



Digitalizing Pre-arrival and Rethinking On-campus Orientation

UNIVERSITY OF OULU

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www oulu.fi/university
NAFSA 2017

Digitalizing Pre-arrival Orientation

Introduction

The number of international students, both exchange and degree seeking, has increased worldwide creating pressure for rethinking administration and services for students. International Offices have also undergone changes as the financial setting has changed.

At the University of Oulu, the current model for international services is fairly decentralized; the central international services has decreased while the pressure to provide services for new international students has remained the same or even increased. To guarantee the best possible student experience all practices and tools used have been evaluated to meet the requirements of the changed environment and expectations of the students.

Students 13 496

Foreign Students 941
Exchange Students 550

The majority of current students are a generation of digitally native millennials. Their skills and expectations differ greatly from that of students just a decade ago. However, at the same time we must remember that not all of our students have equal access to use digital networks or services, especially prior to their arrival to Oulu.

While offering the traditional student services and guidance on campus, the University of Oulu also encourages students towards independence and taking responsibility of their studies. Using the Tuudo mobile app and having access to information pre-arrival encourages the development of this mindset in students.

Tuudo Mobile Application

University of Oulu students' mobile app is called Tuudo. Tuudo was originally created as a University of Oulu student project and has since been commercialized. Tuudo combines in one single app the most relevant information for students ranging from their course registrations and schedule to campus restaurant menus.

Tuudo requires login and incoming exchange students can access Tuudo pre-arrival and start familiarizing themselves for their study aboard experience.

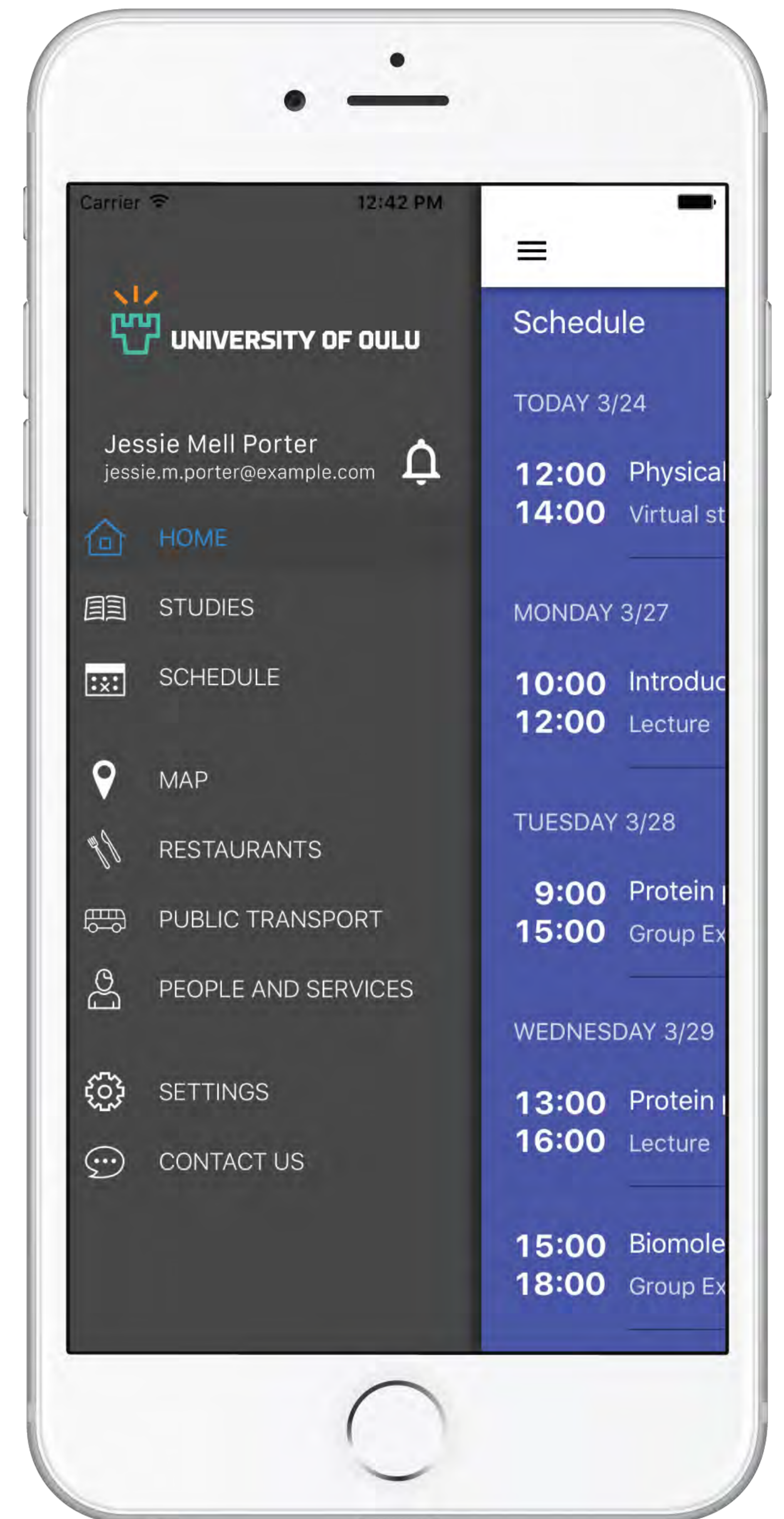
In addition to news and events that concern all new students of the University of Oulu, International Office can use Tuudo to send targeted information to incoming exchange students.

We have identified the following as examples of the most important information and advice for students pre-arrival:

- Traveling to Oulu
- On-campus orientation
- Local student tutors
- Course registrations
- Weekly schedule
- Current affairs on campus, i.e. academic year opening events
- Campus map and services
- Student housing

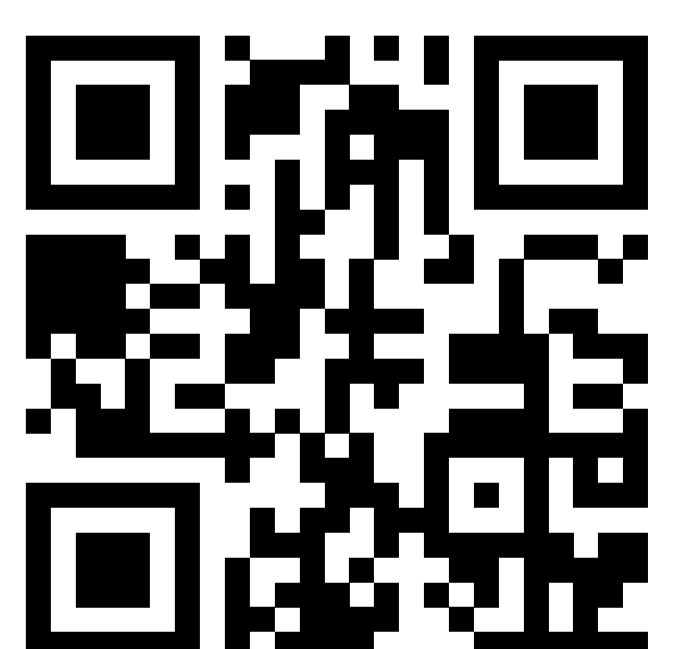
Examples of the above mentioned feeds can be found in the Tuudo App.

In addition to delivering information to new students, Tuudo increases student engagement and independence.



Screenshot from the Tuudo App student user interface.

Download Tuudo App here



University of Oulu

Finland
Founded in 1958

Students 13 496
Personnel 2839

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Faculties

- Biochemistry and Molecular Medicine
- Education
- Humanities
- Information Technology and Electrical Engineering
- Medicine
- Technology
- Science
- Oulu Business School
- Oulu Mining School
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