“We’ve always done it this way”

Heather Madden, CIT
Michelle Nelson, UCC
@knightslodge  @nelsonmichellem
## Our Students

<table>
<thead>
<tr>
<th>Year</th>
<th>CIT Student Numbers</th>
<th>UCC Student Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>2,899</td>
<td>8,820</td>
</tr>
<tr>
<td>2017</td>
<td>12,000</td>
<td>22,000</td>
</tr>
</tbody>
</table>
Our Students

Student experience has evolved rather than being designed.
Service Design at CIT

People

Space

Learning
RIO Registration. Induction. Orientation.

★ 9 student types
★ 8 central student services
★ 19 academic department staff
★ 23 elements
★ 72 definitions

★ Ownership
★ Myopia
★ Design-led mindset
★ Academic cycles
★ Isolated processes
★ Silos of service delivery
UCC Postgraduate Applications - Maria’s Story
How do you solve a problem like Maria?
Next Steps - UCC
The seven stages of growing and diffusing design-based innovation culture (Katz, 2016)