

Prifysgol Wreccsam Wrexham University

Supporting Transition through an Accessible Digital Gateway

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Background and context

Wrexham University has a diverse student population including a high proportion of students who are first in the family to access higher education (HE) or are returning to education after a period of work. Thus, the transition into HE is incredibly important to ensure that individuals feel supported and are able to engage in higher level study. We were conscious that there is a vast amount of information available to our applicants and our student body but that it wasn't all easy to find and some was only accessible using a University provided login or was only available once a student had enrolled. Additionally, we're conscious of the vast amount of information delivered to students during Welcome Week and wanted to reduce the potential for this to be overwhelming by making a range of useful information available before a student starts their studies.

In 2023-24 Student and Campus Life teams began using Target Connect as its customer relationship management (CRM) system. Target Connect is a digital platform in which staff can store case notes and appointment details, but with portal functionality that can be customised to share information and resources. During our early use of Target Connect we recognised the scope to use the platform as a way of sharing a wide variety of information with students.



Developing a transition resource bank

Working collaboratively with departments across the University, we created a 'Student Life' portal on Target Connect to house information on the student experience to support new students' transition to the University. We prioritised the student experience and grouped information thematically rather than by teams or departments within the University.

Professional services teams met to decide key themes or 'pathways', using data from engagement activity at our Student Support Helpdesk. When developing the portal and curating pathways material we included interactive materials, quizzes and videos to make the resources as engaging as possible.





Current pathways include:

- How Will I Be Assessed?
- Funding and Student Finance
- Support Packages - Targeted Support
- Our Expectations of You as a Student
- Student Life at Wrexham Campus
- What to Do If Things Haven't Gone to Plan
- Staying Well at University
- University Glossary & Common Terms

These resources are aimed at applicants who are seeking more information before they begin their studies. There is also an option for parents and carers, or any third party who is involved in supporting an applicant, to register and access the resources. Enrolled students use the Target Connect platform to engage with Student and Campus Life services and can also access the information and resources on the Student Life portal.

Staff also have access to the platform so those who are student facing can access the information to expand their knowledge and can share the information with applicants or students.

Looking ahead

We anticipate that the Student Life portal will positively impact the access and availability of key information for all stakeholders. The information has been brought together from various sources and University teams, providing greater visibility to better support transition into HE from an earlier point in our applicants' journey to enrolment. The bilingual portal will be formally launched during summer 2025 but information has been live under a soft launch for a number of months. Over this time, users have been invited to access the resources available with 'What to Do If Things Haven't Gone to Plan' and 'University Glossary & Common Terms' currently being the most popular pathways with users.



As the system has a direct feed of live student data from the central student records system, the University will be able to better analyse and respond to access trends. The intention is to monitor usage and pathway access to inform our development of resources and communications that we have with our new HE learners.

We expect to foster independence and a sense of empowerment with our incoming students through use of this system, allowing them to feel better prepared for their course and less overwhelmed during the transition period entering university.

For more information visit: studentlife.wrexham.ac.uk



This case study has been produced and shared as part of the Medr-funded QAA Cymru project: Enabling learner progression into and within higher education.

Find out more about the project on the QAA Cymru [website](#).

