ACU
AUSTRALIAN CATHOLIC UNIVERSITY

User Experience Program
Student Content and Communications next steps

March 2020

Project context:

Information is inconsistent or inadequate across channels

Project numbers: *Who we spoke to*

Students:

120 Students during the Student Journey Mapping project

33 Students, across campuses, faculties. Including international students, Aboriginal and Torres Strait Islander students, online and on-campus, undergraduate and postgraduate.

Staff:

42 Staff members from across ACU (most people were engaged twice)

- OSS
- Student Engagement and Services
- Academic Skills
- Library
- First Peoples
- Learning and Teaching Centre
- Campus Ministry

- International students
- Pathways
- Student Administration
- CRM
- MER
- Academic representatives from all 4 Faculties

Our ideal online experience is a supermarket...

- One-stop-shop
- Easy to navigate
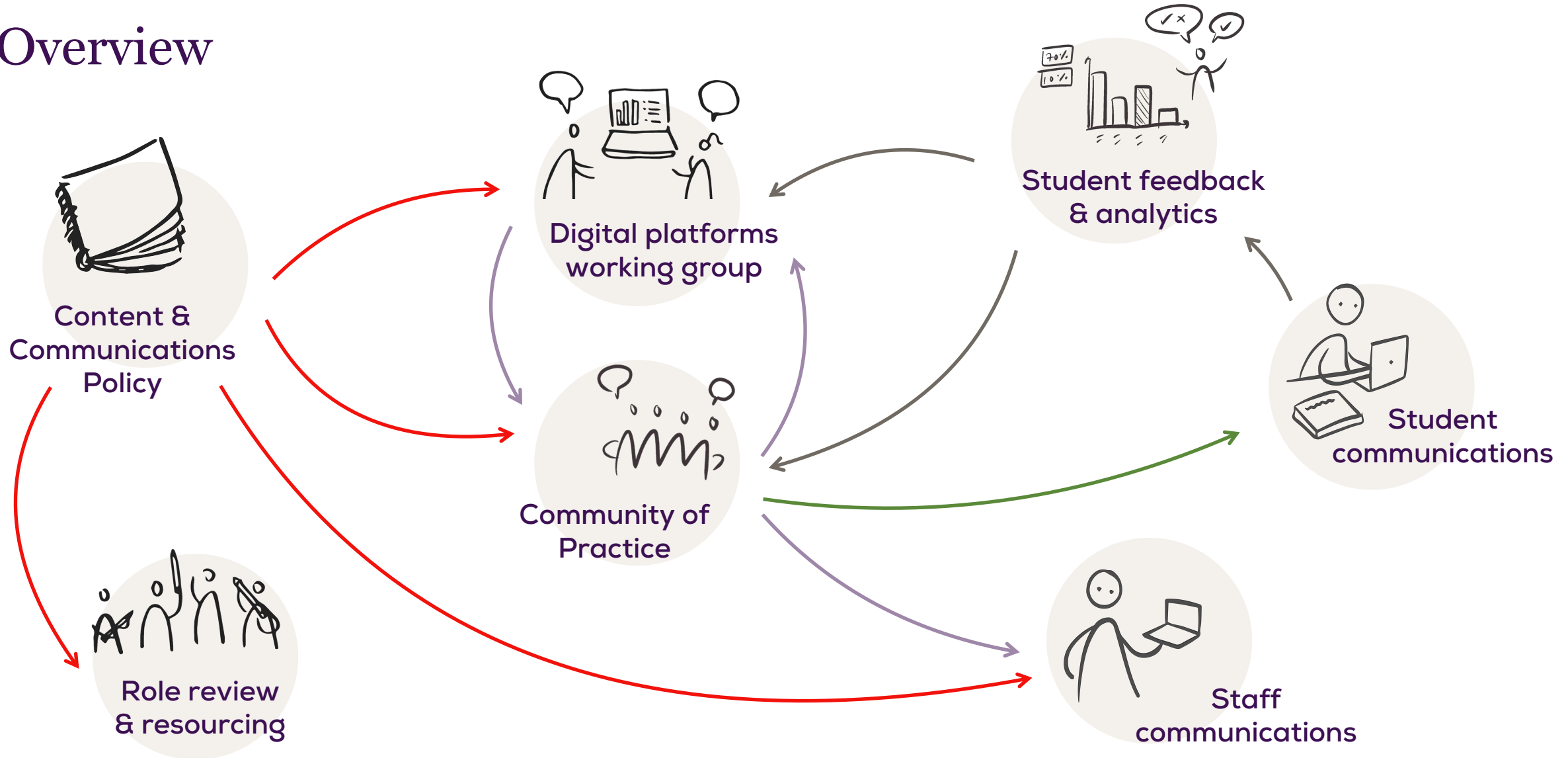- Consistency and quality
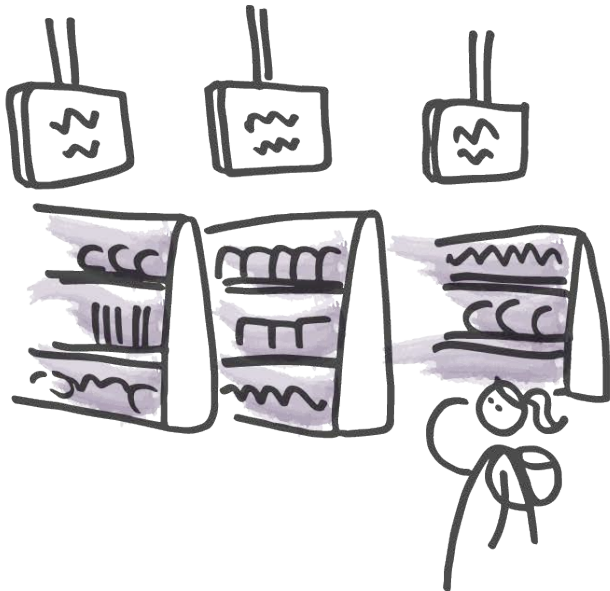
... but right now we've got a market bazaar

- Lots of places to navigate
- Everyone is shouting for attention
- Duplication and inconsistencies

Key initiatives & next steps

Overview

Content & Communications Policy
Clarity and an agreed way of working

An endorsed policy outlining online platform use and student communication requirements, setting the direction for ongoing initiatives and giving clarity to communications decisions.

What is this likely to include?

- Content ownership guidelines
- Email guidelines
- Platform guidelines

First steps

- Technical review of platform functionality to inform guidelines
- **Review of microsites**

Community of Practice
Establishing new ways of working

A Community of Practice (CoP) to bring collaborative ways of working to student-facing content and communications.

Supported by staff training, resources and collaborative tools, the CoP will start out as a pilot group, to test new ways of working, before expanding to become a university-wide initiative.

What is this likely to include?

- Content & communications training for selected staff
- Shared calendar
- CoP meetings
- Resources on Service Central

First steps

- Establish a pilot group to test the CoP model, leveraging existing shared calendars

Digital platforms working group
Ongoing improvement to create an effective online environment

A working group to create more visibility and collaboration between key decision makers of student-facing platforms, including the Student Portal, ACU Life, UniHub, LEO and Student Connect, as well as technical teams who maintain and develop the platforms.

As a technical counterpoint to the Community of Practice, the Digital platform working group will prioritise and deliver ongoing uplift to platforms based on the needs of the CoP and students.

What is this likely to include?

- Student Portal uplift
- LEO UX governance
- Ongoing collaboration between custodians of different platforms and the CoP

First steps

- Student Portal Information Architecture uplift **has been** implemented
- Improved Site Core search functionality project is underway
- Establishing a cross-platform working group to review other uplift recommendations

Student feedback and analytics
Providing a clearer understanding of the student experience

Creating feedback loops that can inform the Community of Practice and Digital platform working group.

Employing a qualitative and quantitative approach by looking at both analytics and the conversations that student-facing support teams such as AskACU are having with students, as well as inviting students to provide feedback.

What is this likely to include?

- **More opportunities for students to provide feedback**

- Student portal analytics reports

- Updates to CoP from student-facing staff about enquiries

First steps

- Monthly report of common student portal analytics produced and shared

- Engage with AskACU to see if there is a way to share the most common student enquiries each month

Staff communications
Continuing the conversation and engagement

Regular updates from the Community of Practice about upcoming student-facing communications, as well as ongoing platform uplift.

What is this likely to include?

- Regular updates about student communications

- Platform working group updates

- Opportunities to provide feedback about platforms via Comms Champions and the CoP

First steps

- An update about the current Student Portal Information Architecture uplift project and planned portal uplift initiatives.

Student communications
Helping students to navigate and encouraging discovery

Key changes to the way we communicate with students that will help them understand and navigate the online environment more easily and encourage discovery of opportunities and services beyond essential information.

What is this likely to include?

- Campus-specific email bulletins to encourage discovery

- Platform guides explaining the purpose of different platforms

- Review of commencing student onboarding experience to create more clarity for new students

First steps

- Development of a platform guide, in simple (email / PDF) format
- **Role realignment to increase capacity for more campus-specific bulletins**

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Role review and resourcing
Creating efficiencies to support new initiatives

Informed by the Content and Communications Policy and key initiatives, a review of roles and responsibilities will look at ways to free up capacity to be able to drive new initiatives, and ensure that responsibilities align with people's skillsets.

What is this likely to include?

- Review of portal publishing workflow and roles

- Planning for how to manage and facilitate the CoP

- Planning for Comms Champions roles within CoP pilot group

First steps

- Review of portal publishing workflow and roles

Indicative timing

Key initiatives and indicative timing

Recommendation #1 - How we work together: Content and Communications Community of Practice	A holistic content and communications operating model that aims to decentralise and upskill staff in communications skills, while facilitating collaboration and transparency across teams.	Indicative timing
Initiative #1: Content and Communications Policy	Clarity and an agreed way of working.	Draft Mid May
Initiative #2: Community of Practice	Establishing new ways of working.	Pilot commencing Mid May
Initiative #5: Staff communications	Continuing the conversation and engagement.	Ongoing
Initiative #6: Student communications	Helping students to navigate and encouraging discovery.	August
Initiative #7: Role review and resourcing	Creating efficiencies to support new initiatives	Ongoing

Recommendation #2 - How we publish content: Platform ecosystem	A model for how current ACU platforms can work together to create a more easily navigable online experience for students, with recommendations for platform uplift and governance.	Indicative timing
Initiative #1: Content and Communications Policy	Clarity and an agreed way of working.	Draft Mid May
Initiative #3: Digital platforms working group	Ongoing improvement to create an effective online environment.	June
Initiative #4: Student feedback and analytics	Providing a clearer understanding of the student experience.	July
Initiative #6: Student communications	Helping students to navigate and encouraging discovery.	August
Initiative #7: Role review and resourcing	Creating efficiencies to support new initiatives	Ongoing

Recommendation #3 - How we communicate: Email guidelines	Guidelines for how different categories of information should be sent to students, based on how students prioritise and use different types of information.	Indicative timing
Initiative #1: Content and Communications Policy	Clarity and an agreed way of working.	Draft Mid May
Initiative #4: Student feedback and analytics	Providing a clearer understanding of the student experience.	July
Initiative #6: Student communications	Helping students to navigate and encouraging discovery.	August
Initiative #7: Role review and resourcing	Creating efficiencies to support new initiatives	Ongoing

Questions?