



To share our student's stories and their passion in delivering quality patient care and to provide an opportunity to share why they selected WesternU as their partner in their career success.



The Impact on Student Experience

During a time of major disruption within higher education, universities are implementing thoughtful student experience designs that respect and highlight their valued students. This includes providing a thoughtful voice for their students, as well as opening channels of communication to share their thoughts and ideas across the university community and beyond.



My WesternU Journey Page

This page will consist of a website landing page that provides access to our bi-annual journey videos and individual student thumbnail videos. The journey videos will also be transcribed in order to provide synergistic rich website content for SEO. As an added benefit, the page will also provide the opportunity to feature rotating student videos throughout the year.



Goals & Benefits



To recognize the importance of our students' stories and their inspirational values



To create a library and repository of WesternU student journeys and testimonials



To create a student-to-student connection and inspire prospective students with stories from their peers



To assist with WesternU's digital marketing and impact SEO



To provide a venue and platform to capture our students' voices



To serve as an actionable deliverable to our commitment to Student Centricism

