Building the campus of the future, today

How Ignia’s Smart Campus can help you meet staff and student expectations, deliver world-class facilities, and gain an all-important competitive edge.

Running a higher education institution can be complex. As well as the day-to-day management of your people, programs and facilities, there’s the ongoing challenge of securing funding, increasing enrolments of local and international students – both undergrad and postgrad – and keeping them engaged as they transition throughout student life. You also face ever-present federal government budget cuts; a greater reliance upon a complex mix of students; and growing competition from non-traditional providers and international universities with large budgets.

Your students of today – and your future alumni – are also more digitally savvy than ever before. Timely access to contextual information is an expectation, not a ‘nice to have’. Meanwhile, the need to maintain and improve academic performance and research quality remains paramount.

To address these challenges, and gain a distinct competitive advantage, many higher education institutions are turning to technology-based solutions, to identify efficiencies, empower staff, build and optimise student relationships, and drive retention rates, particularly in that difficult first year of study.

How Ignia’s Smart Campus can help

Ignia’s Smart Campus, is a holistic digital solution based on the Microsoft platform. It leverages an integrated suite of industry-leading technologies to deliver tangible outcomes that align with your university’s unique strategic vision. Ignia’s Smart Campus can help you dramatically improve the services your university provides, and the way you interact with staff, students and the community. It can help you attract, build and optimise relationships with prospective and current students, and build and add value to your alumni relationships. Plus, it can help you attract and foster the mix of students you need, in order to achieve your overall vision and educational objectives.
How Smart Campus Enables the Digital Student Journey

Today’s student lives in a digital world, and expects a high level of technological sophistication. At every step of their student journey, they expect seamless access to information, round-the-clock connectivity, and contextually-relevant, timely insights.

Here’s how a Smart Campus solution delivers at every stage:

1. **Digital Student Journey**
   Deliver a rewarding, end-to-end digital experience for future, current and past students, which includes:
   - Adding value throughout a student’s lifecycle by continually capturing and using data relating to their habits and preferences.
   - Attracting, nurturing and converting more students, both under-grad and post-grad, with personalised and customised information and communications.
   - Driving deeper connections by delivering rich, personalised, task-based content specific to where the student is at any point in time (e.g. providing course information to prospective students, or careers options for those nearing the end of their studies).
   - Fostering stronger relationships with alumni to drive greater value in terms of bequests, referrals and family loyalty, and driving greater links with the business community.

   **The technology:**
   - Sitecore
   - Azure
   - Custom web applications
   - Azure Redis Cache
   - Azure SQL

2. **Connected Workplace**
   Give your staff access to a cloud-based suite of productivity tools based on Microsoft Office 365, to help them conduct research, communicate and share information. Your staff will be able to work more effectively and also gain access to a set of robust and highly secure tools to help them collaborate with both internal and external parties, content providers and post-graduates. These tools include automatic backups, versioning control, data governance and information protection features.

   **The technology:**
   - Office 365
   - Office 365 Data Governance
   - Azure Information Protection
3. Connected Campus

Ignia’s Smart Campus can help you capture practical insights from across your campus, in real-time, in order to improve decision making and enable you to respond to the needs of your staff and students. You can improve facility, course and lecture planning by merging data on class metrics and lecture times, with data on real foot traffic – gleaned through outdoor Wi-Fi technology – to quickly uncover any discrepancies between anticipated and actual traffic, and make any required adjustments. By connecting to existing lecture facilities you can provide student assistant services such as real-time transcribing, translations, or remote.recorded access with live chat support. Facilities such as lighting can also be connected to operate when required to avoid high energy usage and asset maintenance costs.

4. Smart Student Tools

Leveraging the technology for students allows you to improve and enhance their study experience by providing useful tools, virtual assistants and facilitating participation in study groups and guilds. This includes:

- Secure, ad-hoc study groups, which students can connect to from anywhere.
- Classroom collaboration tools, such as Class OneNote, file sharing, and lecture broadcast/playback features.
- Timetable-related insights (e.g. alerts when a student needs to leave their current location to get to their next class).
- Targeted updates on industry or social event participation, based on group, class or peer attendance.

The technology:
- Azure Stream Analytics
- Integration with Cisco Meraki
- Azure IoT Hub

5. Data Insights

Many institutions have data quality and governance issues that can lead to poor insights and unreliable results. Reports can be expensive to customise, time consuming to produce and lack “big picture” information. With Ignia’s Smart Campus Data Insights, you gain access to self-service reporting tools that allow internal and external data to be pulled together, to drive meaningful insights that help with decision making. Enhanced data management and governance allows you to enjoy far greater control over your campus – both now, and into the future.

The technology:
- Cortona Intelligence Suite
- Azure SQL
- Cognitive Services
- Advanced Analytics
- Azure Machine Learning
- Microsoft R Server
- Apache Hadoop
- Spark
Ignia’s Smart Campus in action

University of Western Australia

The University of Western Australia (UWA) is recognised as a top 100 university (91st in 2017), with a vision of being a top 50 University by 2050.

Like any other global organisation, the University realises it needs to be highly competitive, and is committed to making its excellence better known around the world. To achieve this, UWA recently launched a program to transform its Student Experience, kicking off with the ‘Future Students’ project; with a goal of ensuring the University is able to attract and retain the best students from around the world.

“There’s just a world of information out there and it would be very hard for a 16 or 17-year-old to go through every single course that may be of interest,” says Aaron Collyer, Head of Digital and Creative Services at UWA.

To tackle this issue, the University met with a range of high school students in Year ten and eleven, and talked to their teachers and parents, regarding their specific needs. They then profiled it down into nine different personas for each of the different groups.

The University then partnered with Ignia to develop and implement Ignia’s Smart Campus solution.

“… we have been building a SiteCore platform sitting on Azure infrastructure. From a content point of view, we are presenting exactly what people are after, and also from a data analytics point of view, we can start to learn what people are looking for, and making better decisions moving forward based on that,” says Collyer.

Thanks to the new solution, capturing data from the first interaction a prospective student has with UWA’s digital channels, a platform is in place which can be easily extended and combined with AI and machine learning to predict trends around whether a student is on the path to success, or requires intervention, in those crucial first 5 weeks, where drop out rates are at their peak.

“With this information, the University can put support mechanisms in place to help ensure students don’t fall through those cracks,” says Professor Kent Anderson, the University’s Deputy Vice-Chancellor: Community and Engagement.

“We are trying to move into an environment where our current students would be prompted if they haven’t finished an assignment and suggest that they might want to get on top of that,” adds Collyer.

“We wanted to create a Ignia’s Smart Campus to offer them a much easier experience. We’re wanting to go from prospective students all the way through to alumni. We’ve got the best and the brightest sitting here and they are going to help us with our rankings and giving us that recognition, not just within Australia but globally,” he adds.

“We’re giving back and we’re providing a wealth of education and civilisation for all the people of Western Australia,” adds Professor Anderson.

Why Ignia, an Insight company

Ignia, An Insight Company, is a national leader in providing a broad mix of technology advisory, design, and implementation services with capabilities spanning strategy, digital, cloud, mobility and analytics. With the proven experience in the education sector, Ignia will take the time to listen to your requirements, and provide a fully customised, robust solution to meet your specific needs.

To learn more about Ignia’s Smart Campus and how it can enhance your educational institution, get in touch with an Ignia representative today.

1800 189 888
info@ignia.com.au