

Specific requirements and expectations for recruitment & marketing strategies for the Higher Education

By Vanessa Koloko
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Agenda

1. Executive summary
2. Understanding The Region
3. Understanding Your Key competitors
4. Recent performance
5. SWOT analysis
6. Activities
7. Measuring results

Recruitment priorities

- where is your position in the market and how far are you willing to go
- Understanding whom your big player markets are
- Establishing your key selling points and how to derive interest home
- Maintain close working relationships with Caribbean International Colleges: Admissions staff, Agents, Ministries of Education, Consulates and institutional links .
- Measuring and establishing level of investment to attract students
- Consider ROI against internal and external investment
- measuring marketing outputs and determine if they meet expectations and timelines
- Measuring recruitment priorities monthly to see if we are meeting objectives.

Understanding your key markets

The fundamental questions are where do students usually go to and what is on offer that could be drawn upon.

What are the market needs and can the market satisfy those expectations? Including during studies and post education.

Review each country in turn looking at:

- Population/ GDP
- study plans in current market does it fit well internationally
- courses in demand
- Courses in decline
- Market Trends
- market dependency

General Trends

- statistics-

when do students make their choices and how are they informed of these choices. When are they key points in the year to make recruitment not just directly but when is it right to attack the market. Is your market a undergraduate or postgraduate market.

- Recruitment

This may primarily dominates from one area but to avoid focusing on oversaturated market review other areas that requires a growth.

Support

- local colleges, schools and universities in the Caribbean could attract a good number of EU, African, American or Latin American students through developed relationships and investment. These are the key level countries.

Competitor Activity

A few countries have existing performances and relatively do well for recruitment

America

Canada

Australia

China

Prague

Germany

Short term strategy

- Form and build relationships with in country agencies
- Establish a key network agency and offer agent familiarisation trips.
- Visits to the markets including attending key recruitment fairs and agent offices for training
- Establish international student experiences at universities, colleges and schools
- Disseminating marketing materials, webinars, skype interviews

Long Term Strategy

A big obstacle recruiting students is expense especially for places like Africa.

Establishing a market presence in areas fully penetrated.

Local recruitment v International restrictions on international recruitment if any?

Work in consortiums with UK and USA local schools and colleges or other overseas institution's to reduce cost and student expectations

SWOT

Strength

Certain markets not ranking focused
Guaranteed progression for certain courses
Desirable locations
Competitive priced courses

Weaknesses

For in-depth recruitment reliance on fairs and Agents which could be an expensive dependency
Post study work opportunities/recognition of courses

Opportunities

Review of marketing strategy / government funds if any
Strengthen market awareness and brand awareness
Partnership considerations

Threats

recruitment challenges

Measuring results

- Track student/councillor enquiries, applications and enrolments after visits to the campus
- Track student/councillor enquiries, applications and enrolments after in country market visits
- Performance versus budget figures at the end of each recruitment cycle from target markets
- Agent-focussed recruitment initiatives will be measured against their sourced growth in applications and enrolments at the end of each recruitment cycle.

Measuring results each year

- Growth in applications as well as enquiries will be an indication of raised awareness along with use of social media (growth in Facebook fans from target markets for e.g.)
- E-marketing campaigns will be measured through the click-through rates as well as follow-up responses/queries from the target audience.
- Success of Centre visits by potential students can be measured through their enrolments and visits by agents through an increase in quality and quantity of applications and enrolments

Thank you

Any questions?