

Unit4



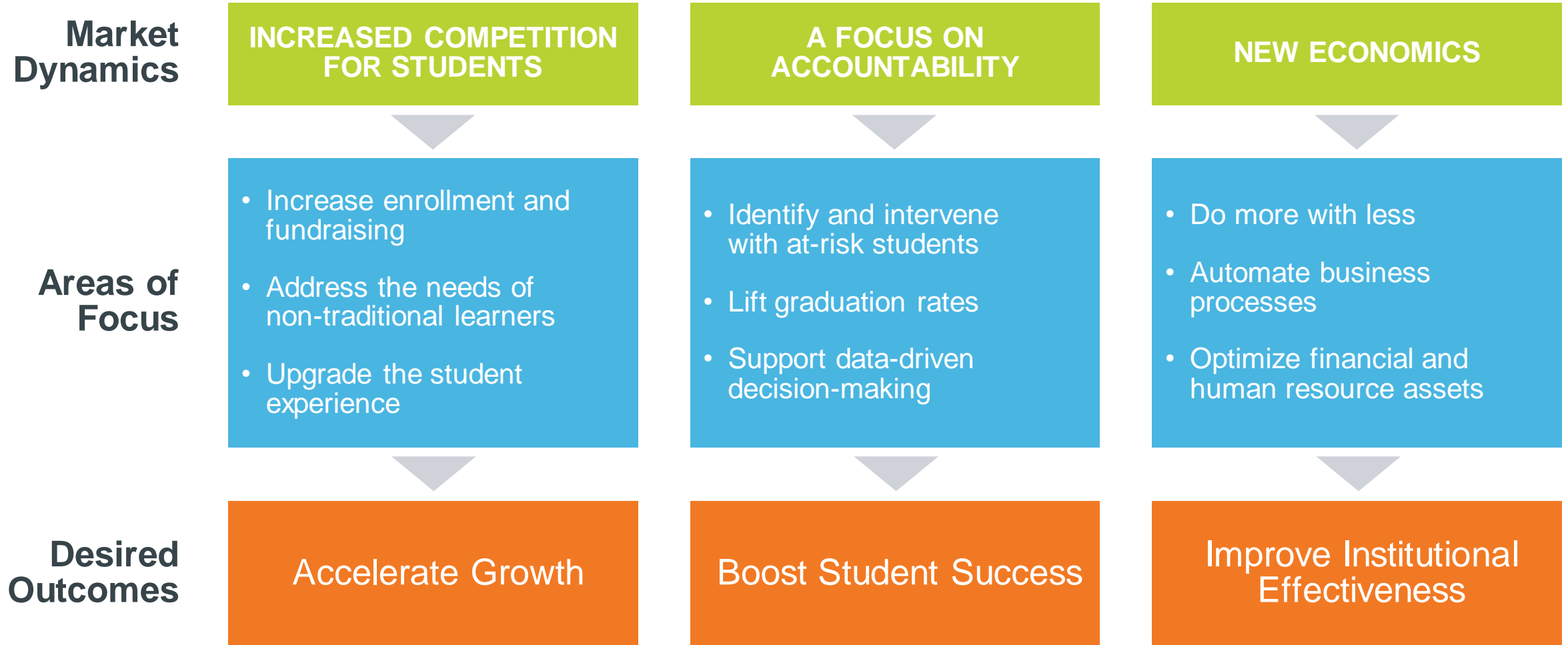
International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

THE-ICE IPoE Forum

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Unit4

In business for people.

An industry undergoing rapid change



73% OF STUDENTS RECOMMEND THEIR UNIVERSITY REVIEW AND CHANGE ITS DIGITAL STRATEGY

A third of students feel there is too much paperwork and get frustrated with the amount and complexity of admin. Students are currently least satisfied with:

- 1 Managing financial aid
- 2 Course transfers
- 3 Communicating with faculty advisors
- 4 Managing academic progress & coursework
- 5 Paying tuition
- 6 Admissions



41%

would be more likely to recommend their university if digital interaction was better

36%

Believe they spend less time studying because admin is so complex

47%

Expect student administration to be easier to manage given the fees they pay

41%

Would have a better experience if they could interact more digitally with their institution

Results reveal a ranking of how easy it is for students to manage different areas of their lives digitally:

- 1 Online Shopping
- 2 Entertainment/music
- 3 Social life/social media
- 4 Finances/banking
- 5 Travel
- 6 University life



8/10

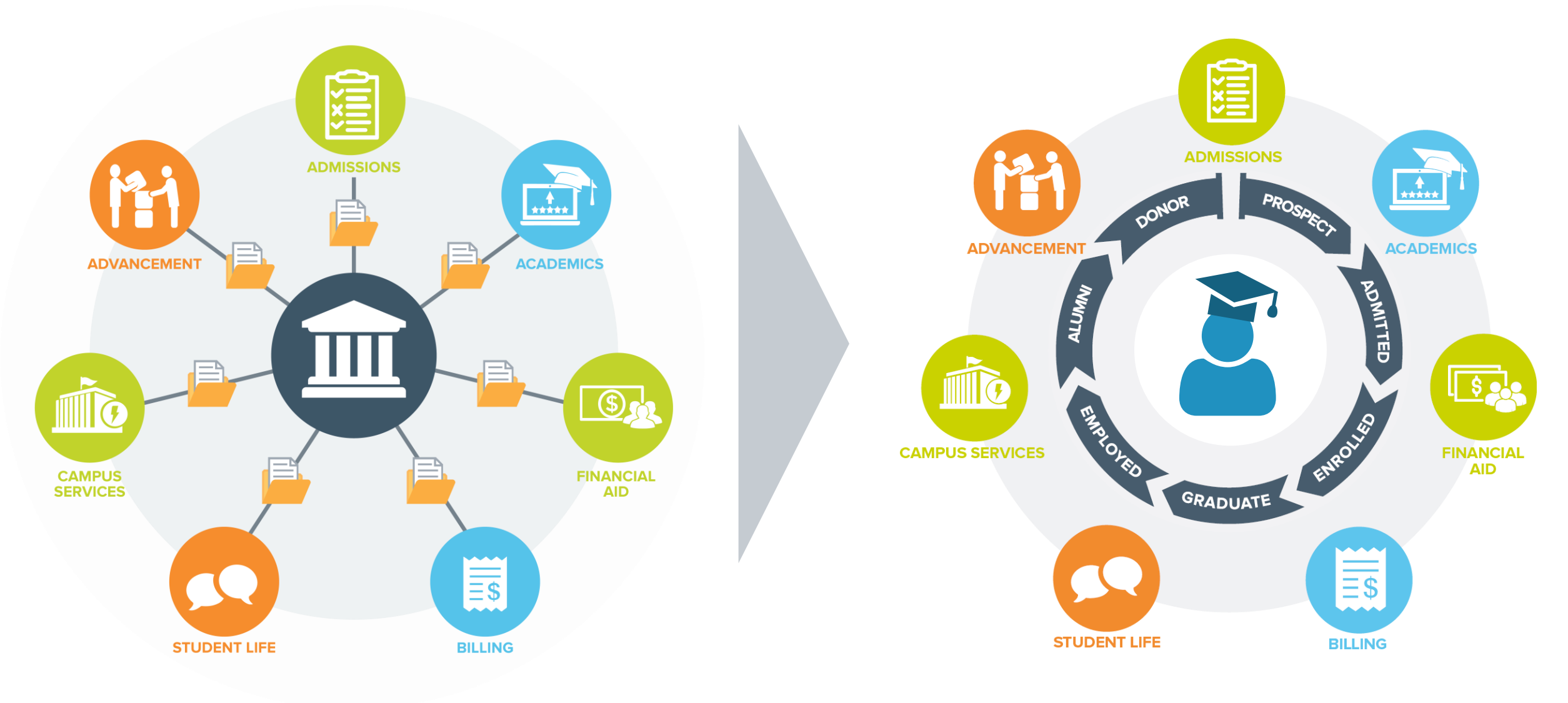
would be more satisfied if their university implemented a single digital system to manage all of their administration



87%

want a single app/web application accessible from any device

A movement towards student-centric business models



Next generation workers demand simplicity and ubiquity



We're living with Work-life blend, not Work-life balance



BYOD is a given, BYOS is following



The rise of the "silent conversation"



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