Overview

• What is student experience?
• Why bother with it?
• What is ResLife?
• Top Tips to improve student experience
What is student experience?

Supporting and enhancing the 'student experience' throughout the student lifecycle is critical to the success in higher education today for both the student and the institution.

The student experience encompasses all aspects of student life (i.e. academic, social, welfare and support)
The UK landscape

Within an increasingly competitive, student-driven sector, higher education institutions face the challenge of enhancing student experience, supporting student engagement and measuring student satisfaction.

Every year universities in the UK enrol over 2 million students, studying nearly 1,200 different subjects. Since the increase in tuition fees the demand for greater value for money has pushed the higher education sector to design better services for students
Why bother with student experience?

- More global & local competition
- Students need more transition support
- Different ways of studying
- International students
- Increase retention

Student experience is important!
The student journey

1. Information for and engagement with potential applicants
2. Application experience (open days, visits, offers, post-offer experience)
3. Transition into HE
4. Learning experience
5. Social and living experiences
6. Preparation for work/further study
7. Alumni experience
Behaviour cycle
Based on Maslow's Hierarchy of Needs

**Physiological**
- Need for food, water, shelter and clothing

**Safety**
- Safety, security and protection

**Social needs**
- Belonging, friendship, appreciation

**Esteem**
- Self esteem, confidence and respect

**Self actualisation**
- Realising potential

**Student needs**

- Self actualisation
- Esteem
- Social needs
- Safety
- Physiological
The real hierarchy of needs
Students mainly as partners

- Self actualisation
- Esteem
- Social needs
- Safety
- Physiological

Student as partner

Student as customer

Based on Maslow's Hierarchy of Needs
Lets not forget basics, good customer service!

- Person centred
- Non judgmental
- Consistent
- A supporter of student rights
- Anti-discrimination
- Honest
- Respectful
- Empowering
- Professional
- A good team player
Practical techniques for student experience

Body language
- Good eye contact
- Affirmative head nods
- Appropriate distance / physical contact
- Minimal movement / good posture

Verbal listening
- Summarising
- Reflecting
- Question topics
- Silence

Effective questioning
- Combine open/closed questions
- Funnel questions
- Use questions for rhetoric
Effective communication skills

- Body Language: 55%
- Tone: 38%
- Words: 7%
What is Residence Life?

Residence Life (ResLife) is the terminology used to describe the comprehensive program that surrounds the experience of living "on and off campus" in a residence hall at a college or University.

ResLife is growing in the UK!
ResLife at Coventry University

A fun and engaging programme run by us for students

We organise events that include day-trips, movie nights, sport events but also personal development activities

We encourage students to come up with ideas for events so it’s all inclusive
ResLife – accommodation commitment

• The ResLife team are here to help students have the best experience possible and inspire you to make the most of your time here at Coventry University.

• ResLife offers a wide range of activities, events, sports, fundraising, life-skills sessions and information and awareness campaigns for students.

• Every week there are loads of opportunities to get involved such as trips and activities including from cooking, karaoke, move nights and cultural celebrations.
Key Benefits of ResLife

• Supporting health and wellbeing all year round but specifically over exam period and first few weeks of university life

• Helping residents live, learn and grow

• Building a community

• Weekly events and opportunities to meet new people.
4 Pillars of ResLife - Values

Social

Health and Wellbeing

Skills

Community
Why embedding values are important?

• We Fly Right

• We Fly Friendly

• We Fly Together

• We Fly Above and Beyond
United Airlines: Passenger forcibly removed from flight

10 April 2017

Videos showing a man being violently removed from a United Airlines flight have provoked an outcry on social media.

The footage taken inside the airliner shows a man being violently pulled out of his seat and dragged down the aisle as passengers prepared to take off from Chicago to Louisville on Sunday evening.

The airline in question - United - has tweeted an apology for what happened and says it is investigating.

One 50-second clip of the incident on Twitter was re-tweeted 16,000 times since it was posted that day.
The ResLife - team

Tom Truman
Residence Life Manager

Chloe Salisbury
Residence life Co-ordinator

Lauren Joyce
Residence life Co-ordinator
ResLife Ambassadors

What can you expect from them?

- Positive
- Hands-on mentality
- Approachable
- Fun
- Supportive
- Open-minded
- Positive attitude
- Willingness to get involved
- Flexibility
Tips for improving student experience

• Seek out feedback and apply it – know your customer!

• Plan your engagement

• Be active on social media (but don’t over rely on it) @reslife_covuni

• Track and measure student activity

• Embrace diversity

• Make meaningful partners & bench mark!
THANK YOU!

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http://browzer.co.uk/futurelets