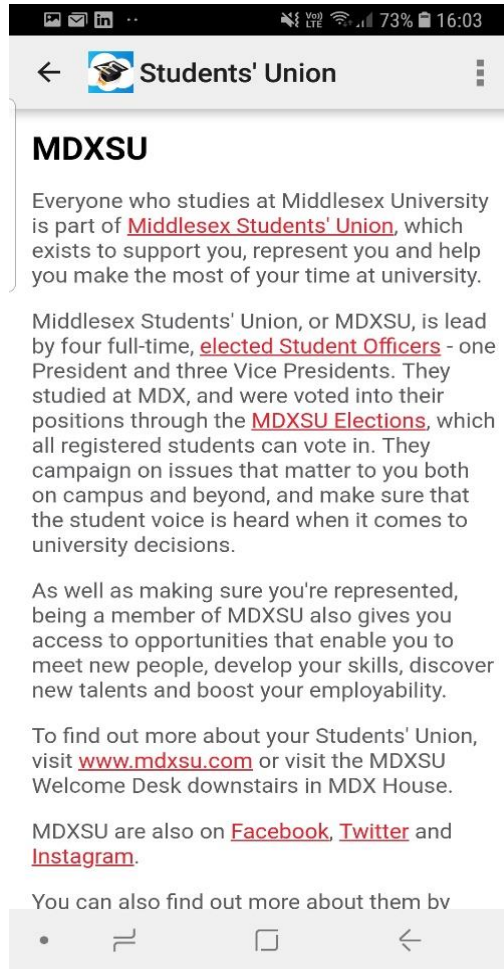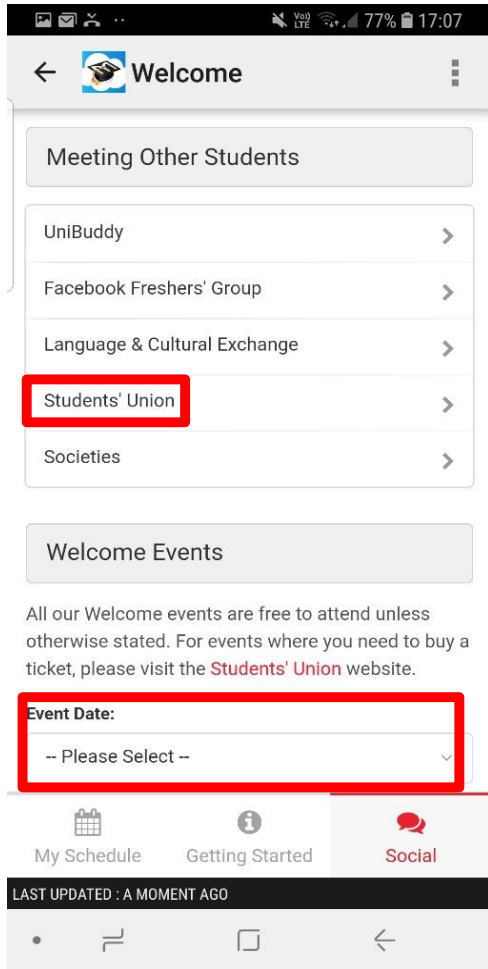
Step 3 Worked with ExLibris to develop new Welcome tile

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

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