

# Student Journey Map | Barton Community College – BARTonline Student

	Needs College Credit	Evaluates Options	Chooses BARTonline	Attends Class	Telling their Story	
<b>Doing</b> Opportunity Warning						
<b>ONLINE</b> 	<ul style="list-style-type: none"> <li>Google (online programs, colleges, credit transferability and cost)</li> <li>Online advertising</li> <li>Barton website/digital content</li> <li>Barton social media</li> </ul>	<ul style="list-style-type: none"> <li>Various college websites (comparing programs, cost, credit transferability)</li> <li>Barton website/digital content</li> <li>Barton social media</li> </ul>	<ul style="list-style-type: none"> <li>Barton website/digital content</li> <li>MyBarton portal</li> <li>Canvas LMS</li> </ul>	<ul style="list-style-type: none"> <li>MyBarton portal</li> <li>Canvas LMS</li> </ul>	<ul style="list-style-type: none"> <li>Personal social media</li> </ul>	
<b>BARTON TOUCHPOINTS</b> 	<ul style="list-style-type: none"> <li>Advertising</li> <li>Social media</li> <li>Email</li> <li>Phone</li> <li>BartChat</li> </ul>	<ul style="list-style-type: none"> <li>Advertising</li> <li>Social media</li> <li>Email</li> <li>Phone</li> <li>BartChat</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Text</li> <li>BartChat</li> </ul>	<ul style="list-style-type: none"> <li>Business Center</li> <li>Canvas (automatic messages)</li> <li>Email</li> <li>BartChat</li> </ul>	<ul style="list-style-type: none"> <li>Ask to provide testimonial</li> </ul>	
<b>Key Interactions</b>	<ul style="list-style-type: none"> <li><b>Friends/Family:</b> Asking for advice</li> <li><b>Other universities/military organizations:</b> Refer to Barton</li> <li><b>Admissions/Barton staff:</b> Email inquiries</li> </ul>	<ul style="list-style-type: none"> <li><b>Friends/Family:</b> Asking for advice</li> <li><b>Admissions/Barton staff:</b> Answer questions; discuss next steps</li> <li><b>Faculty/Adviser:</b> Explore interests; develop plan of study</li> <li><b>Education Center:</b> Military students</li> </ul>	<ul style="list-style-type: none"> <li><b>Admissions/Barton staff:</b> Answer questions; discuss next steps</li> <li><b>Adviser:</b> Email welcome; help build schedule</li> <li><b>Instructor:</b> Email welcome; Canvas log-in info</li> <li><b>Registrar:</b> Class registration</li> <li><b>Business Office:</b> Payment</li> <li><b>Financial Aid:</b> 10-15% of online students</li> </ul>	<ul style="list-style-type: none"> <li><b>Instructor:</b> Sends 2-3 emails/week; hosts help sessions/office hours</li> <li><b>Business Office:</b> Payment</li> <li><b>Peer Social Groups:</b> Students develop to communicate with each other</li> <li><b>VP:</b> Email at the start of the term</li> </ul>	<ul style="list-style-type: none"> <li><b>Business Center:</b> Credit transfer</li> <li><b>Alumni Office:</b> Maintain engagement</li> </ul>	
<b>Feeling</b> 						
<b>Pain Points &amp; Barriers</b>	<ul style="list-style-type: none"> <li>Unsure if taking classes is actually worth it</li> <li>Balancing work and family time</li> <li>Navigating the BARTonline website</li> <li>Access to technology</li> <li>Unsure how online classes actually work and how credits will transfer</li> <li>Timing of sessions/start dates</li> <li>Cost/financial aid/other funding</li> <li>FAFSA is confusing</li> </ul>	<ul style="list-style-type: none"> <li>Don't know if they are making the right choice</li> <li>Unsure what classes to enroll in</li> <li>Timing of sessions/start dates</li> <li>Unsure how credits will transfer</li> <li>Navigating the BARTonline website</li> <li>Not familiar with technology/platforms used</li> <li>Cost/financial aid/other funding</li> <li>FAFSA is confusing</li> </ul>	<ul style="list-style-type: none"> <li>Not sure how online class works/how to start</li> <li>Not familiar with technology/platforms used</li> <li>Not sure when payment is due</li> <li>Timing of sessions/start dates</li> <li>Time zone confusion</li> <li>Were admitted but didn't enroll</li> <li>Unsure how credits will transfer</li> <li>Getting transcripts/pre-reqs</li> </ul>	<ul style="list-style-type: none"> <li>Anxious about taking an online class</li> <li>Not sure who to talk to/ask questions</li> <li>Unsure how credits will transfer</li> <li>Time zone confusion</li> <li>Tech issues</li> <li>Misses info due to use of personal email</li> <li>Unsure of drop-dates/refund timeline</li> <li>Overwhelmed</li> <li>Doesn't like online class format</li> </ul>	<ul style="list-style-type: none"> <li>Trying to find a job</li> <li>Unsure how credits are transferred and how the other school is notified</li> </ul>	
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Your website is your front door. The user experience must be seamless. The information must be up-to-date and complete and the path to get to this information should be logical and smooth.</li> <li>Lead with the messages most important to students – price/affordability, credit transferability, convenience of online classes and flexibility of class start dates/durations.</li> <li>The inquiry and application processes have to be fast and abundantly clear. Email and text are preferred by students, but provide clear directions on who to call for what if needed.</li> <li>Connect your CRM to the texting platform so all communications can be tracked.</li> <li>Referrals from other colleges/universities/military entities are a big opportunity. Review your business development strategy to ensure current referrers have the information/tools they need, and work to identify other potential referrers that can be added to the pipeline.</li> <li>Video content and engaging social media posts are vital to reaching students. The goal is to create awareness and educate potential students about BARTonline.</li> </ul>		<ul style="list-style-type: none"> <li>Students have a lot of questions about how online classes work. Marketing can help answer questions by producing short informational videos that answer FAQs.</li> <li>Simple, consistent communication is key. Review communication that is sent out after a student inquires, applies and enrolls to ensure it clearly communicates the need-to-know information, including simple, clear steps that outline what to do next and who to contact for what.</li> </ul>		<ul style="list-style-type: none"> <li>There is no central location for students to go to when they have problems, which can be isolating in an online environment. Provide a concierge service that give students a place to call with any/all questions.</li> <li>Send messages through multiple platforms to ensure you are communicating with students according to their preferences.</li> <li>Ask students what you can do to make their experience better. Send students a link to a survey asking about the application/enrollment process; have instructors reinforce the importance of their feedback.</li> </ul>	<ul style="list-style-type: none"> <li>Instructors can make or break the experience. Email students an instructor evaluation after a class is complete to identify potential issues.</li> <li>Students are having a great experience. Encourage and provide a platform for alumni to tell their story and advocate for BARTonline.</li> </ul>