The new standard in education: Delivering great experiences while building resiliency
Education institutions are at an inflection point.

An industry already challenged by an eight-year decrease in enrollments, deep cuts in funding, and ongoing questions about the return on tuition investment is now facing new pressures in the wake of COVID-19.

While the pandemic forced institutions to quickly pivot to a broader online learning environment, which caused great disruption, it has also illuminated the need for engaging, secure, and seamless experiences both online and on campus.

Now, education institutions are working to develop a more resilient and responsive framework to deliver on their mission of student success. Strategic investments in tools and technologies will provide integrated, engaging learning experiences for students—and the staff who support them.

And since an increased use of online learning systems may increase cybersecurity vulnerabilities, education institutions must ensure that these student experiences don’t compromise safety or security.

ServiceNow works with higher education institutions to:

1. Deliver great experiences for students
2. Automate manual and organizational processes
3. Protect against threats and facilitate compliance
4. Attract and retain students and faculty
1. Deliver great experiences for students

While many student interactions have moved to digital formats, that doesn’t guarantee a seamless experience. The tools and processes for students are often spread across multiple platforms. Incoming students may apply, register for classes, order books and supplies, schedule academic advising, and stay up to date on their grades—all on different websites. Removing the barrier of multiple accounts and replacing it with a holistic, connected experience can increase retention rates and enable students to be successful by allowing them to focus on what really matters.

ServiceNow provides the opportunity for a total transformation of processes and tools that connect legacy systems in one place. By integrating the entire experience, students can find the answers they need quickly, anytime, anyplace, with customized portals.

2. Automate manual and organizational processes

In any educational institution, many separate internal departments work together to ensure the success of each student. This web of support requires countless processes often resulting in siloes, delays, and errors. And, most workflows are still manual and paper-based.

Creating a better environment to serve students is possible. Automating the most common processes and integrating multiple systems enables faculty and staff to serve students in more meaningful ways that can result in reduced costs, better student outcomes, and increased employee satisfaction and retention.

The Now Platform® allows education institutions to simplify the delivery of business services through automated digital workflows. By connecting siloed systems, schools can share student information between offices, rather than asking students the same questions again and again.
3. Protect against threats and facilitate compliance

Cybersecurity, compliance, and data protection are critical priorities for education institutions. The threats range from stolen research findings to compromised networks—all of which can damage stakeholder trust and put accreditation at risk.

ServiceNow’s security operations and governance, risk, and compliance tools provide continuous monitoring of the security enterprise. These tools also help institutions secure the campus both online and offline and enable real-time reporting and compliance alerts.

4. Attract and retain students and faculty

As so many academic experiences move online, it’s crucial to highlight students’ and faculty’s lifecycle events in new and creative ways. Better experiences can have a powerful effect on student retention and faculty satisfaction. To attract and retain students and faculty, education institutions must explore unique ways to create engaging connections that add value.

With the Now Platform, educational institutions can optimize manual and organizational processes to reduce frustration around transitions. This transformation includes faculty milestones with digital workflows that automate experiences for faculty, like onboarding, moving toward tenure, and offboarding.
ServiceNow for education

ServiceNow gives education institutions the tools they need to transform their operations and create great experiences for students, faculty, and staff. As the Platform of Platforms, ServiceNow enables institutions to connect legacy tools and systems in one place, unifying operational and data silos. Ultimately, this increases resiliency and helps the entire institution to deliver on its mission.

Learn more