How to Deliver Personalization and Engagement in Education

Liferay

Solving the Challenges

As people continue to experience new ways to interact with digital, they expect the same modern, fluid and seamless experiences on campus, in school and in faculty offices. A Digital Experience Platform (DXP) will equip educational institutions to meet these evolving needs and be flexible for future ones as well.

In this e-book, you will read how a DXP delivers access to information and applications while also providing a new level of personalization for educational institutions to better understand the needs of their students, alumni, staff and community stakeholders.

Expectations are Growing

Educational institutions are under increasing pressure to deliver compelling digital experiences for students, administrative staff, teachers and other users. Some of these increasing digital expectations include:

- Growing popularity for IoT devices; the number of devices is at 7 billion and will continue to grow.
- Personalized support and information on their degree progress is important to 92% of students worldwide.
- Majority of students, 97%, think technology inside the classroom is just as important as technology outside the classroom.

With a DXP that can build and connect multiple engaging solutions, educational organizations can be empowered to not only meet these expectations but evolve their digital solutions alongside changing future needs.

Meeting Student Needs

As more of the student population are digital natives, educational institutions must deliver consumer-like, digital-first experiences in order to stay relevant. Managing the student experience needs to go beyond purely the marketing function and provide a fully immersive and personalized engagement on a granular level, gaining a deep understanding of the individual.

A digital experience platform will be able to:

- Segment audiences based on user behavior, location and role.
- Deliver personalized content and web pages to specific segments.
- Aggregate student data across silos.

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Student satisfaction with the university experience influences decisions to stay or go and students who are not satisfied with their overall experience at university are more than three times as likely to consider leaving as those who are satisfied.

Source: Why Higher Education Needs to Adopt a Customer Experience Approach, PwC

Capella University

As a leading online university, Capella University needed a new platform to integrate all of its technologies for a unified, personalized and intuitive user experience. In order to support students in their academic growth, they built a tool that:

- Provides personalized course dashboards for every student to display real-time academic activity.
- Allows students to customize their own Degree Completion Plan.
- Increases engagement levels because of easy user experiences.
- Integrates LMS, student resources and grades on one platform.

Not only is the solution flexible, reliable and scalable, it is much more preferred and praised by students for being user-friendly and intuitive.

The Digital Workplace

The traditional digital solution for teachers and other administrative staff has been an intranet that focuses on supporting administration requirements and access to content. However, successful digital teams will need more. Ultimately, they need a connected digital tool that can deliver personalized news feeds to improve overall productivity and boost employee satisfaction.

Leverage a DXP to:

- Increase efficiency by automating common processes.
- Foster collaboration and engagement through blogs, forums and knowledge management.
- Personalize experiences based on different roles and permissions.
- Bridge data silos between marketing, learning management and feedback systems.

The University of Maine System

With over 40,000 students, faculty and staff, the University of Maine needed to modernize their user experiences in order to better meet their rising digital expectations. They not only upgraded their student portal but also revamped their intranet to empower staff to serve students better and more efficiently .

Using their new solution, the staff and administrators are able to:

- Access personalized information based on role, regardless of location or device used.
- Obtain updated training materials through the system without needing to pay for printed programs.
- Connect to centralized services such as IR, HR and Procurement.

With these new solutions, the University of Maine is positioned for success to satisfy the needs of their students, staff and other digital users.

Bringing People and Data Together

Collaboration is key to driving engagement amongst teachers, partners and other team members. Especially as digital continues to disrupt the educational sector, collaboration empowers organizations to innovate, collect data and deliver better experiences.

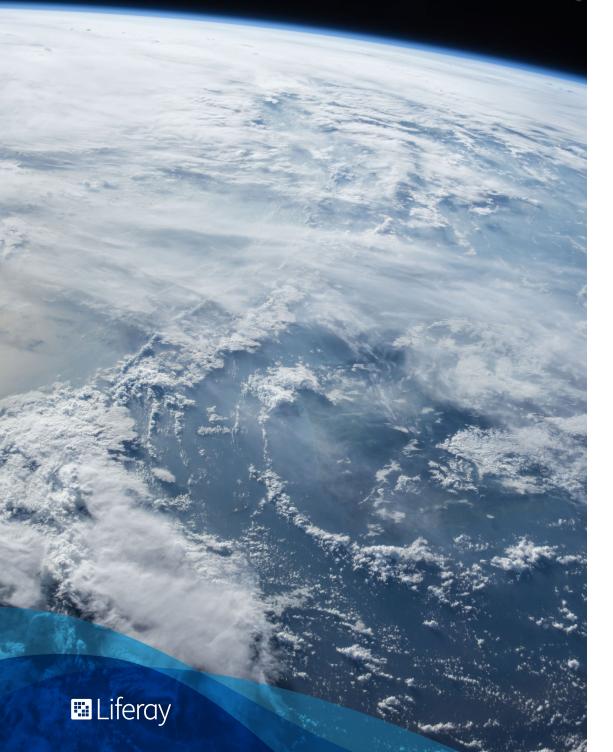Build a collaborative environment using these DXP features:

- Granular organization and role permissioning.
- Blogs, message boards and forums.
- Digital asset management system.
- Integration across multiple technologies and systems.

GLOBE Program

The Global Learning and Observations to Benefit the Environment (GLOBE) Program is a worldwide, hands-on science and education program. Sponsored by NASA and NSF, in coordination with the Department of State and NoAA, Globe is implemented in 116 countries to promote teaching and learning of science, enhance environmental literacy and stewardship and support science teachers to collaborate with each other on inquiry-based investigations of the Earth system.
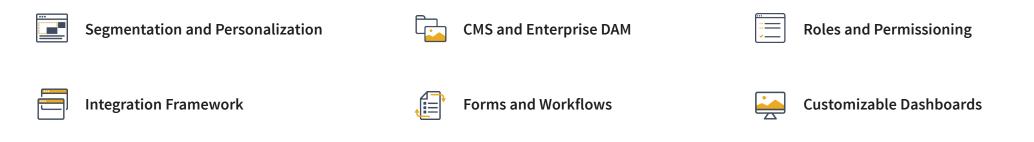
To develop this new and modern collaborative environment, while maintaining the content, features and legacy data of over two decades, GLOBE leveraged a new framework built on a DXP to:

- Support over 30,000 organizations with over 100,000 monthly visitors.
- Integrate role structure, content management and collaboration.
- Provide applications and multiple language functionality to students around the world.

Equipped with the Right Tool

When looking for a digital experience platform to differentiate your campus or organization, it's critical that the platform is flexible enough to meet a multitude of requirements for different students, teachers, staff and parents and can evolve to accommodate new technology changes. In order to accomplish these goals, the platform will need to include these capabilities:

Segmentation and Personalization

CMS and Enterprise DAM

Roles and Permissioning

Integration Framework

Forms and Workflows

Customizable Dashboards

Leverage these features to build student portals, intranets, collaboration platforms, e-learning sites, whatever solution you may need.

Moving Forward

The changing digital landscape demands significant shifts in operating models and the technology used to manage that change. Organizations that fail to keep up with the pace of change will struggle to compete with more advanced educational institutions.

Liferay has been developing digital experience software for educational departments, universities, schools and research institutes for more than a decade now. Establish a digital foundation for success that is able to satisfy and evolve with changing digital expectations with Liferay DXP.

Did you know Liferay is a Leader in Gartner's Magic Quadrant for Digital Experience Platforms? Read the assessment at liferay.com/gartner.

Contact Sales to see if Liferay is the right fit for your project at sales@liferay.com.

Liferay

Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.