

A woman wearing a dark grey hijab and a brown jacket over a light blue t-shirt is smiling. She is standing outdoors in front of a city skyline with a body of water. The background is slightly blurred, showing trees and other people in the distance.

USING DATA & INSIGHT TO SHAPE ADMISSIONS

STUART SMITH, DIRECTOR OF PRODUCT AND
MARKETING

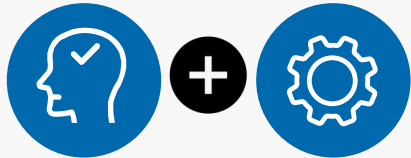
REDEFINING THE FUTURE

Ensuring our innovation is linked to student needs

KEY DRIVERS OF BEHAVIOUR

CORE STUDENT NEEDS

1



Certainty Control



TRUST



- Let me feel that my skills are wanted. Let me get offers from unis seamlessly
- Let me hear from current students

2



Status Fair Treatment



PERSONALISE



- Personalised, contextual and trusted online information and guidance

3



Enjoyment Belonging



SUCCESS



- Help me understand how to access funding successfully
- Linking desired career outcomes to my course choices
- Improve my chances

GLOBAL ADMISSIONS CHALLENGES



VOLUME



DIVERSITY



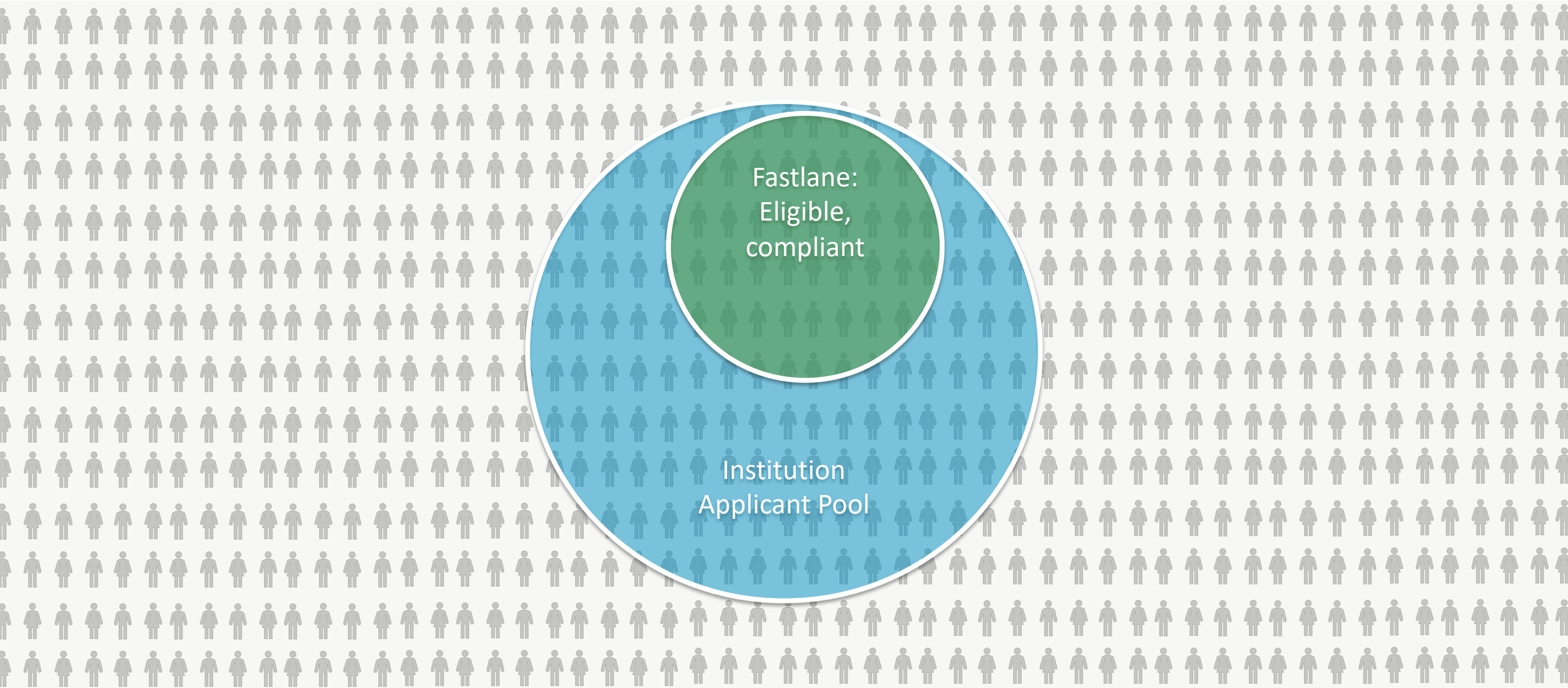
QUALITY



EFFICIENCY

IDP FASTLANE

Flipping traditional admissions on its head



FastLane student journey



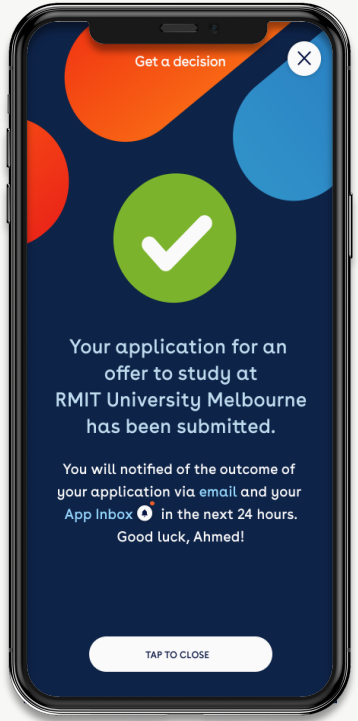
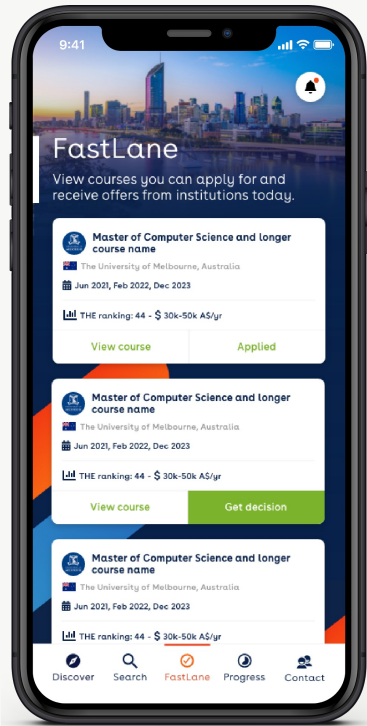
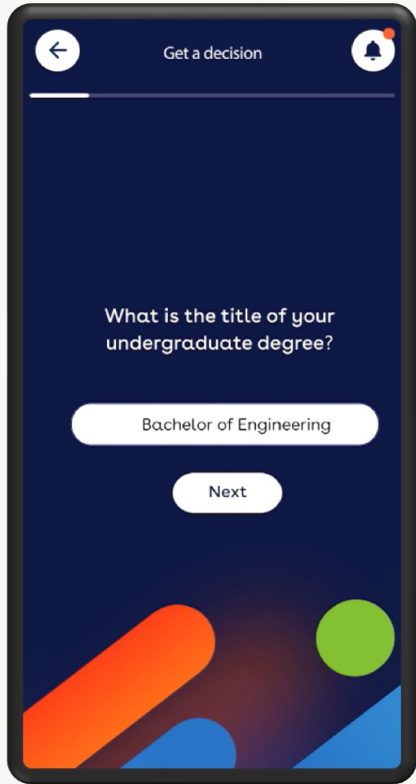
I enter qualification details required to check my eligibility

Based on my details I am shown courses I can get into

If I proceed, I can request a decision and receive an 'Offer in Principle' in minutes

I meet with a counsellor who verifies my details and submits a full application

The institution prioritises making me a fast formal offer



RESULTS SO FAR

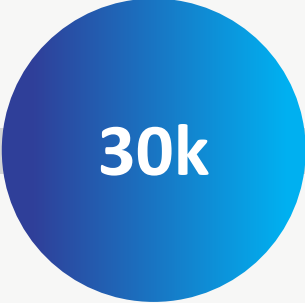
Key stats from this financial year



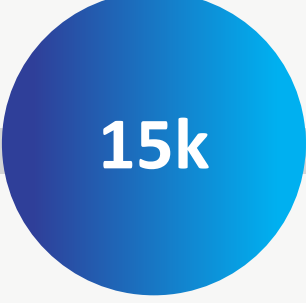
FastLane
Institutions
(Australia, Canada, UK)



Students
with Fastlane Profile



Students
with Offer in
Principle



Students
with Formal Offers
from Fastlane



PROMISING RESULTS

SPEED

- 45.8% receive offer within a week
- 87% submit application in under 3 days (90% Australia)



CONVERSION

- Some clients have seen promising improvements in offer acceptance rate
- Fewer rejections



EFFICIENCY

- **540 hours saved for every 1,000 applications moved to FastLane**
- Focus resources on converting the right students



DATA DRIVEN ADMISSIONS STRATEGY

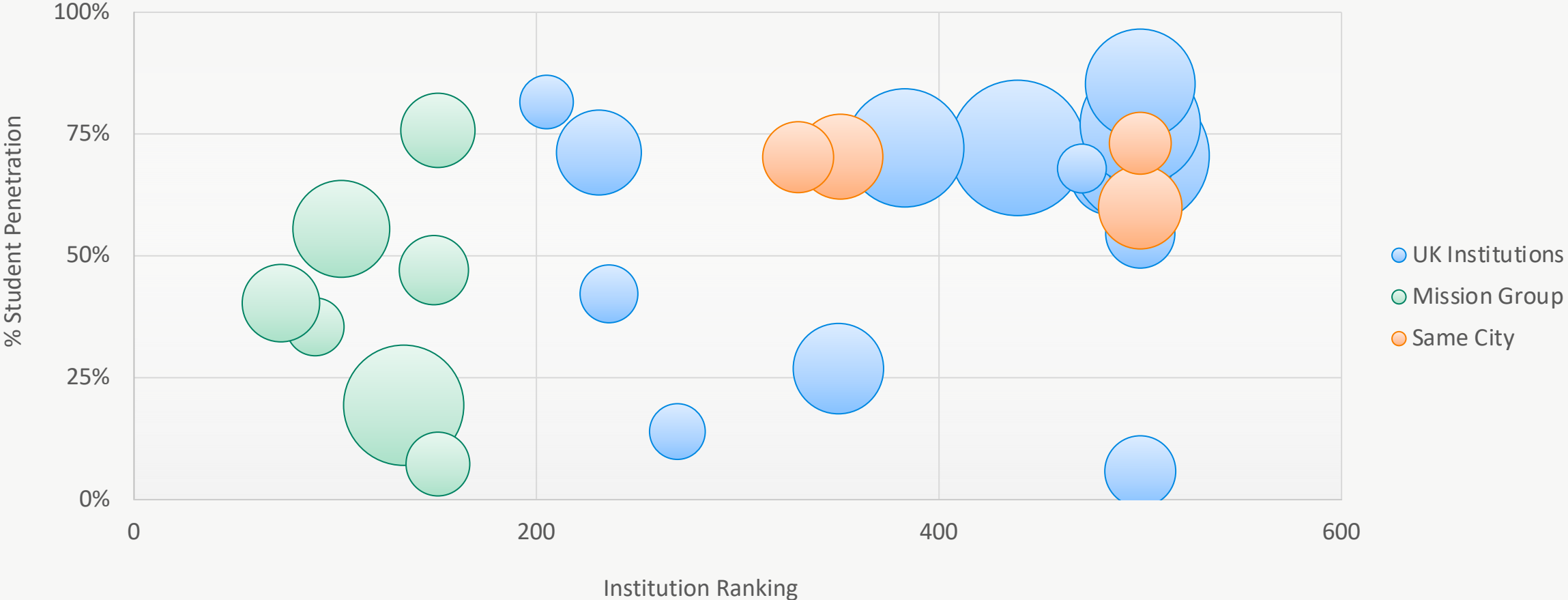
Utilise data to optimise admissions criteria against and balancing strategic priorities

Institution	Matched Students	% Student Penetration
University 1	806	85.3 %
University 2	771	81.6 %
University 3	752	79.6 %
University 4	728	77.0 %
University 5	716	75.8 %
University 6	716	75.8 %
University 7	691	73.1 %
University 8	682	72.2 %
University 9	682	72.2 %
University 10	673	71.2 %
University 11	667	70.6 %
University 12	665	70.4 %
University 13	664	70.3 %
University 14	654	69.2 %
University 15	642	67.9 %

University 16	635	67.2 %
University 17	629	66.6 %
University 18	567	60.0 %
University 19	525	55.6 %
University 20	516	54.6 %
University 21	445	47.1 %
University 22	399	42.2 %
University 23	381	40.3 %
University 24	335	35.4 %
University 25	254	26.9 %
University 26	183	19.4 %
University 27	132	14.0 %
University 28	69	7.3 %
University 29	55	5.8 %

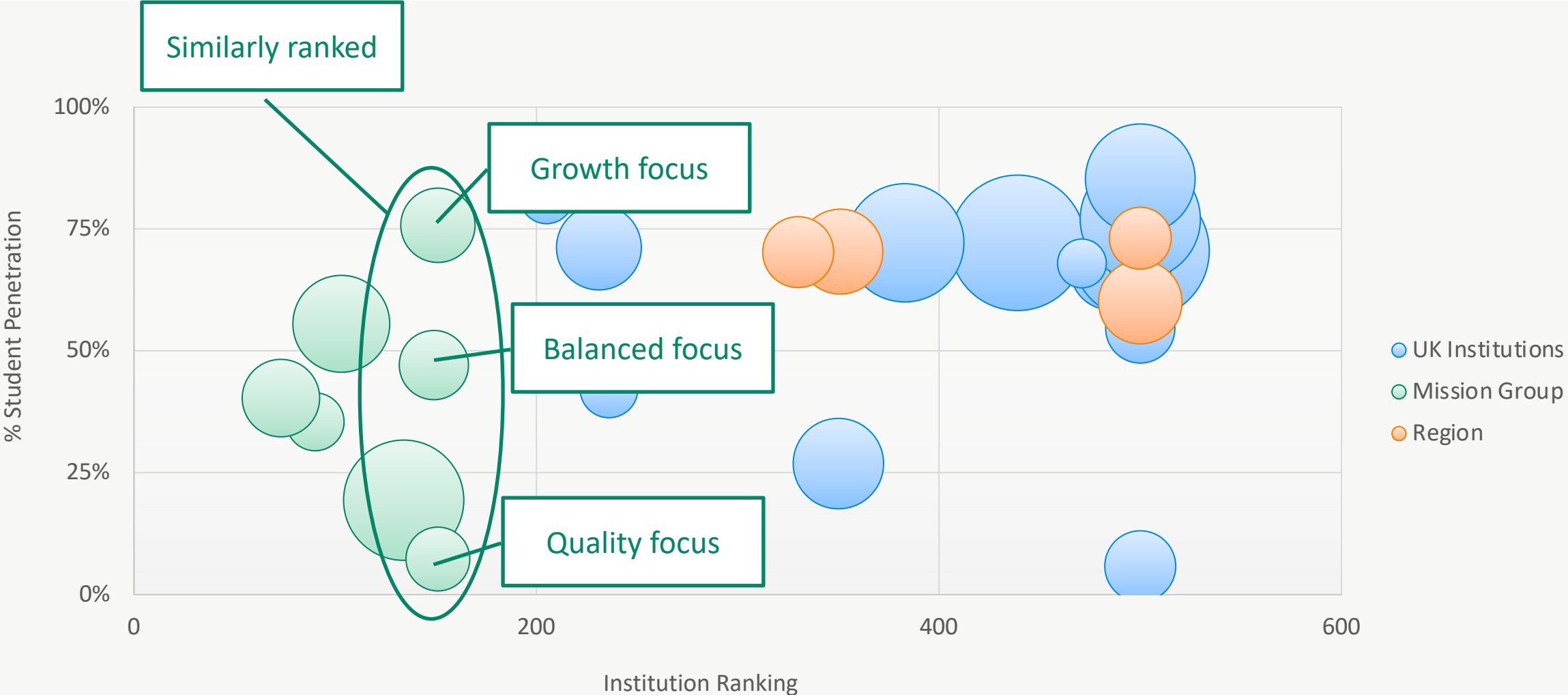
DATA DRIVEN ADMISSIONS

Opportunity to optimise criteria based on student market and competitors



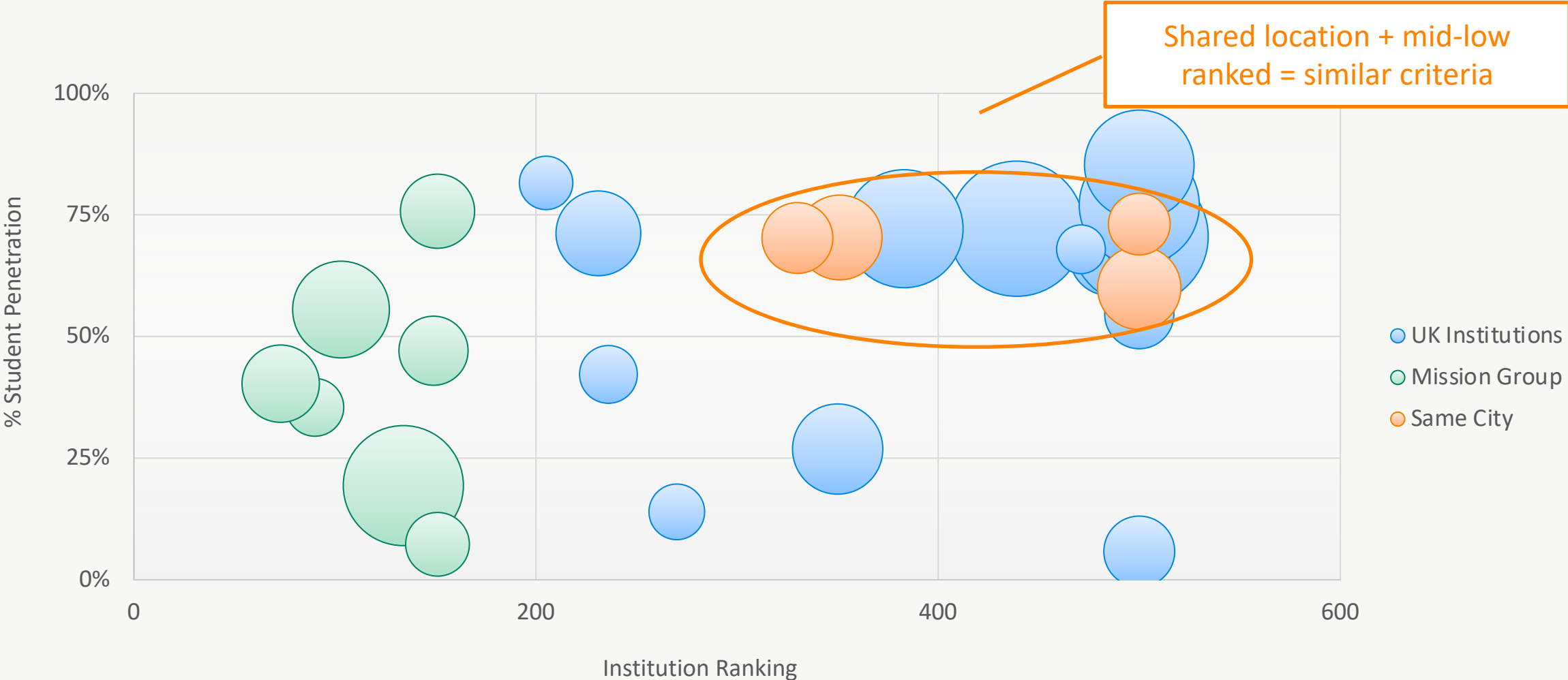
DATA DRIVEN ADMISSIONS

Similar ranked institutions with differing strategies or degrees of optimisation



DATA DRIVEN ADMISSIONS

Clear benchmarking for recruiting institutions in competitive markets?



DATA DRIVEN ADMISSIONS

Building tools to dynamically optimise criteria for strategic success

Small tweak to criteria in country X widens eligible pool by 20% without loss of quality

Higher achieving students who are influenceable by scholarships



WHERE NEXT

Leveraging data and insight for decision making

Propensity

Financial Means

Eligibility

Compliance Risk



EVOLVING ROLE OF ADMISSIONS

The skillset required in admissions will evolve as the focus moves towards strategy and orchestration



Processing
and
selecting



Trust



Strategy &
Orchestration



AI, Data,
Technology



Partnership &
Integration



Customer
Experience