

Improving your Constituent's Experience:

Why Journey Mapping will Enhance Institutional Operations and Drive Student Success

The historic focus on business process design and optimization – and the attention it gives to technology and process – fails to consider the critical factor of how the constituent feels about the experience – their journey with the institution. As institutions face growing business challenges – enrollment and retention, funding and financing, resourcing and training – it is more important than ever to shift the focus to “people” and their constituent experience.

Constituent Journey Mapping provides institution's critical insights highlighting where business process redesign will be most impactful, and help guide decision making around needed investments in tools and technology, skills development and training, and communications and culture.

Why Journey Mapping Matters

Constituent Journey Mapping offers a fresh perspective by putting you in the shoes of your students, faculty, and staff as they interact with the institution. Unlike traditional methods that either focus on process and technology, journey mapping first evaluates the most important touchpoints (interactions) of key constituents with institutional services. This approach reveals friction points, uncovers inefficiencies, and identifies opportunities for improving experiences.

Imagine walking alongside a student and seeing the most important touchpoints with the institution, from their first day interactions with your enrollment team to their successful graduation day. By mapping out these and similar interactions, you gain an understanding of what your constituents experience – good and bad, and the moments that matter most to them. This understanding provides an institution with the foundation upon which to build consensus across departments about what that experience should be in the future to support the goals of the institution.

How it works: The Journey Mapping Process

Constituent Journey Mapping dives deep into the experience your services provides, analyzing key interactions—whether with people, systems, or content. The process begins with mapping out these interactions and identifying the processes, people, and technology supporting the experience. From there, it's about asking the tough questions: Is this the experience we want to deliver? If not, how do we change it? This approach drives cross-functional discussions that leads to actionable insights, ensuring your institution delivers the experience your constituents deserve.

In Summary: Journey Mapping Take-a-ways

Constituent Journey Mapping's benefits go beyond simple process improvements—they are about transforming how your institution interacts with and supports every constituent who walks through your doors.



A Clear Vision: Gain a comprehensive understanding of what your constituents are truly experiencing, beyond just the resulting metrics and KPIs.



Departmental Consensus: Foster cross-departmental alignment by eliminating silos and shifting the mindset from an internal department-centric view to an outward looking constituent-centric view.



Spotting Friction Points: Identify and address areas where the constituent experience falls short, creating a smoother, more engaging journey.



Future Alignment: Align your institution's goals with the desired future state of the constituent experience, ensuring all efforts contribute to that common objective.



Measurable Outcomes: Establish clear KPIs to measure the impact of improvements, allowing for continuous optimization and success.

Partnering for Success

When you choose Doctums as your Constituent Journey Mapping partner, you're engaging a team that's dedicated to your success. We bring a wealth of experience, an unbiased perspective, and a singular focus on helping you achieve your desired outcomes. Together, we can help you transform your institutional operations from complex and cumbersome to clear and impactful.

The Doctums Difference

Whether you're facing challenges in strategic planning or governance, business or technical consulting, technology selection or optimization, Doctums offers a suite of services designed to meet your needs. Our strategic approach ensures that every engagement starts and ends with achieving measurable, impactful results.



As your partner

We bring a depth of experience in higher education

We have a singular focus on your needs

We provide an expert and unbiased perspective

Ready to transform your institution's operations? Let's map the journey together.

