

What does Excellence in Student Communications Look Like?

TEMC September 2019



Who am I and why am I here?

- Director Student Communications at AUT
- A former student of AUT
- I want to improve the experience of students and **I really want to hear your thoughts.**



Background

2016: AUT conducted a review of student communications

2017: AUT brought together a Student Communications Team

Created a new Director Student Communications role

Enhanced practices within Student Services & Administration

Began use of new Student Intranet

2018: Launched new channels, chat bots etc.

2019: Starting working much more outside our Division to drive change



Agenda

- My thoughts on “The Problem”
- My thoughts on “The Solution”
- And (if time allows) a look at some of AUT’s setup.

The Problem



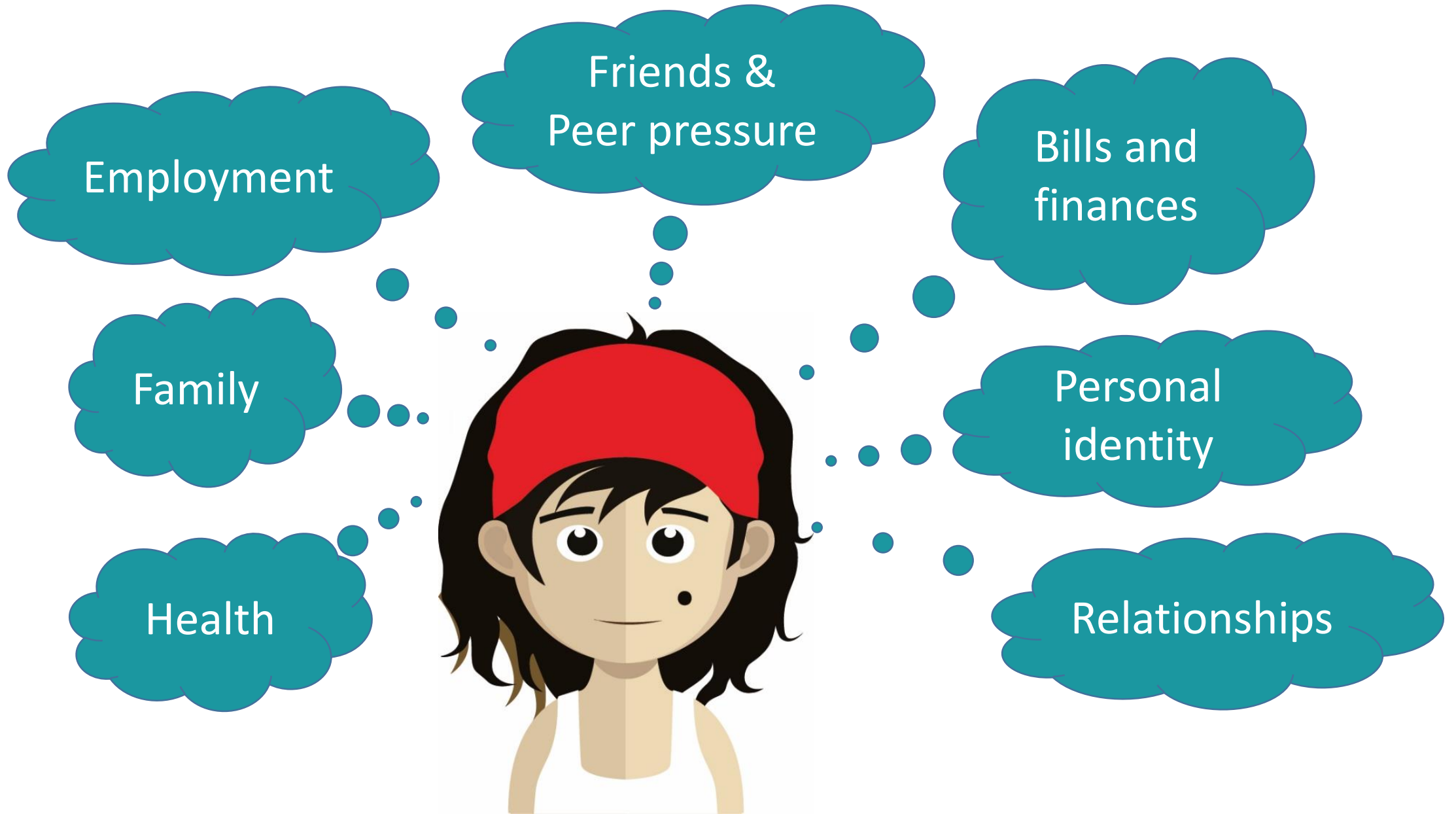
Communicating effectively
with students is difficult...

Simply because there is no
'perfect way' to do it.

We're not the only ones vying for their attention.



And we are not their only priority.





So how do we do it?

How do we facilitate:

- The transfer of information from the University to Students
- The transfer of information from students to the University.

My thoughts on the solution...

Multiple
Channels

Personalisation

Right
Voice

Coordinated
messaging

Co-create
content

Repetition

Great UX

Student
ownership

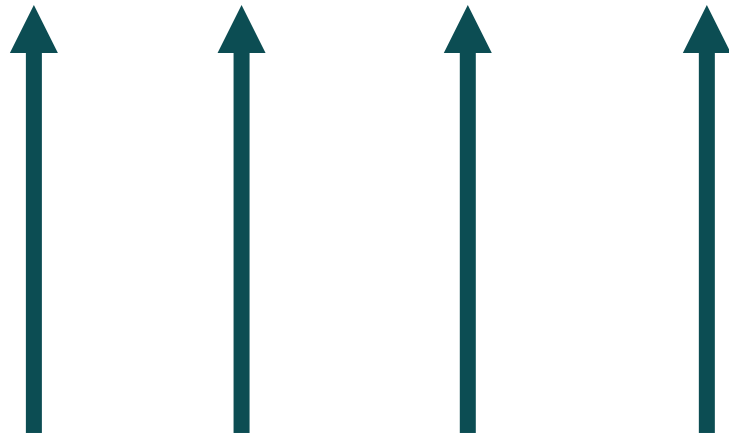
Cultural
intelligence

Get
creative

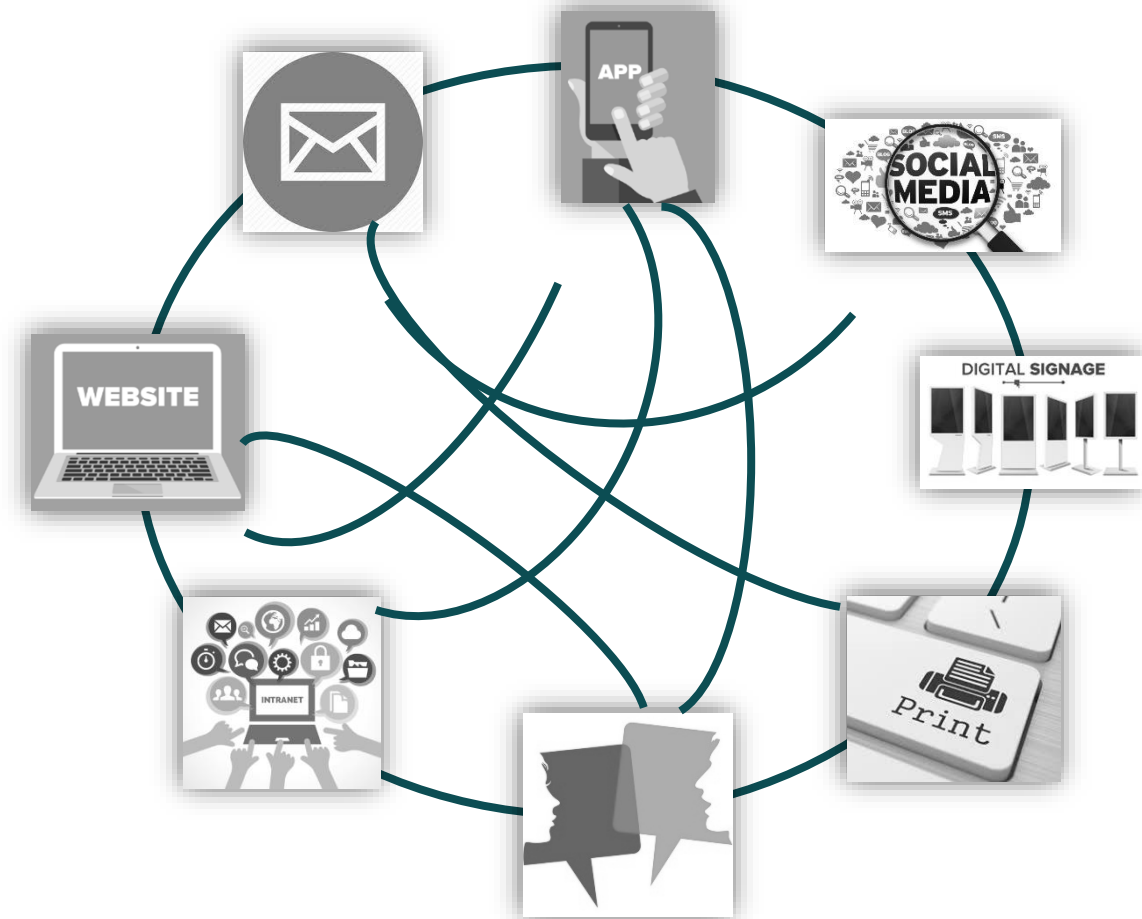
Channels



Omni-Channel Engagement



Disconnected channels that
are used independently



An integrated seamless experience
across multiple touchpoints

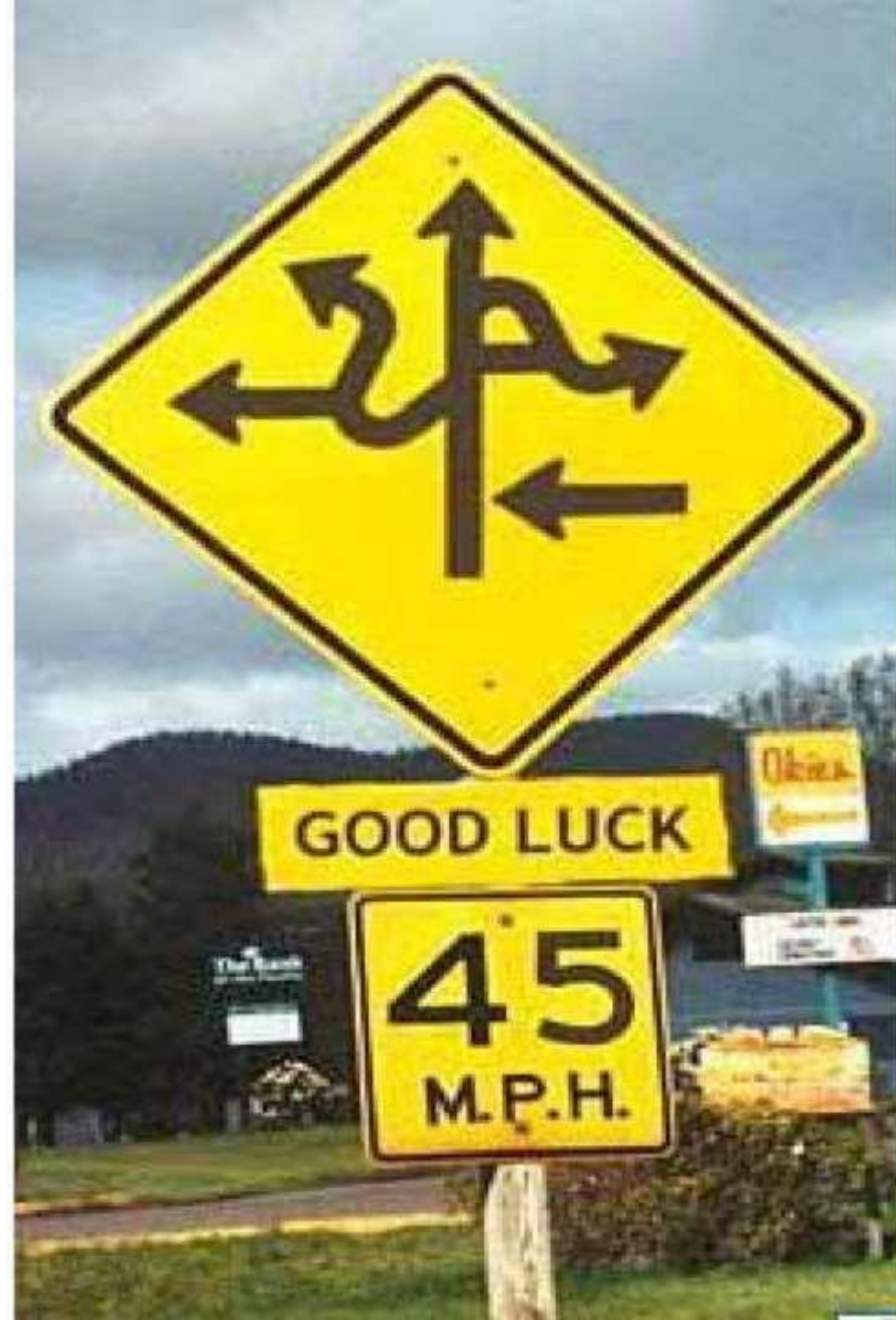


Coordinated messaging

Students hate get conflicting messages

Or spammed by the '*same*' message from multiple sources

Channels working together need to align to '*one source of the truth*'



Personalisation

- Personalisation is more than a `<merge tag>`
- It's about delivering to the expectation of an algorithm audience

Great communications feels personal, like it knows who I am.

Plus it seems useful - It's delivers a benefit to me and doesn't feel like it's marketing to me.

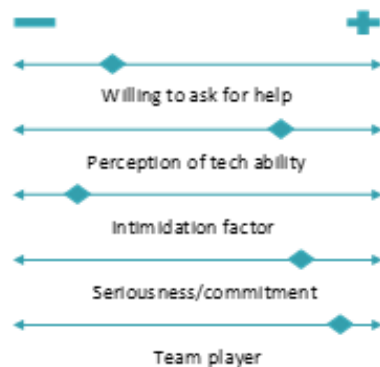


Test you own practices with *Persona*



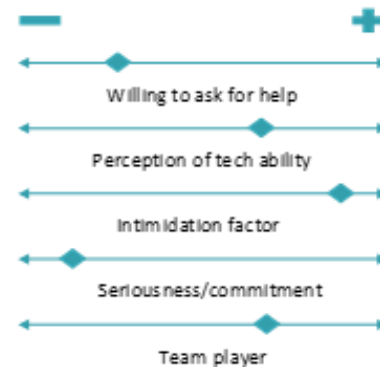
Mobo Cahine

Age	19 years
Ethnicity Status	Nigerian International
Programme	BA Social Science
Faculty	CSoC
Campus	City
1 st in family	Yes
Dependents	Yes



Aroha Ruakere

Age	17 years
Ethnicity Status	Māori Chinese Domestic
Programme	Māori Development & Māori Media TAP
Faculty	TAP
Campus	City
1 st in family	Yes
Dependents	No



Madison Graves

Age	20 years
Ethnicity Status	NZ European Domestic
Programme	Bachelor of Design – Communications DCT
Faculty	DCT
Campus	City
1 st in family	No
Dependents	No



Malia Merrypor

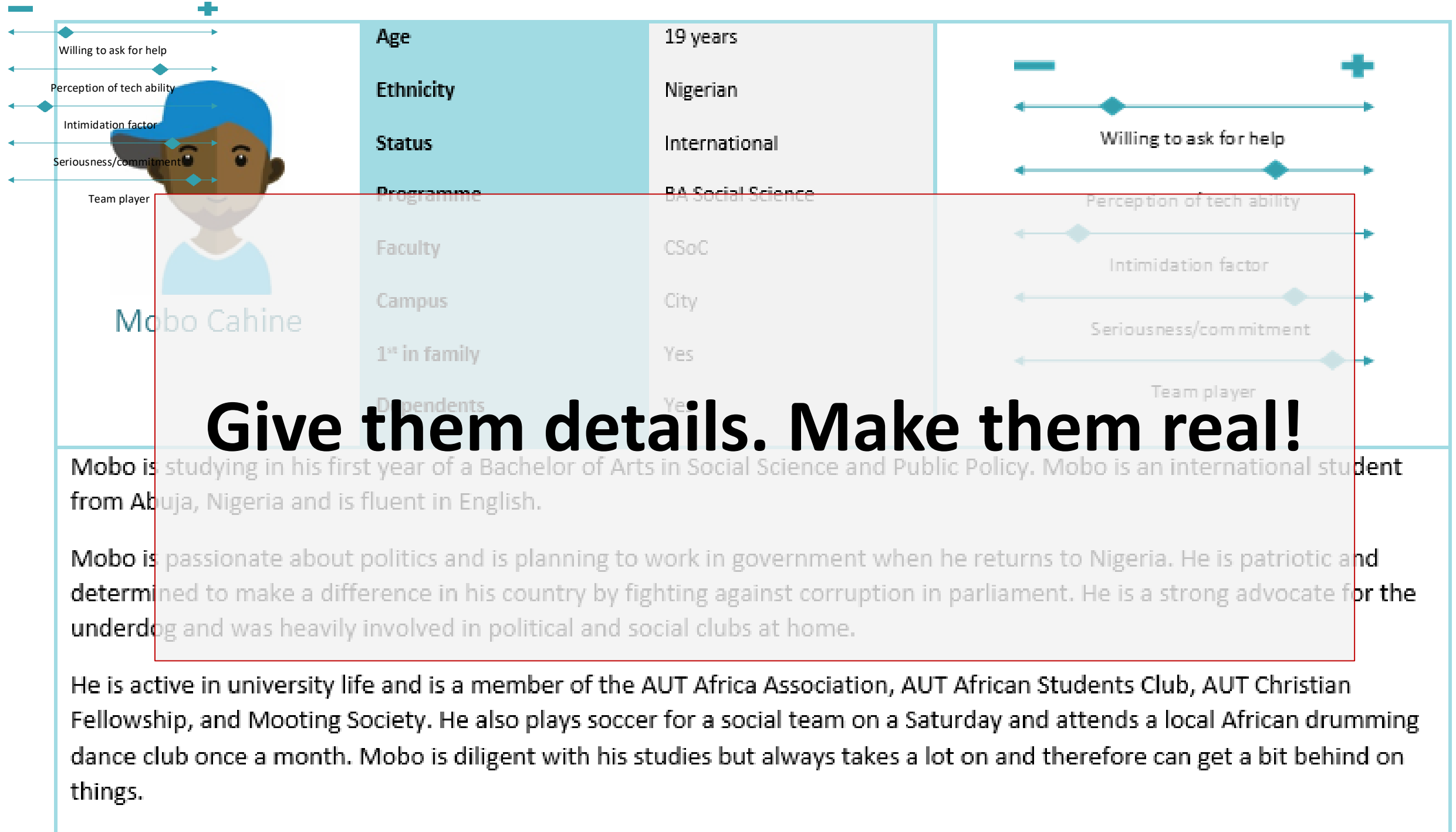
Age	36 years
Ethnicity Status	Ni-Vanuatu International
Programme	Master of Emergency Management FHES
Faculty	FHES
Campus	North
1 st in family	Yes
Dependents	Yes



Yin Yan

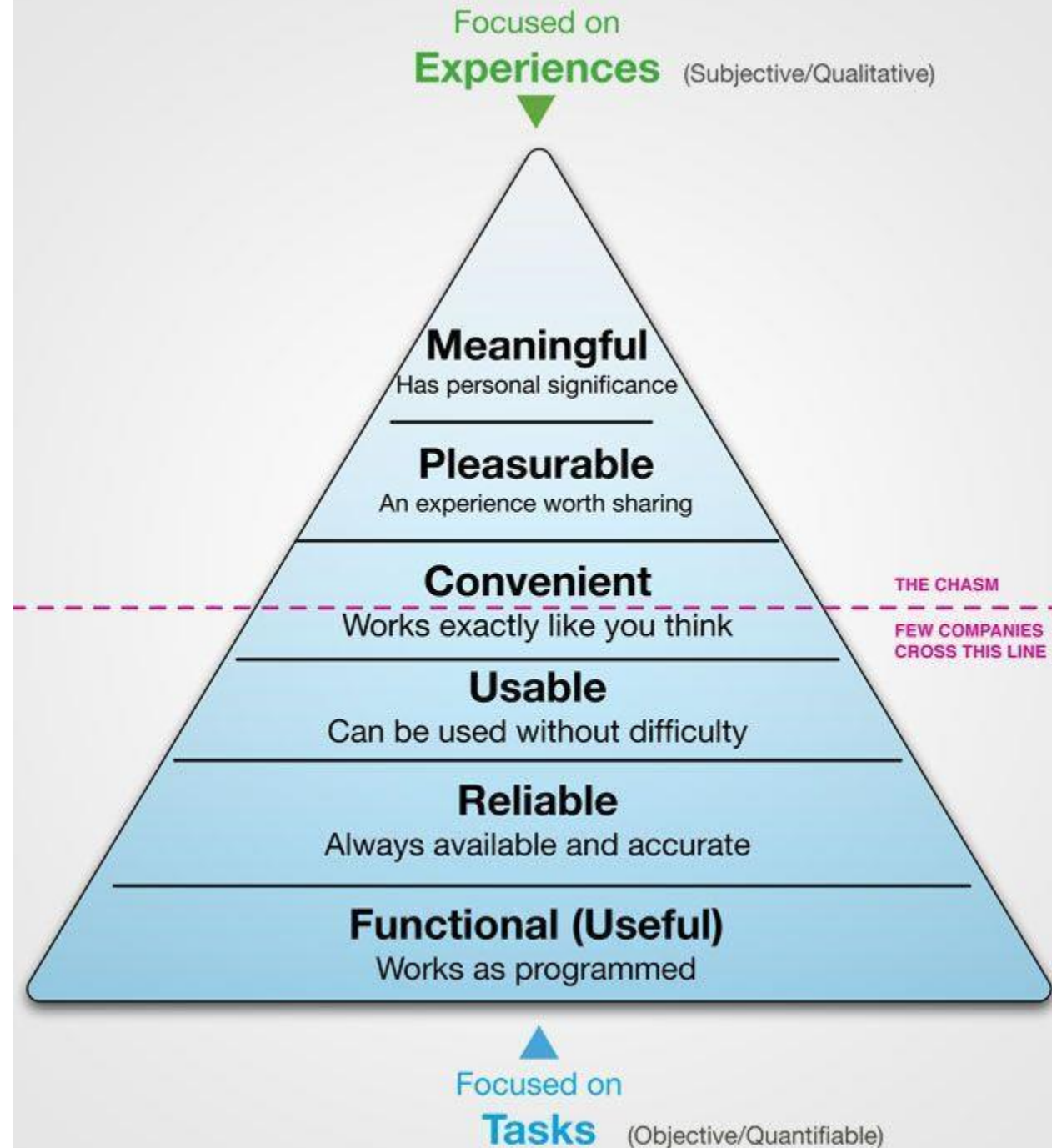
Age	26 years
Ethnicity Status	NZ European / Chinese Domestic
Programme	Master of Applied Finance B&L
Faculty	B&L
Campus	South
1 st in family	No
Dependents	Yes





Great UX

- Student channels need to deliver an experience comparable to the channels your audiences are using.
- Think Facebook, Instagram and others.



The right voice for each channel

The Four Dimensions of Tone of Voice

- Funny vs. serious
- Formal vs. casual
- Respectful vs. irreverent
- Enthusiastic vs. matter-of-fact

“We apologize, but we are experiencing a problem.”

NN/g Nielsen Norman Group

World Leaders in Research-Based User Experience

<https://www.nngroup.com/articles/tone-of-voice-dimensions/>

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“We’re sorry, but we’re experiencing a problem on our end.”

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“What did you do!? You broke it!
(Just kidding. We’re experiencing a
problem on our end.)”

“We apologize, but we are experiencing a
problem.”

NN/g Nielsen Norman Group

World Leaders in Research-Based User Experience

<https://www.nngroup.com/articles/tone-of-voice-dimensions/>



Cultural Intelligence

Cultural intelligence or *cultural quotient (CQ)* is a term used in business, education, government and academic research. Cultural intelligence can be understood as the capability to relate and work effectively across cultures.

“Cultural intelligence: an outsider’s seemingly natural ability to interpret someone’s unfamiliar and ambiguous gestures the way that person’s compatriots would.” **Harvard Business Review**



Cultural Intelligence

What does this mean for communications?

Culturally appropriate doesn't go far enough anymore:

Don't expect credit for not offending people or claim to be inclusive because your photos have 'more than one culture' in them. It's now a hygiene factor. It's expected as a bare minimum and isn't part of the extra credit that warrants the term 'Excellence'. **Mike Shaw**

Cultural Intelligence

AUT Student Services & Administration staff are **ALL** undergoing the formal training for CQ.

This means whether our staff are student-facing support or back-office admin, everyone is trained to know and understand the factors that contribute to cultural understanding and acceptance.



Give students ownership of their communications

Allow student to tailor their communications experience

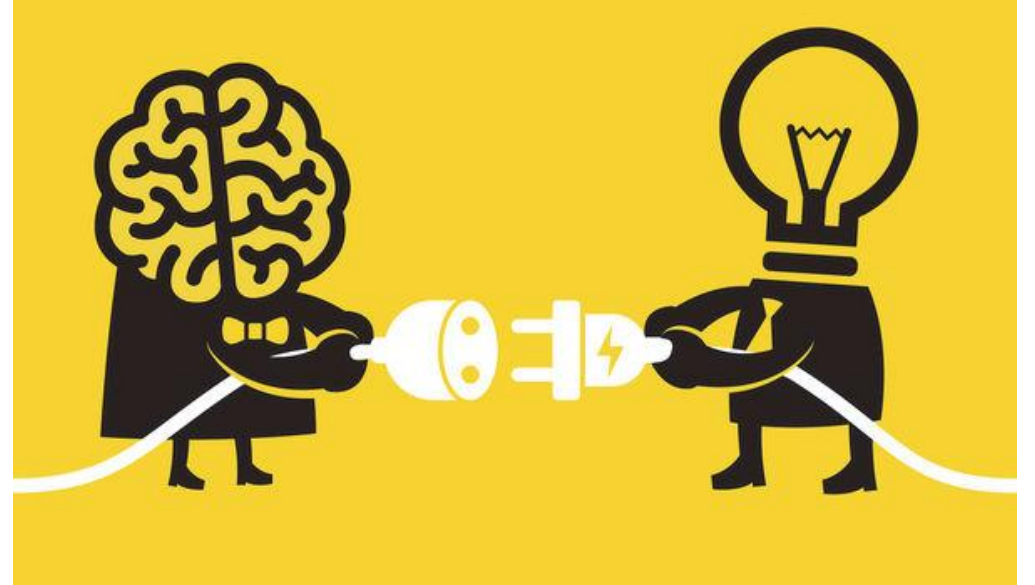
Provide the ability Opt-in/Opt-out of communication groups

Allow them to select their preferred channels for information



Work with students as co-creators of content

- Student-led Social channels
- Student Bloggers
- Student Interns
- Co-creation workshops
- Crowdsourcing ideas
- User-generated content
- Work with the Student Union/Association where possible





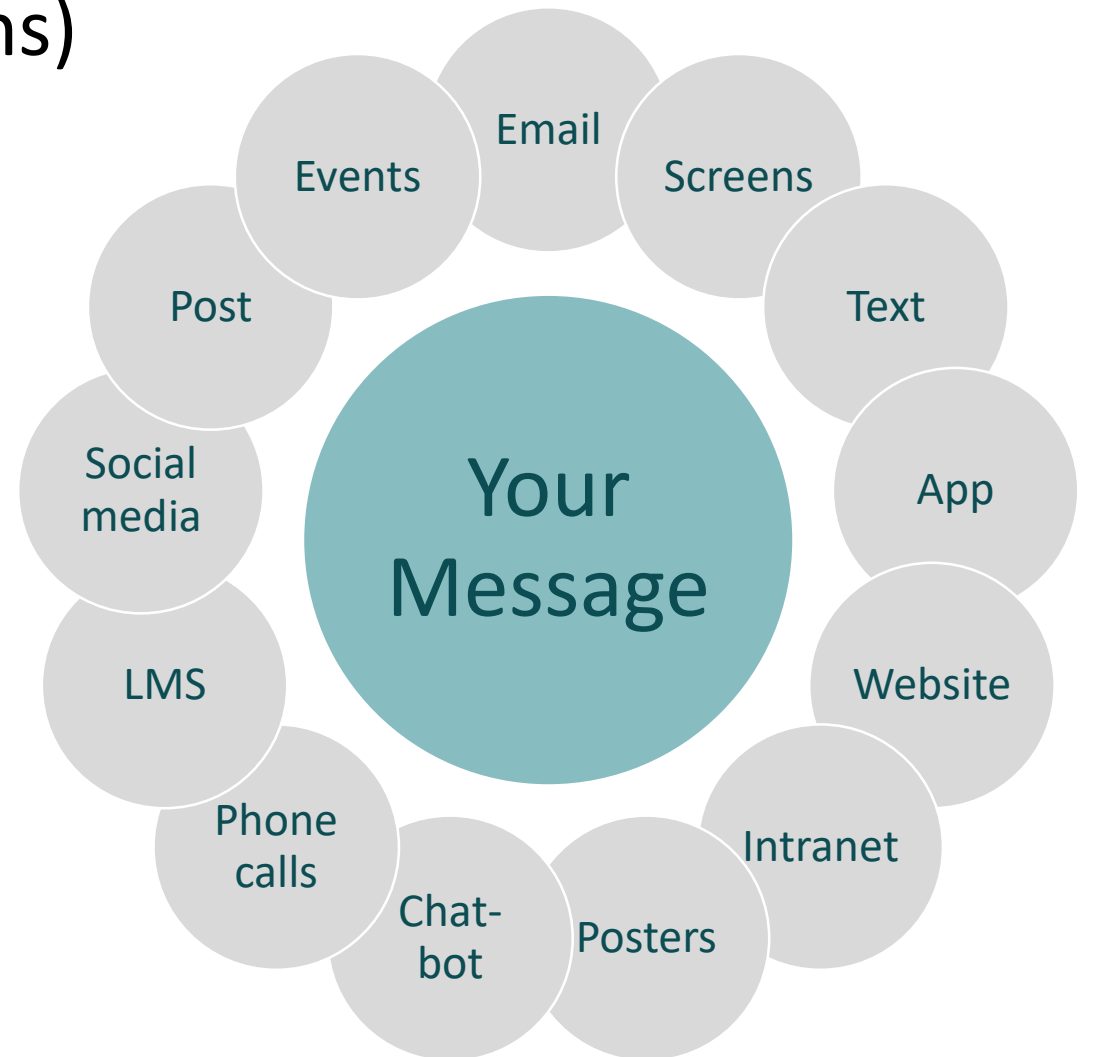
Be persistent

“The **Rule of 7** is a marketing principle that states that your prospects need to come across your offer at least **seven** times before they really notice it and start to take action.”

But aren't we spamming them if we show them 7 times?

Be persistent

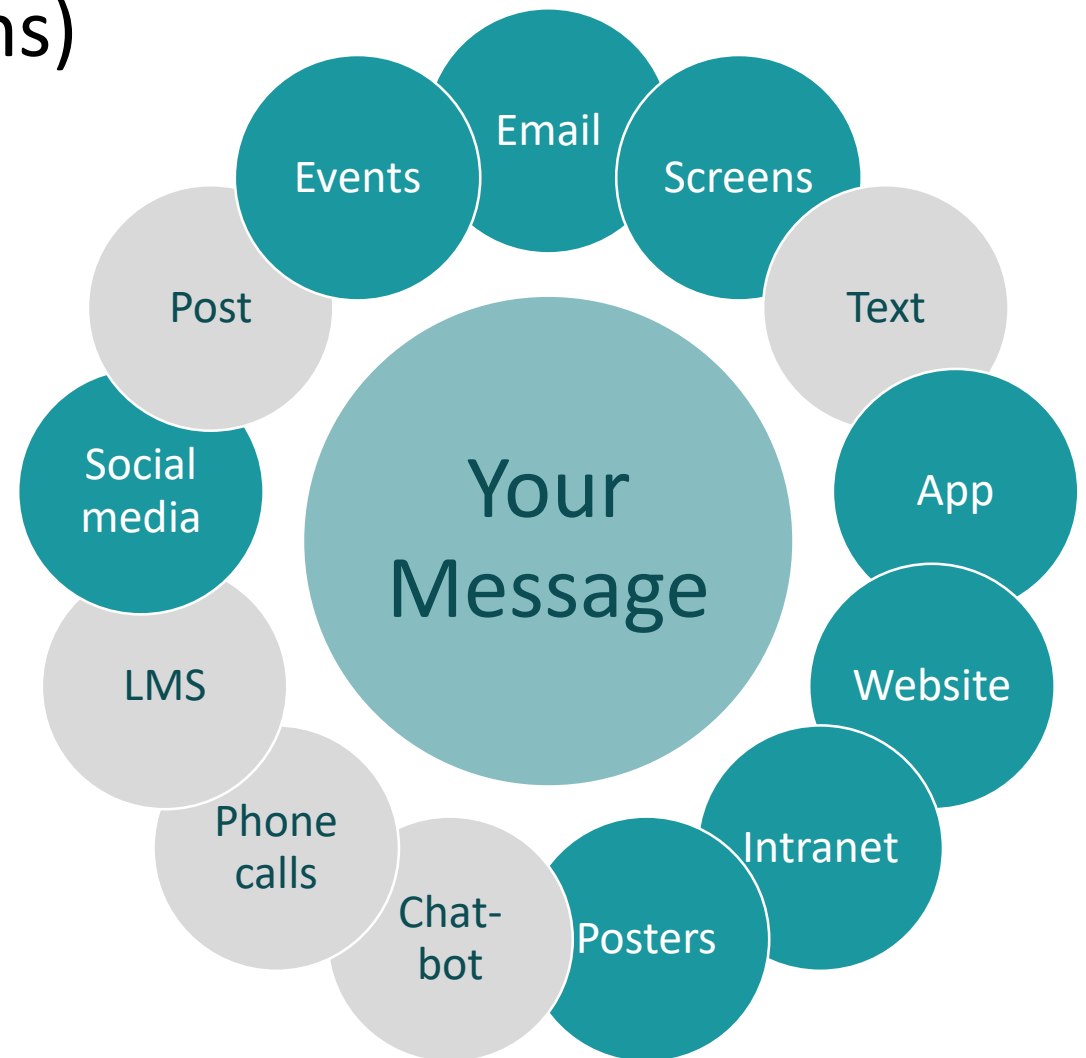
(Omni-Channel Communications)



Be persistent

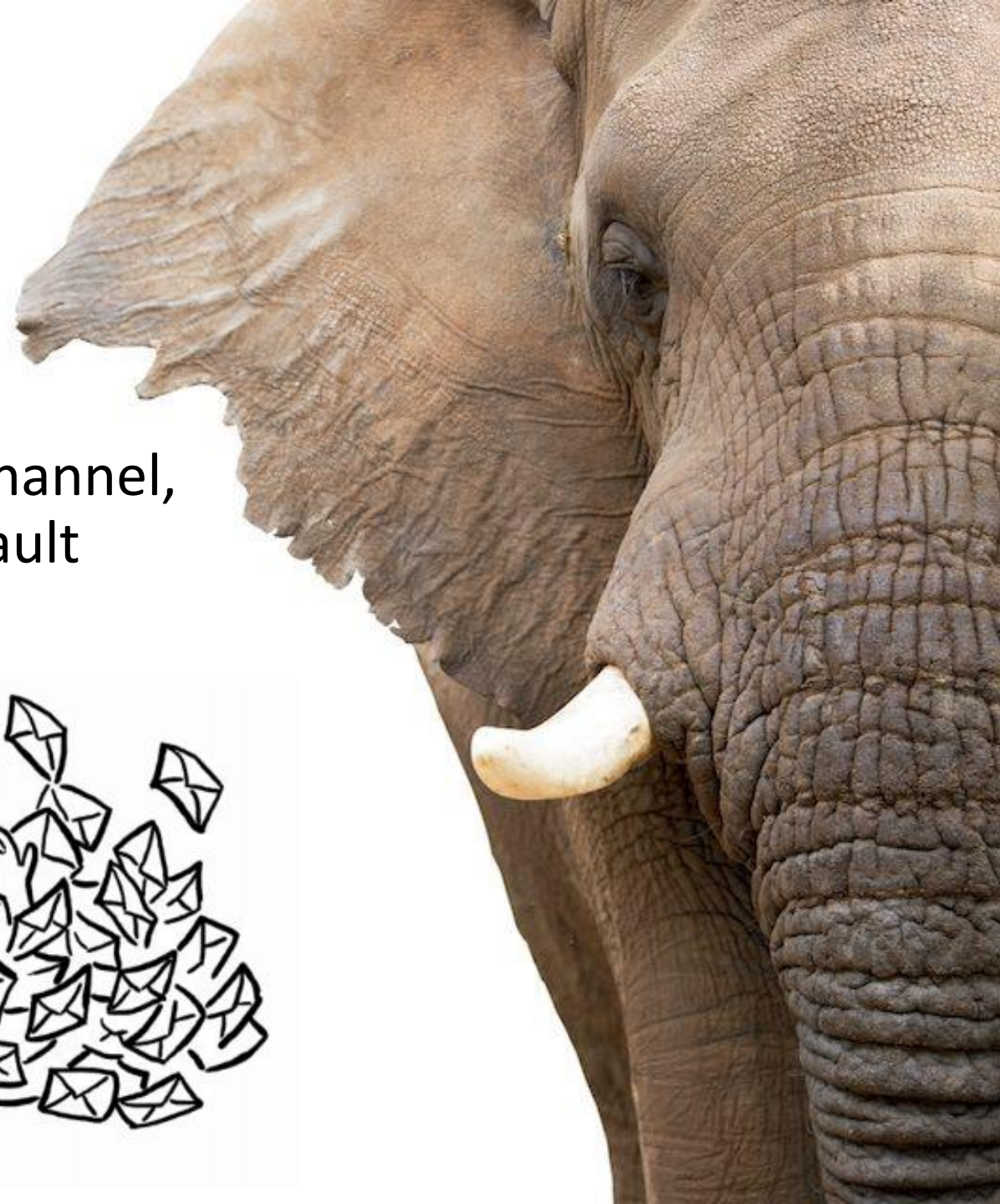
(Omni-Channel Communications)

Co-ordinated messaging delivered across an omni-channel environment, in the right voice for each channel and appropriately targeted where the channel is invasive and direct to students.



Which leaves...

While email is often the primary channel, we are guilty of using it as the default channel.





Done well, Student Communications should feel invisible.

Staff find it simple to communicate and students barely realise they've been informed.

STUDENT DIGITAL WORKSPACE



[Home](#) [My Dashboard](#) [Study](#) [Learning Support](#) [Student Life](#) [Postgraduate Research](#) [Orientation](#)



SYSTEMS & TOOLS



[Change Password](#)

[Arion](#)

[Blackboard](#)

[LinkedIn Learning \(Lynda\)](#)

[MyFiles](#)

IT SUPPORT



STUDENT HUB



All News



Wiser: Raniera Rewiri and Hinepanea Shortland

NEWS

Thursday 26 September 2019

Do you want to find a deeper sense of self-acceptance?



AUT's 2019 Engineering Student Project

NEWS

Thursday 03 October 2019

Come meet AUT's final-year undergraduate Engineering specialists who are about to embark on their next journey – employment and careers.



Wiser: Build Better Habits

NEWS

Tuesday 24 September 2019

We all have habits we'd like to stop, and new ones we'd like to form: how do we make this happen?



All Events

\$25 tickets to see School of Rock – The Musical

EVENT, AOTEA CENTRE, 50 MAYORAL DRIVE, AUCKLAND

 Friday 06–29 Sep 2019, 12:00am–12:00am

Wiser: Build Better Habits

EVENT, WZ BUILDING, 33 SYMONDS STREET

 Tuesday 24 Sep 2019, 3:00pm–4:30pm

Wiser: Raniera Rewiri and Hinepanea Shortland

EVENT, WZ BUILDING, 33 SYMONDS STREET

 Thursday 26 Sep 2019, 3:00pm–4:30pm

AUT AKOGROW presents "Wholesome"

EVENT, SENSORY GARDEN, NORTH CAMPUS

 Friday 27 Sep 2019, 10:00am–10:30am

Our Chatbot, Tua

Built in-house on the Microsoft Bot Framework

Draws on 1,000's of Q&A pairs within a range of knowledge bases to respond to incoming enquiries.

Deployed within our Student Intranet environment.

Say hello to Tua, our new bot



Kia ora, I'm Tua. 😎



I'm here to help answer your questions. I may not know everything, but I'll do my best to help. And if you get stuck, just type **help**.

A minute ago

What does the Student Hub do?

M

Just now



Wow - what don't the Student Hub do?! The Student Hub is the 'go to' place for getting help to problems while at AUT. Basically, they know how to fix things or who or where to connect you to get things sorted. They're also really helpful. You see some of them in the [video](#). For

New messages



Helpful answer



Unhelpful answer

Ask me a question





Announcements - Student Communications

Show Expired



Title	Type	Text		Priority	Listing Date	Expiry Date	Publish	
Are you a high achieving Undergraduate student?	News	Auckland University of Technology (AUT) provides undergraduate scholarships to recognise student academic achievement and contribution to the University. As well	▲▼	Moderate	October 1, 2019 9:00 AM	November 15, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Are your contact details up to date?	News	It's vital that AUT has up to date contact information. As an international student, that means your New Zealand contact details and an emergency contact in NZ.	▲▼	High	September 27, 2019 10:42 AM	October 4, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Download the AUT Student app to be into win.	News	With the AUT Student App, you have access to up-to-date news, events, and information about AUT anytime, anywhere. There are new tools and functionality,	▲▼	High	September 27, 2019 8:46 AM	October 4, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Law School celebrates top students	News	Laughter, cheers and waiata marked this year's AUT Law School awards, an annual event celebrating its top academic students along with their whānau and families.	▲▼	Moderate	September 27, 2019 8:24 AM	October 4, 2019 12:00 AM	<input checked="" type="checkbox"/>	
LinkedIn Week: 30 September to 4 October	News	LinkedIn Week starts next Monday 30 September, and it's all about your LinkedIn profile. AUT Employability & Careers are on a mission to make sure YOU have the best	▲▼	Highest	September 26, 2019 2:02 PM	October 4, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Applying for Special Consideration	News	Here's a timely reminder of the Special Consideration Application process.	▲▼	High	September 23, 2019 6:23 PM	October 13, 2019 12:00 AM	<input checked="" type="checkbox"/>	
'Are You OK?' programme launches today...	News	As this week is Mental Health Awareness Week, it's the ideal time to let you know about our 'Are You OK?' programme launching today, that's been developed in	▲▼	High	September 23, 2019 8:34 AM	October 7, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Employability Matters	News	The AUT Employability and Careers team are here to support AUT students to become a highly employable and well-rounded graduate.	▲▼	High	September 23, 2019 8:00 AM	September 28, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Mental Health Awareness Week: 23-29 September	News	Mental Health Awareness Week is an opportunity for you to explore the experiences, actions, relationships, and surroundings that make you feel good and uplift your	▲▼	Highest	September 23, 2019 7:48 AM	September 29, 2019 12:00 AM	<input checked="" type="checkbox"/>	
4-week special membership for just \$25	News	To support the upcoming #mentalhealthawarenessweek, the AUT Gym are offering a \$25 4-week gym membership to all new members.	▲▼	Low	September 16, 2019 2:14 PM	September 29, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Protecting yourself against measles	News	With a growing number of cases in Auckland it is vital that you know your immunity status and take steps to protect yourself and others.	▲▼	High	September 13, 2019 10:04 AM	November 30, 2019 12:00 AM	<input checked="" type="checkbox"/>	
Invitation to The Project live studio audience	News	You're invited to be in the studio audience of Three's news and current affairs show The Project NZ.	▲▼	Very Low	September 4, 2019 8:34 AM	October 4, 2019 12:00 AM	<input checked="" type="checkbox"/>	
AUT Library Workshops	News	Did you know that the AUT Library is running workshops over mid-semester break to help you plan and write assignments?	▲▼	Moderate	September 2, 2019 9:00 AM	September 30, 2019 12:00 AM	<input type="checkbox"/>	

[←](#) Edit Announcement (News)

Details

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Title

*

Image URL



Channels

Listing Date



:



Expiry Date



:



Priority



Location

*

Text

As this week is Mental Health Awareness Week, it's the ideal time to let you know about our 'Are You OK?' programme launching today, that's been developed in collaboration with AUT and AUTSA.

From today, Are You OK? Advisors will be based at the City Campus at lunchtime to focus on you, having a conversation to see how you're doing, and making sure you're aware of the support and resources available. Our Are You OK? Advisors work as AUT Student Ambassadors and Peer Mentors and will be wearing t-shirts.

*

SDW Feature Text

From today (23 September), Are You OK? Advisors will be based at the City Campus at lunchtime to focus on you, having a conversation to see how you're doing, and making sure you're aware of the support and resources available.

Our New Student App

Catch up with me anytime for a demo!



A decorative vertical border on the left side of the slide, composed of a repeating pattern of teal and dark teal triangles and polygons.

Keen to
talk more?

Scan me!

