

SEL PROJECT OVERVIEW

WHY IS THIS PROJECT HAPPENING?

Purpose

The Student Experience Life Cycle (SEL) project was prompted by the District’s 2016 Strategic Plan goal to “establish effective pathways that optimize student access and success.” New technology is needed to carry out the strategies specified for this goal including “promote communication channels”, “monitor student progress”, and “proactively engage with at-risk students prior to key milestones.” Per the District’s Technology Plan, the adopted solution will enable these activities across the entire student life cycle (pre-application, application, and follow-up). Central to the success of the project will be an intentional effort to redesign processes at each stage of the student life cycle to create the ideal student experience.



WHAT ARE WE TRYING TO ACCOMPLISH?

Project Objectives

Successful completion of this project is intended to achieve the following objectives:

- Introduce a technology solution designed to improve the student experience and administer pathways at scale
- Empower the colleges to interact with prospective/enrolled students in a responsive and cohesive manner
- Equip employees with tools to facilitate case management, promote engagement, and encourage persistence
- Equip students with tools which support educational planning, foster enrollment, and clearly indicate progress towards completion
- Enhance communication through automated reminders, messaging, and guided self-service options as well as referral mechanisms, alerts, shared notes, or similar functionality
- Assess and refine existing business practices which impact the student experience
- Deliver a comprehensive view of each student’s journey which allows aggregated data to be utilized for ongoing research, enrollment management, and continuous improvement

WHEN WILL IT HAPPEN?

Project Timeline

The SEL solution will be acquired and implemented during the 2017-18 academic year in alignment with the District’s Technology Master Plan.

SEMESTER	PROJECT PHASE	FOCUS
Spring 2017	Introduction	SEL project begins; desired features/functionality identified by work group
Fall 2017	Discovery and Preparation	Product acquisition – product research, demos, and RFP Student journey mapping Implementation preparation work
Spring 2018	Implementation	Implementation and process redesign begins with vendor involvement
Summer 2018	Implementation	Implementation and process redesign continues; testing and end user training begins
Fall 2018	Launch	New system and processes launched for student and employee use
Spring 2019	Post-Launch	First full student life cycle begins in new system (admission cycle opened in fall)
Fall 2019	Institutionalization	Post-implementation assessment and refinement