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INNOVATION IN EDUCATION



**SPEAKING THE SAME LANGUAGE:
HOW TO ENGAGE STUDENTS THROUGH NEW COMMUNICATION CHANNELS**

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THE PROBLEM

- Student population of academic programs has grown
 - Need for distribution of important information increased along with growth
- Traditionally low engagement with students
 - Regular communication channels are failing
- Built-in blockages of channels obstruct messaging



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THE SOLUTION

- The requirements were
 - Real-time
 - Of the moment
 - Accessible
- Implementation
 - Smart phone app
 - Simple, single purpose functionality
 - Concise consistent messaging



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OUTCOMES

- Increased engagement across student body
- Students are engaging with content as it happens. Testing with freebies shows students are paying attention



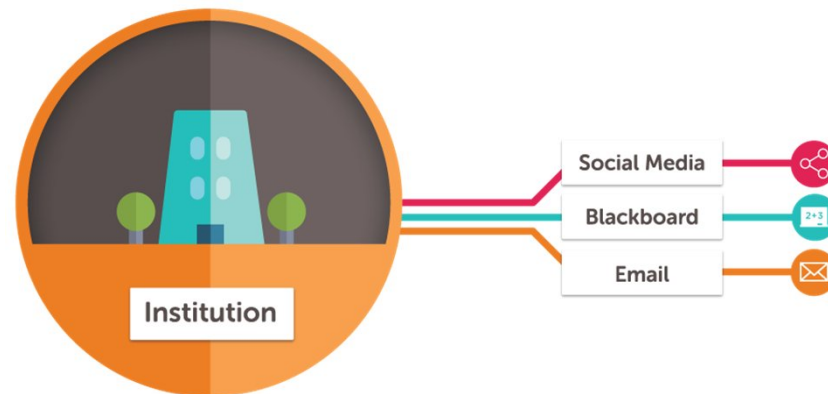
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NEXT STEPS/WHAT WE LEARN'T

“Innovation isn’t doing something new, it’s doing something better.”

- Need to have minimal barriers to rollout
- Evolving your communications not reinventing them
- Complementary to existing communications



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