

THE DIGITAL DIVIDE MORE THAN AN UPGRADE FOR UNIVERSITIES

VIDEO TRANSCRIPT

60% of university administrators think they deliver an innovative digital experience

Yet only 13% of students agree...

Meet Ben and Nisha.

They study at different universities. Both institutions are forward-thinking and want to deploy new technology to improve the student experience.

Cloud, IoT, AI, Virtual Reality

Ben's university moves fast to embrace new technology – creating a big buzz on campus.

But Nisha's university takes a more strategic approach. They engage the whole community to determine what technology will best benefit students and improve the campus. They also consider core data requirements before integrating new technology in a shared digital ecosystem.

Data collection, security, storage, analysis, etc

So what does this mean for Ben and Nisha?

Scenario 1

Ben's university regularly asks him to update his records. This data fulfils basic administrative needs and is then stored in various databases for future use.

Nisha's data is constantly captured via her university's digital ecosystem. So they can anticipate her real-time needs and offer better choices – course options, career counseling, living and dining – all helping to improve her student experience.

Scenario 2

When Ben registers for his classes, he uses different systems to choose, register and pay. He later discovers that he has registered for the wrong one, and is missing a key pre-requisite for another. He must re-do the whole process and may not get the classes he needs to stay on track to graduate on time.

With a common platform, Nisha's university enables her to easily browse, register and pay for classes. It learns her preferences and schedule, making it all fast, simple and convenient.



Only 52% of U.S. universities believe that students play a critical role in their digital integration strategy.

Scenario 3

Ben wants a summer internship, but doesn't know where to begin. He searches endlessly online and his alumni network database to try to find opportunities.

Nisha's university, on the other hand, sends her a personalized list of internships, curated from data collected from her experience so far. She lands a great role in her ideal location, and has her university to thank for it.

81% of U.S. students and faculty expect their campus to be digital trailblazers.

Ben and Nisha's universities both actively use new technology. And both say they offer an innovative digital experience. But only one truly does.

Do you?

The only way to know for sure,

is to ask Nisha.

#digitalstudent