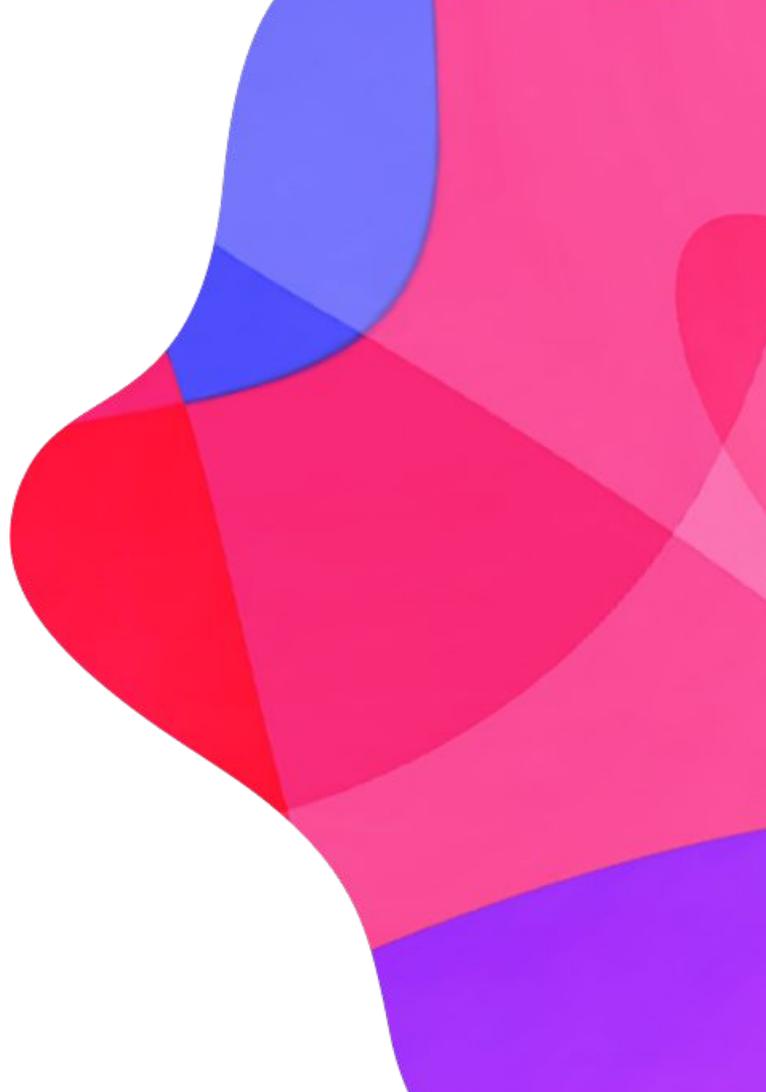


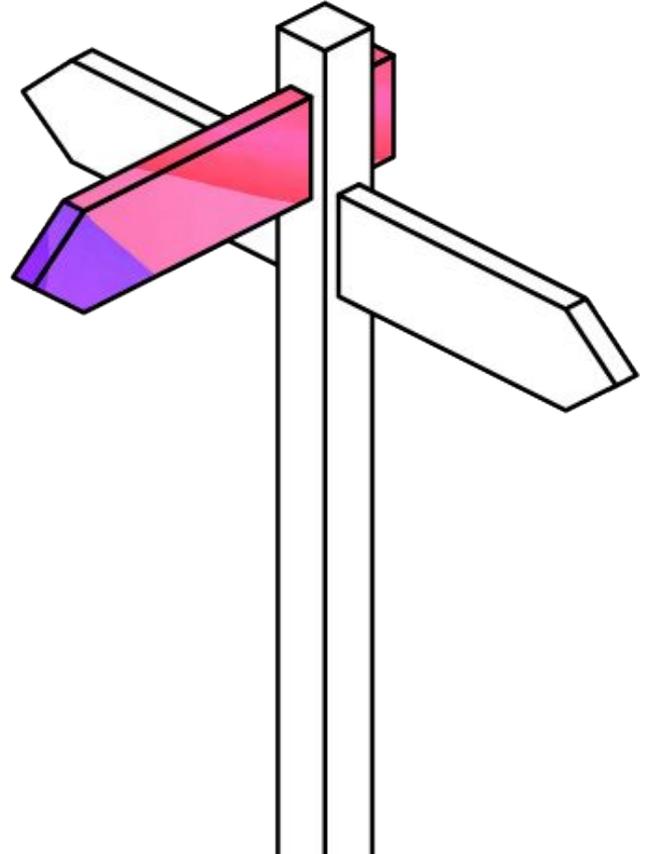


Boosting Student Utilization with Glean: The three-step success strategy



Agenda

- Why communicating the value of new tech to student can be a challenge
- The three step strategy to successfully boost student uptake
- Bonus tips and your next steps



How we got here



**Consultation with
customers**

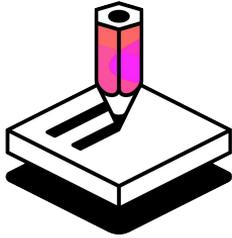


**Working with
experts**



It's no secret: **communicating the value of new tech to students is challenging**

Why is it challenging?



Students don't understand the importance of note taking for learning

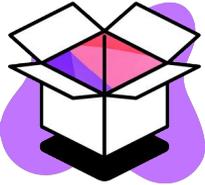


Students are overwhelmed with information at the start of semester



Staff lack the time and resources to create a comms plan

How can you overcome these challenges?



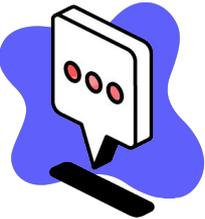
Focus on the benefits

Start by telling students why they should use Glean, not how.



Be impactful and concise

You need to cut through all the other information students receive.



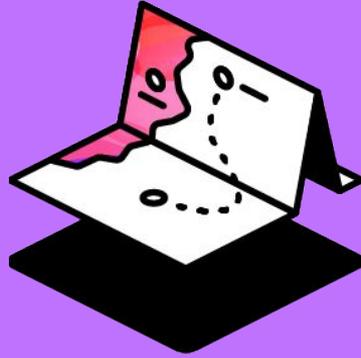
Multiple touchpoints

It's easy to miss announcements, so send multiple messages.



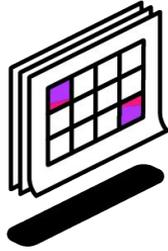
Use our comms blueprint

Leave the planning to us and free up your time!



The three step comms strategy
A blueprint for success

Overview



Pre-invite

Create awareness of Glean



Invite

Create buy in for the tool



Follow Up

Address barriers and concerns

Pre-invite

Around 14 days before you invite students, send an email to increase awareness of Glean.

- Make students aware of the value of note taking
- Let them know to expect their invite



Invite

Accompany your invites with an email to increase the chances of students trying Glean.

- Communicate the benefits of Glean for learning
- Make clear how fast they can be up and running



Follow up

Around four days after students have been invited, make sure to follow up to maximise persistence with Glean.

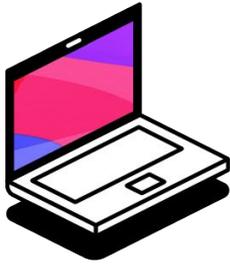
- Help overcome common barriers
- Signpost resources and next steps



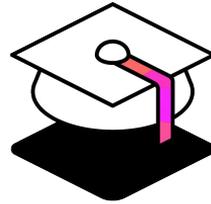


Take your comms to the next level!
Some additional tactics you could explore

Why not try...



Posting messages about Glean on your LMS or other platforms to raise awareness



Encouraging students who already love Glean to share their experience with peers



Using SMS to communicate with students, if you have this capability

Get your team onboard

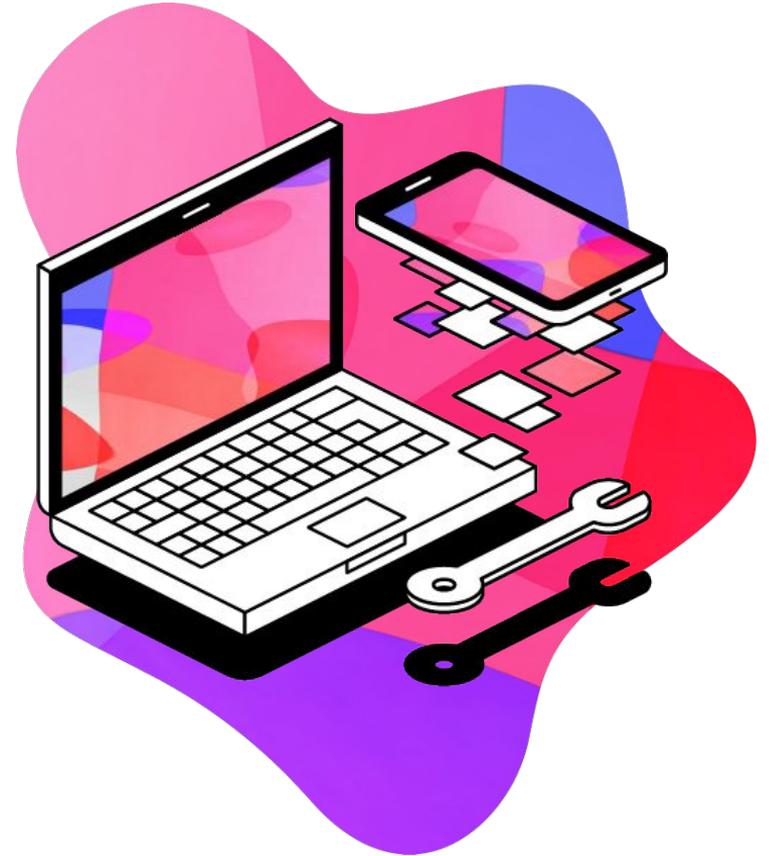
Your colleagues can help reinforce the value of Glean when they meet students, so make sure they're up to speed with the tool!

- Give them a free admin seat
- Encourage them to use it in meetings



Student training

Glean offers a number of different student training options depending on your package - **Speak to your Customer Success Manager to find out what your students can access.**



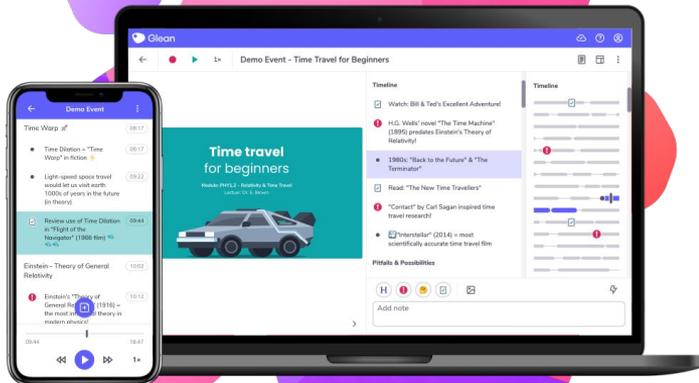


Over to you!

**Start communicating with students
more effectively today**



Discussion



Thank you

