



Improving Student Communication

Email wasn't an effective form of communication with students a decade ago and is even less so today.

Higher Ed administrators bemoan the fact that students don't read their email yet the primary means by which schools communicate with their students is still email. To meet students where they are is to find them on their mobile phones. Email and social media is no longer considered a basis for a successful campus-wide communication strategy, but only as additional support for a **mobile-first approach with a dedicated app for your school.**



Today's students spend anywhere from
8-10 HOURS
on their phones.

[BAYLOR UNIVERSITY](#)

50%
of students say they
don't always read emails
from their institution.

[BOWLING GREEN STATE UNIVERSITY](#)

Improving Communication with Students

Backed by hundreds of hours of research and gathered from guiding more than 715 customers through the process of digital transformation, below are the top factors that contribute to improved campus-wide communication with students—ultimately improving student success and increasing positive outcomes.



Unified Communication Across Departments

Too often institutions rely on siloed communication strategies and multiple platforms to communicate with students, resulting in frustration, confusion, and stress among everyone on campus. Replacing these spot solutions with campus-wide enterprise technology eliminates silos, and the many challenges to student success they cause.



Systems-Wide Integration

When your campus-wide technology solution integrates with your LMS/SIS/ERP, and CRM, students know exactly where to go for everything they need—from course material, to housing, financial aid, career support, and more. Plus, you eliminate maintenance activities with multiple disparate systems, as well as stress and confusion among students, faculty, and staff.



Personalized, Targeted Communication

Putting different announcements into an email and blasting it out to large groups of students, hoping they will take the time to sort through and find the information that's relevant to them just doesn't work. Instead, invest in a campus-wide mobile platform with features like push notifications, alerts, reminders, notifications, and dynamic audiences that enable you to reach specific students and groups of students with the information they need, when they need it.

What It Looks Like:

Reduced Summer Melt

Keeping students excited and informed over the summer months as they wait to start school can be a challenge. To ease summer melt, Eastern Michigan University introduced the EMU Edge Program, an engagement program offered to new enrolled students in the spring, so they could feel more prepared to start by the fall. As part of the program's orientation activities, students were instructed to sign up for and download EMU's campus app powered by Ready Education. After a few ice breakers, they began building their own digital community and making friends before ever arriving on campus. The same app was their go-to place for all campus resources and information for the following semesters.

Having everything a student needs in one place, on the app, makes it much more succinct and easier to access - students just have to go to one place and then are signposted to everywhere else.

LYDIA BLUNDELL,
Head of Engagement at the Students' Union

What we found was that this summer engagement really improved retention. So, when engaging in the app before the start of the term, 91% of app users were more likely to persist into the second and third semester in our first year student cohort.

CHRISTINE DEACONS,
Former Director of Academic Support Programs

A Truly Seamless Student Experience

Keeping students excited and informed over the summer months as they wait to start school can be a challenge. **Eastern Michigan University** introduced the EMU Edge Program which was offered to certain first year students in the spring so they could feel more prepared to start by the fall. They would be signed up at orientation and with just a few ice breakers, they were soon building their own digital community and making friends before ever arriving on campus. They can keep using that same app each and every semester.

What It Looks Like:

First-Year Experience

The first year is a critical time for students and they often need the most attention from staff. When **McGill University** was struggling to communicate activities, services, and key messages to large numbers of incoming students, they utilized Ready Education's **Campus Wall** feature and targeted push notifications to communicate more successfully with students and make sure they didn't fall behind. With announcements and information on the **Campus Wall**, students were able to find critical orientation and first-year information when they needed it the most.

8 OUT OF 10

students said the app helped them get off to a good start at school

Better Use of Staff Resources

At a time when staff resignation and burnout is at an [all time high throughout higher education](#), it's more important than ever for institutions to invest in technology that can support staff and help them feel more connected to their roles every day.

Denison University was able to streamline some of their operations down to one single process. Making administrative processes like reserving rooms or financial requests simple so staff has time to focus on more important initiatives is key in keeping your campus happy and growing.

ONE DASHBOARD

for their staff to use.

Budget Requests

150+ EXCEL WORKBOOKS → 1 PROCESS

Hub Room Reservations

13 OPTIONS → 1 PROCESS

What It Looks Like:

Better Allocation of University Resources

With data and analytics reporting at your fingertips, it becomes easy to see how the budget is and isn't being appropriately allocated, and then take concrete action to improve offerings and make sure they are truly aligned with students' needs.

When **Eastern Michigan University** noticed students weren't using available resources like the tutoring center they looked to the data for answers. They were able to identify peak hours and moved the tutoring hours. The result? An increase in the number of students using the tutoring resources available to them. A win for students, and a win for university resources.

“The engagement data from the app showed us that no one was looking for tutoring before noon, so we moved all those hours to the afternoon or evening.

TRACEY SONNTAG,
*Associate Director,
Holman Success Center*

Behavioral Data that Supports Student Success

With integrated systems, you can use engagement data from a variety of actions by students to pinpoint if they become at-risk. **Eastern Michigan University** wanted to use event attendance as their method of predicting student success. They were able to use the platform to provide real-time student engagement metrics to administrators to make assessment and outreach easy to complete. With a 90% feedback rate, they were also able to make events and services better so that students are supported and heard.

Usage of the app ranked in the
TOP 5 PREDICTORS
of At-Risk Student Persistence

We hope these examples have helped you better understand how improving the communication on your campus can have a **positive long-term impact** on your faculty, students, and institution at large. Using the right technology can work for you and your institutional goals year-round, helping improve faculty morale, save time and budget, increase student engagement and university resource utilization, and help students build the kinds of deeper connections crucial to their success. You can find more information by visiting us at:

readyeducation.com

Ready Education empowers institutions worldwide to build and engage their campus community, improving communications and experiences that increase retention and drive student success.

 **READY Education**

Find out more at:
readyeducation.com

Contact us at: **1 (877) 588-7508**
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