In Comm Customer Journey

Feel at Home

Selection & Application Attractiveness,

Intro

Onboarding



Central information point A unique point of entry to find

consistent and useful information

channels of the university.

Personalized communication

Admission A personal approach in personalized messages and direct contact with university staff.



All essential and practical steps to take before and upon arrival.

Support in finding accommodation

Help offered to the newcomers to find housing before arrival to the

DIFFERENCES!



One tone of voice

Coherent communication from al university staff towards the

Communication ?





Creating an MCLUSIVE CLIMATE

Cultural introduction

Coordinated activities and infor-mation aimed on increasing awareness of the local culture and traditions



Legal procedures

Information and support on the set of formalities requested upon arrival.



City tours

Thematic group tours to introduce newcomers to the city.



Discovering university services

Introduction to available services and supporting staff.



Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



Introduction

to the campus A tour over campus(sus) to help

newcomers to find their way around.



Welcome kit

A physical package with the essential information and goodies



Involvement of communities Getting to know the related

stakeholders, associations and informal bodies.

each other A moment to meet and greet each other with introductions,



Get to know

presentations or just a small talk









International

classroom/workspace Enable an inclusive learning

environment using internationalization policies and practices.





Mental

Institutional support

University-organized programs that help newcomers with their specific academic program.



Learn the language or improve other languages'

A place to learn the local language proficiency.



Social events

Well spread activities during the first 3 months aimed to socialize and meeting the local community.





Integrating newcomers in existing training programs to support their professional development.



