



CASE STUDY:

Enhancing the student experience through the power of partnership

Ajman University improves the student and staff experience through advanced processes and technology

As one of the top universities worldwide, Ajman University (AU) in the United Arab Emirates has an excellent reputation to uphold. AU's vision is to be one of the leading universities with innovative learning, dynamic research, responsible outreach and community engagement. Through a partnership with Ellucian, AU has been able to deliver a robust digital infrastructure which enhances the student experience and helps the university to deliver its vision.

Leading the way in times of change

In today's highly connected world, students are more digitally proficient—using apps to perform day-to-day activities, from banking and shopping to transport and exercise. Expectations have shifted, and students have strong views on how universities should use technology to aid the student experience.

“Creating a digital learning environment isn't just about convenience for students, it's about preparing them for the future”, says Dr. Karim Seghir, the Chancellor of Ajman University. “Since we opened our doors in 1988, we've carved our way as a pioneer for inclusion, innovation and social responsibility. At a time when the job market is changing at an unprecedented rate, we must ensure that we empower our students to think critically, creatively and responsibly.



جامعة عجمان
AJMAN UNIVERSITY

Primary Challenge

Integrate campus data and processes to improve the student experience

Solution

Ellucian Banner Student

Results

Improved efficiencies across campus

Enhanced student experience

Increased visibility into student data for reporting and decision-making

Our students very much expect to learn by doing. They want to see how each theoretical concept is applied in real life and, as a result, have very high expectations in terms of using AI, VR and simulations within teaching. To do this effectively, we needed to invest in digitising the experience for staff and students”.

Benchmarking and best practice

After careful research and a comprehensive benchmarking process, the team at AU approached Ellucian to undertake the process of implementing Ellucian Banner Student.

The user-friendly platform streamlines common administrative, teaching and learning tasks to deliver self-service options that allow users to access the features they need any time, from any device. The system simplifies everyday processes and permits data and information to flow freely between departments via a simple and convenient interface.

“Ten years ago, we were only really using the Internet for browsing and research”, says Dr. Seghir. “Students had to come to campus to enrol, deal with administrative tasks, submit work and get grades. Now, they can do it all online. And they expect nothing less”.

Continuous improvement and the need to evolve

As a university that prides itself on innovation, AU’s ethos is one of continuous improvement. By investing in its digital infrastructure and consolidating its systems, AU can harness data which provides actionable insights that can be used to drive future improvements and shape operational efficiency.

Ellucian Banner offers the university the ability to track key performance indicators, undertake trend analyses and support strategy and goals with data-driven evidence. In doing so, the management team can leverage the data and share insights with key stakeholders, creating buy-in and facilitating a better learning and administrative experience for all.

Stronger together: the power of partnership

As a provider exclusively focussed on higher education, Ellucian is committed to working closely with partner institutions to deliver a solution which meets their specific needs. To ensure that the software is agile and responsive to fast-changing user requirements, Ellucian actively engages with its 8,000-strong user community, inviting them to participate in the development process and share best practices to shape and improve the tool.

“When you’re building a business case for such a huge change, involving stakeholders and benchmarking with other higher education institutions is key”, explains Dr Seghir. “We needed to ensure that Ellucian would really understand our needs and provide us with the right solution—one which would enable us to reduce paperwork, gain insight into improving academic



success, reduce attrition, improve the quality of service and optimise existing resources. Ellucian took the time to delve into the challenges we faced with our former student information system and to make recommendations and coach and train our teams. They have been supportive and cooperative to this day—I never felt that I was dealing with a vendor but with a partner who is willing and able to work closely with us to deliver an ideal solution”.

Future-proofing and continuity planning

Ellucian’s commitment to actively monitoring and responding to higher education trends, innovations and challenges means that the company is well positioned to innovate and evolve to meet changing needs.

“While much of this process is geared towards us doing our utmost to satisfy a new breed of high-tech learners and be the best that we can be, the emphasis on digitising academic services and learning has proven particularly valuable in recent weeks”, says Dr. Seghir. “The outbreak of the coronavirus and subsequent shut down of the campus would previously have meant learning would have ground to a halt. With the Banner system, we were ready. We had the software, infrastructure and technology to continue to deliver learning remotely”.

When data talks: the power of change

With the ability to access insightful data, AU is already able to measure and assess the impact of the new SIS implementation. Student and staff satisfaction have improved and the university is seeing increased efficiency across the board.

“Students can see that the academic experience is consistent”, says Dr. Seghir. “The Banner solution gives them more time to focus on their personal learning journey, putting them in the driver’s seat. At the same time, the staff is freed-up from mundane administrative tasks, allowing them to focus on more strategic, impactful work. Digital transformation is clear in the data—satisfaction has improved amongst staff, students and alumni. We are making innovation happen and it shows”.





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DR. KARIM SEGHIR

Chancellor, Ajman University



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