ECU — WORLD READY

Packaged pathway students:

Maximizing retention through best practice cooperation between key stakeholders

In today's presentation, we will cover the following topics:

1. Definition of a "packaged pathway student"
2. The key stakeholders within this journey
3. The main risk touch points within the pathway
4. A summary of the challenges faced
5. Collaborative solutions to encourage retention

A package pathway student meets the following conditions:

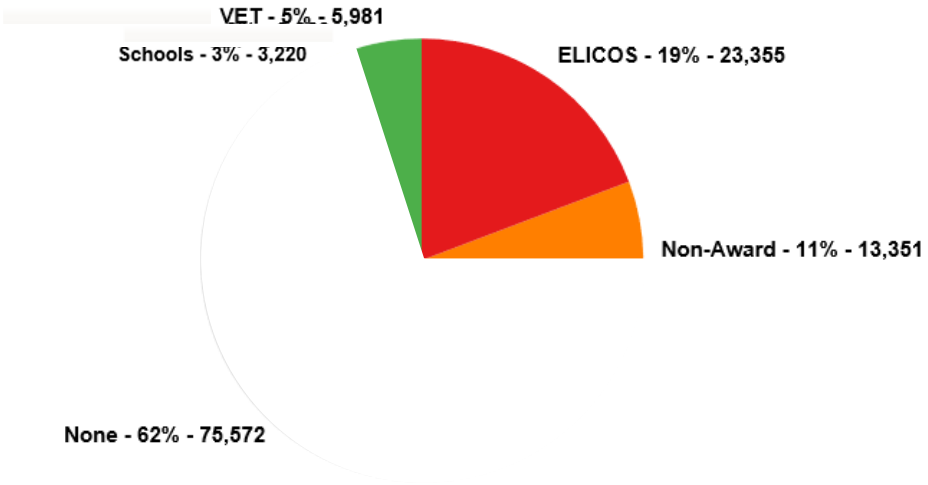
Packages courses to meet entry requirement

$$$ timing skills

1 visa
=
all courses

In 2019, 30% of students studied a packaged pathway course prior to commencing their University degree.

Sector studied immediately before the commencement of the student's first ever higher education course in 2019



https://internationaleducation.gov.au/research/DataVisualisations/Pages/pathways.aspx (Sept 2019)

In 2019, how much did the package pathway students contribute to HE income?

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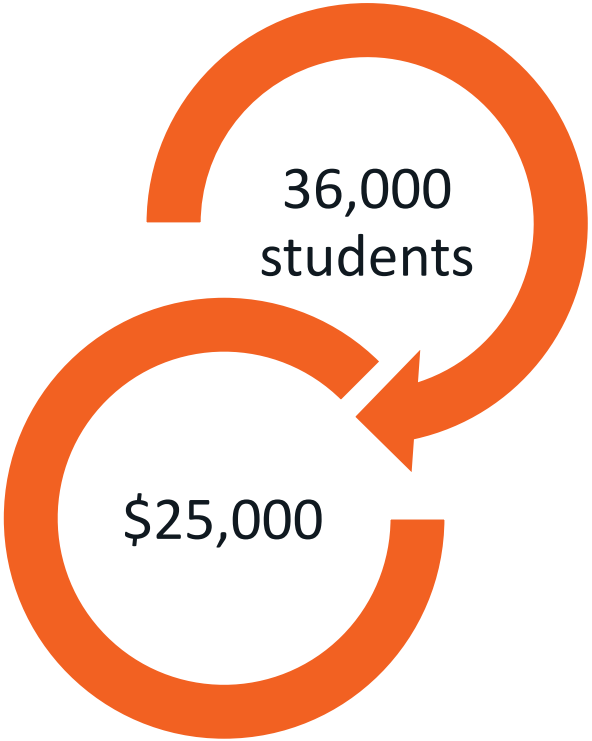
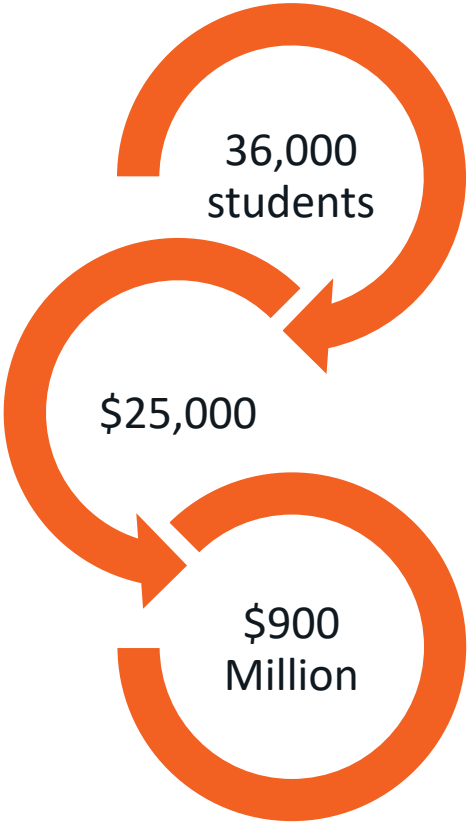
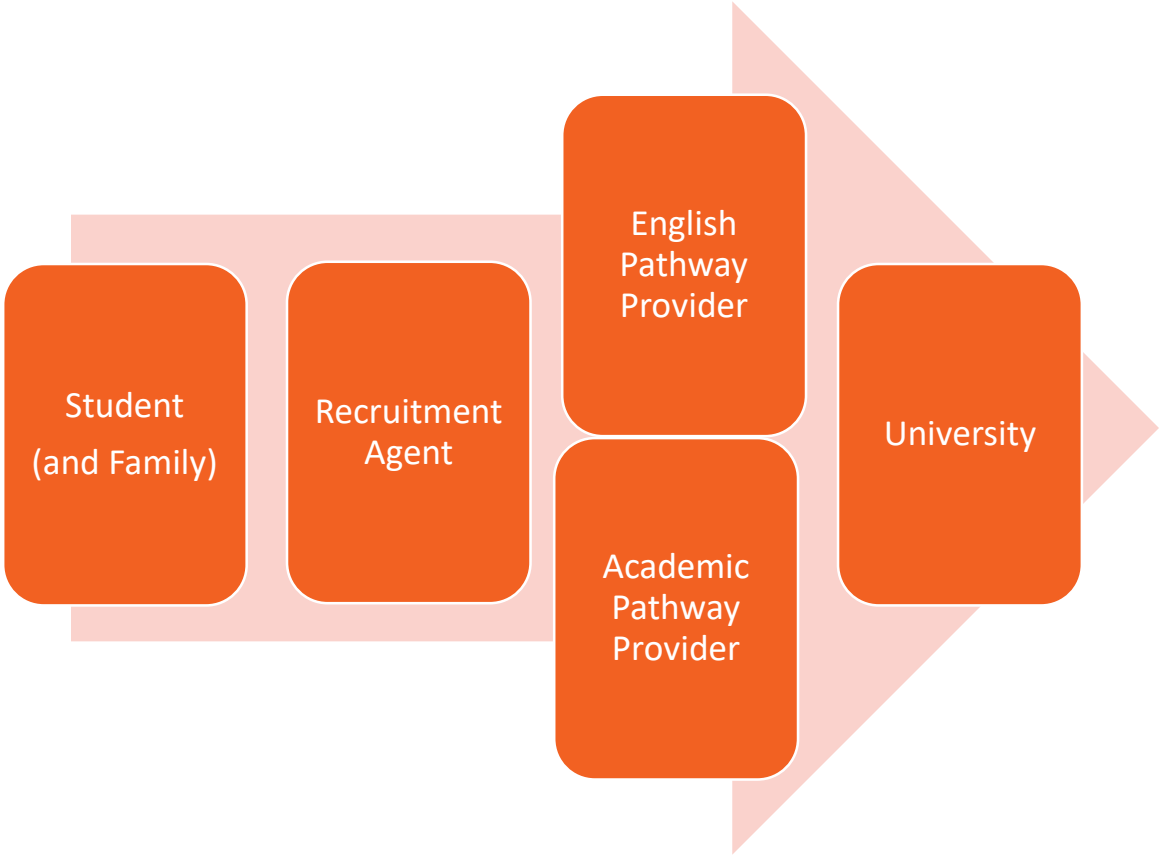


In 2019, HE students who completed a pathway contributed 900 Million dollars to the HE sector.



The key stakeholders have distinct advantages and risks.



The principal provider holds all the immigration risk

The Immigration Risk Index

Since the introduction of SVP in 2012, the provider immigration risk rating of institutions has been measured and reported by DoHA. The provider immigration risk index is calculated using the following indicators:

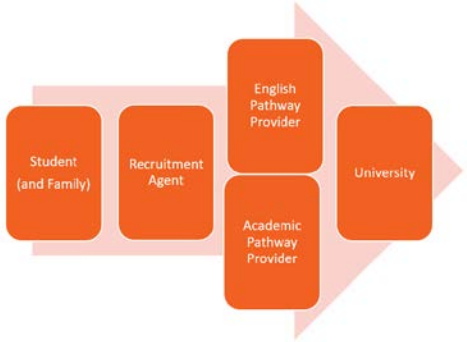
Rate of offshore refusals —10% weighting

Rate of offshore fraud refusals—40% weighting

Rate of visa cancellations—25% weighting

Rate of students becoming unlawful —15% weighting

Rate of protection visa lodgement – 10% weighting



Using the above-mentioned indicators, a provider is given an immigration risk index that will determine the institution's risk rating as below:

Risk Index less than 1 = Risk Rating 1

Risk Index between 1 and 2.7 = Risk Rating 2

Risk Index greater than 2.7 = Risk Rating 3

The principal provider holds all the immigration risk (Continued)

You are changing education provider and have not completed 6 months of your course

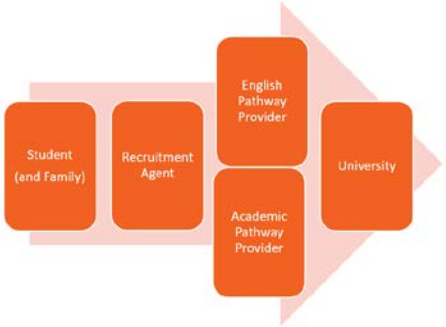
If you have completed less than 6 months of your main course, you can only change education providers in some situations. See Education Services for Overseas Students (ESOS) National Code ↗ for details.

Check your education provider's transfer policy. (All providers have one.)

In most cases, your current education provider will:

- consider your transfer request
- decide if they will let you transfer

Check your written agreement so you understand your education provider's transfer policy before you try to enrol at another institution.



If your transfer is not approved

If your education provider does not let you transfer, you still have options.

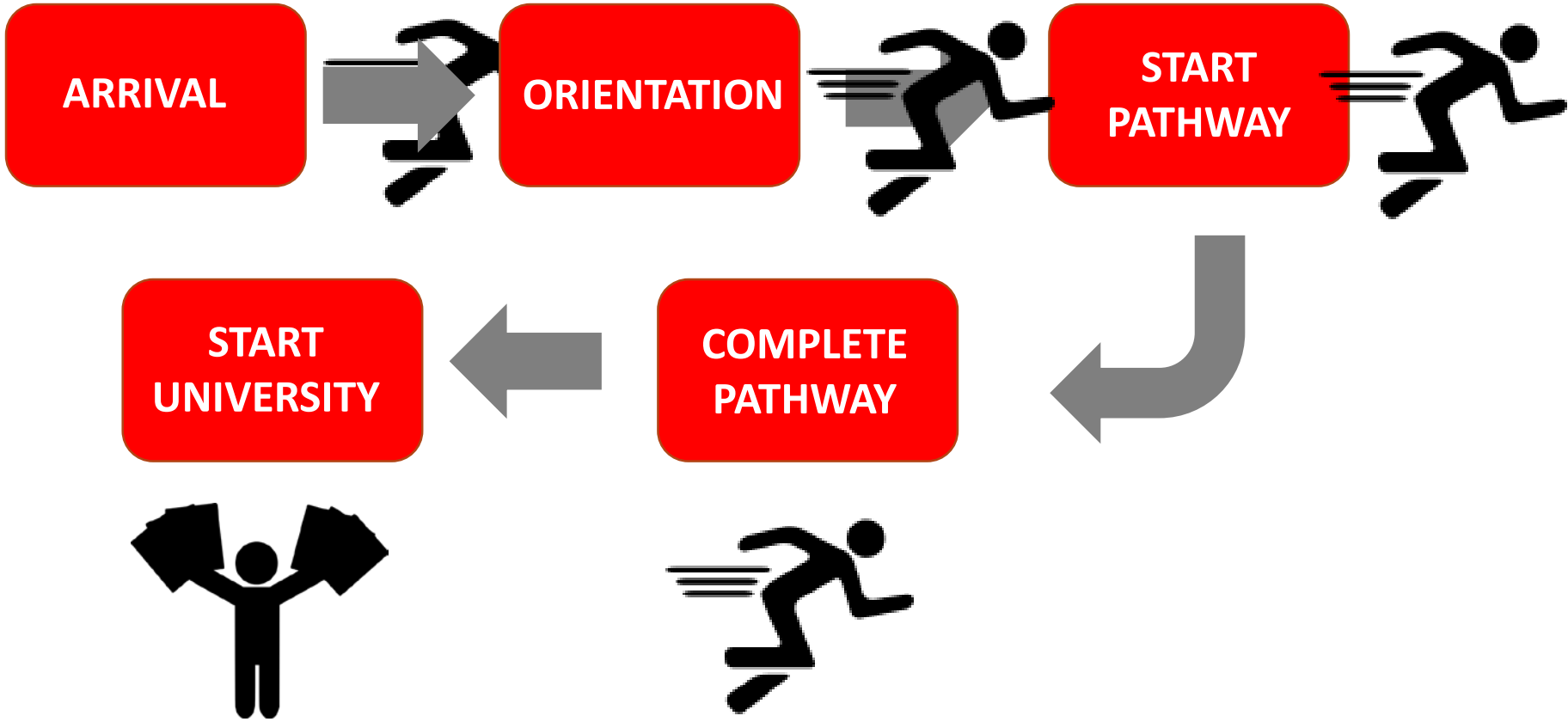
You can appeal the decision through your education provider's appeal process.

If you are unhappy with that result, you can appeal the decision through:

- your state or territory Ombudsman
- the Overseas Student Ombudsman ↗

If you change courses or education provider, your provider will tell us. You do not need to send us a form or update your ImmiAccount.

There are several exit points where students can get lost.

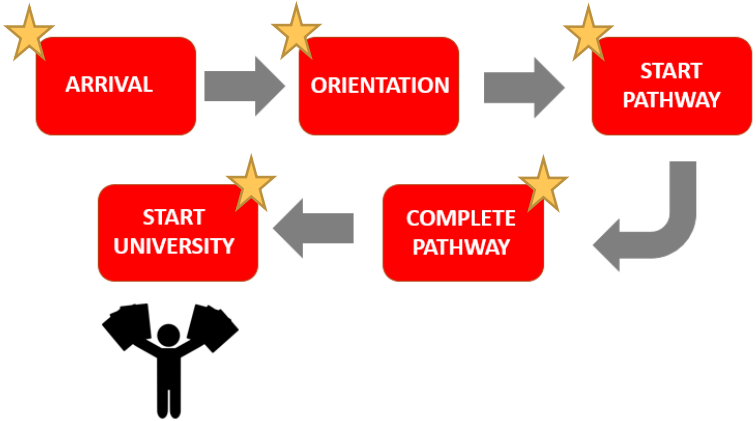


Challenges

1. Resources:
    - fight against the assumption that the student is already secured. “Don’t need to recruit anymore”.
2. Regulatory body
    - When students default and downgrade to lower AQF category – what is their consequences?
    - Trailing risk
3. Lack of data / transparency
    - Where to find the correct information? (PRISM) (Education Website).
    - Implementation of strategies take a while before you can report again on them

How do you develop your own strategy for maximizing pathway student retention?

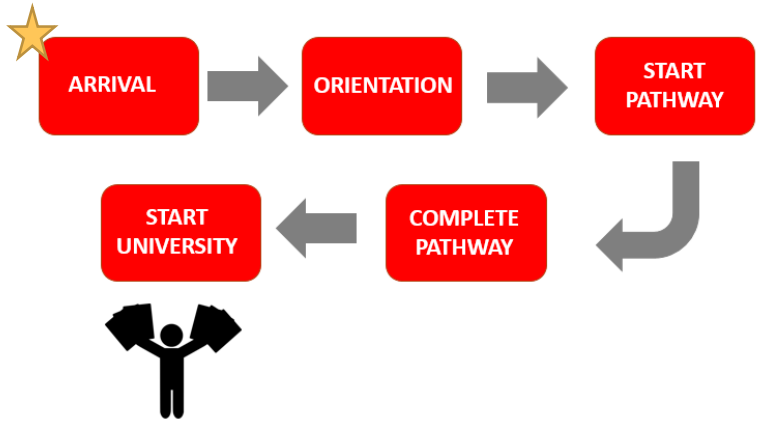
REPORTING



Get your data right is the first step to developing your pathway success rates.

1. Number of students graduating on time vs deferring vs defaulting – What % of students are you losing?
2. Breaking it down to: Country / Course / Agent – Where are you most exposed?

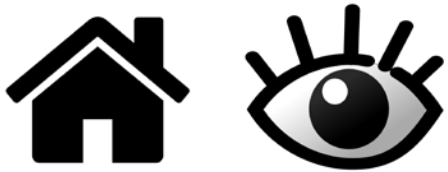
How can you recruit the “right” students into the “right” pathways?



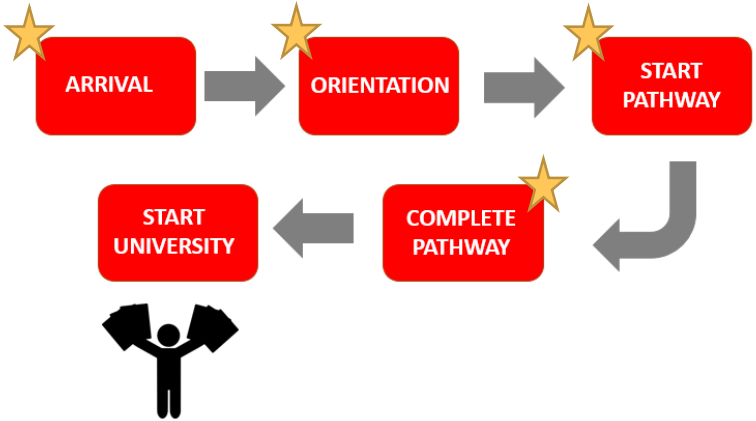
SETTINGS

1. Marketing message & joint marketing strategy
2. Agreements: Which providers? Length of pathway / Course selection / Recruitment channel.
3. Incentivise the students: ECC Scholarships

How do you make the students feel that they are a University student from the beginning of their pathway?



INCLUSION & VISIBILITY

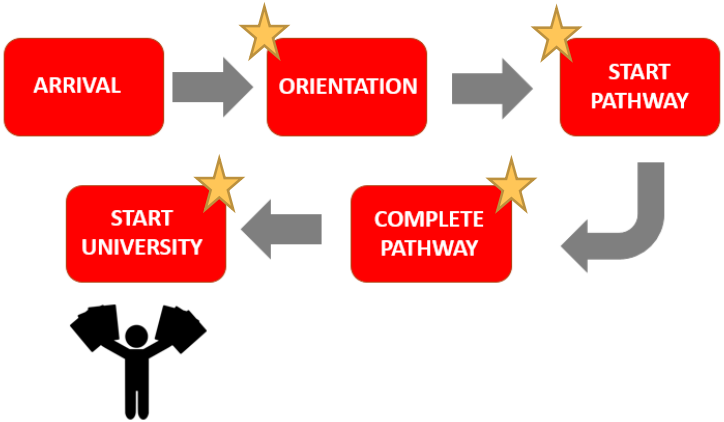


Make your student feel a part of the community from the beginning.
Make the relationship between the institutions visible

1. Attend orientation / Welcome email / Welcome gift
2. Use of University facilities
3. Tours, guest lectures, events
4. Integrate activity into pathway curriculum

How can you connect your alumni to new students?

AMBASSADORS

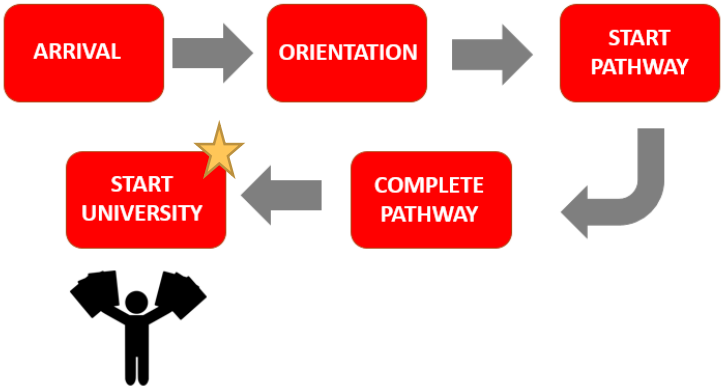


Build a peer-to-peer mentorship program through your ambassadors.

1. Attend Orientation & monthly events

How can you maximize the successful pathway students starting on time their University program?

COLLABORATION

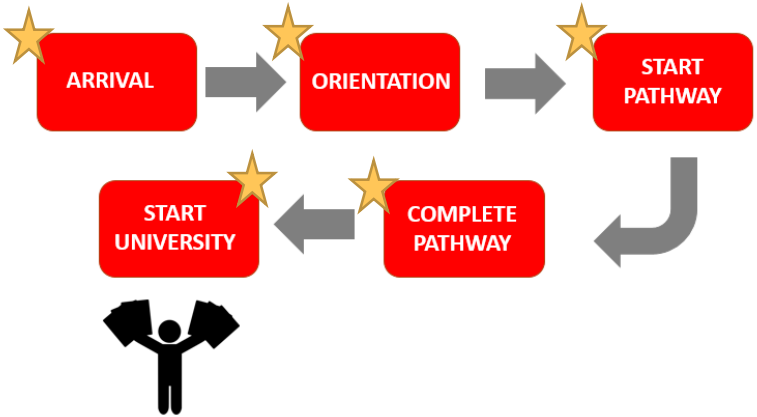


Facilitate the transition process from one institution to the other.

1. Train the pathway provider on the university acceptance procedures.
2. Make it easy for the students – transfer graduate certificates at the institutional level
3. Proactively contact students (commencing, not continuing)

Who's KPI is it to maximize the retention of pathway students?

RESOURCE

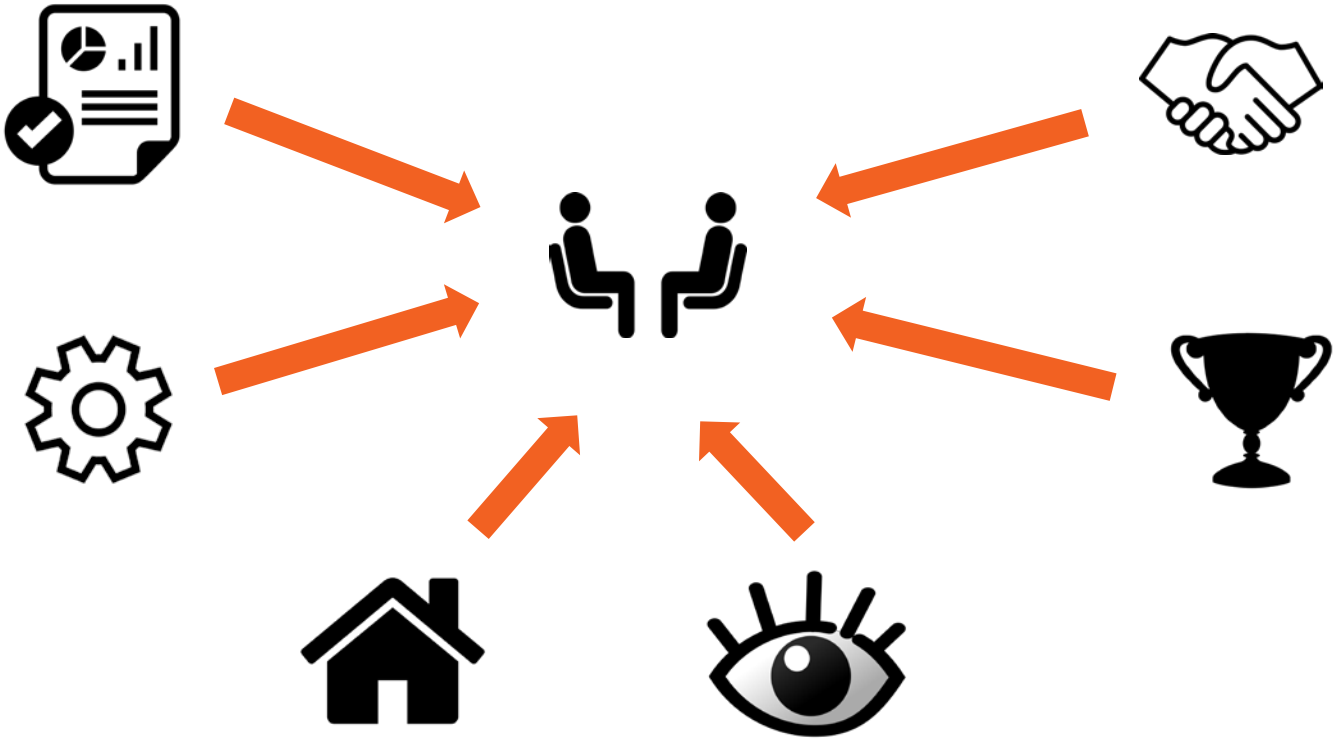


Who in your organisation has the KPI to maximize the pathway student retention? What department? Is it their sole responsibility?

1. Invest in a shared HR Resource to act as a liaison for pathway students.

2. These are your hottest leads.

How to maximize your packaged pathway student retention.



Collaboration is the key!

COLLABORATION

By working together, we can maximize the retention of pathway students.

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