Business Objectives

- Reposition DSL and improve its overall value proposition and perception amongst its target audiences.
- Demonstrate the division’s integral and educational role
- Reflect the diverse, healthy and supportive community of DSL
- Clarify that various programs within DSL, linking them together under a united front
- Ease audience’s ability to find what they seek, putting them in the center and improving engagement with DSL
- Promote, communicate and share information that supports audience’s needs and interests
Research

- Current Students
  - Surveys
  - Focus Groups
  - 1:1 discussions
- Parent survey
- Site review
  - User Stats
  - Staff input

- Competitive analysis
  - Peer institutions
  - Popular sites (e.g., Amazon)
  - Target employer sites (e.g., Google)
Division of Student Life

50+ Additional Destinations
Align unique journeys with DSL initiatives

Current/Prospective Students and Parents

Faculty & Staff Community & Alumni

Division of Student Life & Related Digital Experiences
Enhanced through self-identification ...

Tell us about yourself.

Effects the content found on the dashboard.
# Student Journey

<table>
<thead>
<tr>
<th>Prospective Student</th>
<th>Current Student</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Enrollment + Vetting</strong></td>
<td><strong>Enrollment + Logistics</strong></td>
</tr>
<tr>
<td>Is MIT the right place for me?</td>
<td>I'm definitely going to MIT. Now what?</td>
</tr>
<tr>
<td>How do I know?</td>
<td></td>
</tr>
<tr>
<td>Researches housing options online</td>
<td>Research and attend CPWF / Takes note of CPWF schedule</td>
</tr>
<tr>
<td>Takes virtual campus tour; seeks more information about a campus visit</td>
<td>Takes note of orientation schedule and deadlines</td>
</tr>
<tr>
<td>Seeks photos, videos and insight into residence halls</td>
<td>Seeks housing plan options, cafeteria menus &amp; meal options</td>
</tr>
<tr>
<td>Seeks content or opportunities to speak with real students about life on campus</td>
<td>Seeks out more information about MIT's first year student requirements</td>
</tr>
<tr>
<td>Seeks for insights regarding student life: recreation, activities, culture, clubs</td>
<td>Seeks housing deadlines, and collects information about application process</td>
</tr>
<tr>
<td>Seeks information about intramurals/ clubs</td>
<td>Seeks residence halls and narrows favorites</td>
</tr>
<tr>
<td>Researches Boston and Cambridge</td>
<td></td>
</tr>
</tbody>
</table>

**Campus Life**

<table>
<thead>
<tr>
<th>Orientation + Organization</th>
<th>Daily Life + Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have a lot of details to straighten out — where do I start?</td>
<td>I want to get more involved — I want to make the most of my opportunities.</td>
</tr>
<tr>
<td>Receives and understands residence hall policies</td>
<td>Seeks volunteer opportunities on/off campus</td>
</tr>
<tr>
<td>Explores study areas and lounges</td>
<td>Reserve study areas / attends study groups</td>
</tr>
<tr>
<td>Researches transportation options in and around campus; saves shuttle schedule</td>
<td>Browses athletic schedules / attends events</td>
</tr>
<tr>
<td>Re-registers for residence hall</td>
<td>Organizes friends to participate in intramural sports, clubs</td>
</tr>
<tr>
<td>Seeks roommate opportunities</td>
<td>Participates in multicultural programs</td>
</tr>
<tr>
<td>Coordinates payments with banks</td>
<td>Seeks information on upcoming student events and activities</td>
</tr>
<tr>
<td>Seeks information about relevant social and/or information channels</td>
<td>Participates in Student Government, or similar organizations</td>
</tr>
<tr>
<td>Research and seeks information about FSIDs</td>
<td>Daily habits: Utilize interactive shuttle route app; check laundry; check cafeteria menu</td>
</tr>
</tbody>
</table>

**Wellness + Support**

<p>| | |</p>
<table>
<thead>
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<th></th>
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<td>Something has come up — I could use a little support.</td>
<td>Seeks out mental health support services</td>
</tr>
<tr>
<td>Browses family emergency policy (leave of absence)</td>
<td>Looks for after hours/emergency contact information</td>
</tr>
<tr>
<td>Browses substance abuse support policies and programs</td>
<td>Keeps emergency contact information up to date</td>
</tr>
<tr>
<td>Seeks information on upcoming supportive events and activities</td>
<td></td>
</tr>
</tbody>
</table>

**Opportunities**

- Task/To-Do content: "Finding the Right Fit" (video)
- Thought/task starters: Popular Tasks & Questions
- Self-identification paths: Prospective/Currrent/Parent/Alumni
- "The MIT Interactive Map": Residence Halls; Landmarks; Quirks; Hacks and Opportunities
- Task To-Do content: "Understanding Housing & Residence Halls at MIT" (from the students to the students)
- Residence Hall Fit Wizard
- Task To-Do content: "Your First Year/Semester" (from the students to the students)
- Video series: Get inspired / get involved content
- Filterable Event calendar
- Activity/club/interest wizard
- Community contributed content: "My MIT Experience" (Instagram) content feed
- Student-to-Student-Life "Suggestion Box": Making MIT better together
- Activity/club/interest wizard
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A student-centric experience

Division of Student Life

- Life on Campus
  - Residential Life
  - Dining
  - Athletics & Fitness
  - Clubs & Organizations
  - Culture & Tradition
  - For Faculty & Staff

- Impact & Opportunities
  - Volunteer Opportunities
  - Student Governance
  - Externships & Employment Opportunities
  - For Faculty & Staff

- Wellness & Support
  - Personal Support
  - Academic Support
  - Spiritual Support

- About Us
  - Strategic Plan
  - Awards & Initiatives
  - Dean's Office
  - Our Staff
  - Our Departments
  - News

High Visibility Utilities
- Directory
- Resources
- Knowledgebase
- Calendar

Featured Dashboard modules for:
- Faculty & Staff
  - DSL Staff
  - Engaging Students
  - Resources
- Parents
  - Volunteering
  - Connect
- Alumni
  - Advising Students
  - Hosting Externships
  - Become EGA

Division of Student Life
An extensible, flexible ecosystem

Points-of-Interest Pages
- Departments
- Topics
- Intramurals
- Clubs
- Organizations
- Programs
- Student Activities Database
- Residence Halls
- etc

Content Pages
- Supporting Content
- How-To’s
- To-Do’s
- FAQ’s

Supporting Pages
- Calendar
- Campus Directory
- Asset Library (Forms, Vids, etc.)
- Community Knowledgebase
- Search Results

Files, videos, community / social content

Division of Student Life
- Versatile/modular/flexible/extensible
- Conversational answers to questions; explanations; definitions
- Visualized processes to set user expectation and provide clear paths to resolution
- Actionable pages; always link to and clearly define next steps or avenues
- Highly share-able
- Community conversations/discussions
- Ratings “Was this helpful?”
- Related content, “Students also viewed...”
- Request more information
“My Dashboard”

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