

Session Title:	Workshop 6.4: Scaling the power of communities across the student journey (Northumbrian room)
Speaker(s):	Emma Froud, Amy Downes, Amy Grey and Andy Jackson
Chair:	Raffaella Cuccia
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Speaker/Institution Bio/Information:	<p><i>Emma Froud, Head of Business Development (UK) at Unibuddy</i> <i>Amy Downes, Director of Customer Success at Unibuddy</i> <i>Amy Grey, Community Engagement Specialist at Unibuddy</i> <i>Andy Jackson, Recruitment Events Manager at University of South Wales</i></p>
Overview/Aim of session:	Research – reflecting on experiences of prospective student applicants and staff
Workshop Content	<p>Research with around 1,500 students examining the experiences of students in applying to university. Only around a quarter said they felt excited about their transition and application process</p> <p>Across marketing, recruitment 69% of recruitment professionals feel more stretched than any other time in their careers = Targets are more ambitious, budgets are smaller. 1 in 5 respondents felt they were on the brink of burnout 3 in 4 have seen their budgets shrink, but have more ambitious targets than ever before UniBuddy – How can we help to provide better visibility to insights of students, how do they use research and data to highlight the needs and wants of those individuals and how they will enrol at the institution or not</p> <p>What’s causing additional issues for practitioners and organisations/ institutions?</p> <ol style="list-style-type: none"> 1) A hyper competitive landscape 2) Tech is failing institutions – CRM systems that aren’t fit for purpose and a lot of the systems currently being used aren’t providing specific insights to get an understanding of the audiences 3) Scaling an authentic voice is difficult

	<p>Much of outreach work is focused on building academic attainment, less so on building social</p> <p>47% of students want every single piece of their outreach personalised</p> <p>= Nearly half of students want their communications tailored to them</p> <p>68% of professionals say their tech stack offers limited or no insights into how prospective students are feeling or what they're thinking</p> <p>40% of institutions use more than 5 different tech tools</p>
<p>Case Studies/Examples:</p>	<p>Demands are becoming impossible – meeting specific requirements for different students, requests for personalisation, global and competitive pressures within HE</p>
<p>Scenarios/Roundtable discussions:</p>	<p>How much time is spent moderating each week?</p> <p>AJ: 15-20 minutes, as UniBuddy also filters and moderates a lot so it's not time-intensive</p> <p>Safeguarding: Is the onus on the community to report it or is there AI moderation?</p> <p>AG: AI to flag specific words, phrases, users also have to put in their own information and there is additional responsibility in that there could be consequences</p> <p>How do own group requests come through from prospective students/ applicants to staff in institutions?</p> <p>AJ: Student submits "I'd like to create a group about X" and it goes to the institution moderator for approval</p> <p>Setup – current students</p> <p>AJ: 6 of current ambassadors in this group to support moderation & facilitate conversations with prospective students</p>
<p>Questions and Answers:</p>	<p>Considering how to organically create and curate student communities - what are institutions doing with student communities?</p> <p>Creating spaces that are prospective student created and led, they can control their own experience, build relationships with other students and there's an exchange of value – exchanging their details, data, and information in exchange for the community space. Unibuddy takes away manual input and automates to streamline processes for professionals</p>
<p>Summary & Key takeaways:</p>	<p>Community building can be across the whole student journey and lifecycle. May be viewed as a conversion piece, but it can be used holistically.</p> <p>emma@unibuddy.com</p>

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