

# THE FUTURE OF INTERNATIONAL ADMISSIONS

ISANA Conference 2011

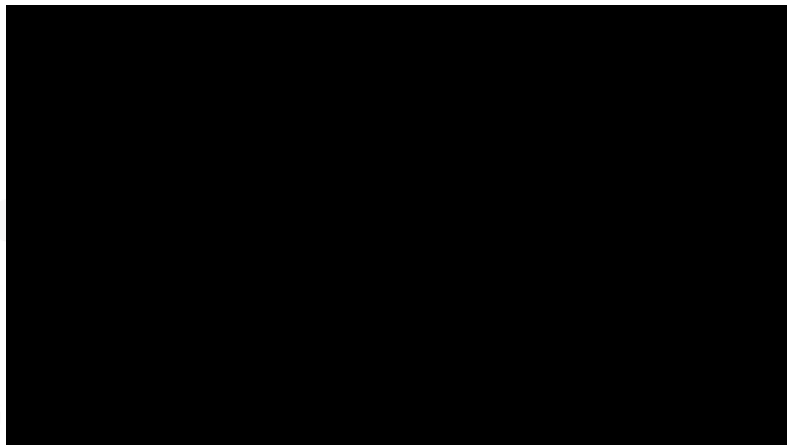
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## WHY CHANGE?



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## AN IMPOSSIBLE SCENARIO

1. Applicants and agents want faster turnaround times
2. Agents will only apply online if it's easy and rewarding
3. Providers want better conversion rates and lower costs
4. Knight Review means providers take a greater role
5. Student services require better 'early warning' alerts
6. And the whole system still relies on pushing paper!

**Something has to give...**



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## WHY CHANGE?

- ~60% of Australian apps are from agents
- 4 /10 top agent drivers are in *admissions*:
  - #1 Quick response times to enquiries & applications
  - #2 Regular communication updates
  - #3 Agent manual with fees & information
  - #8 Guaranteed entry to specific programme

Source: i-Graduate Agent Barometer 2011



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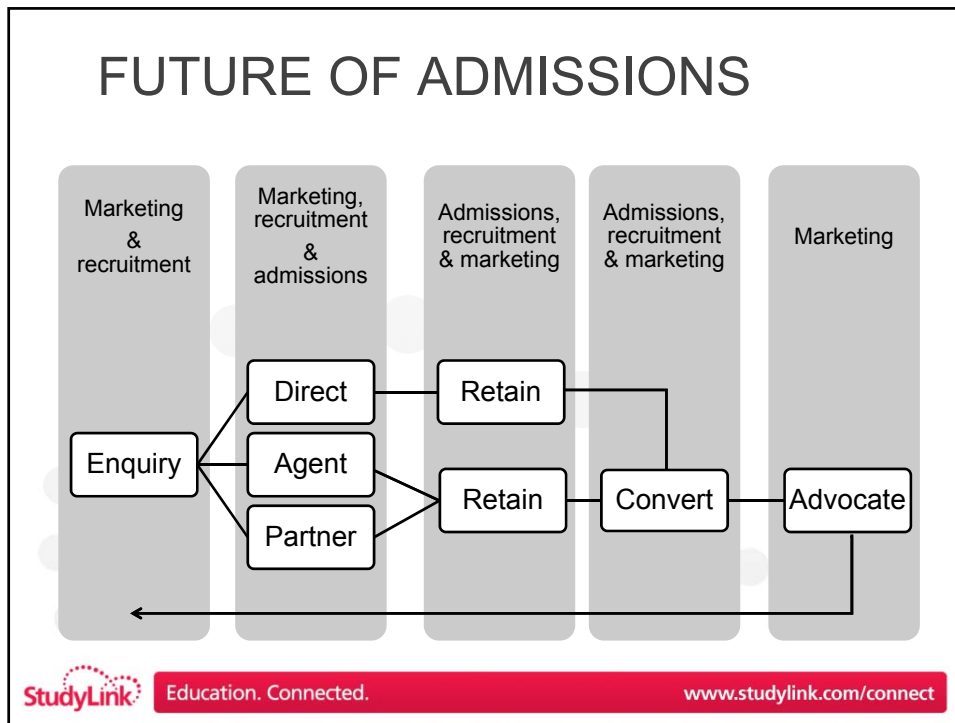
## WHY CHANGE?

- Goal of 24 hour turnaround time?
- AUIDF 2010 benchmarking study:
  - Admissions assessment from 1-20 days (5)
  - Faculty assessment from 5-21 days (10)
  - PhD assessment from 5-60 days (20)
  - Overall *conversion rates & times are stable*



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## FUTURE OF ADMISSIONS

- *Relationships drive results*
  - driven by people, processes & culture
  - enabled by technology
- Clarity of marketing communications
- Transparency of entry requirements
- Speed & accuracy of admissions
- Conversion & communication are critical
- 4:1 app to enrolment = 75% waste

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## WHAT TO DO?

- Focus on relationships
- Eliminate unnecessary steps in the app process
- Standardised assessment guidelines & processes
- Reduce complexity & paper handling
- Better reporting to manage performance
- Develop effective forecasting to improve resource management
- Restructure around skills & career progression
- Shift to digital, cloud based admissions



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## CASE STUDY – UNE

- Vision – refocus M&R&A on relationships
- 3,000 applications per year
- 700 commencements per year
- Number of agents = 79 – from over 400
- Before
  - Hidden time and costs lost through paper
  - No one system to manage the process
  - 3x data entry (9,000 applications!)



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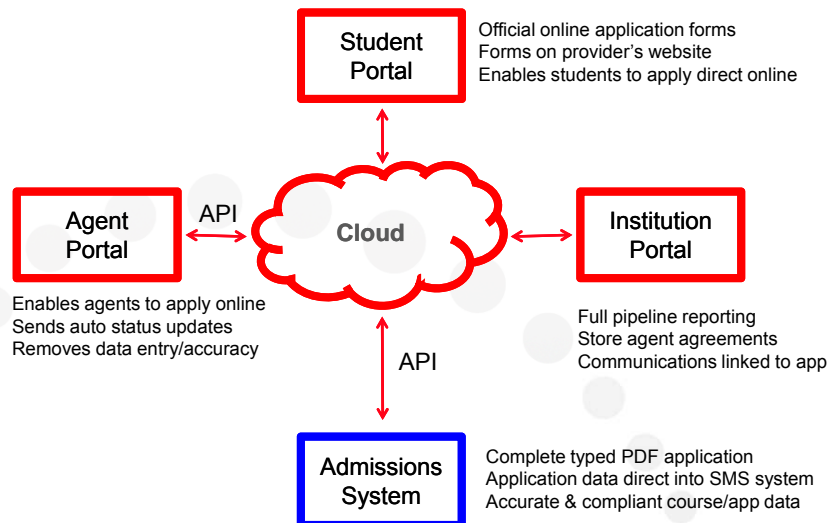
- Solution – cloud based admissions
- After
  - Turnaround times is 24-48 hours (70% of all)
  - “Makes jobs easier & more enjoyable”
  - Frees staff to focus on conversion/ follow up
  - Service = competitive advantage
- Goal – *relationships = better conversion*



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## CLOUD ADMISSIONS



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## WHAT IS THE FUTURE?

- Cloud apps that enable faster turnaround times and improved conversion rates
- Paper-less admissions
- More services integrated into cloud apps – PRISMS, test results, insurance, agent CRMs
- Reduced scanned documents and fraud risk
- Camera scanning from mobile phones
- One point of data entry – student or agent
- *More time for what really matters...*



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## Questions

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More case studies: [studylink.com/connect/news/](http://studylink.com/connect/news/)



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