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
THE SOLUTION

• The requirements were
  • Real-time
  • Of the moment
  • Accessible

• Implementation
  • Smart phone app
  • Simple, single purpose functionality
  • Concise consistent messaging
OUTCOMES

• Increased engagement across student body

• Students are engaging with content as it happens. Testing with freebies shows students are paying attention
“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