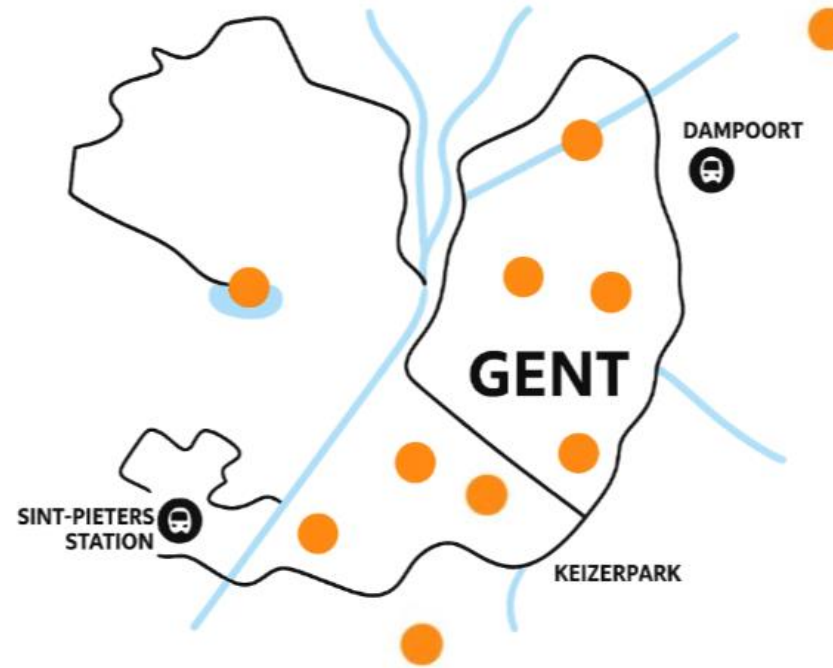


Creating strong communities

Elena Beellaert & Tine Vanveerdeghem – Artevelde University of Applied Sciences in Ghent, Belgium



10 campuses in Ghent

18.000 students

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Belgium, euh, where is that exactly?



Quick facts

15.900 students at 13 campuses of Artevelde UAS in the city center

CAPITAL OF
EAST-FLANDERS



> 80.000 STUDENTS



POPULATION

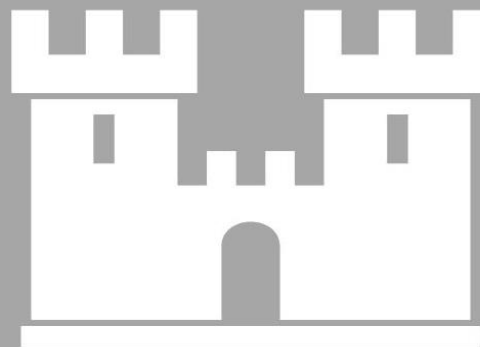


> 270.000
INHABITANTS

MULTICULTURAL CITY



MEDIEVAL CITY



SURFACE AREA

156,2 KM²



BICYCLE FRIENDLY



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Artevelde University of applied sciences

Five expertise networks

BUSINESS AND MANAGEMENT



COMMUNICATION, MEDIA AND DESIGN



HEALTH AND CARE



EDUCATION



PEOPLE AND SOCIETY



Tailor-made guidance

Trajectory coaching: "Personalized guidance throughout your study program"

Study coaching: "Help with study techniques, planning, support for academic language proficiency"

Special needs coaching: "Customized support for students with disabilities"

Study and career guidance: "Help with academic and professional choices"

Student support services: "Comprehensive welfare services"



The Flemish Decree on Student Support Services

The Flemish *Decree on Student Services*, adopted on **30 April 2004**, provides the **legal framework** for student support services at higher education institutions in Flanders. The decree ensures that all students have **access to a range of services** that promote their well-being, social inclusion, and academic success.

[Mental Health Monitor](#)[Info Library](#)[Connectedness](#)[Test yourself](#)[Get help](#)[Self-help](#)[Worried about someone?](#)[Powerful stories](#)[Podcasts](#)

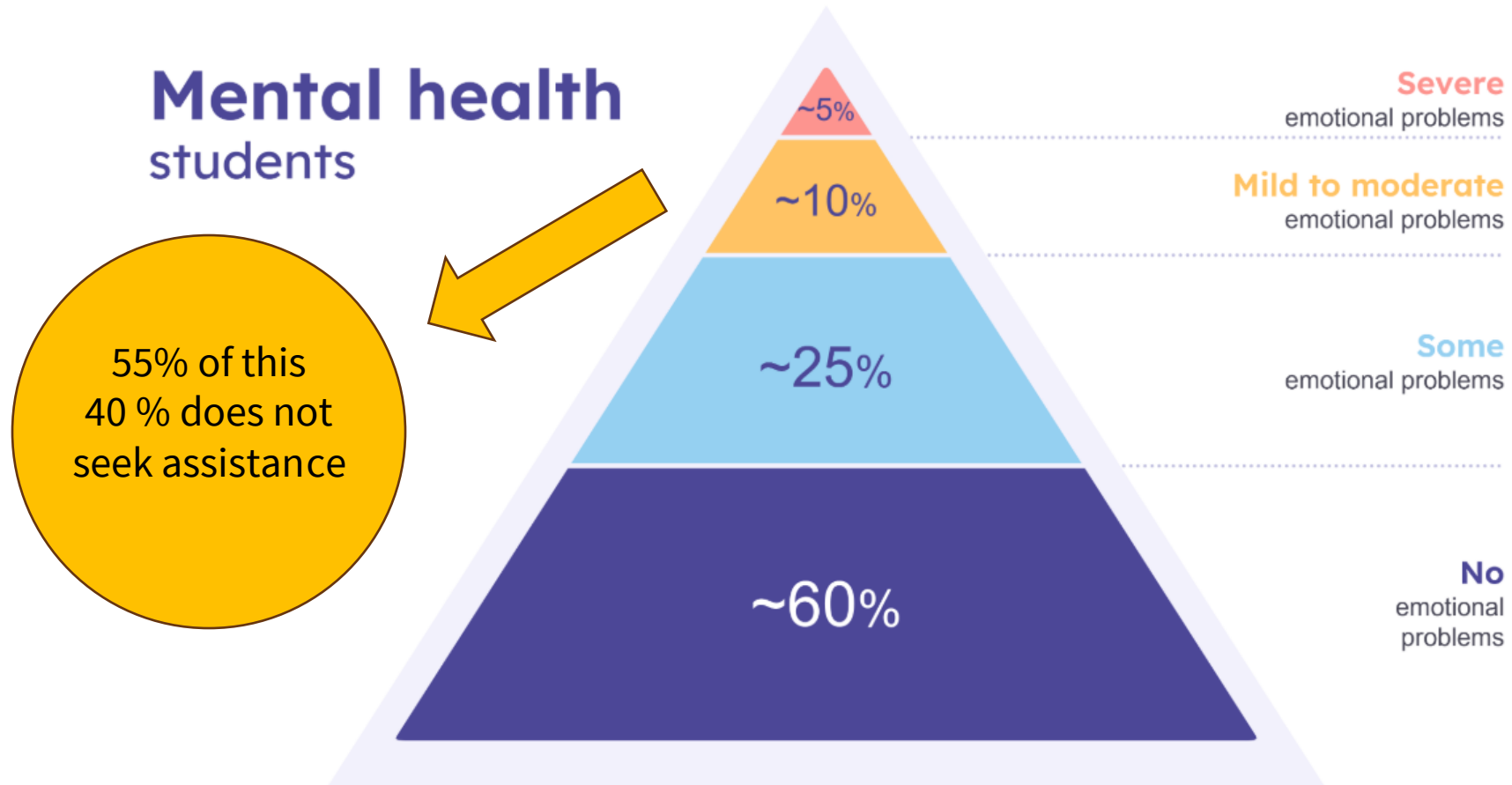
DASHBOARD

Mental Health Monitor

The Mental Health Monitor annually measures the mental health, resilience and study motivation of students in Flemish higher education through questionnaire surveys. Students are followed up throughout their academic careers. In this way, appropriate interventions such as MoodSpace can be scientifically developed.



The **complexity and severity** of emotional problems in students **varies widely**.



Bruffaerts, R. (2016). Uitdagingen voor suïcidepreventie in de eenentwintigste eeuw.

Our approach and support

- We focus on prevention, proactive support and early intervention
- We support the physical, social and mental well-being of our students, tailored to individual needs,
- To help them to become more resilient,
- And to enhance student success.



Service Design process

Artevelde UAS wanted to define a **student-centered future vision** for Student Services,

in **co-creation** with prospective student, current students, and stakeholders.



Service Design process

To navigate this journey, we partnered with the service design agency Knight Moves to help shape our approach



Service Design process



What keeps students from contacting student support and how do we remove barriers?



How can we effectively reach students with our communication?



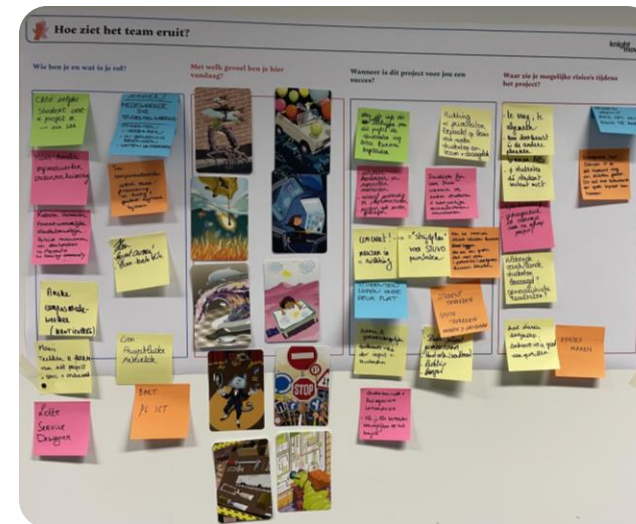
How do we build community on campus and combat student loneliness, through culture, sports, or other activities?

Stakeholders:

- Lifelong learners
- Current students
- Prospective students
- Academic staff
- Student representatives

Methodologie:

- Focus groups
- Interviews
- Co-creation workshops



Service Design process



What keeps students from contacting student support and how do we remove barriers?



How can we effectively reach students with our communication?



How do we build community on campus and combat student loneliness, through culture, sports, or other activities?

Key insights



Access must be **easy & visible**



Students need **autonomy**



You need **to go to them (not wait)**

Insights



What keeps students from contacting student support and how do we remove barriers?



Visibility and accessibility

- Central, discreet location of the student support office on campus
- Clear visual guidance (branding and signposting)
- Introducing the team behind the service
- Being accessible – in-person contact remains essential
- Less admin, more time for student guidance



Student-centered services

- Targeted outreach to groups and individuals
- Proactive approach: Theme's aligned with student journey
- 1 single online access point for students

Insights



How can we effectively reach students with our communication?



Student centered

- Consistent approach across education and services.
- Theme-based, simple search structure



Visibility and accessibility

- Clear visual guidance (branding and signposting)



Student autonomy

- Multiple touchpoints to ask questions or find answers
- From information to action

Insights



How do we build community on campus and combat student loneliness, through culture, sports or other activities?



Student centered

- **Volunteers** help shape the cultural and sports activity calender and support events
- **Student-driven** initiatives
- **Ambassadors** share their experiences on social media



Visibility and accessibility

- Student activity calender
- Employees take a shift at the Coffee corner



Initiative: shaping a new corporate identity



Independence

- Distinct from education
- Approachable & low-barrier



Recognition

- Clearly part of Artevelde University of Applied sciences
- Credible & trusted



Increasing visibility

- Present across physical & digital touchpoints
- Easy to recognize, close to students

Initiative: new corporate identity

Stuvo on tour



HEALTHY AND FOCUSED THROUGH STUDY PERIOD AND EXAMS

Healthy and focused through study period and exams?
It's possible.

With smart tips on planning, breaks, power naps, and
healthy eating, you'll stay sharp.
Keep your stress in check and find the study spaces
that work best for you.

Small choices, big impact!



Discover how! →



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studentenvoorzieningen

WWW.ARTEVELDEHOGESCHOOL.BE/STUVOKALENDER

Stuvo is looking for you! Volunteer for Stuvo and make a difference



Excited too:

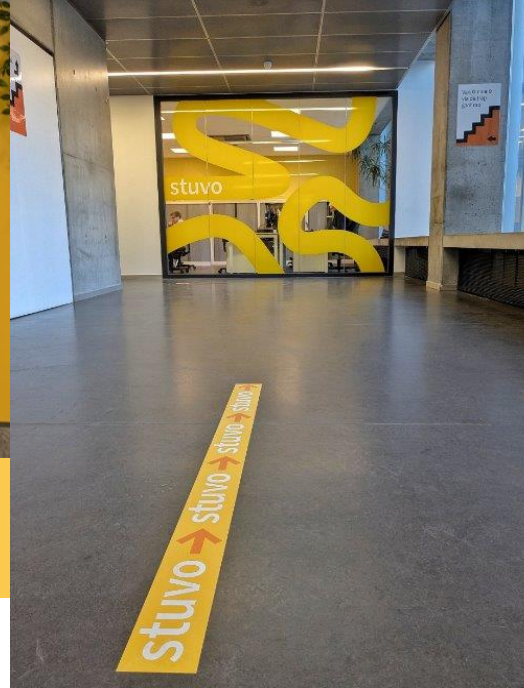
- Meet new people? ✓
- Take up responsibility? ✓
- Help create a vibrant student life? ✓



→ Explore all roles and
apply!

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Initiative: Redesign of the student support office



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university of applied sciences

Initiative: Stuvo on Tour



Initiative: volunteers – community building



Cultural Reporter

- Contagious passion for culture
- Strong storytelling skills on social media
- A natural-born host/hostess



Event Assistant

- you are proactive and enjoy organizing
- You like to think along about activities on and around campus
- You are social and hands-on



Communication

- You immerse yourself in campus life
- You take photos, videos & stories
- You showcase our offerings



Stuvo is looking for volunteers!

Sports



123 piano



Piano Teacher

- You are a skilled piano player
- You have the enthusiasm and expertise to give introductory lessons to fellow students
- You are approachable and responsible

Open air movie



What can you take home?

Go where students are

Make **access** frictionless

Show the human side of your service

Build community, not only services



Short clip

