



KING'S
College
LONDON

University of London

New to King's: *The transition and journey from applicant to student.*

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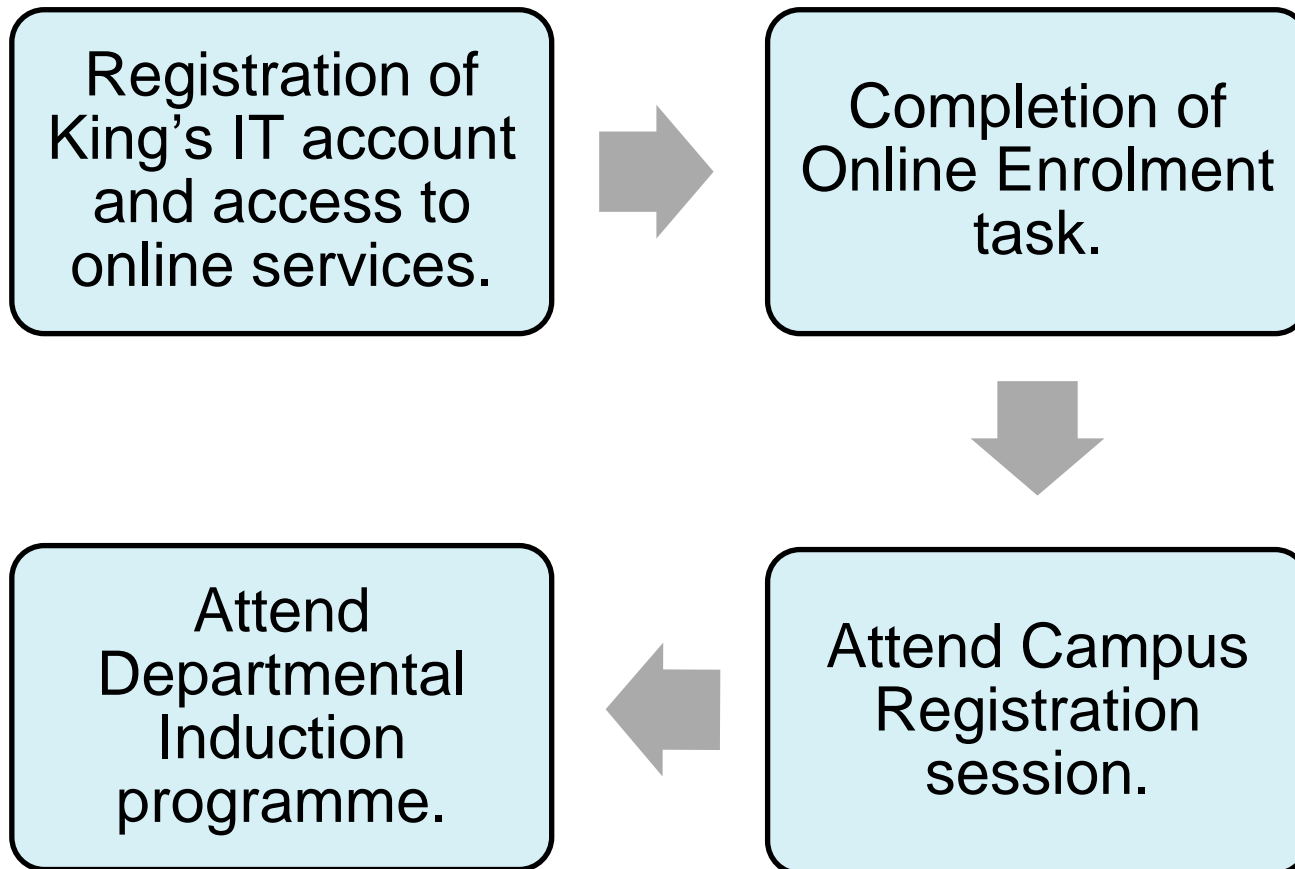
Presentation Scope

- Discussion around the time period from confirmation of offer to attending lectures.
- Focus on data capture, registration processes and student experience.
- Investigate the King's and applicant journeys to the lecture theatre.

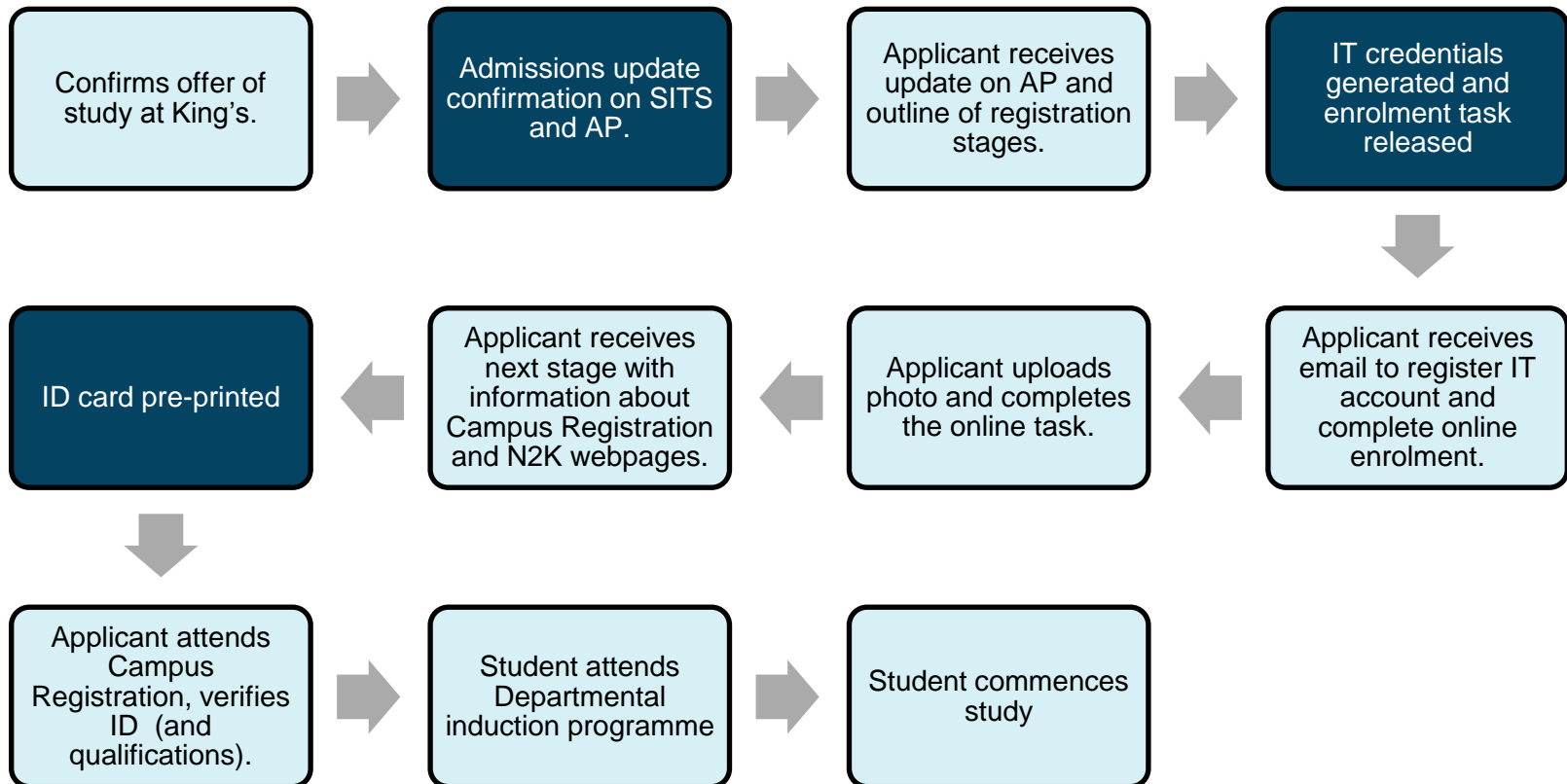
Why do we register students?

- Compliance requirement for HEFCE and UKBA.
- Institutional reputation and maintaining entry requirements.
- Logistical exercise.
- Verification of applicant information.

The King's Approach



The applicant journey

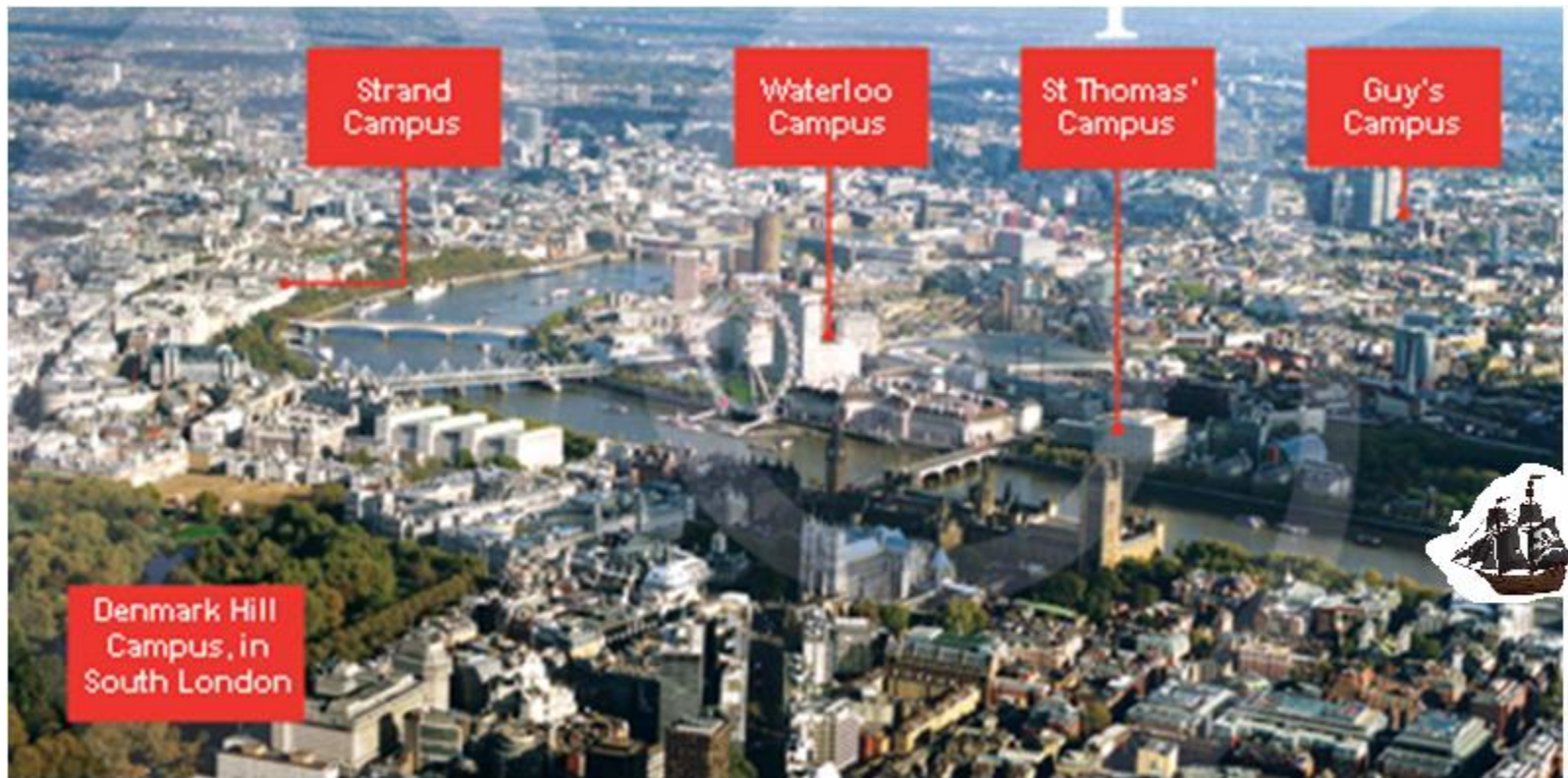


The College's journey

5 Campuses + 9 Schools = Isolated and incoherent approach

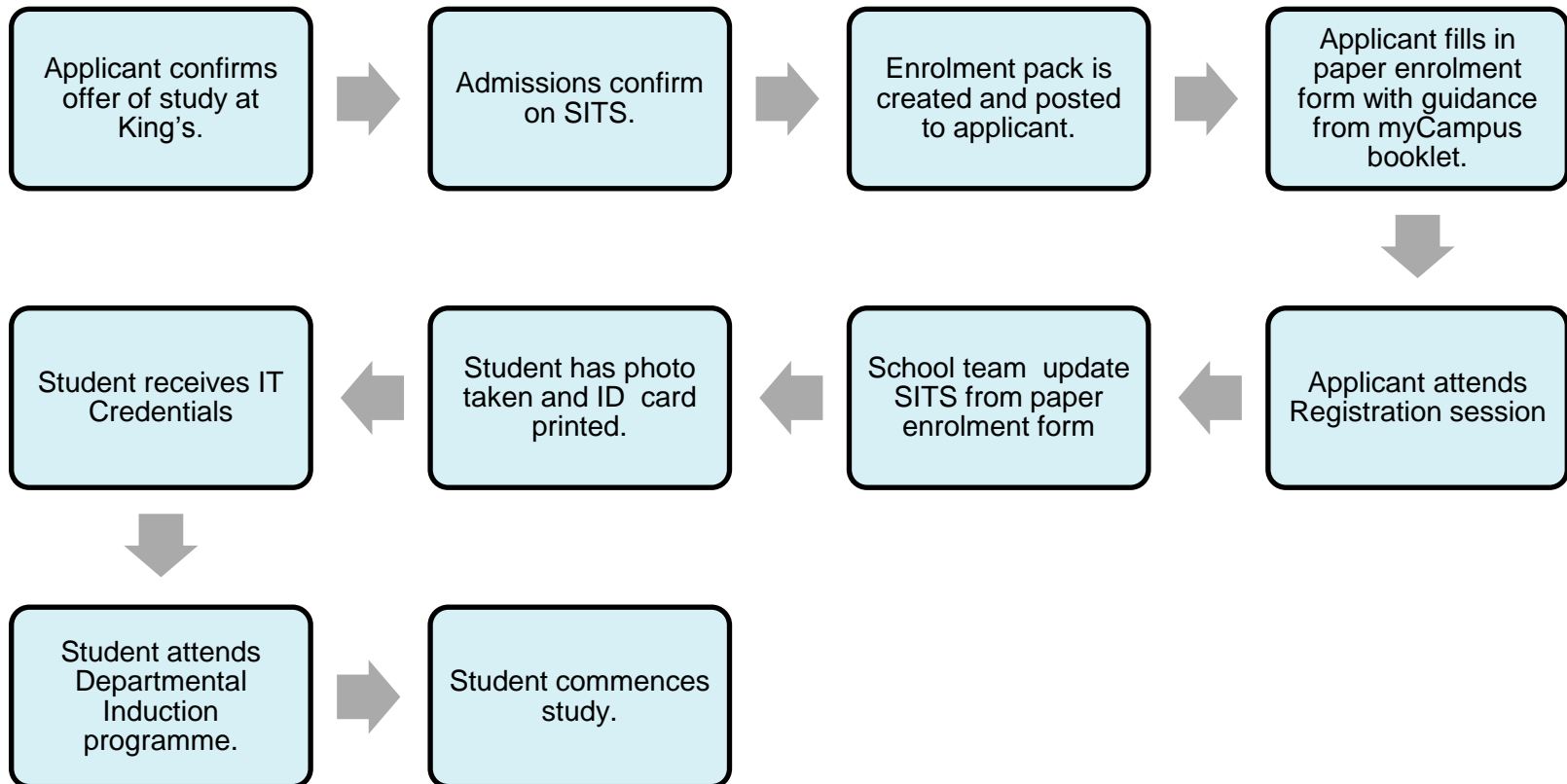
- Paper based registration process up to 2008.
- Variable student experience, limited King's message.
- High risk volume workload at end of process with over-reliance on fragile IT systems.

Campus Locations





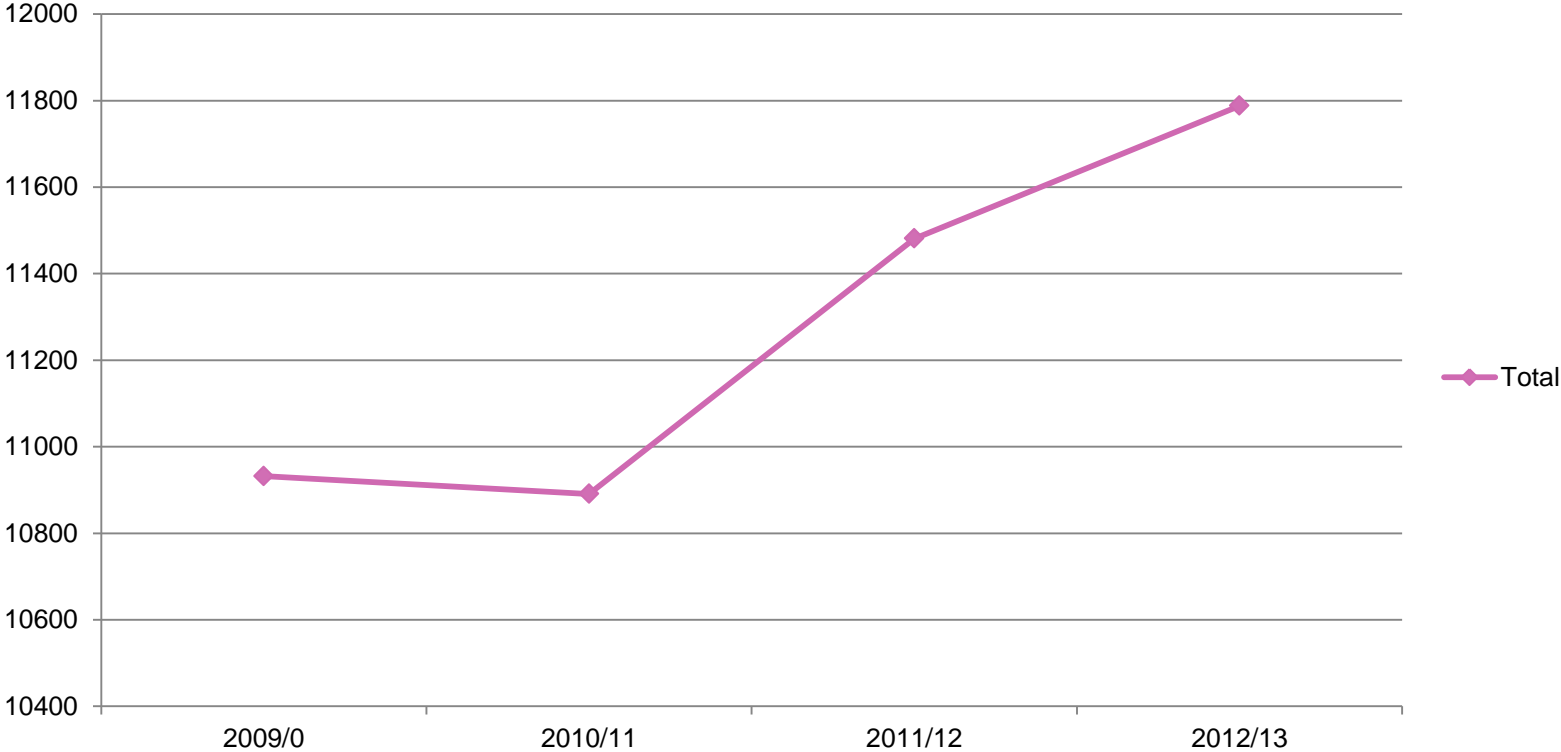
2008 Registration process



Why the change?

- Growth in student numbers.
- Introduction of higher fees for students.
- Change in attitude with education as a business.
- Focus on student experience.
- College administration restructuring.
- Investment in IT infrastructure.
- Internal drive for improvement.

Total Intake per Year



Initial Developments

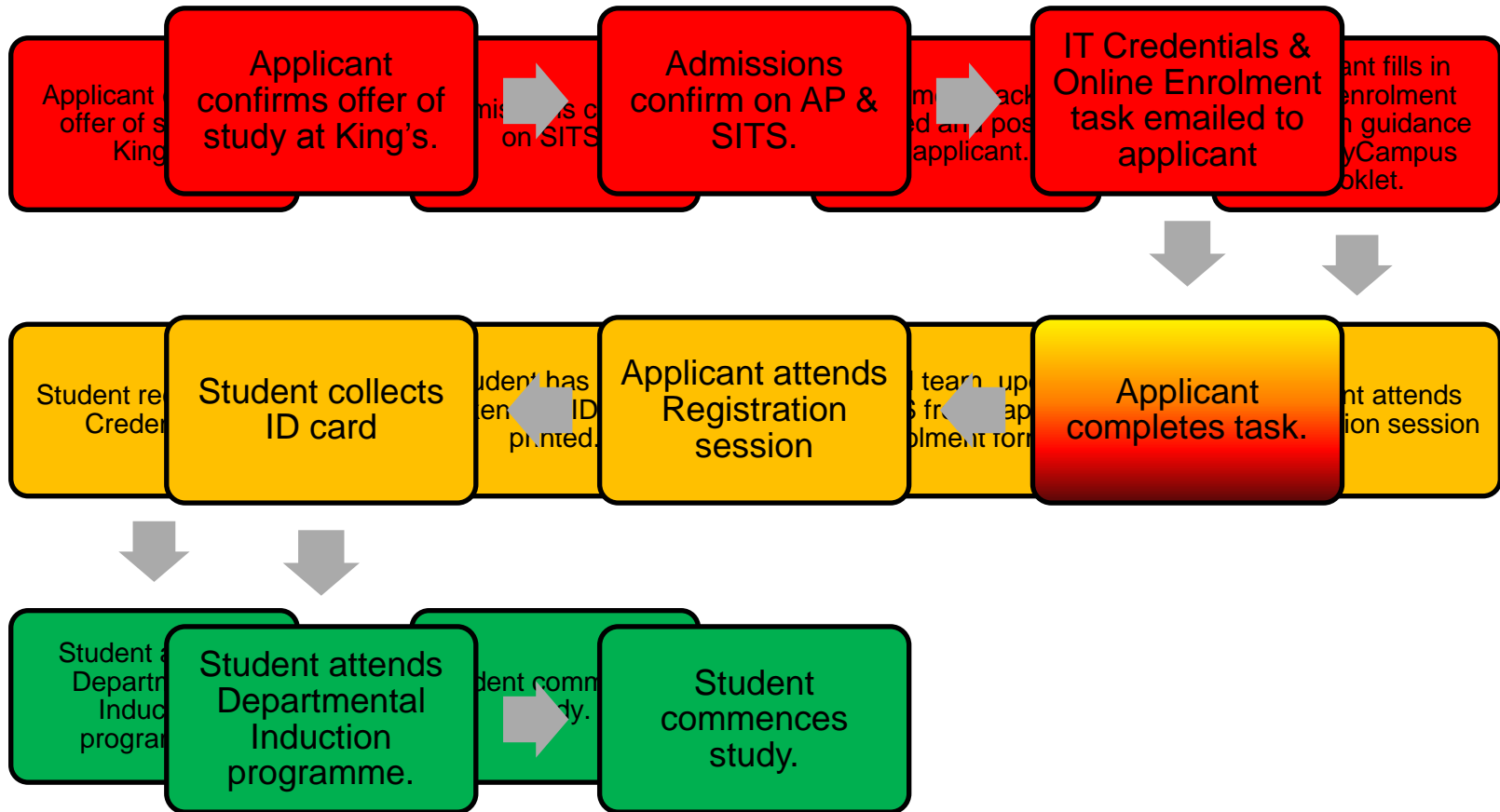
Online Enrolment Task

- ✓ Applicant completes prior to arrival.
- ✓ IT credentials sent through before arrival.
- ✓ Opportunity to upload photo for pre-printing.
- ✓ Central query management via the Compass.

Campus Registration

- ✓ Standard messages
- ✓ Coordination of College-wide activity.
- ✓ Central point of information through New to King's.
- ✓ Standard "uniform" across sites.
- ✓ Use of Student Ambassadors – Peer to Peer advice.

Comparison



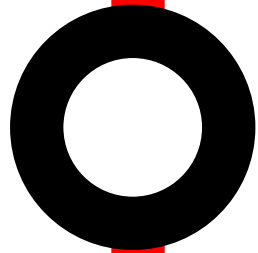
College Registration Start Point

Registration Queries

New to King's Website

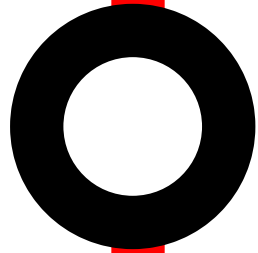
The screenshot shows the top navigation bar of the King's College London website. The logo 'KING'S College LONDON' is on the left. To the right are links for 'ONESPACE', 'INTERNAL', and a search bar with a 'GO' button. Below the navigation bar is a horizontal menu with categories: 'STUDY', 'CAMPUS LIFE', 'RESEARCH & INNOVATION', 'ACADEMIC SCHOOLS', 'GIVING TO KING'S', 'ALUMNI ONLINE', and 'ABOUT KING'S'. A breadcrumb trail reads 'Home | Campus Life | Student Services | New to King's'. The main content area features a large teal header 'NEW TO KING'S' and a video player showing a group of students in a hallway. The video title is 'NEW TO KING'S A WARM WELCOME TO NEW STUDENTS'. To the left of the video is a vertical list of links: 'NEW TO KING'S', 'ENROL', 'LEARN', 'LIVE', 'YOUR COMMUNITY IN LONDON', and 'INDUCTION EVENTS'. Below the video are three smaller video thumbnails: 'BEFORE YOU JOIN KING'S', 'INDUCTION EVENTS', and 'YOUR FIRST FEW DAYS AT KING'S'. At the bottom, there are three sections: 'DENMARK HILL CAMPUS', 'GUY'S CAMPUS', 'STRAND CAMPUS', and 'WATERLOO CAMPUS' with right-pointing arrows; 'SOCIAL MEDIA' with a radio tower icon and text 'Link with the main College-wide groups and networks.'; and 'COLLEGE EVENTS' with a stylized 'i' icon and text 'For all upcoming events in and around King's.'

The next stops...



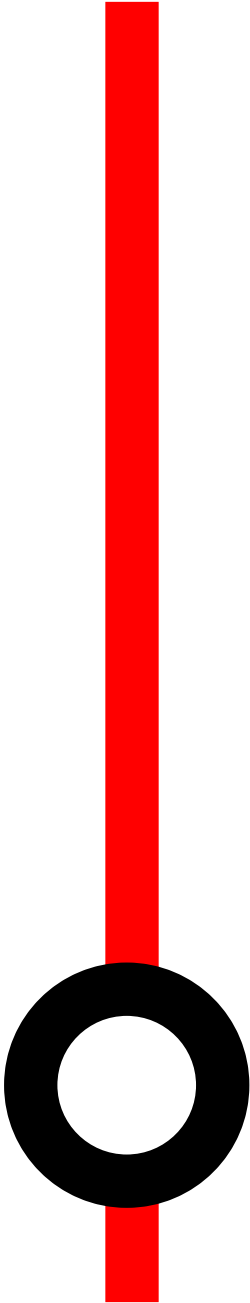
Personalisation of the Online Task

- Inclusion of fee status and tuition fee liability bespoke for each student.
- Individual Campus Registration times and Induction information at end of task

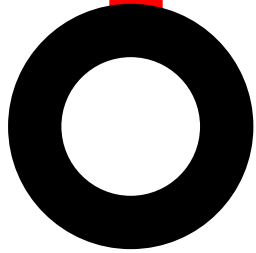


Intuitive Data Capture

- Introduction of logic based data population for HESA information.
- Error messaging when student selects incompatible options.
- Improve guidance and support for HESA data.

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- Enhance the communications strategy to manage applicant expectations.
 - Update New to King's webpages.
 - Develop integration with existing social media platforms.
 - Link through to pre-arrival timetables, online learning environment and module selections.

Communications



Campus Registration Enhancements

- **Use of Student Ambassadors.**
- **Expand pre-printed confirmation letter functionality.**
- **Improve Campus signage.**
- **Roll out staff t-shirts.**

Summary

- Move to online registration process in line with online application.
- Consistently delivered enhanced experience (queries, look and feel).
- Key use of existing students.
- Task allows for high quality data capture.
- Resources on the day can be allocated more efficiently.