



COVID-19 IMPACT ON STUDENTS AND INSTITUTIONS



OVERALL IMPACT ON STUDENTS

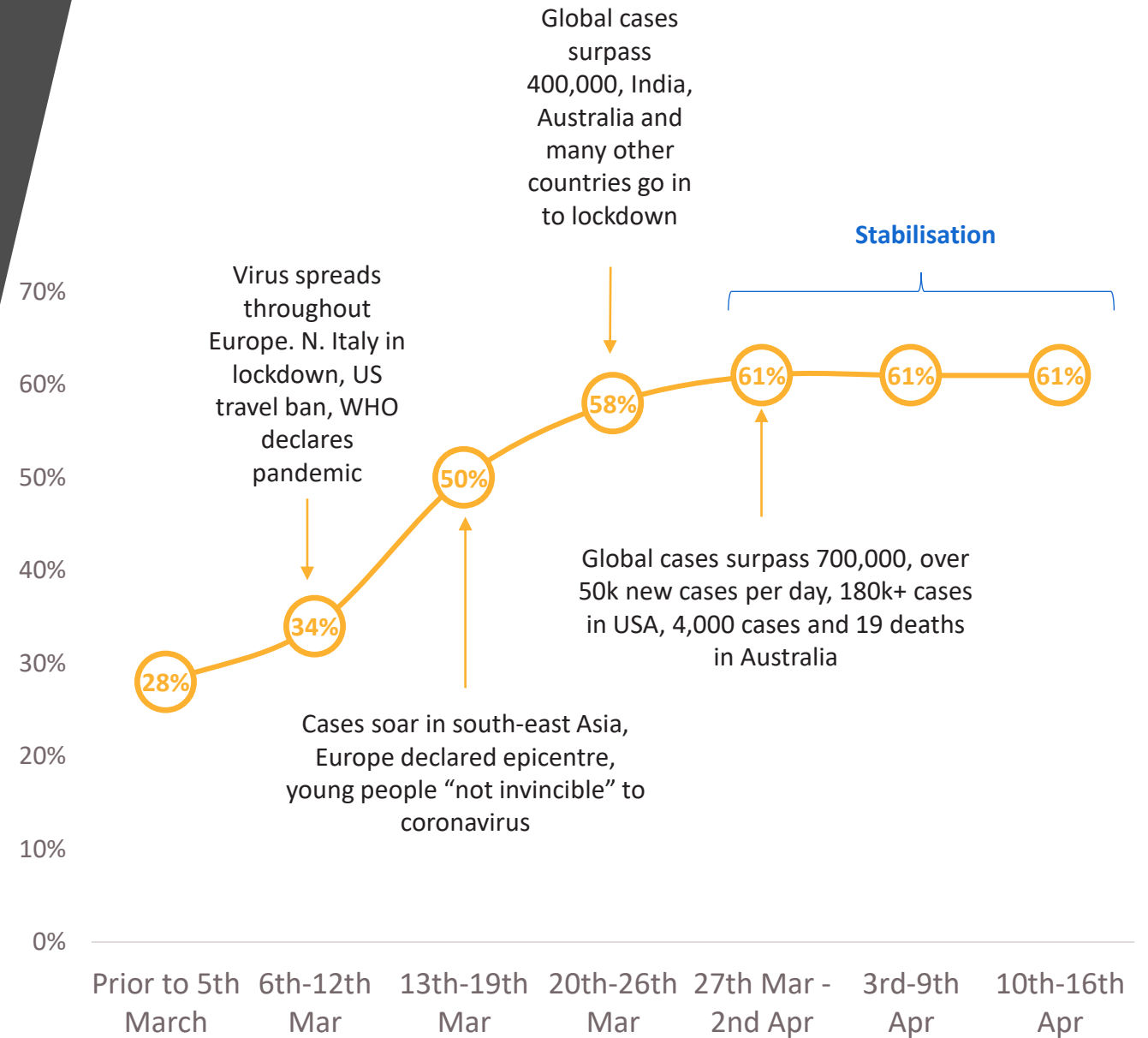
Has the coronavirus affected your plans to study abroad?

(% saying 'Yes')



Uncertainty

% of students saying 'Don't know' has increased from around 13% to 30%





HOW HAS IT IMPACTED STUDENTS

Which of these best describes how the coronavirus has changed your plans to study abroad?

(Since April)



Other?

- General uncertainty – wait and see
- Waiting on other criteria like language testing
- Changing plans – online study, study locally etc



HOW HAS IT IMPACTED INSTITUTIONS?

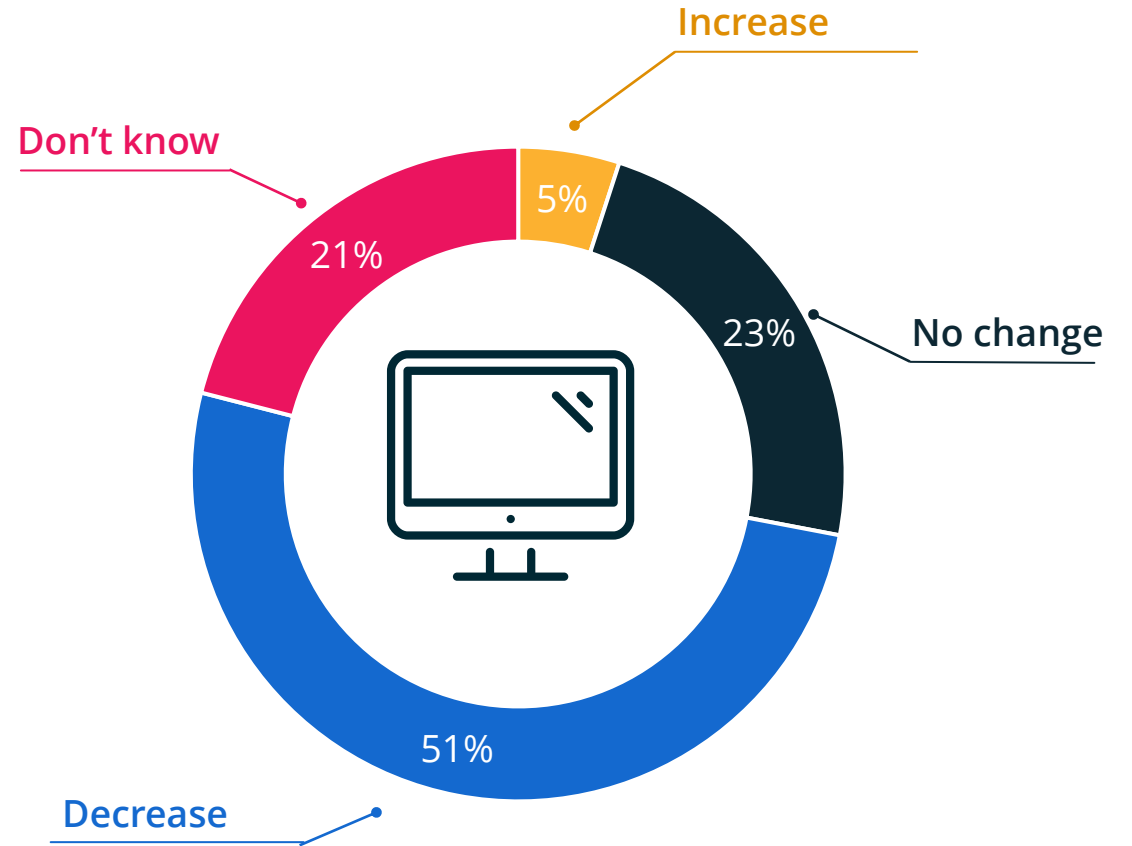
Most institutions are expecting a decrease in applications. How can they adjust?



Efficiency

With fewer applications, the ability to effectively manage the applications you do get will be essential

How do you expect the coronavirus to affect the number of student applications at your institution?





HOW HAS IT IMPACTED INSTITUTIONS?



8 face-to-face student recruitment events pivoted to virtual events:



Schools = 57

Virtual Rooms = 128

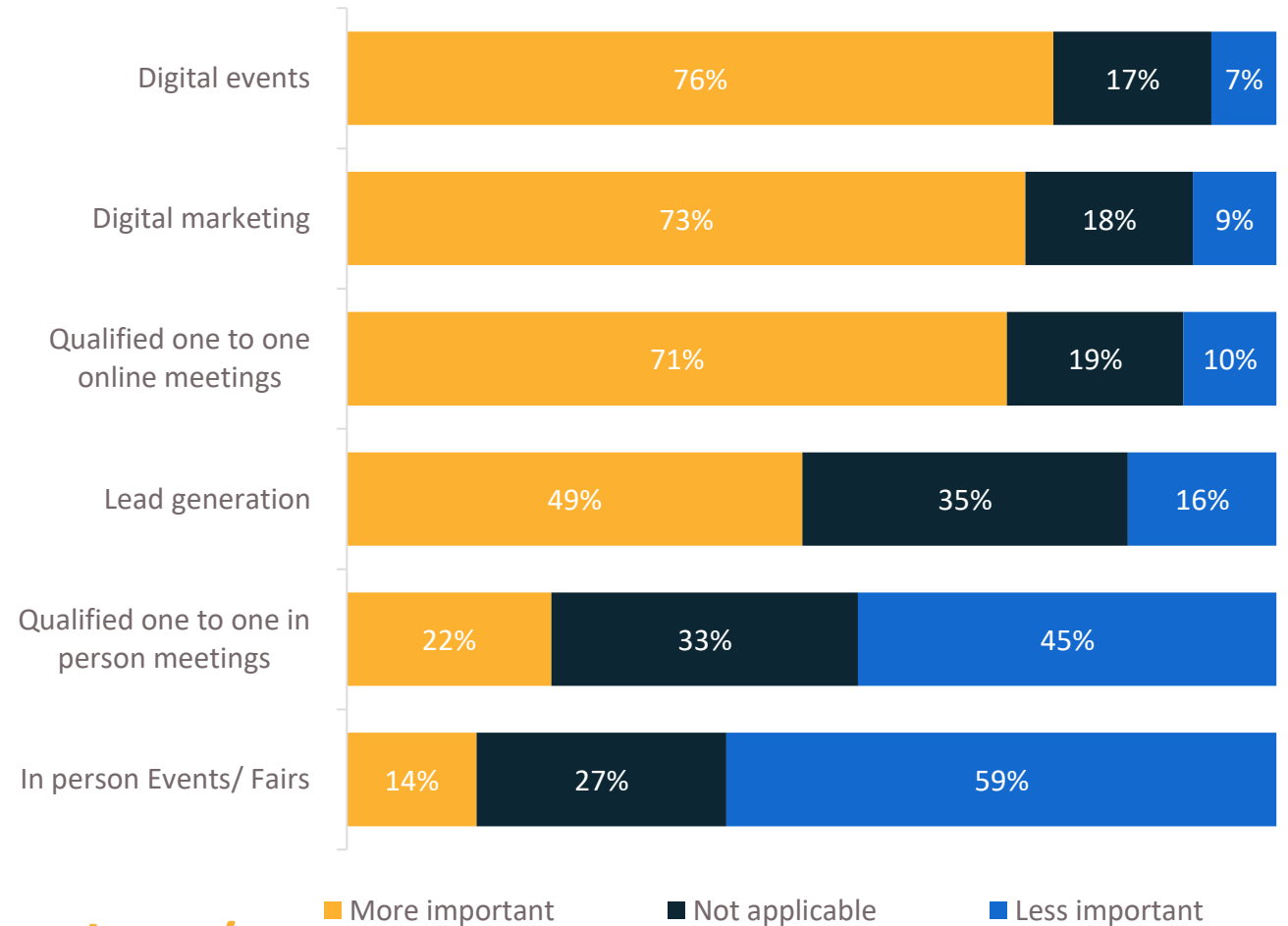
Candidates = 291

<https://www.qs.com/covid-19-resources-updates/>



Digital activities have become more important

Nearly all institutions see the growing importance of online activities, with events, marketing and one-to-one meetings all receiving more attention





COVID-19 MAINTAINING THE ENROLMENT PIPELINE

```
public class WinButton {
    override
    public void Paint() {
        System.out.println("WinButton");
    }
}

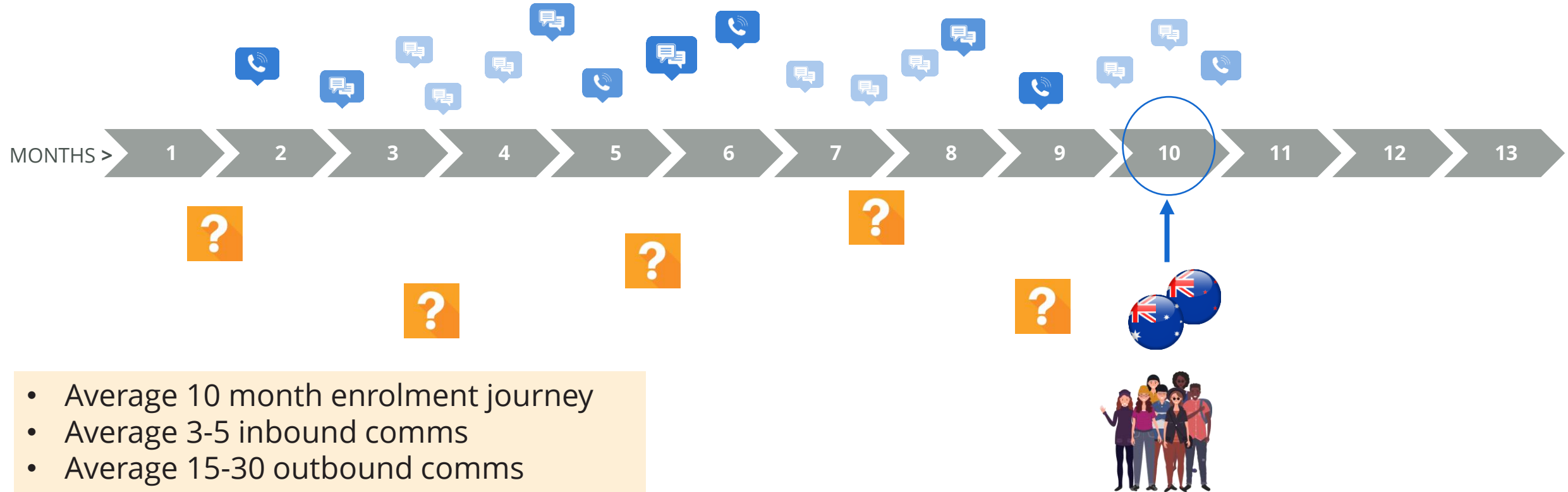
public class OSXButton {
    override
    public void Paint() {
        System.out.println("OSXButton");
    }
}

public class MainWindow {
    public static void main(String[] args) {
        WindowFactory factory = new WindowFactory();
        final String appearance = "mac";
        if (appearance.equals("win"))
            factory = new WinFactory();
        else if (appearance.equals("mac"))
            factory = new MacFactory();
        else
            throw new Exception("Unknown appearance");
        final JButton button = factory.createButton();
        button.paint();
    }
}

// THIS IS JUST FOR THE SIMPLIFICATION OF THE CODE
// WITH ABSTRACT FACTORY
// @RETURN
public static String appearance = "win";
final String appearance = "win";
```



UNDERSTAND THE ENROLMENT JOURNEY



TRADITIONALLY, INSTITUTIONS HAD ABOUT A YEAR TO NURTURE THEIR PROSPECTS AND MOST INTERNATIONAL RECRUITMENT STRATEGIES INCLUDED IN-COUNTRY VISITS, CAMPUS TOURS, OPEN DAYS AND FACE TO FACE EXPERIENCES – HOW CAN YOU REPLACE THESE?



UNDERSTAND THE MARKET SHIFTS

JAN-MAR 2020

YOY TRENDS

Overall enquiries are slightly down

Inbound communications are up

Market diversification is noticeable

Demand is shifting (pathway and foundation ^)

Communications channels continue to vary

FAQs remain the same

VOLUME OF NEW PROSPECTS IS NOT LETTING UP ANYTIME SOON. THEY ARE STARTING THEIR JOURNEYS EARLIER. THEY ASK MORE QUESTIONS AND ARE INTERESTED IN A BROADER RANGE OF COURSES. BUT THEY ARE ASKING THE SAME FAQs.



PERSONALISE YOUR COMMUNICATIONS

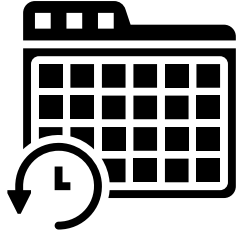
What informs content, messaging and personalisation?

2019 Enquiry & Enrolment Data

- Markets (nationality)
- Lead Source (channels)
- Demand & Motivations (level of study)
- Pipeline (comms to enrolment)

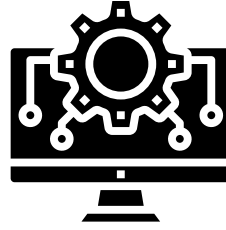
Need to be reviewing and revising!

MAINTAINING THE ENROLMENT PIPELINE



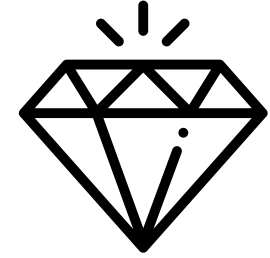
1

Timing and cadence will be key in the enrolment journey. Maintain frequent communications, and look for opportunities to replace F2F events with digital equivalents



2

Use your CRM to understand any potential changes in your enquiry market, **personalise comms** and use content, USPs, images, videos strategically. Leverage **student preferences** and communicate 1-1.



3

Be smart about your most precious **resources** – your staff. Where are the bottlenecks along the journey and where will you get the **greatest return?**

NOW IS NOT THE TIME TO TAKE YOUR FOOT OFF THE ACCELERATOR – YOUR COMPETITORS AND NEW ONLINE PLAYERS WON'T BE!

WHO WE ARE

