XM for Education

Closing gaps in your education experience
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Reimagining Student Experience
Fed up with the status quo, college students take to social media to combat sexual misconduct
Northwestern and Loyola students are rallying online and in person against alleged attackers, saying they didn’t have confidence in university investigations.

CSU launches $11M “student success” effort to boost 70% graduation rate
Less than half of CSU students graduate in four years

Broken Transfer Systems Are a Barrier to Equitable Outcomes

Survey: Teachers more likely to report burnout than other government employees

A University Tried to Correct Its Pay Gaps. Some Professors Feel Shortchanged.

New Website Allows Students to Report Anti-Semitic Incidents

Is Campus Life Back to Normal?
A selection of college event calendars shows that things haven’t quite snapped back to the way they were.

How 2 middle schools are prioritizing SEL for teenage students
Educators in these Minnesota and Tennessee schools have integrated SEL curriculum throughout the day — with exercises included for staff, as well.

Students Aren’t the Only Ones Grieving
Teachers, too, have faced incalculable losses

ESU 16’s Listening Tour a “refreshing” experience for Central Nebraska school districts

SUNY begins to unenroll students who didn't comply with COVID-19 vaccine mandate
Experiences.
Experiences are directly tied to

- Yield
- Retention
- Graduation
- Re-enrollment
- Engagement
- Extracurriculars
- Time to graduation
- Belonging
- Cost sensitivity
- Donorship
- Brand perception
QUALTRICS IN HIGHER EDUCATION

The Qualtrics story - trusted by academia

We have a long history of working with higher education institutions, starting as a platform for academic research. We’re constant learners. As we’ve grown, we’re learning new ways that we can uniquely help schools achieve their mission.

ACADEMIC RESEARCH
- Established easy-to-use, deep analytical platform

CORPORATE
- Students matriculate into the workforce

ENTERPRISE
- Build out XM platform

HIGHER EDUCATION
- Bringing learnings back to higher education
Student Experience Research
Perception of Student Experience

Student vs Administrator

- Satisfied with academic experience: Administrator 87%, Student 78%, Point Gap 9
- Satisfied with social experience: Administrator 78%, Student 58%, Point Gap 20
- Satisfied with overall experience: Administrator 87%, Student 75%, Point Gap 12
- Agree that faculty care about students: Administrator 87%, Student 77%, Point Gap 10
- Agree that staff care about students: Administrator 89%, Student 77%, Point Gap 12
- Agree that leaders care about students: Administrator 68%, Student 85%, Point Gap 17
Understand what matters to students

Foster social experiences

Prioritize mental health

Create inclusive environments
1. Understand what matters to students

Satisfaction for students who do and do not feel understood by their institution

- Satisfied with academic experience
  - Understands: 89%
  - Does not understand: 48%
  - Gap: 41 points

- Satisfied with social experience
  - Understands: 67%
  - Does not understand: 43%
  - Gap: 24 points

- Satisfied with overall experience
  - Understands: 87%
  - Does not understand: 45%
  - Gap: 43 points
## 2. Foster social experiences

<table>
<thead>
<tr>
<th>Satisfied with Experience</th>
<th>Most Important for Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Student support resources (e.g., career services, academic advising)</td>
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</tr>
<tr>
<td>02 Institutional culture that is welcoming to students of all backgrounds</td>
<td>02 My social life</td>
</tr>
<tr>
<td>03 Campus environment that is physically safe and secure</td>
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</tr>
<tr>
<td>04 Community engagement</td>
<td>04 Extracurricular activities</td>
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<tr>
<td>08 Travel opportunities (e.g., study abroad)</td>
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<tr>
<td>09 My institution’s alumni network</td>
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</table>
3. Prioritize mental health

- 39% Remote/virtual schooling has negatively impacted mental health
- 94% Experienced remote/virtual schooling
- 63% At least one problem with mental health resources
- 20% Long wait times
- 19% Only short-term treatment
- 57% Would use institutional resources in a crisis situation

**Mental health needs**
- 39%

**Resources**
- 13%

**Awareness**
- 16%

**Problems**
- 29%

**Time Treatment**
- 63%

**Uptake**
- 19%

- School doesn’t have mental health resources
- Don’t know if school has mental health resources
- Biggest problem: students don’t know what’s available
- Awareness
- 13%
- 29%
- 16%
- 39%
- 94%
- 63%
4. Create Inclusive Environments

36% of students have experienced discrimination at their institution.
1. Understand what matters to students
2. Foster social experiences
3. Prioritize mental health
4. Create inclusive environments
Johns Hopkins University & Student Experience
The Office of Student Enrollment and Account Management (SEAM) at Johns Hopkins University

Billing
Registration
Financial Aid
Student Support

9 schools

32k enrolled population

Supporting 51k contacts
“Providing superior services so students can focus on their academic journey.” - JHU SEAM Mission

<table>
<thead>
<tr>
<th>SEAM Post-interaction Survey</th>
<th>Goal is to maximize responses, get a steady stream of high-level feedback that can be connected to individual’s unique support needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ Brief survey</td>
<td></td>
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<tr>
<td>❑ Captures general satisfaction</td>
<td></td>
</tr>
<tr>
<td>❑ Confirms resolution of support needs</td>
<td></td>
</tr>
<tr>
<td>❑ Allows for comments and suggestions</td>
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OUR VISION IN PRACTICE

Student XM is about putting your student at the heart of your institution
Fragmented experience measurement diminishes insights and slows action

**Siloed Feedback**

**Fragmented Experiences**

**Tools**
- Marketing Analytics
- CRM
- LMS
- SIS
- HRIS & ERP
- Helpdesk & Ticketing

**BI & Visualization**

**Productivity & Collaboration**
XM for Education connects your experience and operational data to improve mission-critical experiences.