

The connected campus

Delivering on your mission with ServiceNow

servicenow®



INTRODUCTION

Leaders at educational institutions have a lot on their plates. They must discover new ways to continue to meet—and exceed—the needs of their students, faculty, and staff. However, they must also balance a drive to innovate with amplified budget pressures, demographic shifts, and organizational disruptions.

Schools need a solution that harnesses the full potential of their people and data, accommodates legacy technologies, and powers resiliency across the entire campus.



Through ServiceNow®, educational institutions are **successfully implementing digital transformation**, even when facing cost pressures.



It's time to use digital transformation and strategic thinking to address the three unavoidable challenges ahead [for educational institutions]: financial pressure, challenges to the college experience, and ongoing uncertainty."

EDUCAUSE

→ **Digital Transformation:** It's Time

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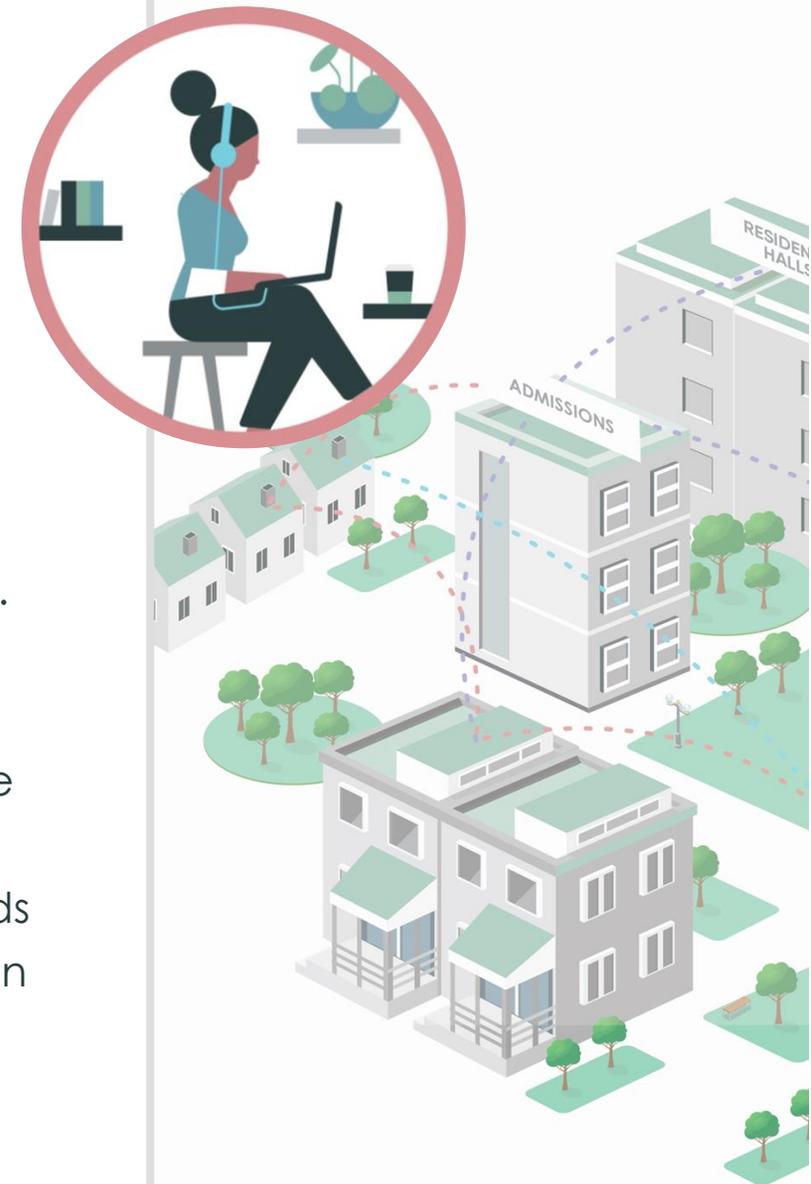
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01 Students

Help ensure student success

Schools have the power to reduce friction and improve experiences for both prospective and enrolled students. However, improving student experience starts with reviewing the current pain points they face in a typical day—and identifying how technology can enable more responsive, personalized interactions. Institutions that recognize their students' interests and preferred methods of engagement can more richly connect, both in-person or online. Responding to the changing expectations of interested students, current learners, and graduated alumni requires educational institutions to be agile and map IT capabilities to their overall institutional goals.



Create consumer-like experiences

Prospective students want to know what makes your school different—and better than the competition. Schools need to wow prospects while they're making their decision, then create a seamless enrollment process. Provide them with real-time, tailored experiences while they're still in the decision-making process to educate and engage them before they even speak with an admissions counselor or visit the campus.

WAYS TO IMPROVE THE PROSPECTIVE STUDENT EXPERIENCE



Arm admissions counselors with information on prospective students' interests by tracking their engagement and activity through an integrated portal



Speed up the application process by automatically capturing, classifying, and reconciling data from transcripts



Streamline the scholarship and grant application, notification, and acceptance process



Give prospective students a modern, consumer-like experience that's personalized to their interests and journey



Make prospects feel important by arming their advisor with their personalized interests so campus visits are more focused



Create seamless visibility for students, families, and all departments on a prospect's application process



Connect the marketing, admissions, housing, and financial aid departments, so that students experience seamless access to the information they need



Anticipate prospective students' needs and next steps in their decision-making process through artificial intelligence (AI)

Support students throughout their journey

Student retention is a top priority in higher education. Especially today, as many students face a challenging learning experience that incorporates remote learning with fewer in-person opportunities, institutions need to implement methods that give students greater control and satisfaction in their academic journey. Increase their likelihood of success by providing them with a student experience that anticipates their needs and facilitates easy access to support and services.

WAYS TO IMPROVE THE ENROLLED STUDENT EXPERIENCE



Automate onboarding activities for new students, including virtual options for setting up school email accounts, creating student IDs, and agreeing to student use policies



Allow advisors to track the activities students need to complete when they first enroll, so they can reach out and help struggling students



Accelerate response to transcript and other record requests



Empower students to easily track their progress against degree requirements



Simplify student experience through one platform, where students can do everything—from purchasing books to making dorm room service requests



Develop digital learning services, like electronic tutorial submissions, so students can get the help they need in an online environment

“

We're committed to our students' success. That starts with delivering a great support experience, but it goes beyond that... By understanding how each student is interacting with our administrative offices, we can see if they need help. For instance, if a student misses a payment or fails to register for classes, we'll be able to see that and reach out to them. That level of care sets us apart, as we continue to give our students what they need to achieve their career aspirations.”

JOHN MCGUTHRY

CIO, Cal Poly Pomona



Find out how Cal Poly Pomona streamlined processes to enhance the student experience using ServiceNow.

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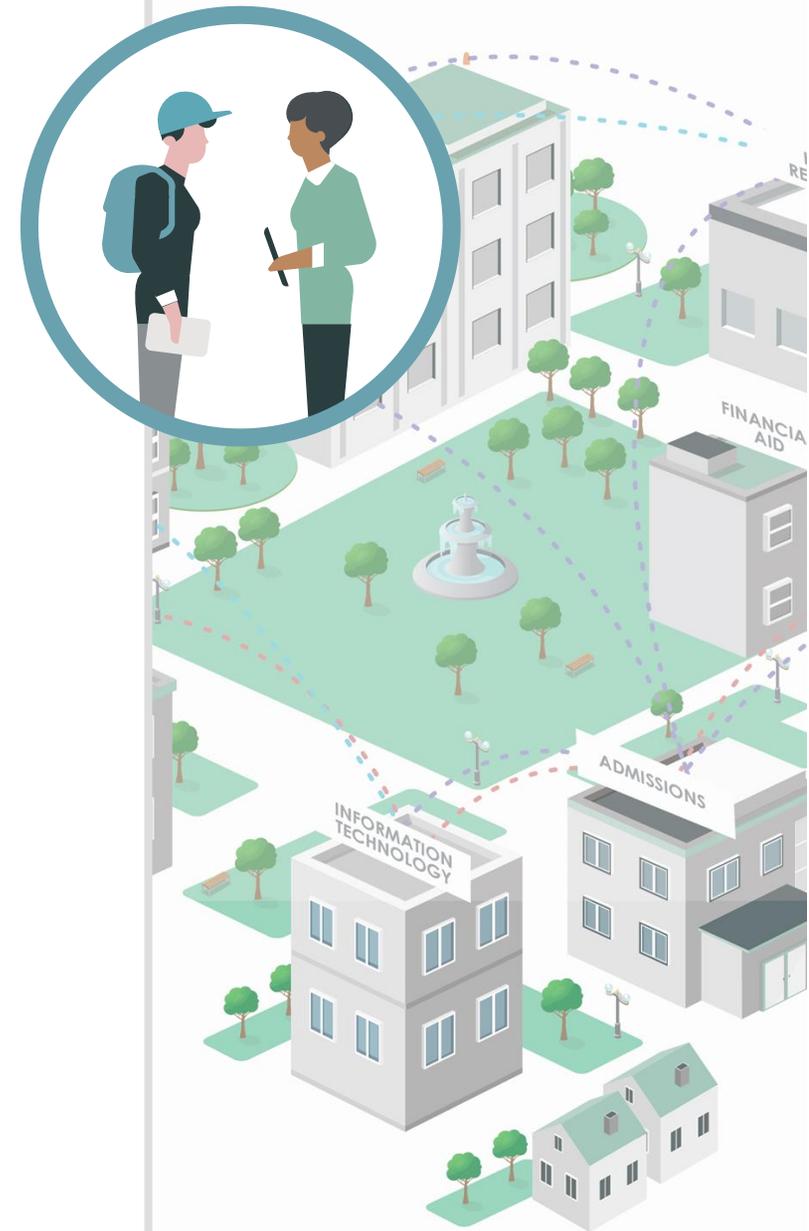
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02 Faculty and staff

Increase faculty and staff engagement

Digital transformation within educational institutions has positive impacts beyond just the student experience—it impacts faculty and staff as well. Through digital transformation, faculty and staff can access new opportunities for personal development through organizational change. Embracing a digital transformation strategy, however, can be difficult for faculty and staff who are used to analog, traditional systems. Help to bring them along throughout the process by highlighting the impact that new tools and technologies can bring to their work experience.



Empower your faculty

Your faculty has a lot on its plate, from adapting to remote learning experiences to ongoing research and grant applications, to curriculum development and managing large workloads. Institutions need to retain faculty, while maximizing each person's impact. Provide your faculty with support to develop professionally by simplifying their renewal, promotion, and tenure experiences, as well as their research efforts. And use data-driven automation to create seamless workflows for their day-to-day responsibilities.

WAYS TO ENHANCE THE FACULTY EXPERIENCE



Facilitate grant and research management to help faculty focus on their innovation



Simplify the credentialing management process for accreditation board visits



Help facilitate the transition to a remote teaching environment



Streamline adjunct faculty paperwork and onboarding through digital workflows



Automate transactional requests, including payroll, benefits, and evaluation requests



Deploying ServiceNow has streamlined the way we manage human resources requests within the University and provided us with a platform to deliver further efficiencies in the future."

LISA MCGAHEY

Manager, HR Systems and Information Management, James Cook University



Find out how James Cook University improved faculty satisfaction by using ServiceNow to refine their HR processes.

Connect your departments

Support services teams have changed a lot over the last few years. They're moving away from traditional in-person processes, and toward more digital experiences. This shift improves experiences for both staff and students. However, there's still work to do. Legacy technology can make it hard to move fast and share information across departments. All of your support staff is on the same team—they should all be on the same technology too. It's time to give them one single portal for all administrative services.

WAYS TO INCREASE COLLABORATION



Build a flow-through administrative support model that offers each student the personalized support they need



Offer a huge catalog of services that simplifies the steps students and faculty need to ask to receive help



Automatically route incidents to the right teams, so that student information can be easily shared between offices



Support multiple departments while coordinating activities on a university-wide level



Integrate billing directly into the ITSM process and eliminate hardware and maintenance costs of legacy billing systems



Consolidate services across the university and reduce duplication and staff workload

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03 IT

Align IT with institutional goals

IT staff play a critical role in addressing emerging needs and innovation in educational institutions. However, many IT departments still rely on manual processes and siloed teams. As schools transform to meet the expectations of an uncertain time, IT teams can lead the way by better leveraging people, processes, and resources. Framing IT concerns within the greater initiatives of the educational institution can help move your organization forward, while keeping budget realities in mind.



Boost IT productivity

IT teams at educational institutions often face cost pressures and must quantify the value of IT solutions while meeting the needs of stakeholders. Plus, a lack of integration and unwieldy legacy systems slow down administrative and IT teams' ability to optimize productivity and focus on what matters most. By using digital tools to break down departmental silos and enable cross-campus knowledge sharing, schools can reduce their IT teams' workload. This helps to free up staff to focus on higher-level tasks, all while improving service management.

WAYS TO MODERNIZE THE IT EXPERIENCE



Use AI to handle mundane IT requests, like connecting to Wi-Fi or purchasing and provisioning software



Anticipate the effects of changes to configuration items (CIs) and avoid service outages



Track incident requests to measure the volume of work being processed by the help desk



Connect and support multiple IT groups to reduce duplication and improve service quality



Facilitate university-wide cost savings by centralizing IT, HR, and other key financial and administrative services



Eliminate the need for IT to manually install and maintain software on students' personal devices by creating virtual desktop solutions

“

What gives me the biggest sense of accomplishment is knowing how many different groups outside of IT we've helped. In fact, about 25 percent of the 700 people who manage tickets aren't even part of the IT organizations, so it's clear how the walls between IT and our business world are falling.”

DAVE CZESZEWSKI

VP Service Management,
Career Education Corporation



Find out how Career Education Corporation scaled support demands to be more responsive to IT, HR, and course development needs.

Secure the campus

Educational institutions face a variety of increased risks and threats related to IT, health, and cybersecurity. Helping to ensure the safety of students, faculty, and staff, both online and in-person, starts with implementing modern risk management and compliance practices through digital workflows.

WAYS TO ENHANCE SECURITY AND STREAMLINE COMPLIANCE



Obtain near real-time visibility into security risks across the entire campus



Reduce the time it takes to respond to a security incident through automation



Quickly identify student, faculty, or staff assets that present vulnerabilities to the network



Help ensure a secure environment for faculty and students logging into the network from home



Predict future service problems and address them before users are affected



Help ensure student, faculty, and staff health through contact tracing to identify exposure and limit spread of illness

Conclusion

With ServiceNow, you can modernize your IT and processes to deliver excellent student and faculty experiences, wherever they are.

LEARN MORE



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