



Designing Education Experiences That Deliver

A Campus Leadership Guide

Poll Question

What is your role?

1. Academic/Student Experience
2. Administration (President/Provost/Dean)
3. Faculty/Instructor/Researcher
4. IT/Data Analyst
5. Other (consultant/vendor)

Our Speakers



Joshua Sine //
VP Education Strategy
Qualtrics



Christina Baum //
CIO
Utah Valley University



Jason Hill //
Dir. of Learning Technology
Utah Valley University



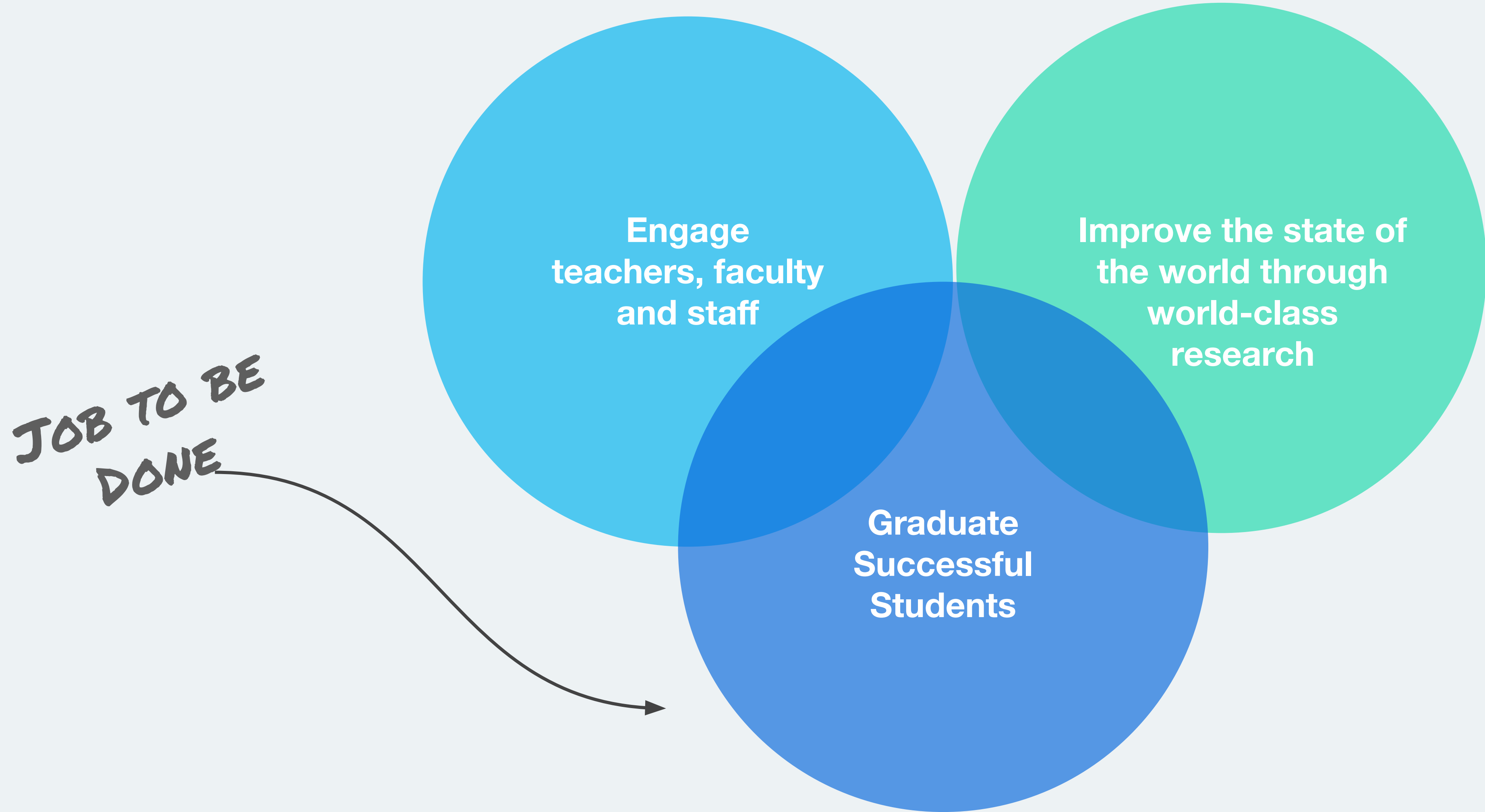
Eric Humphrey //
University Registrar
Utah Valley University

Poll Question

What are you hoping to learn today?

1. How to get buy-in for student sentiment analysis
2. Strategies for accelerating student retention
3. Techniques for capturing and improving the student experiences that drive retention
4. Strategies to fill the enrollment pipeline and reduce attrition
5. Tips for reducing faculty workload through automation

Supporting the Mission of Education



A Wave of Change

40%

of undergraduate enrollment is
18-20 year olds

70%

institutions could improve in
listening to and acting on
feedback

43%

of education employees feel
emotionally drained and at
increased risk of burnout

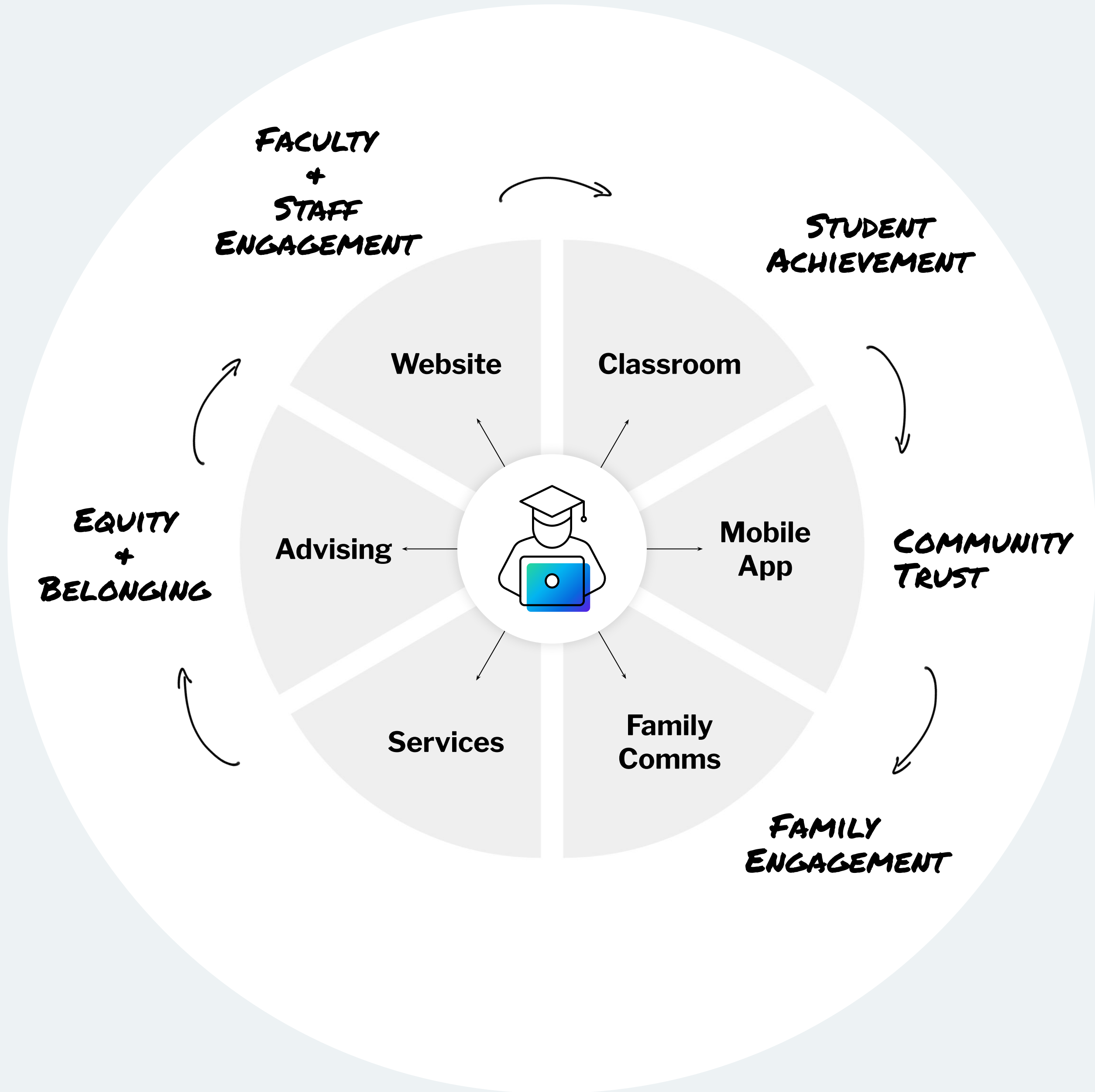


The rise of the CXO

Everything to do with academics is under the provost, and everything else that is student-facing is under the CXO.”

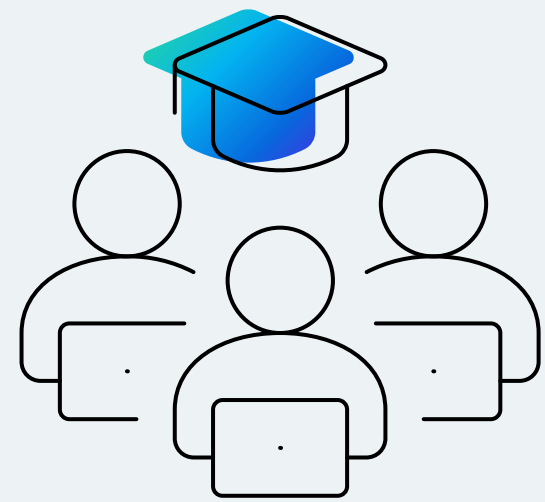
JUDY D. OLIAN,
PRESIDENT



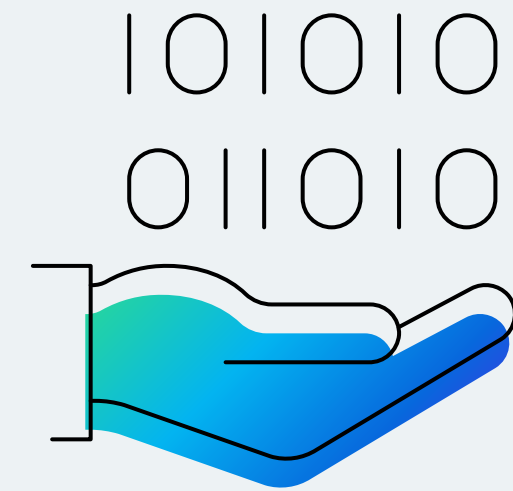


**Connecting
human experiences
drives holistic,
human outcomes**

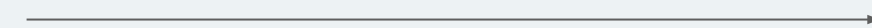
Blueprint for Transforming Education Through XM



Creating a frictionless student experience



Establishing a culture of data empowerment



Building strategies for personalized feedback at scale

Institution-wide experience management, at scale



Improving the entire student lifecycle across application enrollment and well-being



UNIVERSITY
OF MINNESOTA

Experience management to increase overall sense of belonging



JOHNS HOPKINS
UNIVERSITY

Enhancing student experiences across nine campuses & launched university-wide student support operation & call center.

NATIONAL
UNIVERSITY

Conversational analytics to address the needs of students

Designing Education Experiences That Deliver at UVU



Listen, understand and act

Enhancing student experiences

Automation to scale impact

Proactive student support

Real-time engagement

Our Speakers



Christina Baum //
CIO
Utah Valley University



Jason Hill //
Dir. of Learning Technology
Utah Valley University



Eric Humphrey //
University Registrar
Utah Valley University

Utah Valley University is a Changemaker

43K+

Students

81%

of students work while taking
classes

38%

of graduates are first generation

Largest public university in the state of Utah



*Welcome
to Class!*



Scan a QR Code on the wall to
indicate where you are sitting.



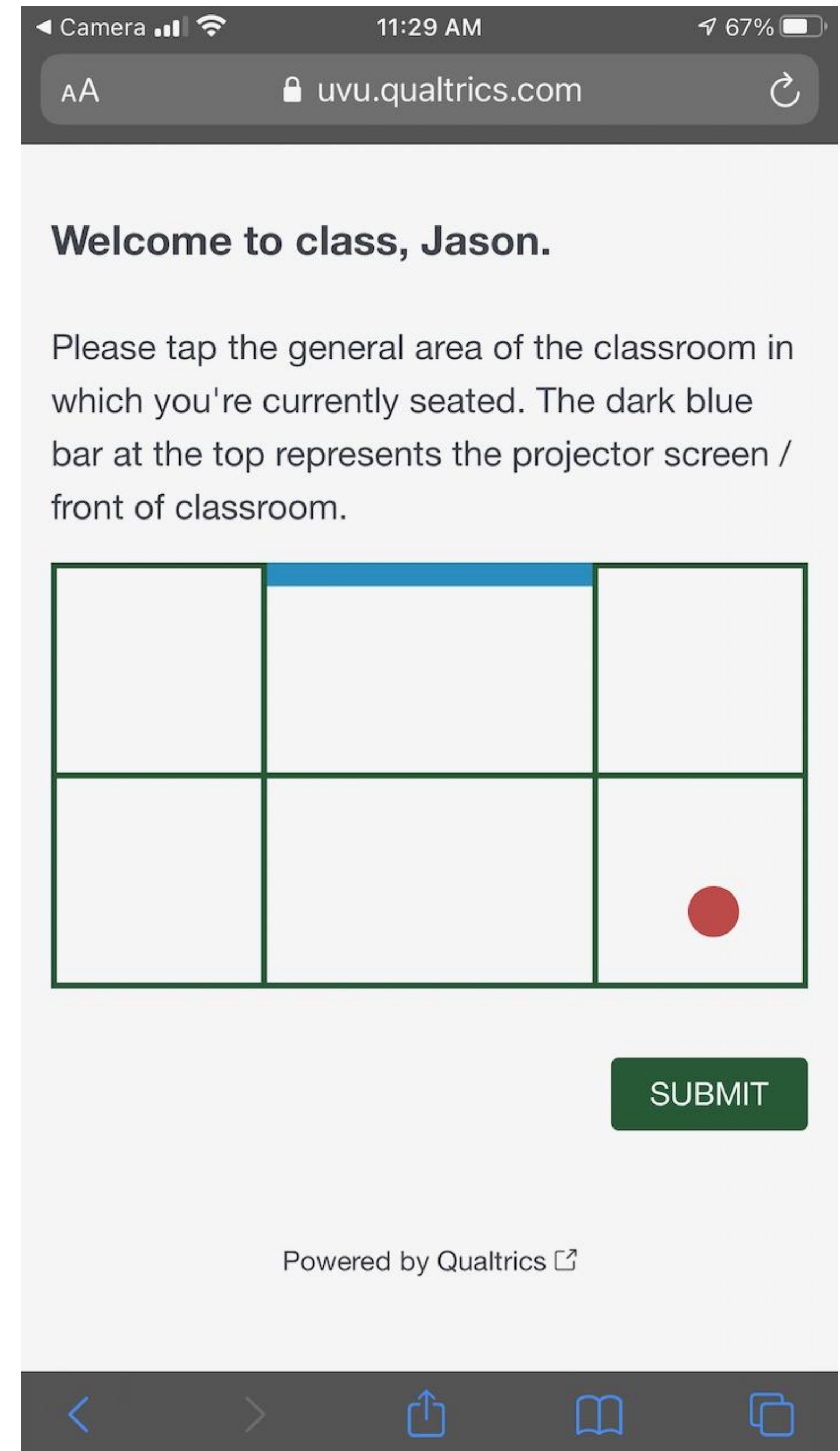
Welcome to class!

Please scan the QR
code or visit the URL
to check into class.



<https://at.uvu.edu/BA-202>

- Students sign-in using SSO after Scanning QR code
- We know who each student is, which class they're in, and who their instructor is
- Students see a very basic map of the classroom and are prompted to tap where they're seated.



Does This Restroom Need Attention?

Scan the QR Code to
Request Maintenance
& Custodial Services.



[https://uvu.qualtrics.com/jfe/form/SV_3DbJNplxLGbbGMI?
Building=CB&RestroomID=105&Type=Womens](https://uvu.qualtrics.com/jfe/form/SV_3DbJNplxLGbbGMI?Building=CB&RestroomID=105&Type=Womens)

ED Set Embedded Data:

Type Value will be set from Panel or URL. [Set a Value Now](#)

RestroomID Value will be set from Panel or URL. [Set a Value Now](#)

Building Value will be set from Panel or URL. [Set a Value Now](#)

Then Branch If:

If **DescriptionID** Is Equal to **CB105** [Edit Condition](#)

[Move](#) [Duplicate](#) [Options](#) [Collapse](#) [Delete](#)

ED Set Embedded Data:

Description = **Clarke Building - 1st Level Women's Restroom East Side**

[Add a New Field](#)

[Add Below](#) [Move](#) [Duplicate](#) [Add From Contacts](#) [Options](#) [Delete](#)

10:05

Camera

93



Clarke Building - 1st Level Women's Restroom East Side

Thanks for letting us know there is a problem. Which component of the restroom needs attention?

Lighting

Sink

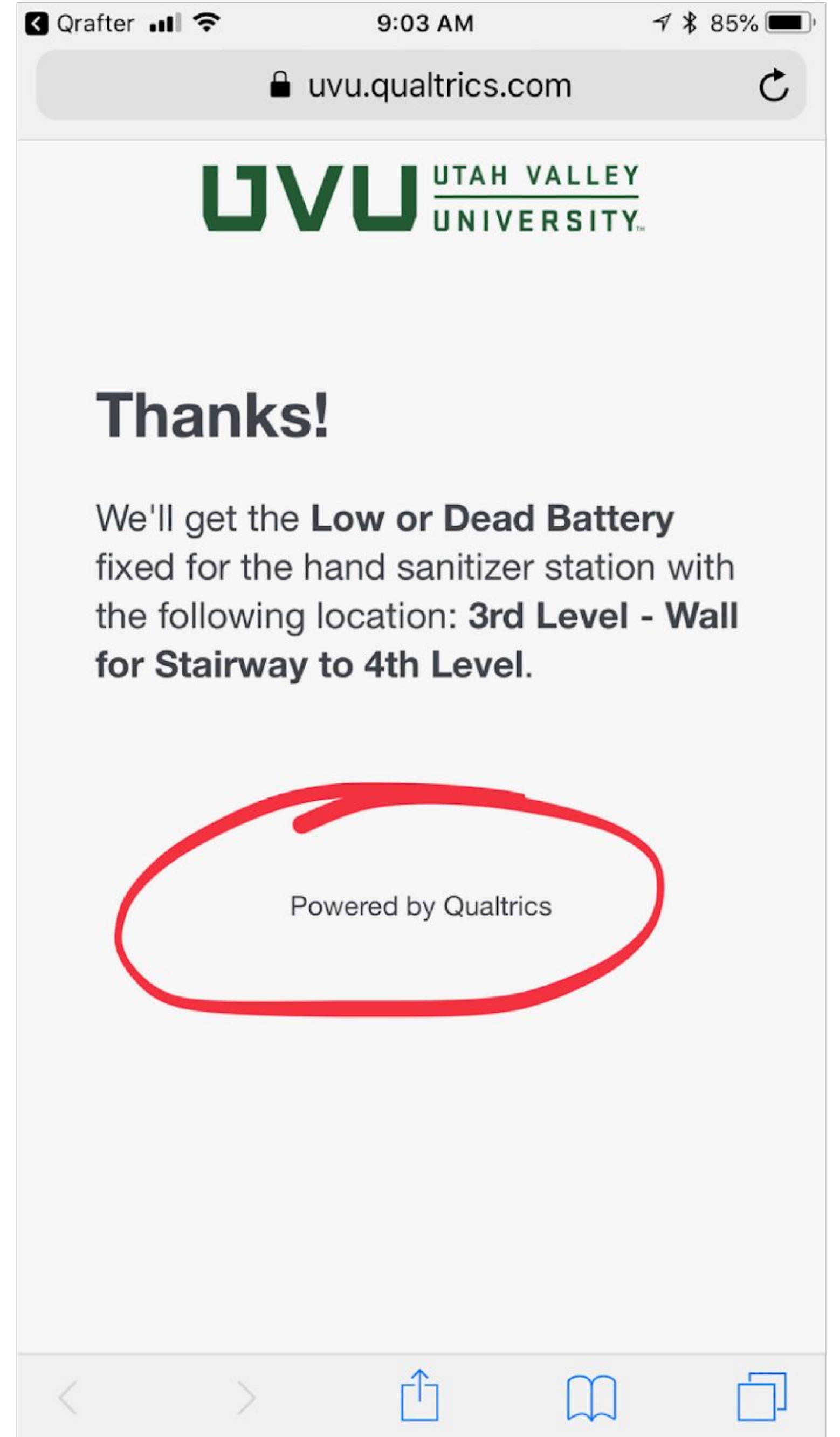
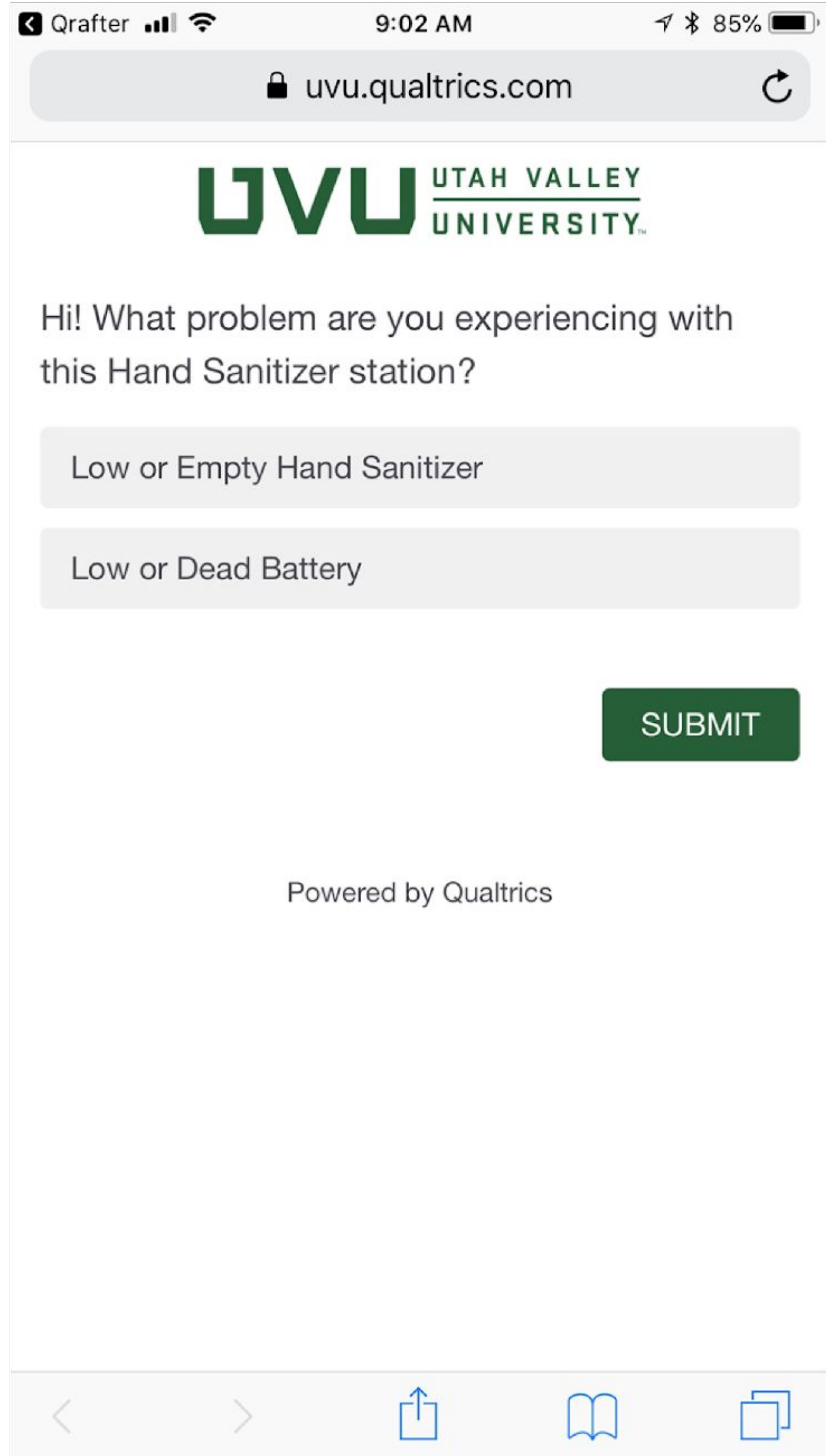
Paper Products

Toilet

Other

NEXT

Powered by Qualtrics



Published Courses (5)

- Examity Setup**
Examity Setup
- MGMT-4860-601 | 2023 Spring - ...**
MGMT 4860 601 | 2023 Spr...
2023 Spring - Full Term
- MGMT-4860-WSB-Senior-Exam**
MGMT-4860-WSB-Senior-E...
Ongoing
- Sandbox-10267176_Hill_JA**
Sandbox-10267176_Hill_JA
Ongoing
- Instructional Practice**
Instructional Practice
Ongoing

Unpublished Courses (1)

- Publish**
Swift by Apple
Swift by Apple
Ongoing

Qualtrics Website / App Feedback slider on the Canvas dashboard allowed students and faculty to access valuable tools to support our pandemic response efforts.

To Do

- 23 Grade Discuss - Class Discussion 01: Worst Company Disasters
MGMT 4860 601 | 2023 Spring - Full Term
10 points • Jan 15 at 11:59pm
- 9 Grade Discuss - Class Discussion 02: Did You Know?
MGMT 4860 601 | 2023 Spring - Full Term
10 points • Jan 29 at 11:59pm

Coming Up

View Calendar

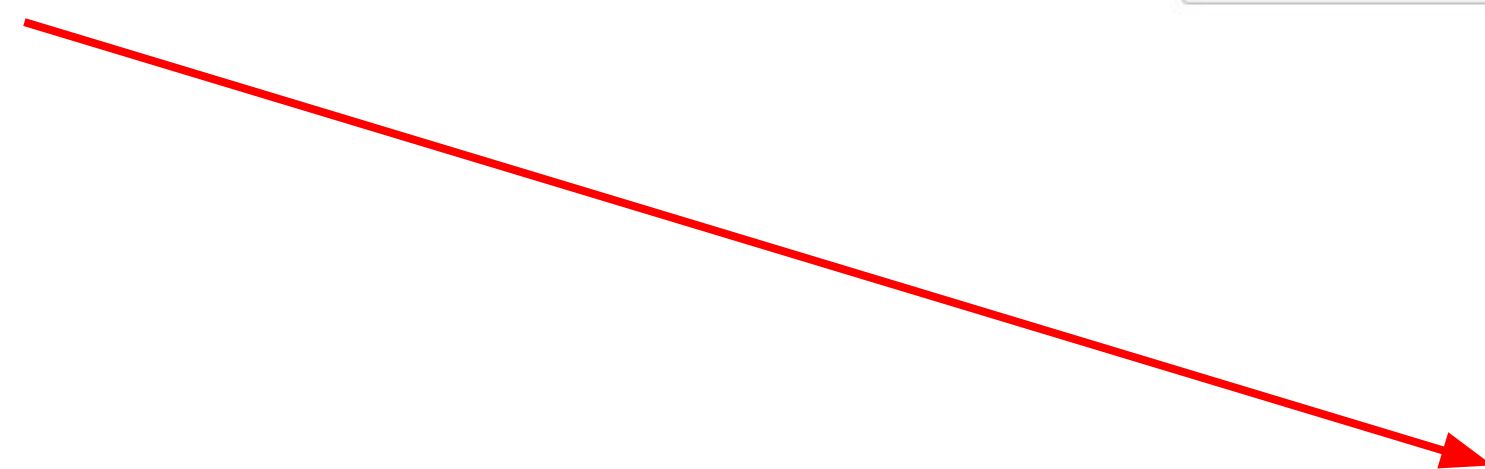
- Extra Credit Dress Rehearsal (Examity)
Examity Setup
1 point • Jan 28 at 11:59pm
- Assess - Chapter 02 Quiz (Remotely Proctored)
MGMT 4860 601 | 2023 Spring - Full Term
7 points • Jan 29 at 11:59pm
- Discuss - Class Discussion 02: Did You Know?
MGMT 4860 601 | 2023 Spring - Full Term
10 points • Jan 29 at 11:59pm

4 more in the next week ...

Recent Feedback

Nothing for now

- Start a New Course
- View Grades



Are you sick?

Published Courses (5)

Examiy Setup
Examiy Setup

MGMT-4860-601 | 2023 Spring - ...
MGMT 4860 601 | 2023 Spr...
2023 Spring - Full Term

MGMT-4860-WSB-Senior-Exam
MGMT-4860-WSB-Senior-E...
Ongoing

Sandbox-10267176_Hill_JA
Sandbox-10267176_Hill_JA
Ongoing

Instructional Practice
Instructional Practice
Ongoing

Unpublished Courses (1)

Publish
⋮

Swift by Apple
Swift by Apple
Ongoing

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To Do

- 23
✕

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10 points • Jan 29 at 11:59pm

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Recent Feedback

Nothing for now

- Start a New Course
- View Grades

Are you sick?

[COVID-19 Self Reporting](#)

[COVID-19 Campus Testing](#)

[Vaccine Self Reporting](#)

✕

- Account
- Admin
- Dashboard
- Courses
- Calendar
- Inbox
- History
- Commons
- Live Help

- 2023 Spring - Block 1 First 7 1...
- Home
- Microsoft Teams classes
- Announcements
- Attendance
- Assignments
- Discussions
- Grades
- People
- Pages
- Files
- Syllabus
- Outcomes
- Rubrics
- Quizzes
- Modules
- BigBlueButton
- Collaborations
- Chat
- My Media
- Class Notebook
- Course Media
- Google Drive
- LockDown Browser
- New Analytics
- Adobe Creative Cloud
- Folio
- Library Resources
- TidyUP
- Microsoft OneDrive
- Civitas - Early Alert
- Settings

[Collapse All](#) [View Progress](#) [+ Module](#) [⋮](#)

⋮	▼ Syllabus	✓ + ⋮
⋮	📄 Syllabus	✓ ⋮
⋮	▼ Week 1 Labs	✓ + ⋮
⋮	📄 Week 1 Overview	✓ ⋮
⋮	🚀 Lab 1-1 10 pts	✓ ⋮
⋮	🚀 Lab 2-1 10 pts	✓ ⋮
⋮	🚀 Lab 3-1 10 pts	✓ ⋮
⋮	🚀 Lab 4-1 10 pts	✓ ⋮
⋮	🚀 Lab 5-1 10 pts	✓ ⋮
⋮	🚀 Lab 6-1 10 pts	✓ ⋮
⋮	📄 Lab 7-1 40 pts	✓ ⋮
⋮	▼ Week 2 Labs (John Update)	✓ + ⋮
⋮	📄 Week 2 Overview	✓ ⋮
⋮	📄 Lab 1-2 0 pts	✓ ⋮
⋮	📄 Lab 2-2 0 pts	✓ ⋮
⋮	📄 Lab 3-2 0 pts	✓ ⋮

- Import Existing Content
- Import from Commons
- Choose Home Page
- View Course Stream
- New Announcement
- New Analytics
- Coming Up [View Calendar](#)
- Nothing for the next week

Qualtrics Website / App Feedback enables us to deliver targeted information to the right audience at the right time in places with the most impact in Canvas



2023 Spring - Full Term

- Course Details
- Sections
- Navigation
- Apps
- Feature Options
- Integrations

- Home
- Course Materials
- Microsoft Teams classes
- Wiley Course Resources
- Adobe Creative Cloud
- Microsoft OneDrive
- Course Media
- My Media
- Announcements
- Modules
- Grades
- People
- Secure Exam Proctor (Proctorio)
- Policies and Success Strategies
- Rubrics
- Discussions
- BigBlueButton
- Collaborations
- Assignments
- Quizzes
- Pages
- Files
- Outcomes
- Syllabus

Course Details

Course is Published



Image:

Name: MGMT-4860-601 | 2023 Spring - Full Term

Course Code: MGMT 4860 601 | 2023 Spring - Full Term

Blueprint Course: Enable course as a Blueprint Course
Course Template: Enable course as a Course Template

Time Zone: Mountain Time (US & Canada) (-07:00/-06:00)

SIS ID: MGMT-4860-29453.202320-1

Subaccount: Strategic Management & Operations

Term: 2023 Spring - Full Term

Participation: Term

Course participation is limited to **term** start and end dates.

Start

Jan 9, 2023 12:00am

Local: Jan 9, 2023 12:00am

Course: Jan 9, 2023 12:00am

End

May 4, 2023 12:00am

Local: May 4, 2023 12:00am

Course: May 4, 2023 12:00am

- Restrict students from viewing course before term start date
- Restrict students from viewing course after term end date

Default due time: Account default (11:59pm)

This influences the user interface for setting due dates. It does not change the time due for any existing assignments.

Share to Commons

Course Statistics

Course Calendar

Conclude this Course

Delete this Course

Copy this Course

Import Course Content

Export Course Content

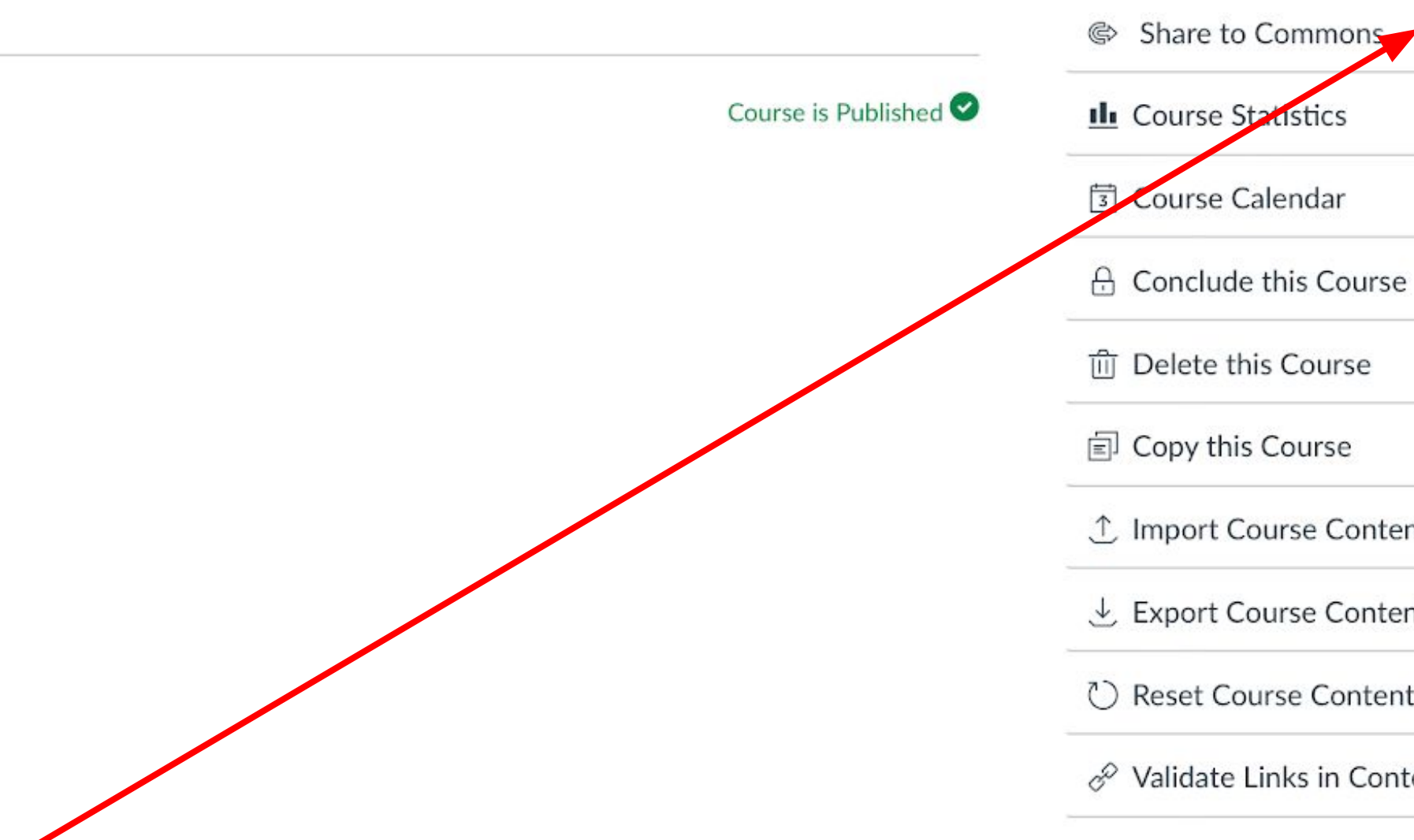
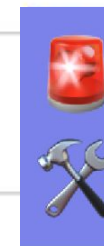
Reset Course Content

Validate Links in Content

Current Users

Students:	26
Teachers:	1
Dept. Chair:	None
Faculty Mentor:	None
Teacher+:	None
Future Instructor:	None
Internship Coord.:	None
Peer Review:	None
Course Assessor:	None
TAs:	None
IA:	None
Facilitator:	None
SCOT:	None
SI Leader:	None
Instructor Colleague:	None
POST:	None
UVU Mentor:	None

Tooltips powered by Qualtrics Website / App Feedback only appear in designated areas of each course.



2023 Spring - Full Term

Course Details Sections Navigation Apps Feature Options Integrations

- Home
- Course Materials
- Microsoft Teams classes
- Wiley Course Resources
- Adobe Creative Cloud
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Settings

Course Details

Image:

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Restrict students from viewing course before term start date

Restrict students from viewing course after term end date

Default due time: Account default (11:59pm)



Set Up Your Team in Microsoft Teams for this Course

Course Details Sections Navigation Apps Feature Previews Integrations

Integrations

Feature	State
<input checked="" type="checkbox"/> Microsoft Sync	

Sync and Provision Microsoft Teams with your Canvas Course
Note: Syncing is triggered by changes to course enrollments. The first time you enable Microsoft Sync, you may have to trigger a sync manually with the button below.

Status: Ready for sync | Last Sync: never | No errors

Tooltips powered by Qualtrics Website / App Feedback only appear in designated areas of each course.

[Validate Links in Content](#)

Current Users

Students:	26
Teachers:	1
Dept. Chair:	None
Faculty Mentor:	None
Teacher+:	None
Future Instructor:	None
Internship Coord.:	None
Peer Review:	None
Course Assessor:	None
TAs:	None
IA:	None
Facilitator:	None
SCOT:	None
SI Leader:	None
Instructor Colleague:	None
POST:	None
UVU Mentor:	None

Response Summary:

Hi Tommy,

Welcome to MGMT-4860-601 | 2023 Spring - Full Term! I like to get to know my students as well as possible, and this brief questionnaire will help me do just that. If there are any questions you wish not to answer, just leave them blank.

Q2.
Do you prefer to go by a name other than Tommy?

- No

Q4.
Where is your hometown?

Orem

Q5.
When are you expecting to graduate?
(i.e. Spring 2023, Summer 2023, etc.)

Summer 2023

Q6.
Please list any competitive activities (e.g., board / video games, sports, puzzles, contests, coaching, competitions, etc.) you enjoy. If you are a student-athlete, please list your sport.

Call of Duty

Submitted: Feb 6 at 12:22pm

Word Count: 16 words

Assessment
Grade out of 5

5

Assignment Comments

Graded Qualtrics X
Canvas UVU, Feb 6 at 12:22pm

Add a Comment

Submit

Reassign Assignment
Download Submission Comments

Embedded Data:


assignmentId	6701864
canvasLoginID	10041591@uvu.edu
canvasUserID	1946038
classLevelCode	SR
collegeld	COLBU
collegeName	Woodbury School of Business
courseCrn	29453
courseId	555335
courseName	MGMT-4860-601 2023 Spring - Full Term
courseSemester	202320
departmentId	DEPMGMT
departmentName	Strategic Management & Operations
dueDate	2023-01-16T06:59:00Z
fullname	Tommy Testing-Only
graded	1
instructorFirstName	Jason
instructorLastName	Hill
instructorUvid	10267176
international	false
levelCode	UG
levelDescription	Undergraduate
majorCode	POLS
majorDescription	Political Science
majorEmphasisCode	GPOL
majorEmphasisDescription	Global Politics
minorCode	PORT
minorDescription	Portuguese

Submitted: Feb 6 at 12:22pm 


Word Count: 16 words

Assessment
Grade out of 5

Assignment Comments

 Graded Qualtrics X
Canvas UVU, Feb 6 at 12:22pm

0

Add a Comment 

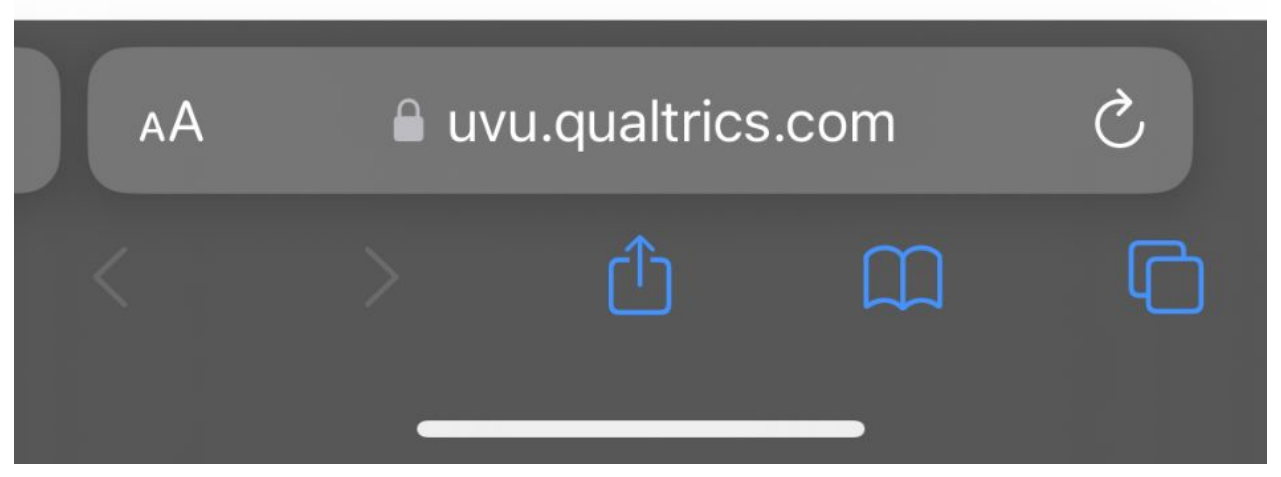
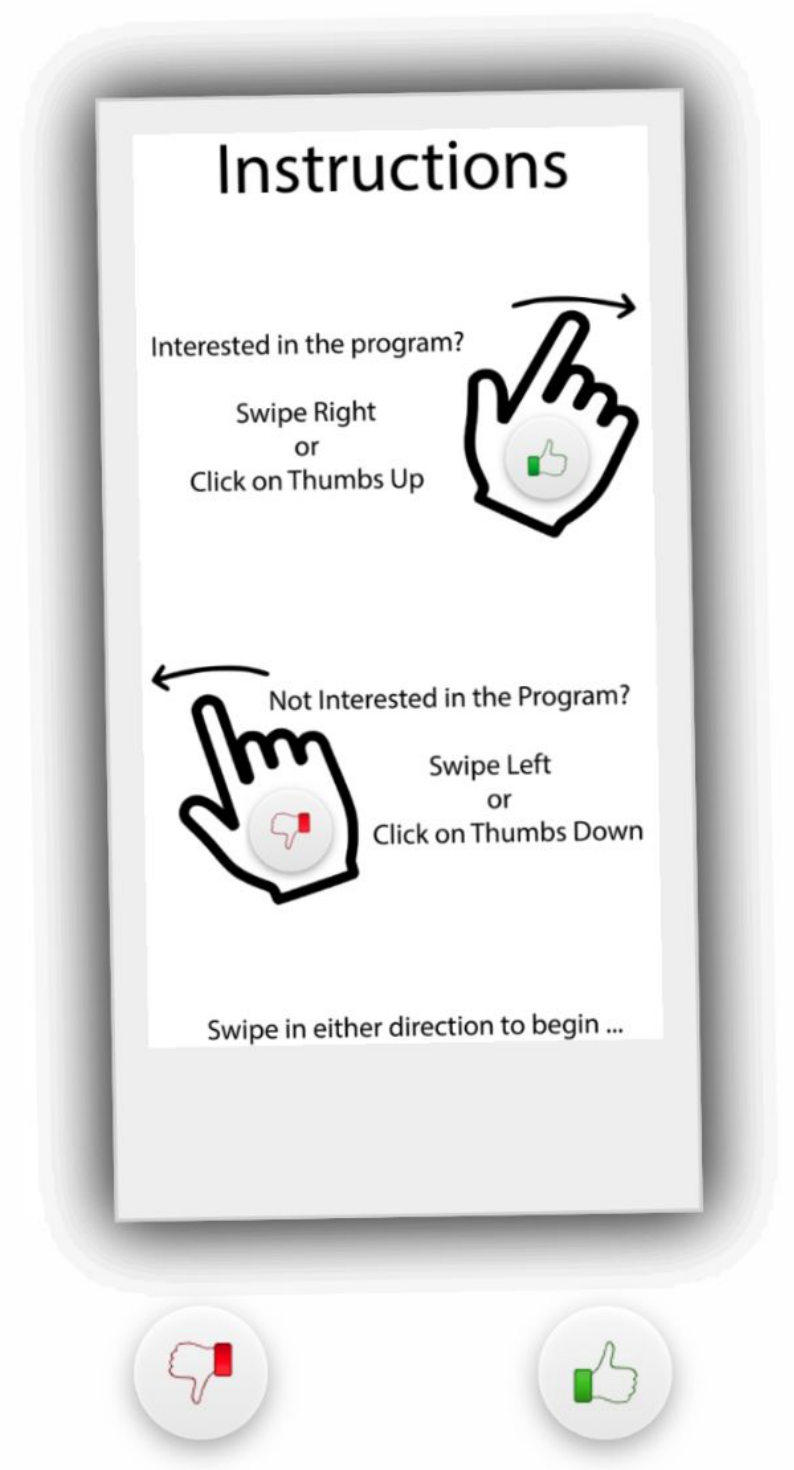



  
Submit

Reassign Assignment

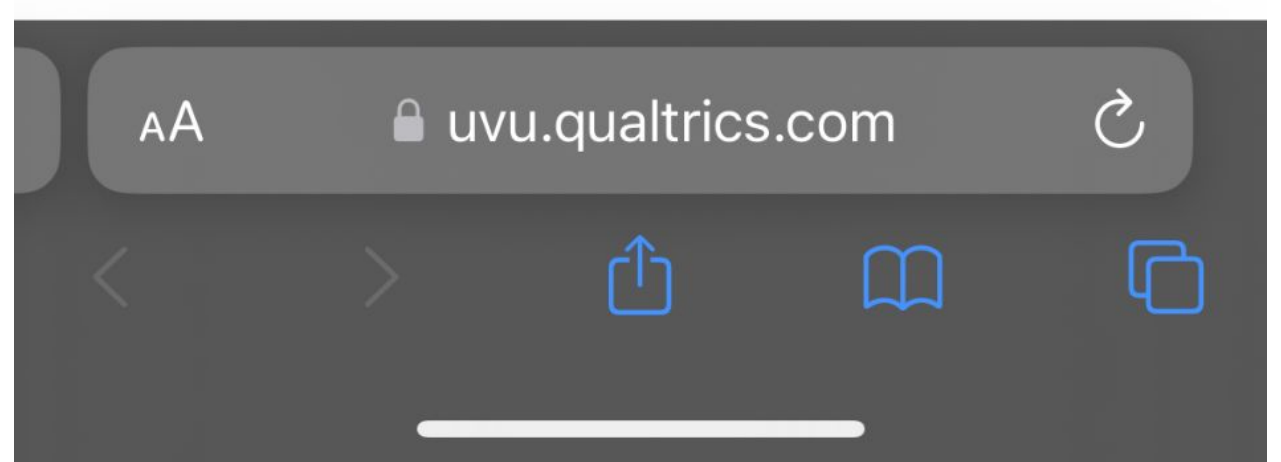
[Download Submission Comments](#)

12:11



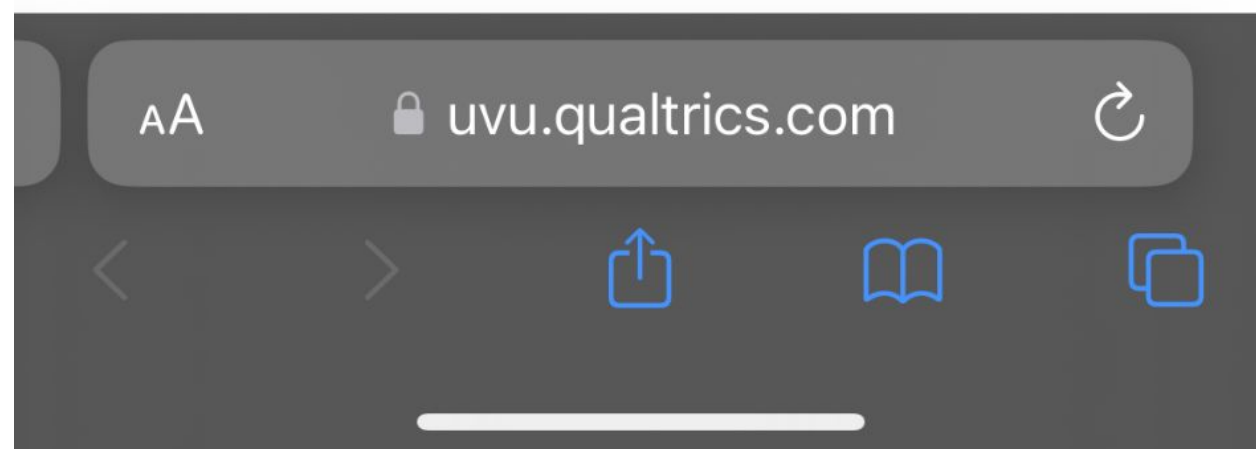
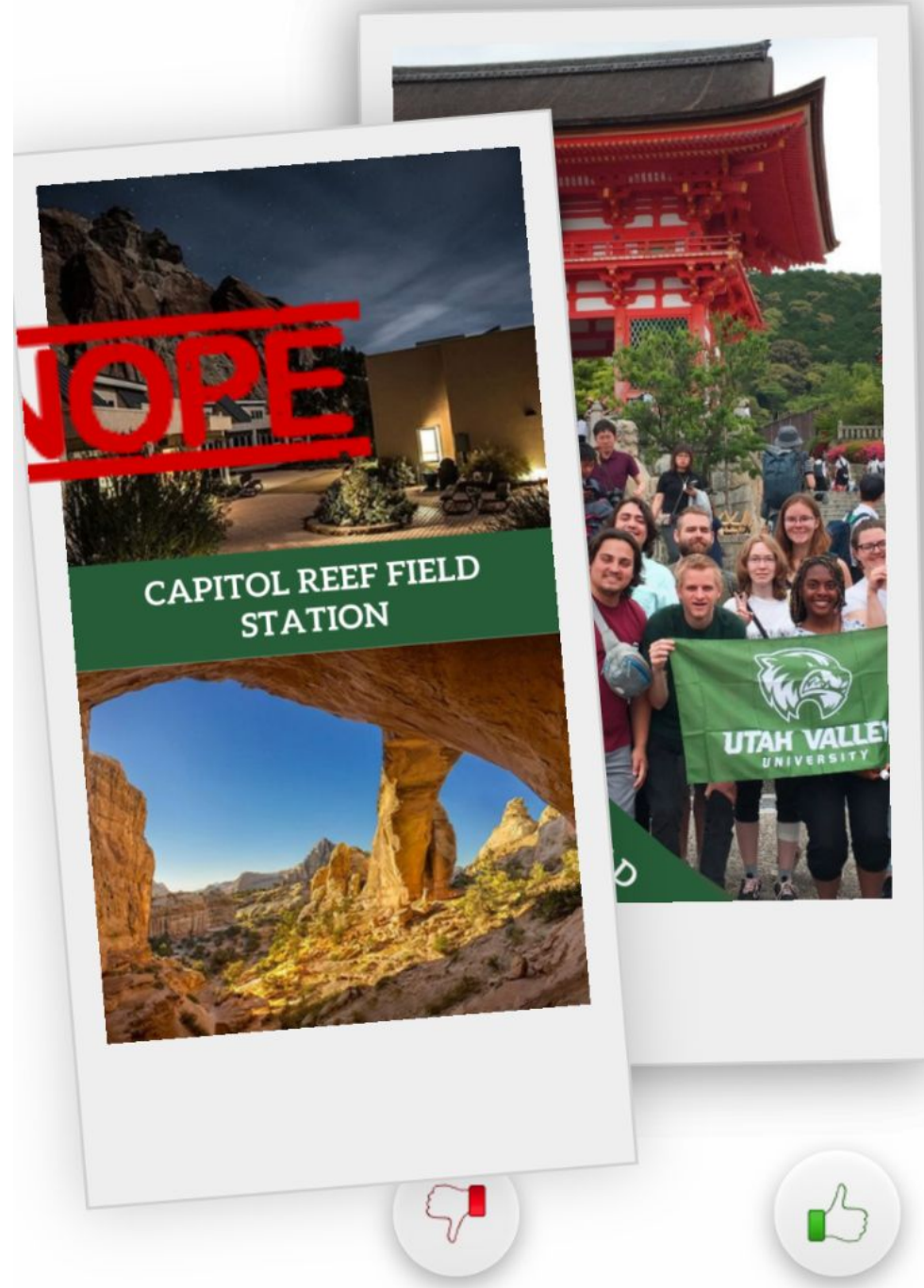
12:11

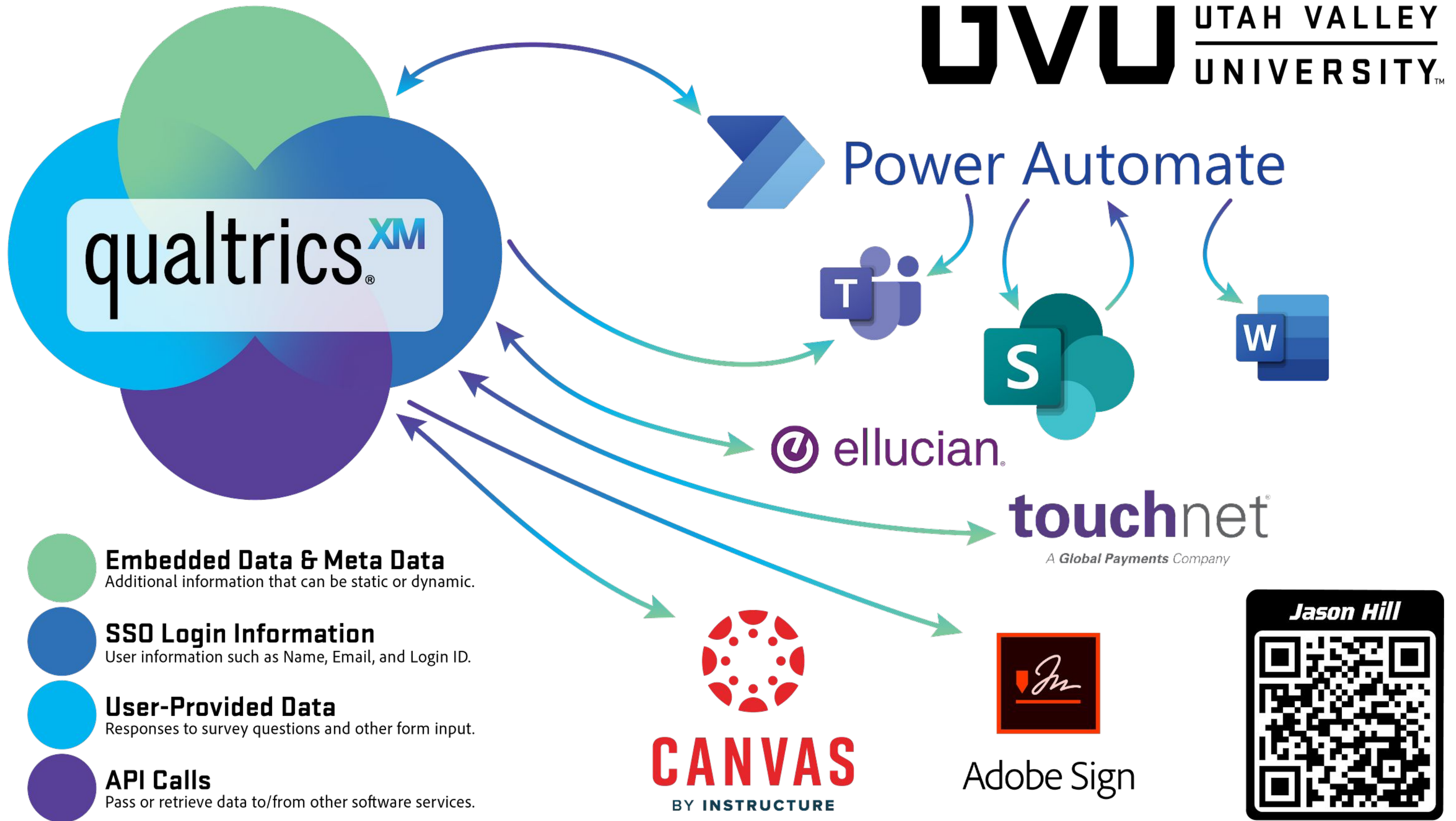
71



12:11

70





Q&A

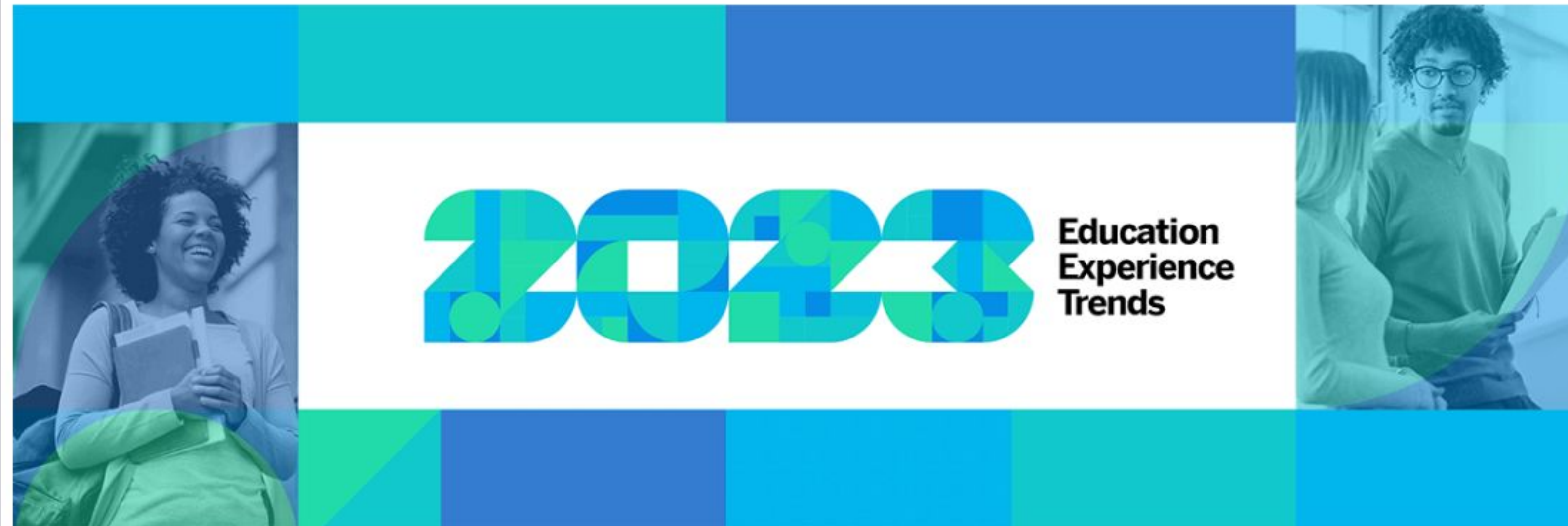
Poll Question

How are you currently using Qualtrics outside of academic research?

1. Website digital intercepts, admissions experience
2. 360 staff reviews/evaluations
3. Course evaluations
4. Re-enrollment programs
5. QR codes for real-time facility feedback
6. Not using Qualtrics today

2023 Education Experience Trends Report

How institutions can thrive in a changing landscape



In this report, you'll learn:

- How to ensure you're delivering the experiences students want
- Navigating what lies ahead in 2023

<https://www.qualtrics.com/ebooks-guides/2023-education-trends-report/>

Thank you
