



IBM Exceptional Student Experience

A pillar of the IBM Smarter Education Framework

Highlights:

- Education institutions need to attract the right quality and quantity of students and keep them for as long as possible: from applicant to alumni
 - IBM's Exceptional Student Experience allows and encourages institutions to be interconnected and intelligent when interacting with and caring for its students
 - Institutions need to proactively manage the machinery of profiling, attracting and retaining students
 - Students are currently working and living through social media and expect institutions to embrace this way of working, rather than trying to change it
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Our education sector faces significant challenges

The global recession, increasing pressure on government budgets and a rise in tuition fees has all resulted in the need for education to become more efficient and provide a better quality service in order to remain competitive.

Education institutions need to attract the right quality and quantity of students and ensure they build loyalty and participation, keeping them for their entire learner journey. This can be achieved by delivering a personalised engagement from the application process, throughout their student life, and then maturity into the next generation of establishment alumni.

Students expect not only greater value from their investment but demand up-to-date collaboration, a greater diversity of provision and more variety in modes of learning including mobile access to applications, social communities for knowledge sharing, online profiling, and dynamic learning environments.

Combined, this can improve teaching, assessment, feedback and student preparation for the world of work. It can also, ultimately, deliver an exceptional student experience.

How can institutions create this exceptional student experience?

Institutions need to proactively manage the machinery of profiling, attracting and retaining students. By consolidating different elements of data from various sources, and by gaining insight from it, messages can be better targeted, problems can be predicted early and intervention plans developed. This enables a holistic view of every single student and contributes to a personalised learning experience.

IBM's Student Relationship Management is designed to help institutions create a smarter student experience and to ensure a fluid, step-change in student management. It can also predict, with confidence, a student's potential for failure or success. This enables proactive support to the learner and empowers the organisation to reduce attrition, focus resources and save time and money.



By analysing Facebook and social media, Seton Hall University increased conversion of new students in admissions by up to 18 percent, resulting in an additional \$29m in revenue, an increase of up to 25 percent in tuition deposits and improved agility in marketing and enrolment forecasts.¹

Hamilton County Schools achieved the best ‘No Child Left Behind’ results in its history, reducing its annual dropout rate by up to 25 percent and seeing up to eight percent increase in success rates.²

What do students want from their education establishment?

Today, students are already immersed and living through social media, remote connections and locations, and are adept at using various applications and sites to create a joined up lifestyle experience. They don’t want to – and nor should they have to – change. They therefore naturally expect institutions to have already embraced this way of working.

IBM’s Classroom in the Cloud can vastly improve the student experience by bringing together social collaboration tools in one place and with a consistent look and feel, can be accessed and used globally and in real-time.

Students can gain a technologically immersive and engaging learning experience, while the institution can gain exponential scalability of its resources and brand to a global market, opening significant opportunities for new learner groups, industry integration and international collaborative partnerships.

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Student Relationship Management and Classroom in the Cloud form the Exceptional Student Experience Pillar from the IBM Smarter Educational Framework. Together they help provide an exceptional student experience, each responding to and supporting the development and success of the other. They can enable institutions to adopt a smarter way of working and maximise the use of emerging technologies to interact and care for students, and enhance and support the future demands of learning within the UK.

Why IBM?

Having a global partner like IBM can bring significant benefits as they tap into its global reach and 100 years of experience in making the world work better through the use of technology. With a depth of knowledge and experience in real-world education and government projects, and offering a range of services, IBM is committed to creative research collaboration with education communities worldwide, and lifelong learning and alignment to economic development and education goals.



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1. IBM case study “Seton Hall University: Social media marketing analytics helps engage incoming prospects and increase enrollment yield”, June 2011
2. IBM case study “Hamilton County Department of Education: Improving student performance and school effectiveness with predictive analytics”, May 2010



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