Six Aspirations for Designing the **Modern Student Experience**

Use this infographic to reimagine what a modern student experience could look like at your institution and explore action steps you can take to make that vision a reality.





1

We understand every prospective student as an individual with unique interests and goals.



2

Our students can complete administrative tasks quickly and easily—from anywhere.



3

Our students feel welcome and connected to their peers from the moment they enroll.



4

Our students can access the right learning experiences at the right time to accomplish their goals, throughout their careers.



5

Our students feel empowered to bring their whole selves to campus.



6

We hardwire support for navigating a dynamic job market into each student's course of study.

Hallmarks of a modern student experience

Personalised onboarding

Onboarding interactions that match prospective students' expectations for content and pathways curated just for them

Frictionless administration

User-friendly and digital-first processes that minimise the burden of admin tasks and refocus student attention on the educational experience

Accessible campus community

Digitally facilitated interactions to help students find their place on campus through student clubs, athletic teams, peer mentorships, and more

Flexible academic pathways

Teaching, learning, and assessment with flexibility, including hybrid modalities, manageable transfer pathways, and appropriate credentials

Holistic well-being support

Support staff, resources, and services that attend to students' personal needs across mental, physical, and financial well-being

Proactive career preparation

Tailored experiences to support career exploration, skill development, and preparation for success in the workplace

How to get there

- **Optimise data collection:** Automate collection of personal information and preferences from incoming students
- **Prioritise knowledge management:** Implement content, website, and outreach tagging to help match your offerings with student interests

- **Map current experiences:** Thoroughly examine each process from start to finish from a student's perspective to understand key friction points
- **Redesign, then digitise:** Using your experience mapping, design the ideal experience and then digitise it to avoid creating digital versions of existing roadblocks

- **Integrate activity data:** Create data infrastructure for success staff to access reliable data on students' extracurricular activities
- **Personalise opportunities:** Tailoring communications and options conveys that your institution cares about a student's success and unique experience

- **First, understand student needs:** Determine what student segments you serve, what aspects of the learning experience are a challenge for your current students, and what other student segments you could serve if you structured the learning experience in new ways
- **Then, design pathways:** Based on desired student outcomes, determine the most relevant skills and qualifications (which may include a degree) and design pathways with different levels of engagement to suit

- **Align leaders on holistic wellbeing and its implications for success:** Start a conversation to establish key terms and definitions, combat outdated stereotypes, and understand the impact of mental, physical, and financial health issues on both students and institutional priorities
- **Streamline access to support:** Centralise information on existing campus-wide supports to help students understand the range of options available to manage their concerns

- **Intervene early and often across the student lifecycle:** Create a phased action plan or curriculum that spans the duration of a course, and distribute it in the first year
- **Build mechanisms to nudge students:** Prompt students to complete specific action steps, like taking a career path exploration quiz or drafting a resume

Imperatives for any student experience work

As you work to modernise the student experience, don't lose sight of these three imperatives:



Promote equity, diversity, and inclusion

To better serve current students—and the more diverse student populations of coming years—you must identify equity gaps on campus and develop a plan to close them.



Embrace ongoing digital transformation

Done right, digital transformation helps you build a tech ecosystem that evolves with your priorities. Focus on student needs to avoid adopting tech for tech's sake.



Foster cross-campus collaboration

Operational silos pose a huge risk to your mission, slowing down decisions and stifling innovation. Break down your silos to limit the friction of misalignment.

EAB

Learn more about student experience research

eab.com/strategic-advisory-services

© 2026 by EAB. All Rights Reserved. 37932-02