Student Experience Redesign (SER)
Advisory Board Meeting

Working Group: Student Voice

Team Members
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HUB BALLROOM
Our Big Idea: Mason ’Accountable’ App

The app will offer continual updates in a newsfeed format when university policies or processes are updated or created and provides feedback options with comments or simple responses. Students will receive alerts when final decisions are made and implemented.

VALUE IT WILL PROVIDE TO MASON COMMUNITY

Consistency in decision making processes for university policies and practices in solicitation of student feedback and in dissemination of final decisions.

Students will:
- Have input in decision-making processes that have a direct impact on their experience
- A consistent feeling that their voice and experience are valued
- Believe Mason is transparent in dissemination of decisions to the student body in a timely manner
- An increased connection and sense of belonging to Mason
Customer Relationship Management (CRM) Implications

CRM Applications

• University administrative and academic units can utilize CRM to track policies and final decisions posted on the Mason ‘Accountable’ App

• Student feedback would not be tracked through CRM to protect the anonymity of student response

• Login may/could be different from Patriot Pass and Masonlive login

• Mason ‘Accountable’ App may ‘live’ in Mobile Mason
Quick Win: Mason Common Language Infographic

The Mason Common Language Infographic will emphasize a shared experience for all students across all campuses, and provide a shared understanding and identity as a Mason Patriot. The infographic topics will include traditions at Mason, explanation of key acronyms across academic and University Life units, campus buildings, etc.

- Creating the framework for a common language will help strengthen the sense of identity, tradition, and spirit that students feel is currently lacking at Mason, and support a welcoming and inclusive atmosphere.
- Students across Mason distributed campuses will be able to articulate a shared Mason experience, message and sense of community when speaking about the university.