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

1. Certainty  +  Control
2. Status  +  Fair Treatment
3. Enjoyment  +  Belonging

CORE STUDENT NEEDS

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

2. PERSONALISE
   • Personalised, contextual and trusted online information and guidance

3. 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

Institution
Applicant Pool

Fastlane: Eligible, compliant
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

- **91** FastLane Institutions (Australia, Canada, UK)
- **75k** Students with Fastlane Profile
- **30k** Students with Offer in Principle
- **15k** 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

<table>
<thead>
<tr>
<th>Institution</th>
<th>Matched Students</th>
<th>% Student Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>University 1</td>
<td>806</td>
<td>85.3 %</td>
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<tr>
<td>University 2</td>
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<td>University 4</td>
<td>728</td>
<td>77.0 %</td>
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<td>University 5</td>
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<td>75.8 %</td>
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<tr>
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<td>University 29</td>
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<td>5.8 %</td>
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DATA DRIVEN ADMISSIONS

Opportunity to optimise criteria based on student market and competitors

![Graph showing data-driven admissions and institution ranking]
DATA DRIVEN ADMISSIONS

Similar ranked institutions with differing strategies or degrees of optimisation

- Growth focus
- Balanced focus
- Quality focus

% Student Penetration vs. Institution Ranking

UK Institutions, Mission Group, Region
DATA DRIVEN ADMISSIONS

Clear benchmarking for recruiting institutions in competitive markets?

Shared location + mid-low ranked = similar criteria
DATA DRIVEN ADMISSIONS

Building tools to dynamically optimise criteria for strategic success

Higher achieving students who are influenceable by scholarships

Small tweak to criteria in country X widens eligible pool by 20% without loss of quality
WHERE NEXT
Leveraging data and insight for decision making

- Propensity
- Eligibility
- Financial Means
- Compliance Risk
The skillset required in admissions will evolve as the focus moves towards strategy and orchestration.