

SESSION A

# Transforming Student Communications

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# Our Challenge



# Our Goal

“

*To deliver the **right** message,  
at the **right** time, through the  
**right** channel to the  
**right** student.*

”

# Today

- Re-imagining the Student Experience
- Understanding the Student Journey
- Transforming our Communications
- Lessons Learnt
- Next Steps



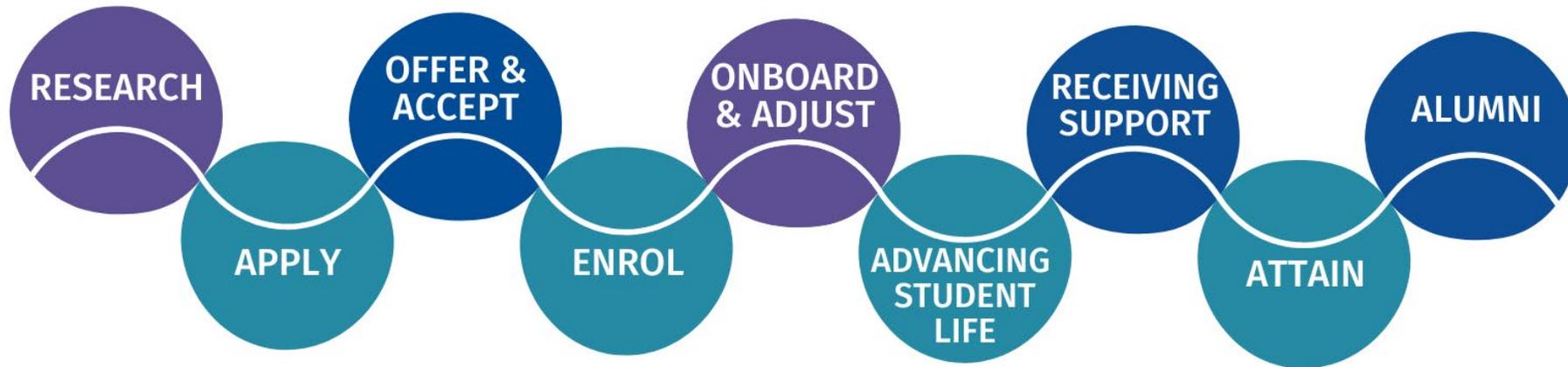
# Re-imagining the Student Experience

- Student-centric & inclusive
- Vision-led
- Evidence-based
- Co-designed
- Transformational & designed for the future



# The Student Journey

From researching their study choices through to graduating and being re-engaged as an Alumni - the **moments that matter** are the key stages in the student journey at Fed.



# What Students Need



Make it interesting

Make things easy to understand

Show me what I need to do next

Show me I belong

I want flexibility, help me understand my options

Make sure the message gets through – but don't overdo it!

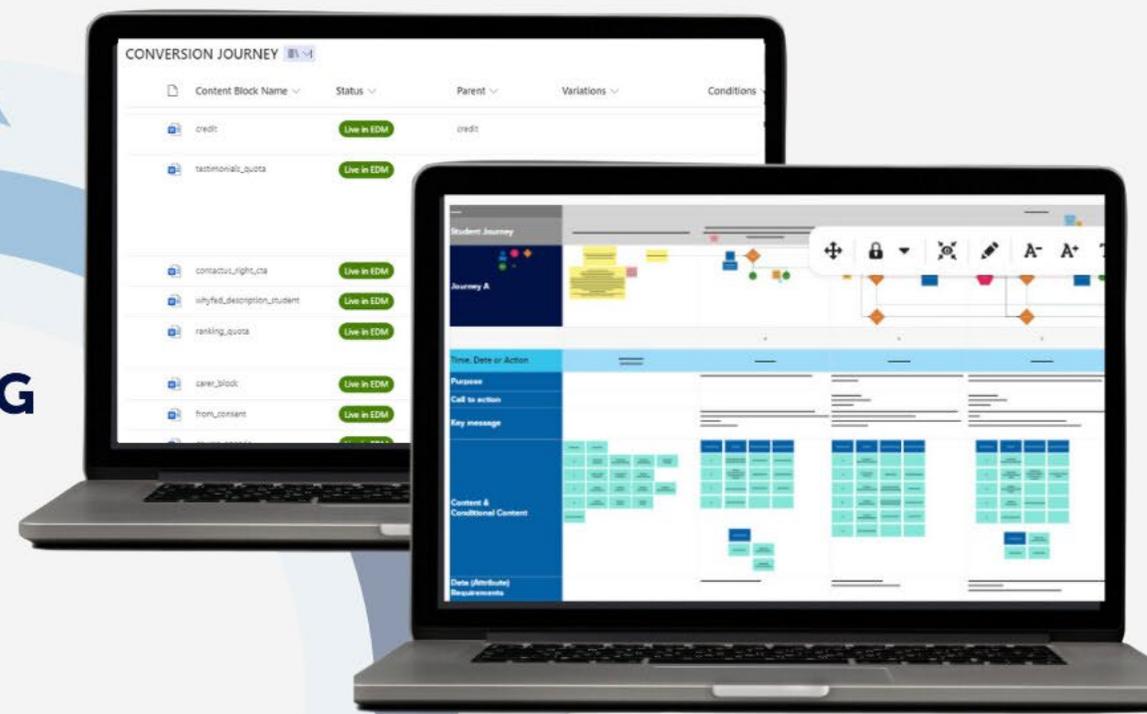
Care about me and my success

Give me confidence that I have the information I need

# Our Approach

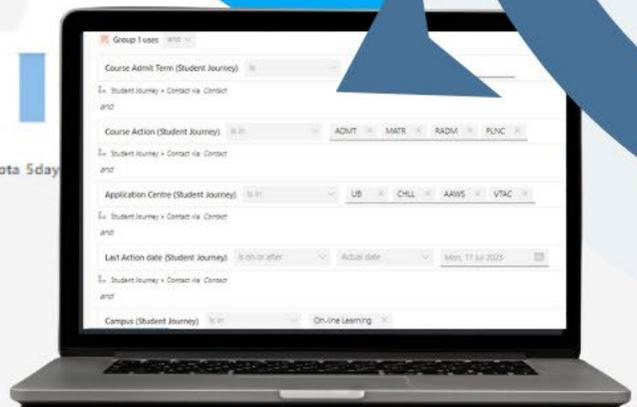
1

PLANNING



DEVELOPMENT

3



2

DESIGN & CONTENT



**Life is unpredictable!**

**Flexibility when you need it**  
At Fed, you can be confident that we are flexible enough to find the solution

**Need extra support with your classes or studies?**

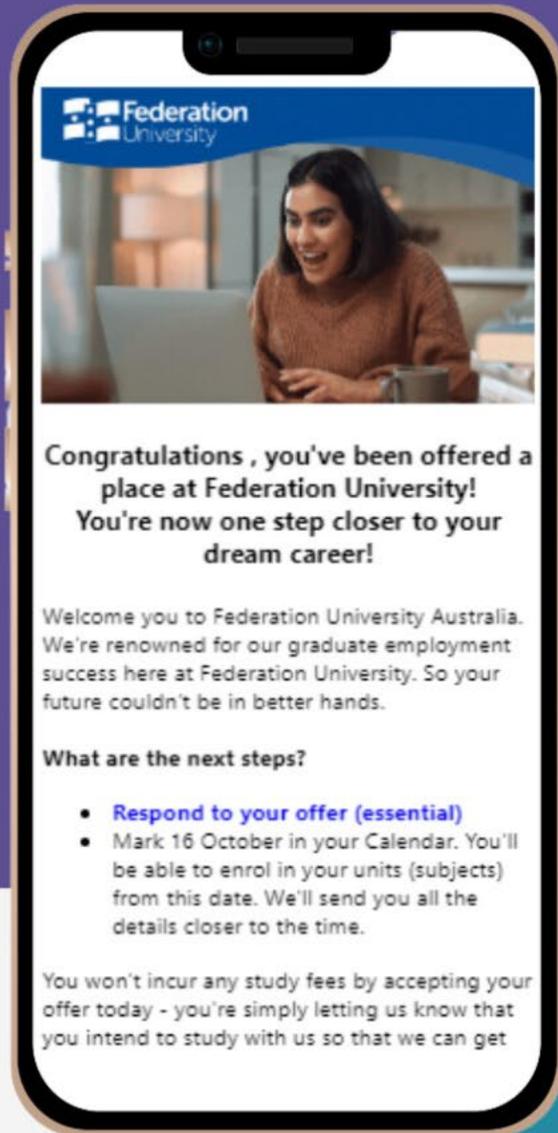
**Our Disability and Learning Access Unit is a free and confidential service**  
We will work with you to discuss how your disability may impact your studies. From this discussion we will work with you to determine reasonable supports and adjustments.

# Communications Aligned to Journey Stage

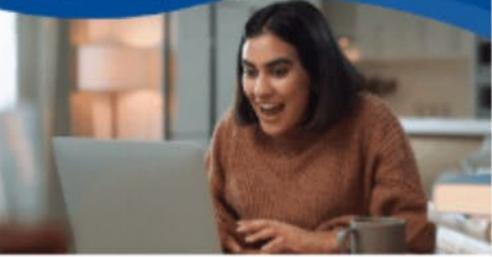
Phases	ATTRACTION			COURSE PLANNING
Stages	RESEARCH	APPLY	OFFER AND ACCEPTANCE	ENROLMENT
Moments that matter	<ul style="list-style-type: none"> <li>I explore my study options</li> <li>I understand my course options and any pre-requisites</li> </ul>	<ul style="list-style-type: none"> <li>Automation and support through the application process</li> <li>Pathways to applicants preferred course of study offered</li> </ul>	<ul style="list-style-type: none"> <li>I accept my offer</li> <li>I complete my paperwork</li> </ul>	<ul style="list-style-type: none"> <li>I feel welcomed</li> <li>I enrol in my units</li> <li>I schedule my classes</li> </ul>
Touchpoints	<ul style="list-style-type: none"> <li>Omni-channel brand marketing campaign increasing awareness</li> <li>Automated, personalised lead nurturing campaign triggering emails, SMS and calls responsive to user attributes and behaviours</li> <li>Early Offer Program (nurturing, support pack and events)</li> <li>Easy to access help, advice, and personalised information via Application Pop Ups, Info Day, and FedUniverse</li> </ul>	<ul style="list-style-type: none"> <li>Automated flow guiding applicants through submission of required documents</li> <li>Waitlist management and nurturing for quota programs</li> <li>Conditional offer management and nurturing to support completion of offer conditions</li> <li>Outbound call campaign targeting unsubmitted applications</li> <li>Applicant interviews to support course selection and offers</li> </ul>	<ul style="list-style-type: none"> <li>Automated, personalised call to accept campaign triggering emails, SMS and calls responsive to user attributes and behaviours</li> <li>eCAF triggered communications ensuring students complete essential paperwork</li> <li>Personalised welcome, scholarship and credit information</li> <li>Automated, personalised call to accept campaign for deferred students</li> <li>Collection of applicant reasons for offer declined</li> </ul>	<ul style="list-style-type: none"> <li>Automated, personalised call to enrol campaign triggering emails, SMS and calls responsive to user attributes and behaviours</li> <li>Uplifted Tier 0 content supporting enrolment and timetabling self-service across enrolment webpages, course structures and AskFed</li> <li>Student Quiz for email hyper-personalisation</li> <li>International enrolment campaign post Confirmation of Enrolment and visa</li> <li>Re-enrolment campaign for continuing students</li> </ul>
Key messages	<ul style="list-style-type: none"> <li>We're invested in outcomes. We're in your communities. We're in it with you. We're breaking down barriers.</li> <li>Explore Fed Universe. Submit your application.</li> </ul>	<ul style="list-style-type: none"> <li>Complete your application. We support your goals and will help you get there.</li> </ul>	<ul style="list-style-type: none"> <li>You've made the right choice with Fed. We're got your back on the practicalities of study.</li> <li>Accept your offer. Complete your eCAFs and paperwork.</li> </ul>	<ul style="list-style-type: none"> <li>You belong at here. We're behind you 100%.</li> <li>Enrol in units. Create your timetable.</li> </ul>
Timely Interventions	<ul style="list-style-type: none"> <li>Change of Preference campaign</li> <li>Support focused, behaviour based sms and call campaign to re-engage</li> <li>Omni-channel and re-targeting automated campaigns through to close of applications with regular target check ins</li> </ul>	<ul style="list-style-type: none"> <li>Outbound calls to unsubmitted applications supported by academics</li> <li>Re-targeted automated campaigns through to close of applications for unsubmitted and incomplete applications, and conditional offers</li> <li>Application Pop-Ups</li> </ul>	<ul style="list-style-type: none"> <li>Welcome calls supported by current students, academics and the Contact Centre</li> <li>Re-targeted, automated campaigns through to close of enrolments for students still to respond</li> <li>Enrolment Pop-Ups</li> </ul>	<ul style="list-style-type: none"> <li>Re-targeted call campaigns and enrolment support by Contact Centre and Peer Mentors</li> <li>Re-targeted, automated campaigns through to close of enrolments for unenrolled students</li> <li>Enrolment Pop-Ups including extra sessions through Orientation Week</li> </ul>

Convenience of location & compatibility with lifestyle are the most important choice drivers for our students.

# Before:



**Federation University**



**Congratulations, you've been offered a place at Federation University! You're now one step closer to your dream career!**

Welcome you to Federation University Australia. We're renowned for our graduate employment success here at Federation University. So your future couldn't be in better hands.

**What are the next steps?**

- **Respond to your offer (essential)**
- Mark 16 October in your Calendar. You'll be able to enrol in your units (subjects) from this date. We'll send you all the details closer to the time.

You won't incur any study fees by accepting your offer today - you're simply letting us know that you intend to study with us so that we can get

# After:



**Federation University** MY STUDENT CENTRE

**Welcome, we're glad you're here!**  
We're in it with you to help you achieve your vision of success.



**As Vice-Chancellor, I'm delighted you're considering joining our fantastic community. Saying yes to Fed is your first step towards an exciting new future.**  
— Professor Duncan Bentley, Vice-Chancellor and President



Join our Institute of Health & Wellbeing, where you'll thrive in a supportive community, gain knowledge, and essential skills.

Our dedicated staff are here to ensure your success by removing barriers.

We take immense pride in our students' achievements. They become community pillars, serving as nurses, paramedics, psychologists, and allied health professionals.



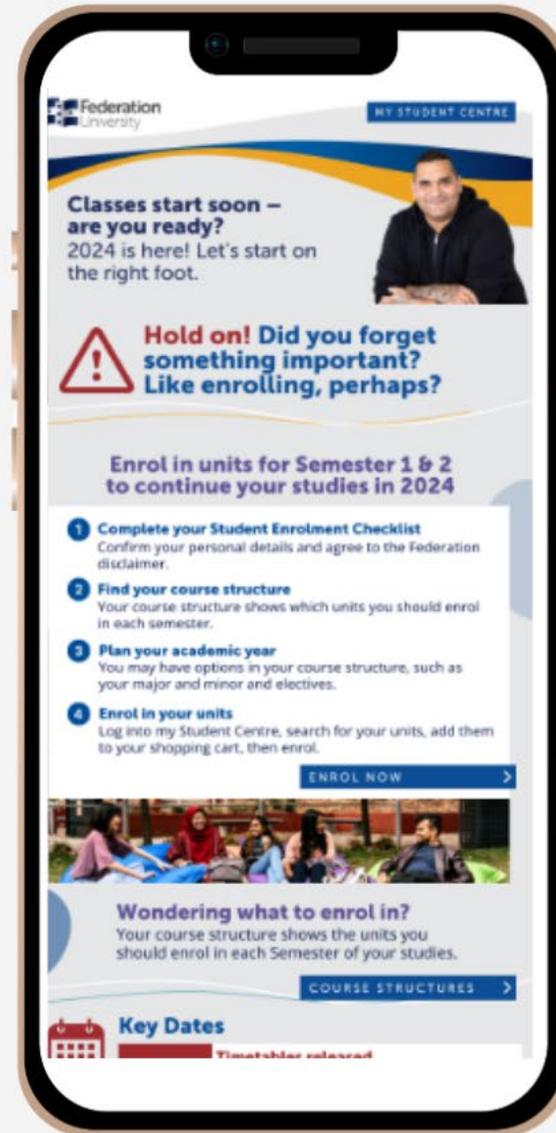
**Only 9 days left!** You have **9 days left** to secure your place before your offer expires!

**The next step is to respond to your offer.**

- Log in to my Student Centre using the Student ID and password on your offer letter.
- Select 'Accept my offer'.
- Choose to accept or decline.

Once you've accepted, you'll be ready to start your enrolment.

**RESPOND NOW**



**Federation University** MY STUDENT CENTRE

**Classes start soon – are you ready?**  
2024 is here! Let's start on the right foot.



**Hold on! Did you forget something important? Like enrolling, perhaps?**

**Enrol in units for Semester 1 & 2 to continue your studies in 2024**

- 1 Complete your Student Enrolment Checklist**  
Confirm your personal details and agree to the Federation disclaimer.
- 2 Find your course structure**  
Your course structure shows which units you should enrol in each semester.
- 3 Plan your academic year**  
You may have options in your course structure, such as your major and minor and electives.
- 4 Enrol in your units**  
Log into my Student Centre, search for your units, add them to your shopping cart, then enrol.

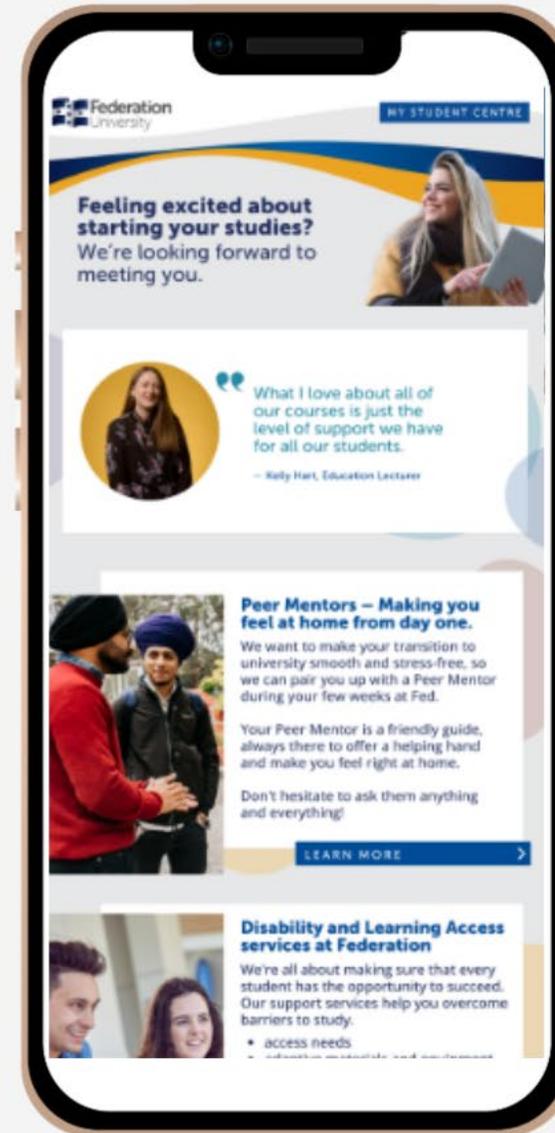
**ENROL NOW**



**Wondering what to enrol in?**  
Your course structure shows the units you should enrol in each Semester of your studies.

**COURSE STRUCTURES**

**Key Dates**  
Timetable released



**Federation University** MY STUDENT CENTRE

**Feeling excited about starting your studies?**  
We're looking forward to meeting you.



**What I love about all of our courses is just the level of support we have for all our students.**  
— Kelly Hall, Education Lecturer



**Peer Mentors – Making you feel at home from day one.**

We want to make your transition to university smooth and stress-free, so we can pair you up with a Peer Mentor during your few weeks at Fed.

Your Peer Mentor is a friendly guide, always there to offer a helping hand and make you feel right at home.

Don't hesitate to ask them anything and everything!

**LEARN MORE**

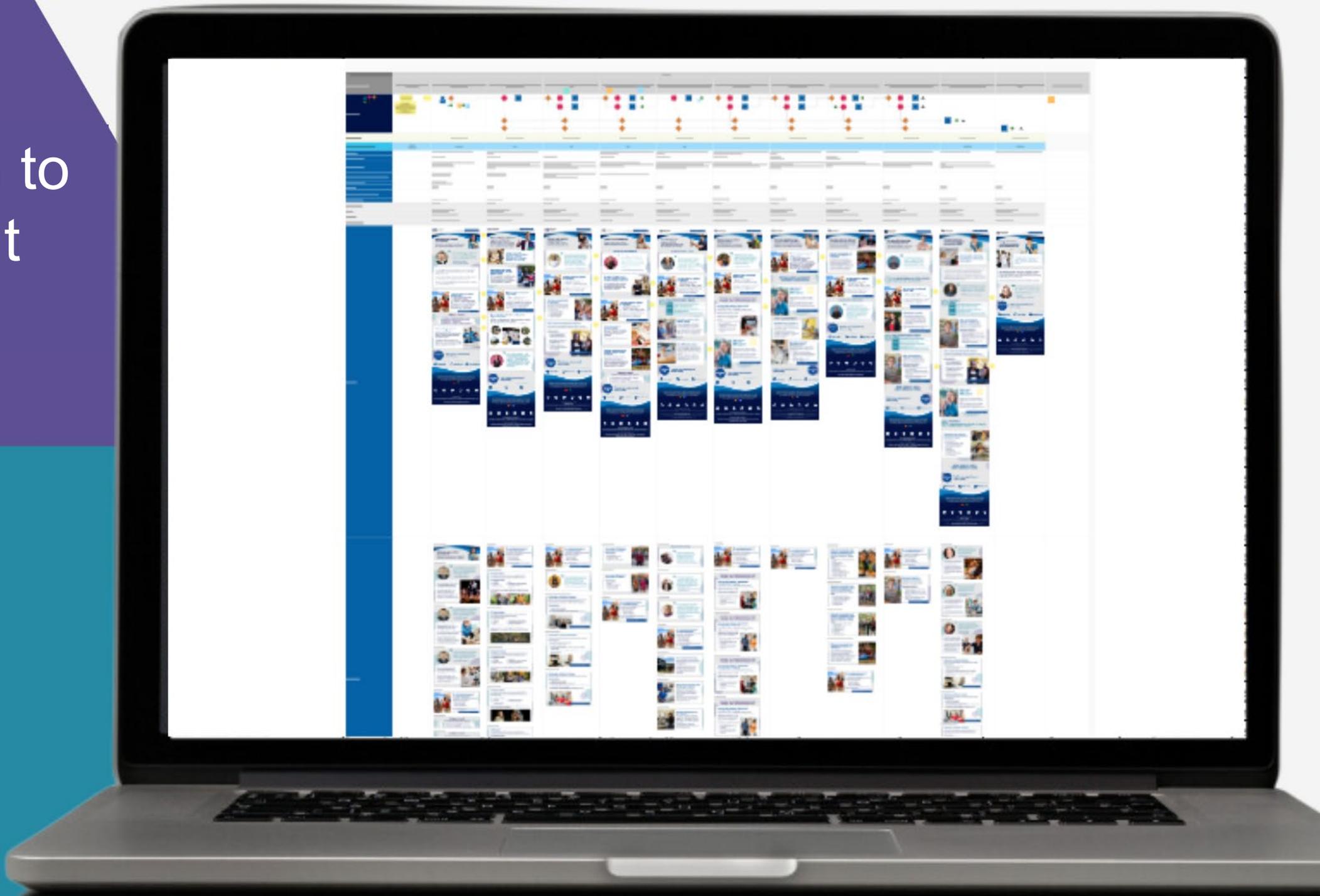
**Disability and Learning Access services at Federation**

We're all about making sure that every student has the opportunity to succeed. Our support services help you overcome barriers to study.

- access needs
- academic assistance and support



# Research to Enrolment



# Our Goal

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# Where we are today

- Accessibility assured
- Personalised and engaging content
- Enhanced email capabilities
- Advanced targeting and automation
- New data sources
- Enhanced marketing efficiency
- Winner: Vice-Chancellors Award for Excellence in Innovation

# Beyond Marketing Automation

- Content Management System
- User-friendly enrolment webpage
- Personalised waitlists & forms
- Outbound call list generation

# Lessons Learnt



- We're stronger together, build a culture of collaboration
- Our communications team have now built specialist skills in data management, student systems and marketing automation.
- This is a complex undertaking, consider the following:
  - Dedicated CRM Marketing Automation Specialist.
  - Dedicated testing resources/capabilities.
  - Dedicated graphic design and copy writing resources.
- Use a well-established and proven Content Management System (CMS).

# Next Steps

- Build out the remaining Moments that Matter Journeys - starting with Advancing Student Life.
- Apply the **Voice of the Student** across all channels/platforms.
- Conduct regular student content audits & focus groups.
- Identify key moments for **Teaching and Learning**.
- Develop an approach for integration across all comms/marketing teams.
- A/B Testing, continuous design, development & improvement.



# Questions

