



Student Journey Mapping

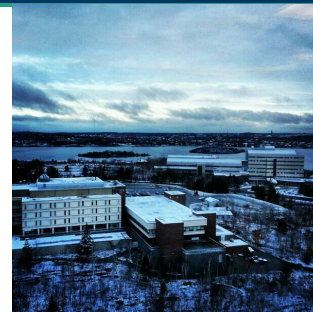
SEMM 2018

JP Rains, Director, Digital Strategy

Laurentian University, Sudbury, Ontario, Canada

Director, Digital Strategy at Laurentian University

- Consultant in the PSE industry, [Rains Media](#)
- Former VP Strategy, [Soshal](#)
- Have worked with > 25 Universities/Colleges
- Interviewed over 1,000 stakeholders
- Faculty Member, Alumni Board, Senator, Program Alumni Chapter Rep.
- #pseweb past Board Chair



- ❑ Refresher: what is student journey mapping?
- ❑ How are our colleagues using this process?
- ❑ What results are institutions seeing as a result?

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Student Journey Mapping

Student Journey Mapping

A map that tells the **story of a student's journey through the student life cycle (or a phase of it).**

“The #1 issue we heard from our college and university partners is that they don’t know what students do and what matters most to them...”

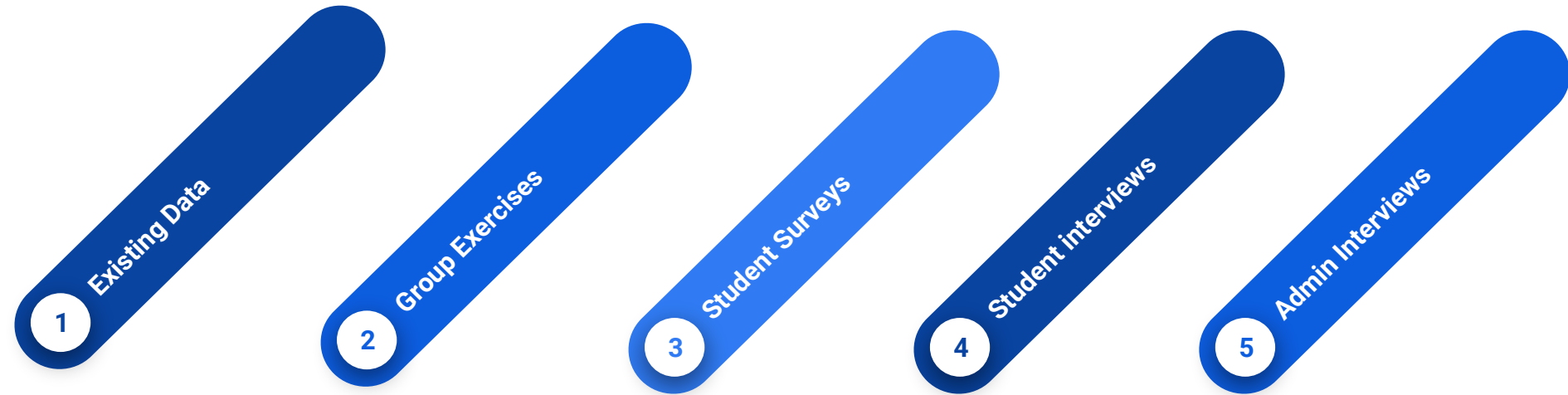
Scott Winslow, Practice Manager and Lead of IT Forum at EAB Research

Understand: gain insight on the overall student journey or a specific phase of the journey.

Evolve: process around student needs, rather than our opinions.

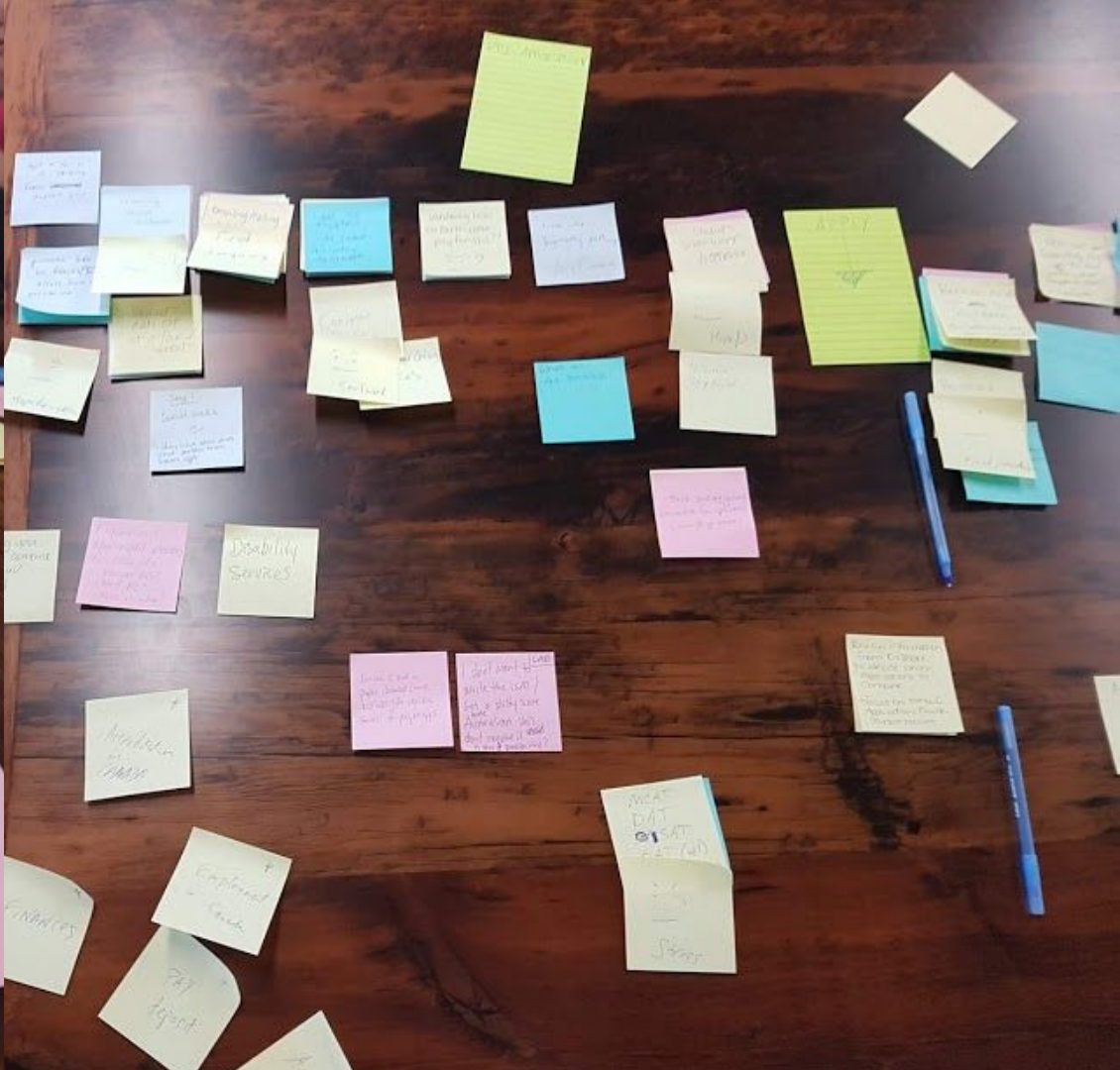
Benchmark: track progress from initiatives.

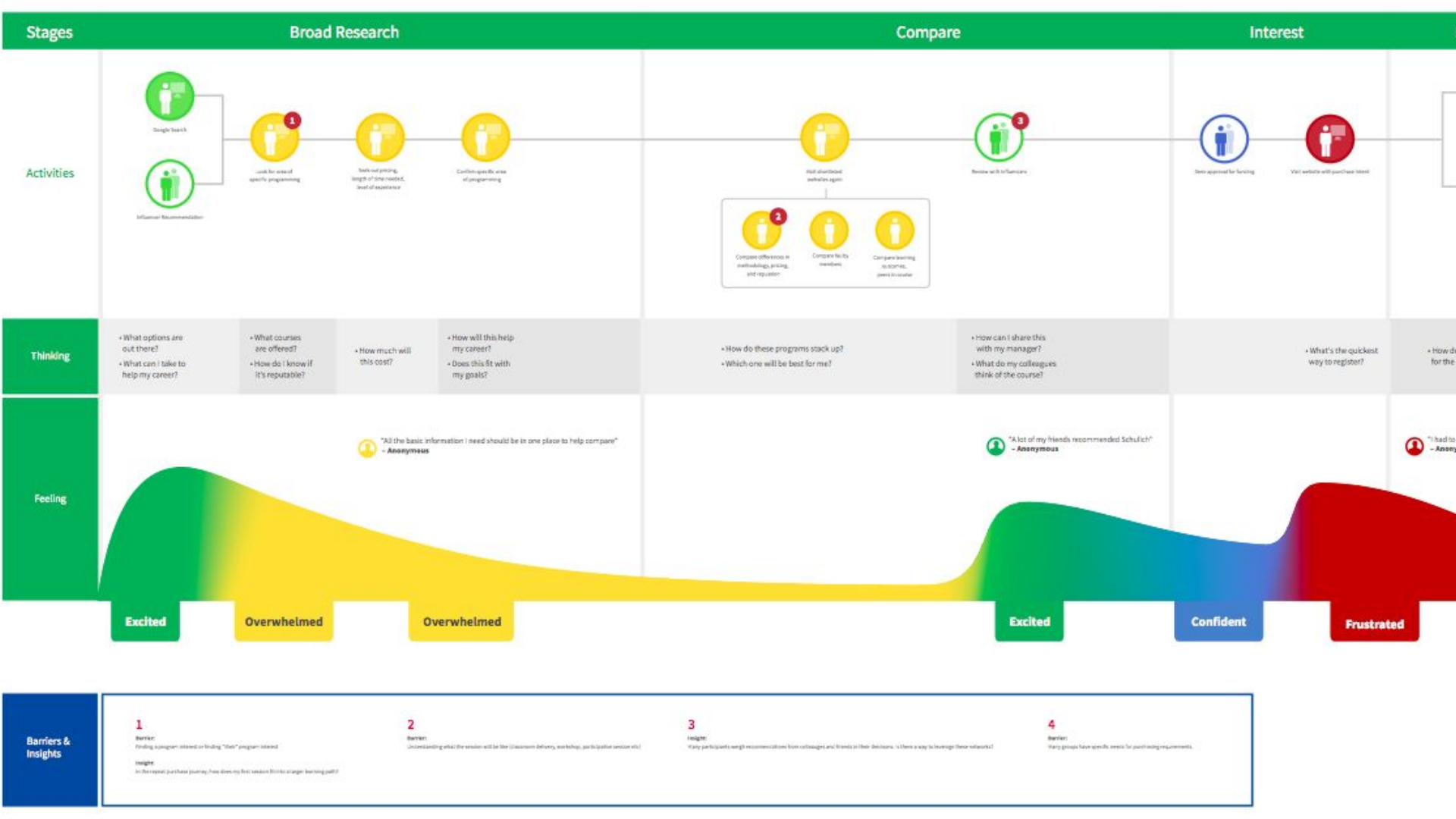
- 1 - Define Audiences
- 2 - Build list of goals and activities (baseline)
- 3 - Test this baseline through data collection
- 4 - Assign emotions, barriers
- 5 - Create list of insights
- 6 - Create implementation plan based on insights

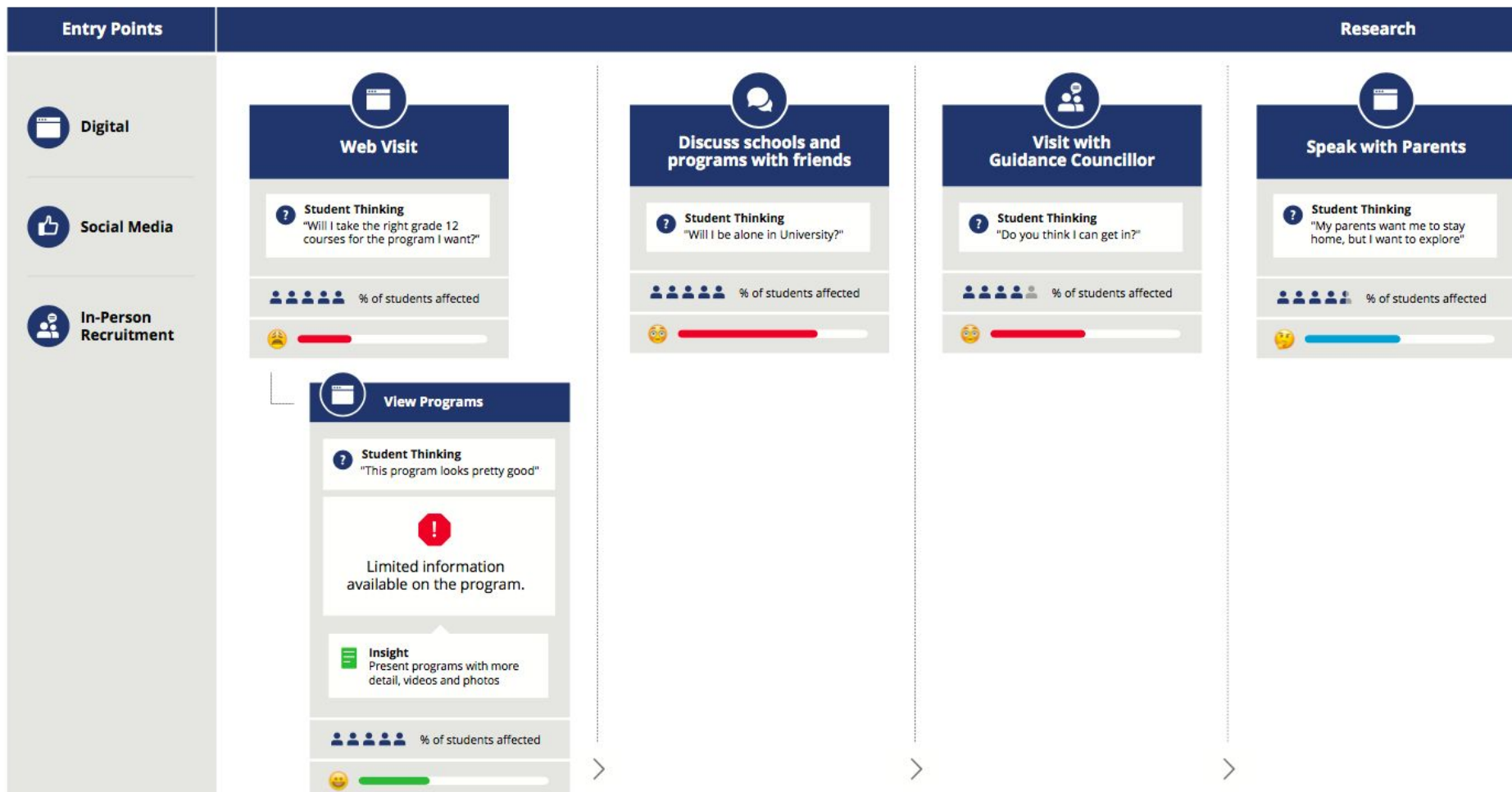


These five elements are the building blocks for your journey map.

Ok, but what does a journey map look like?







Activity

Emotion Detail

Barrier Detail

Insight Detail

Students Impacted

Emotional Significance



Receive emails from school



Student Thinking

"It really seems like they want me to visit"



Students experiencing information overload

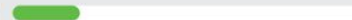


Insight

Reduce and simplify communications



% of students affected



John Smith
456 Winchester St.
Austin, TX 78757

Jane Doe
123 Main St.
Anytown, TX 12345

John Smith
456 Winchester St.
Austin, TX 78757

Jane Doe
123 Main St.
Anytown, TX 12345

John Smith
456 Winchester Ave.
Austin, TX 78757

Who is using it?

- Paul Redfern, Vice President for Communications, St. Lawrence University
- Stacey Funderburk, Director of Publications, Missouri State University
- Joe Winton, Director of Web & Digital Strategy, University Marketing & Communications, University of Nevada, Las Vegas
- Joseph J. Master, Executive Director, Marketing & Digital Strategy, University Communications, Drexel University
- Meg Frisch, Associate Director, Digital Strategy, Strategic Marketing and Communications, Temple University



**What about the
results?**

1. Shift internal process to become student-centric
2. Grow experience-based research and decision making
3. Improves communication across campus
4. Understand nuances of student experiences



**1) Shift internal process to
become student-centric**



“... The experience gave us a much better sense of everything that students would see and allowed us to change our process.”

Paul Redfern, Vice President for Communications at St. Lawrence University



"Our prospects were encountering too much information that didn't relate to their student journey. We needed to focus on the content that relates to our audience..."

Meg Frisch, Associate Director of Digital Strategy, Department of Strategic Marketing and Communications at Temple University

**2) Grow experience-based
research and decision making**



“...This type of research is growing as a culture around campus. We’re asking more questions, learning more about our students and creating better products because of it.”

Joe Winton, Director of Web & Digital Strategy, University of Nevada at Las Vegas

**3) Improves
communication across
campus**



“... the largest enrollment increase (within transfer students) for the College of Liberal Arts in five years.”

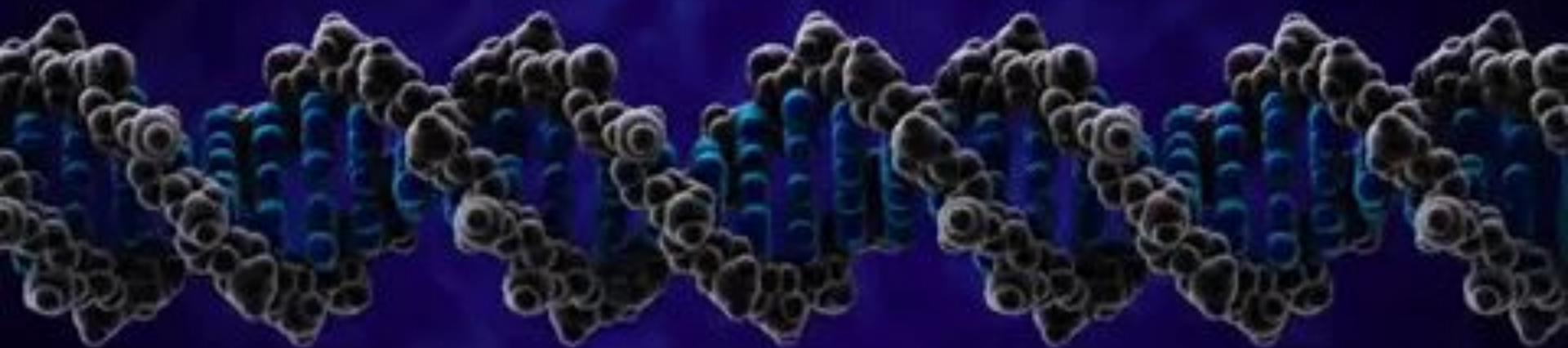
Joseph Master, Executive Director of Marketing & Digital Strategy, Drexel University

4) Understand nuances of student experiences



“... We need to understand student needs to continue our sustained growth.”

Stacey Funderburk, Director of Publications, Missouri State University



Learn more about SJM:

On Twitter: [jp_rains](#)

Full article: jp_rains.com