

University of London International Programmes

Delivering Educational Excellence Beyond Borders to 170,000 Students

Summary

Founded in 1836, the University of London consists of 18 independent member institutions— each one considered a university in its own right. All students from all of the Member Institutions are also University of London students, making them part of a community of over 170,000 international learners from London to Singapore. To enhance their student portal in the way of responsive design and engaging experiences for their students, the University of London turned to Liferay.

londoninternational.ac.uk

In Brief

INDUSTRY:

Education

COUNTRY/REGION:

United Kingdom, Global

USE CASE:

Student Portals, Content Management Solutions

KEY FEATURES:

Responsive Design, Content Management System, Single Sign On, Role-based permissions, Adaptive Mobile Device rules

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Because students are remote they don't necessarily have that sense of community and belonging. With the easy to use Liferay portal, we are seeing more and more students engaging with us in a meaningful way online.

Jonathan Seddon , Senior Assessment Manager: Policy and SITS

Challenges

- Implement features such as single sign on to streamline user experiences.
- Empower content creators to do more and free up IT to focus on value-add priorities.
- Invest in software that can scale with future requirements such as mobile app development.
- Satisfy mobile-first audiences expecting seamless experiences across devices.

Results



STRONGER RELATIONSHIPS

An improved experience was delivered to 170,000 students worldwide.



IMPROVED CUSTOMER SATISFACTION

Net Promoter Score increased among students.



EMPOWERING BUSINESS USERS

Gained ability to administer processes independent of IT.



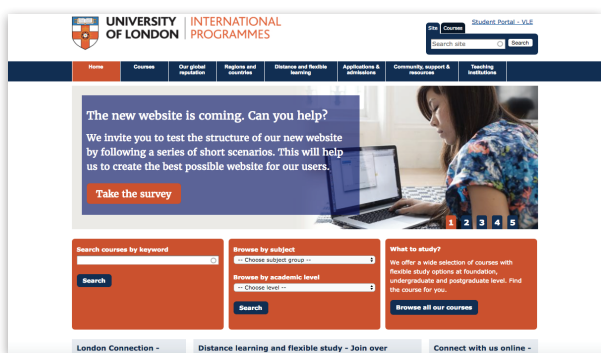
INCREASED ENGAGEMENT

More students engaged frequently on a device of their choice.

150 Years of Distance Learning

The University of London has been delivering distance learning initiatives for over 150 years, making it the oldest provider of distance education in the world.

And because many students choose to study independently through these initiatives, the role of the university's student portal has become a vital one. As the institute's reach grew globally, the university experienced a need for a feature-filled, flexible and cost effective technology to help them manage and engage with each of the 1.1 million page views they were getting per month.



received enhancements, including a flatter navigation that was restructured to allow students to reach vital areas of the portal with less clicks.

Developer Freedom

The University of London has a small yet able team of developers. Prior to the adoption of the Liferay platform, the institution's development team dedicated their resources to the ongoing maintenance requirements of the initial portal solution. Furthermore, product updates were a lengthy process, and the only way to obtain support was through the vendor's paid support channels - a costly and often time-consuming process.

With the original cumbersome portal solution taking up most of their time, the development team was unable to work on improving the portal experience with new features.

With the new platform in place, the development team is now able to make use of bundled developer tools, a broader range of native functionalities and a the Liferay community to fall back on for help and support.

True Content Management

The introduction of the Liferay platform brought about true content management functionality to the university's portal.

A full fledged content management system underpinning the student portal made tasks much easier. The portal's homepage content, including imagery and video, was easier to update, allowing the university to convey more information to keep the students coming back.

From a single platform, common content and applications are now managed across five sites that serve the different needs of the International Programmes' stakeholders including students, teaching providers and member institutions using centrally managed roles and permissions.

Additionally, to improve student journeys on desktops and laptops, the front-end design of the portal

A More Personal Future for Students

Now that the university's developers have more tools, resources and the Liferay open source community to rely on, the University of London can begin to look to the future of its portal for the first time in years.

Personalisation is high on the list of priorities, as they now aim to deliver personalised content based on user profiles and behaviors. In addition, they plan to deliver regionally targeted content in order to engage with overseas students in a more personal way.

By making the portal easy to use, student engagement is growing in a meaningful way online. The University hopes to now leverage its new platform to enable students to create their own online communities and build local connections to further enhance their learning experiences.