

# A Student is a Student

## Breaking Down Communication Silos

Molly Morris  
PSEWEB 2015  
July 28, 2015

# Three Goals

1. Improved information flow for all students
2. Consistent messaging to all students
3. Early student engagement



# Strategic Support

“ ... Shared Services Delivery model that is predicated on the principles of effectiveness, efficiency, quality and accountability. ”

*VPS Academic and Administrative Process Review Response (March, 2015)*

- identified communications as a priority area for shared service delivery
- student-centric customer service a priority
- institutional priorities of quality, student success and community engagement
- Division of Students Strategic Plan

# Strategic Support

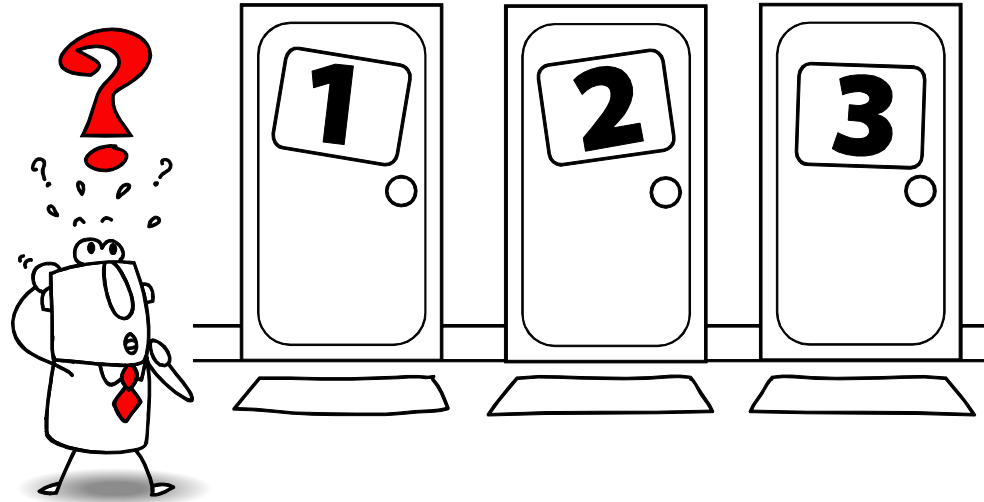
“ Students’ experience of the university begins when they are considering applying to the institution and continues throughout their studies to graduation and beyond. ”

*Draft Institutional Integrated Resource Plan (June, 2015)*

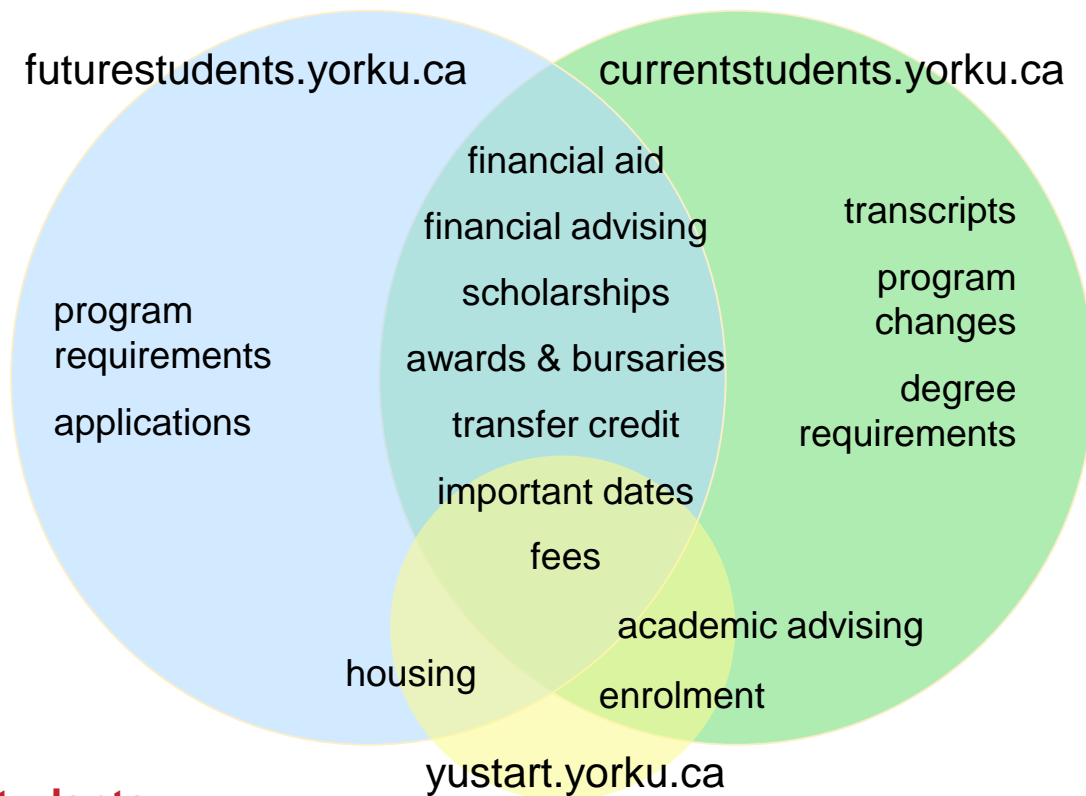
- reinforces student-centric and shared services priorities to support student success and community engagement
- Administrative Task Force Report emphasizes streamlining and strengthening services that are currently duplicated
- communication **is** a service

# The Mantra

**One source of information. Many points of entry.**

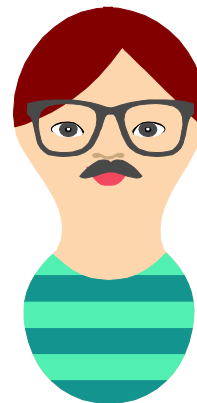
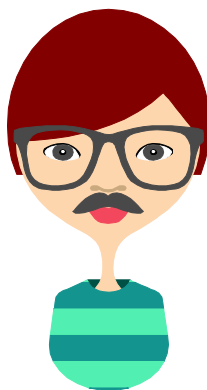
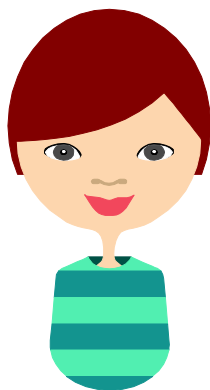


# Where Are We Now?

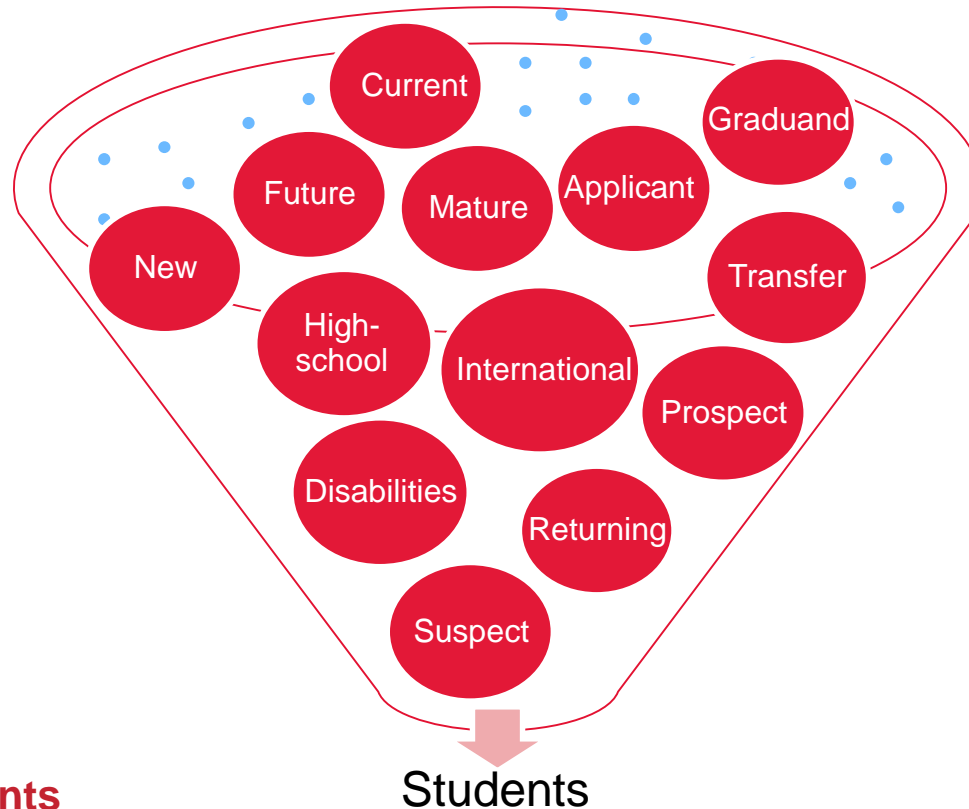


# But who is a student really?

Suspect	Prospect	Applicant	Future Student	New Student	Current Student	Graduand
Thinking about PSE	Considering York	Applying to York	Offered	Accepted	Attending	Graduating



. . . and more!





# The Vision



[students.yorku.ca](https://students.yorku.ca)

# Why students.yorku.ca?

- Early identification as part of York family
- Continuum of activity
- Consistency of student service
- Early and ongoing engagement



# The fork in the road

future students vs. current students

future students vs. undergraduate/graduate students

future students vs. students

prospective students vs. current students

prospective students vs. undergraduate/graduate students

admissions vs. students



# If you build it . . .



## Future Students

- Drupal
- internally harmonized

## Current Students

- Wordpress
- gateway

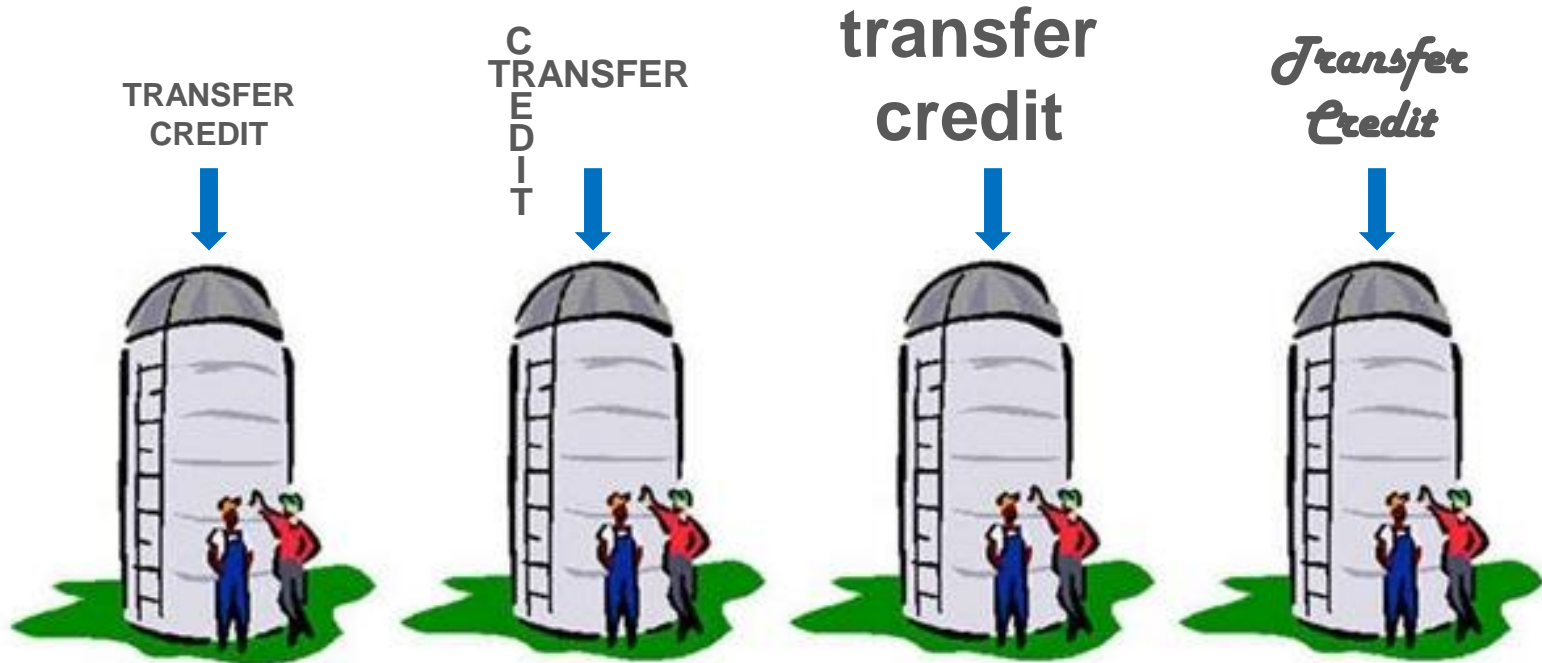
## RO/SFS

- HTML and Wordpress
- mostly stand-alone



# Disseminated Content

The old way



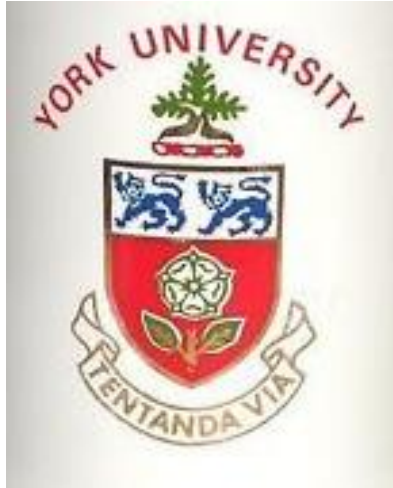


# Disseminated Content

The new way



# The way must be tried



Two unintentional pilots

- OSAP
- Future students programs

# OSAP Content Dissemination

## Ontario Student Assistance Program (OSAP)

HOME

Step 1. Check your eligibility

[Step 2. Apply online and submit documents](#)

Step 3. Check the Financial Document Tracker

Step 4. Submit your MSFAA

Step 5. Check your application status

Step 6. Receive your funds

Step 7. Report any changes to application information

Step 8. Repay your loan or continue interest-free status

OSAP for summer session

OSAP for non-degree, certificate and exchange students

OSAP forms

OSAP important dates

OSAP dictionary

Contact

[HOME](#) >> [Step 2. Apply online and submit documents](#)

### STEP 2. APPLY ONLINE AND SUBMIT DOCUMENTS

#### How to apply for OSAP aid for the fall/winter session

You can begin your OSAP application even before you have been accepted to the program, by following these steps...

#### OSAP application processing times

Depending on the time of the year, the processing of your application may take up to eight weeks. Check the status of your file by logging into the government website. The first instalment of fall/winter OSAP funding should be received by mid-November.

#### Applying for OSAP aid after classes start

We recommend applying for OSAP aid as soon as possible, but you can still apply for OSAP after starting your classes. The application deadlines depend on the session...

#### Reporting scholarships, awards and bursaries to OSAP

Only some York University scholarships, awards and bursaries need to be reported on your OSAP application, but all external awards need to be reported on your application...

#### Directing OSAP funds to York University

When you apply for OSAP, you can choose to automatically direct a portion of your OSAP funds to York University to be used towards your outstanding debt. This option provides a convenient method of making payments to your student account.

### REPORTING SCHOLARSHIPS, AWARDS AND BURSARIES TO OSAP

#### York University scholarships, awards and bursaries

Only some York University scholarships, awards and bursaries need to be reported on your OSAP application. The [MyAwards Summary tool](#) shows a list of the awards you received from York University and whether you need to report them to OSAP.

Within MyAwards Summary, review your York scholarships, awards and bursaries for the current year. Look at the column titled "Should this be reported to OSAP?"

- "No" means you do not report the award on your OSAP application. Instead, York University reports the award information (name, amount, date issued) to OSAP.
- "Yes" means you do need to report the award on your OSAP application. If you received the award after you submitted your OSAP application, then use the [Income Change Request Form](#) to report these funds.

#### External scholarships, awards and bursaries

Scholarships, awards and bursaries received from agencies other than York University will not appear on the MyAwards Summary. You need to report them on your OSAP application as they may affect your funding amount. If you received the award after you submitted your OSAP application, then use the [Income Change Request Form](#) to report these funds.

## Ontario Student Assistance Program (OSAP)

[HOME](#) >> [Step 7. Report any changes to application information](#)

### STEP 7. REPORT ANY CHANGES TO APPLICATION INFORMATION

Once you submit your [online OSAP application](#), you can no longer edit it.

But circumstances in your life may change before or during your study period, such as changes in income, marital status, family size, access to transportation, etc., meaning that the OSAP application information becomes outdated. You must then submit notice of these changes to York University's Student Financial Services.

#### Changes Can Affect Your Funding

Your OSAP aid entitlement is based on the number of courses in which you are enrolled. If you drop or change courses after you apply, it will affect your OSAP entitlement and may cause delays in receiving your funding.

If your income information changes after you submit your OSAP application, then your OSAP aid entitlement may be reassessed.

After you are assessed and receive a Part-Time Student Loan or grant during the summer session, you cannot be reassessed for full-time OSAP aid if you add more courses. This means that any tuition, fees, and book costs for those additional course(s) will not be considered.

#### How to report changes to OSAP application information

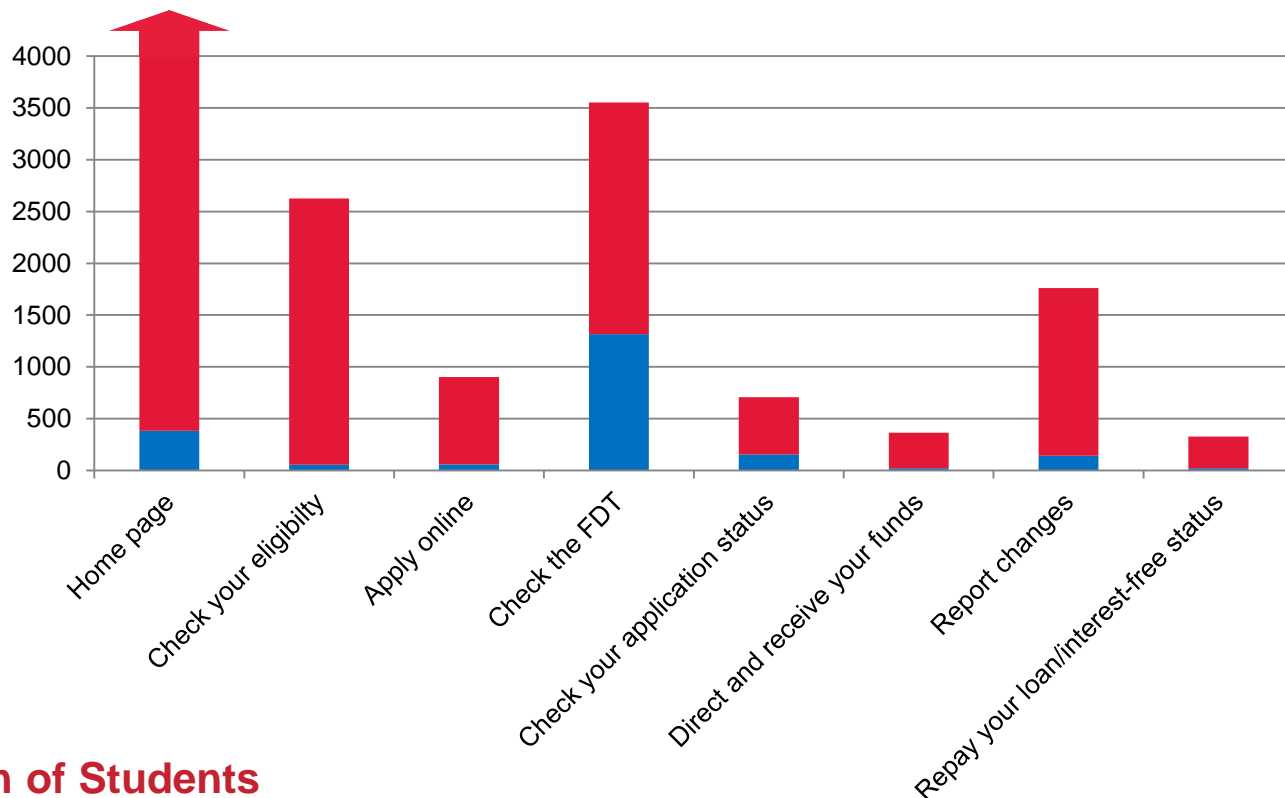
When applying for OSAP aid you provide personal and financial information that is used to determine your eligibility and funding entitlement. If this information changes during the academic session in which you receive OSAP assistance, then you are responsible to ...

#### Reporting scholarships, awards and bursaries to OSAP

Only some York University scholarships, awards and bursaries need to be reported on your OSAP application, but all external awards need to be reported on your OSAP application...



# OSAP Content Dissemination



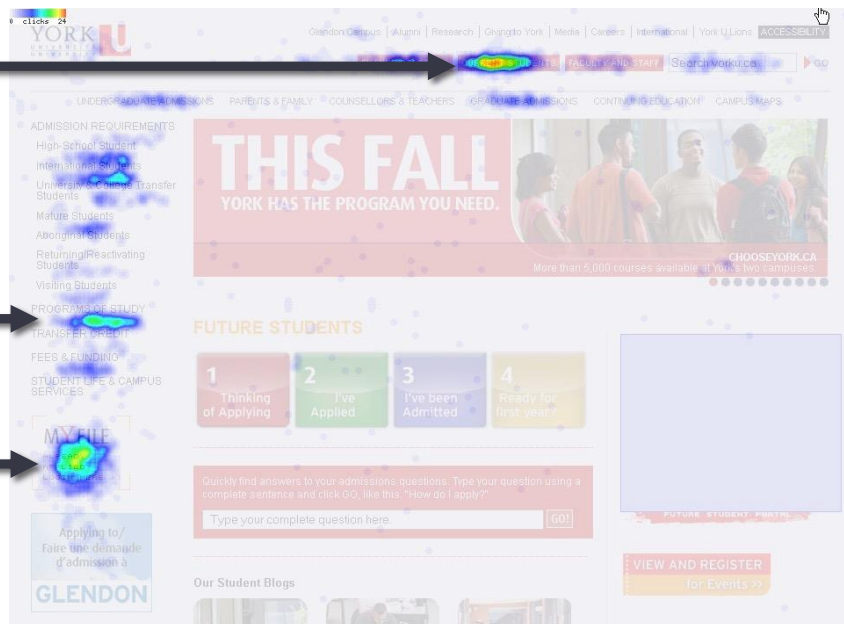
# Analytics: A Case Study

Future Students home page, pre 2014 redesign

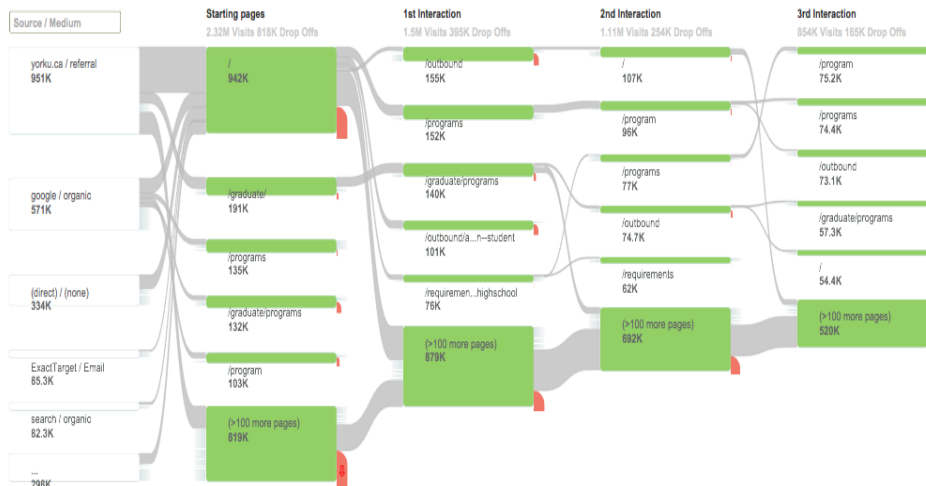
Current Students  
77,665

Programs  
2,993,963

MyFile  
290,245



# Analytics: A Case Study



From York home page to:

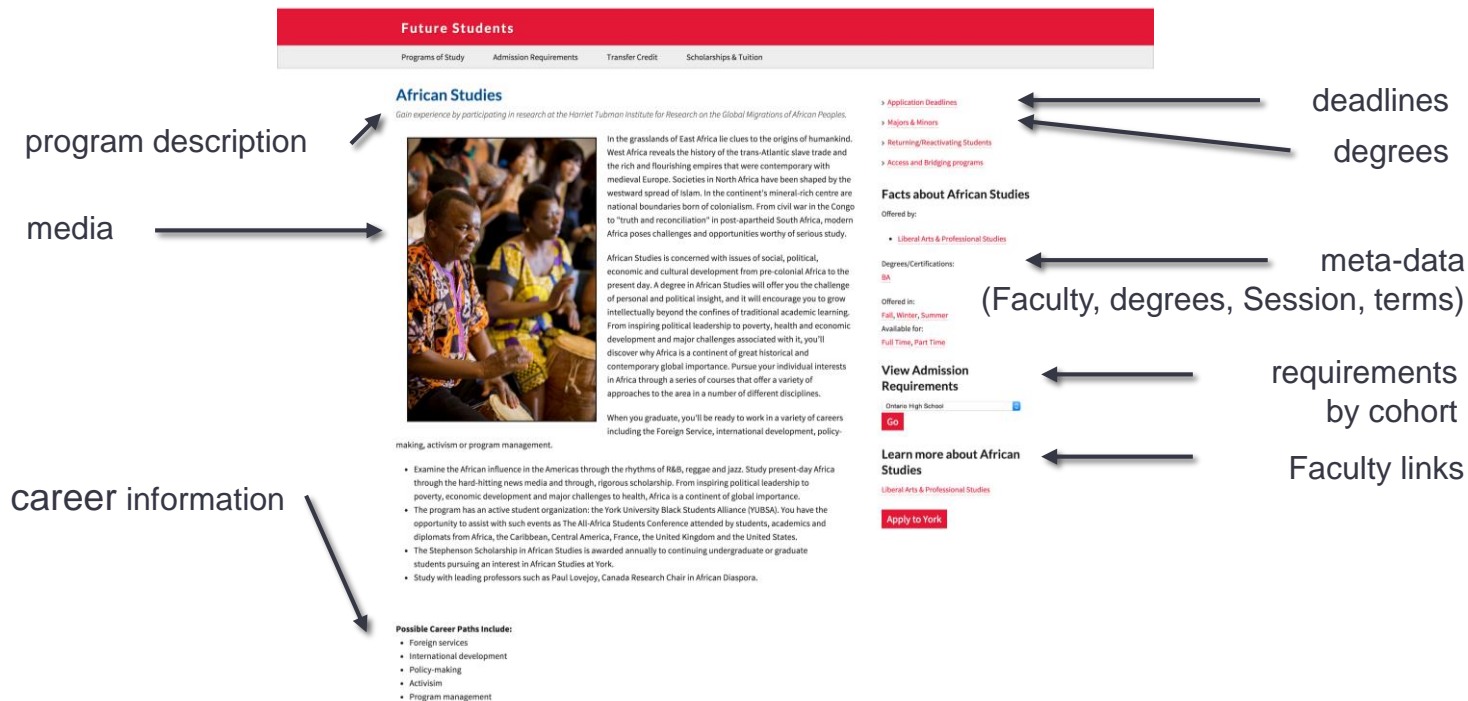
FS home page → Programs

FS home page → Requirements

FS Program page → Faculty pages

NOT FS Program page → Requirements

# The New(ish) FS Structure



# The New(ish) FS Structure - Results



**10-25%**

time spent on program and requirements pages



**10%**

pageviews for extraneous pages (reduced path from Programs to Requirements by 2-3 clicks)



**27%**

unique visitors to application

# Is Bite-Size Good?

- given the duration of an average page view, users have time to read at most **28% of the words on the page**
- users **scan a page for cues** to the information they want and only then fully read that piece of information
- users look at **lists of information** more than blocks of prose (70% vs. 55%)
- concise scannable copywriting results in 124% better usability

Nielsen Norman Group



# Information Overload

“ The Web is the Trojan Horse  
of information overload.  
It promised information nirvana  
and delivered information hell. ”

Gerry McGovern, *Content Critical*

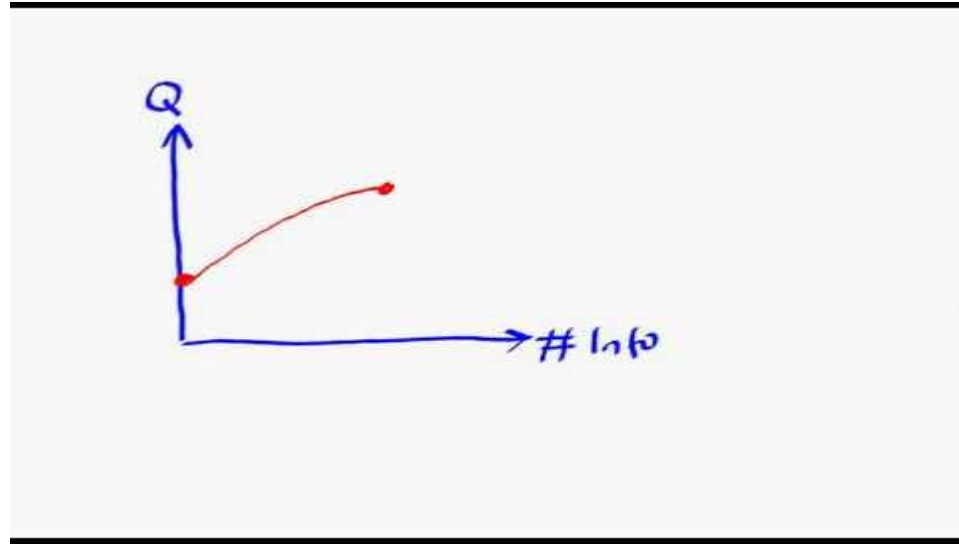
# Information Overload

The directions were simple...pick one box and read only what's in that box.	But honestly who really cares if you read more than one box? Who's gonna know?	Funny words: Pants Thermos Peanut Belly Bottle Zukiney (sp?)

<https://www.youtube.com/watch?v=INFe-YkHjbw>



# Information Overload

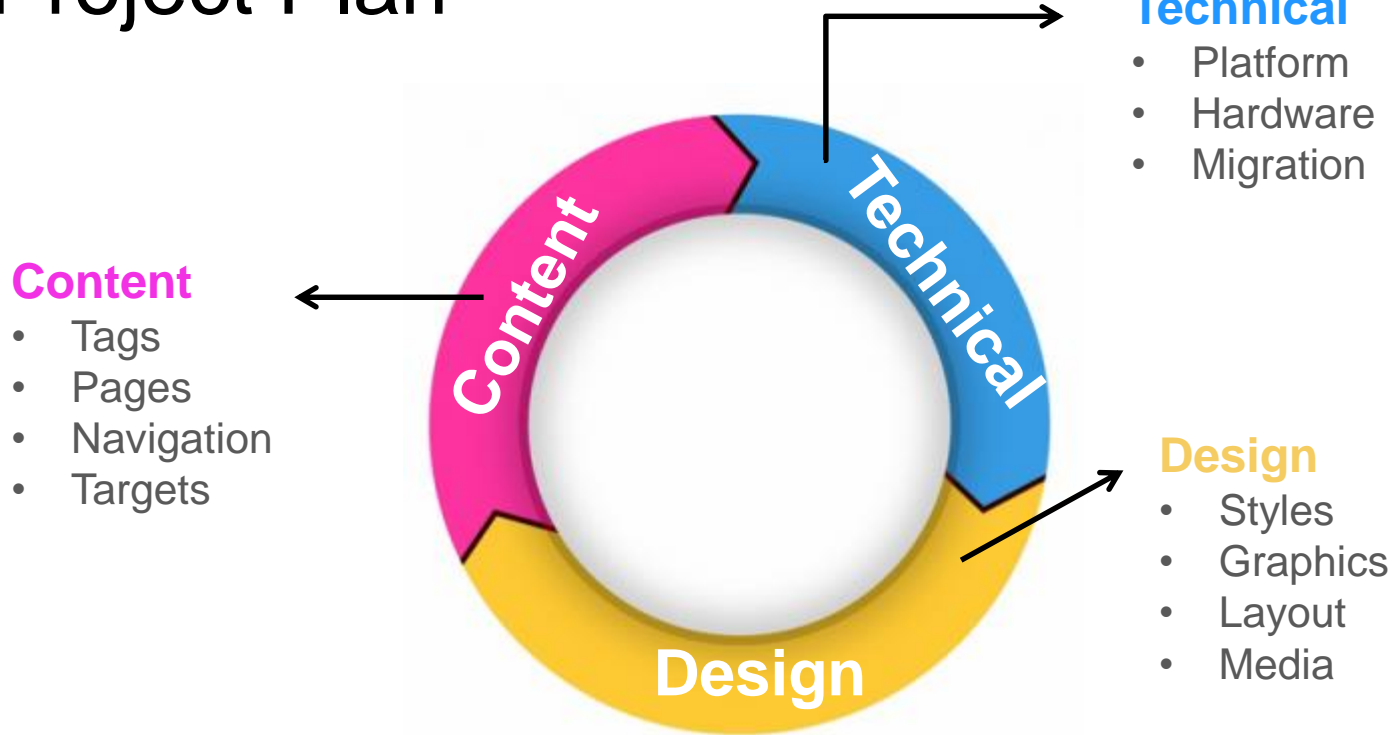


<https://www.youtube.com/watch?v=RLbYEkdW1tl>

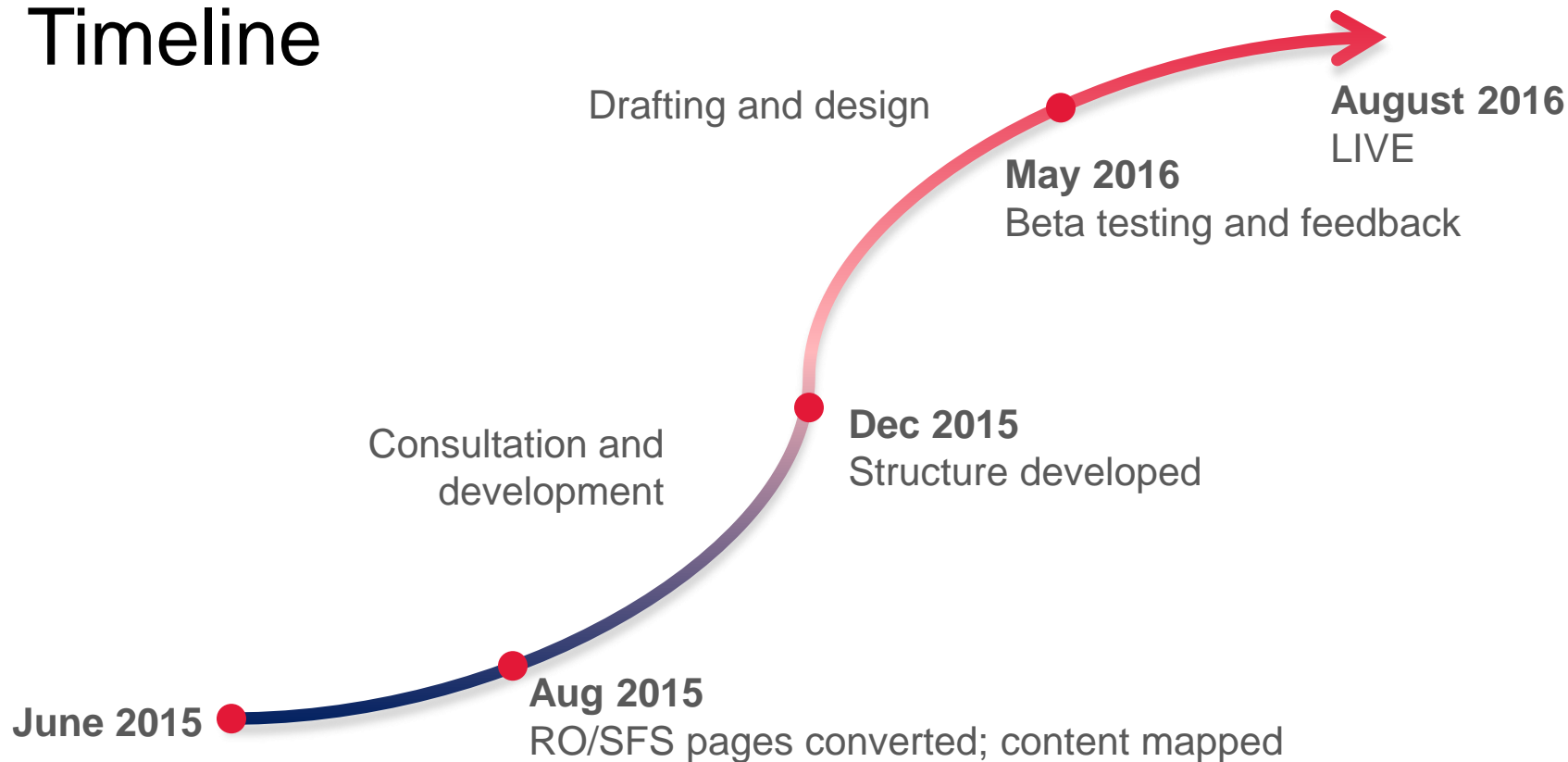
# Content Access Timeline

Activity	Prospect	Recruit	Applicant	Future	New	Current	Continuing	Graduate
Programs								
Admission Requirements								
Transfer Credit								
Financial Aid								
YU Start								
Enrolment								
Fees								
Scholarships/Awards								
Budgeting (Financial Advising)								
Academic Advising								
Degree Requirements (Calendar)								
Sessional Dates								
Grades and Exams								

# Project Plan



# Timeline





## Contact Information

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Questions?