



**The New Frontline**

**THE FACULTY  
EMPOWERED**

**David Wright CEO**

# About HECG



Higher  
Education  
Strategy



Analytics +  
Program  
Design



Recruiting +  
External  
Engagement



# TAKE-AWAYS



***“Faculties are  
the **New**  
**Frontline** in  
recruiting”***

- 1 People connect with the passion or people first - these are both in the faculty
- 2 Universities with great faculty recruiting are at a substantial financial and quality advantage
- 3 Faculty is the Frontline - Student and stakeholder needs are changing fast - this means Frontline change



Need  
more  
students?

Want  
better  
Quality?

Want  
more  
control?





# What is happening now?

# Recruiting is hard.....need specialist **central** expertise



# HECG INSIGHT



**MARKETING AND  
RECRUITMENT ARE NOW  
FUNDAMENTALLY  
CENTRAL FUNCTIONS**

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1. Central Marketing and Recruiting ('CMR') core control and responsibility
2. Predominantly system and process driven
3. Faculty providing support to CMR
4. Faculty provides the core product - education programs





# CONFESSION

**Former VP**

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Major Australian University

*“Centralising  
recruiting doesn’t  
work long term.  
Sustainable success is  
a partnership with  
Faculty”*



# HECG INSIGHT



**STUDENTS NOW ENGAGE  
MORE WIDELY AND  
DEEPLY ACROSS MANY  
YEARS**

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1. Engagement can not be maintained (too many conversations) or authentic (not who I want to get to know) if not with a member of the right community.
2. Those who build the best relationships are best placed to be part of each other's future.

# Questions for you - will any of these improve recruiting?

1. Alumni maintain Uni relationship with their area of passion
2. Potential students know why + what you do + who you are
3. Potential students speak to people who know about the field
4. Current students can discuss their future needs as they are studying
5. Faculty identify new segments of potential students that they know
6. Faculty discuss with students their needs and react

***Etc etc etc etc - this list can go on and on and on.***

A wooden signpost is mounted on a vertical wooden post in a forest. The sign is a horizontal wooden plank with a dark, semi-transparent rectangular area in the center. Overlaid on this area is the text 'Maybe we should rethink Faculty Roles?' in a white, sans-serif font. The text is arranged in three lines: 'Maybe we', 'should rethink', and 'Faculty Roles?'. The background shows blurred tree trunks and foliage, suggesting a natural setting.

Maybe we  
should rethink  
Faculty Roles?



# HECG INSIGHT



**MOST FACULTIES DO NOT  
KNOW WHERE THEIR  
MARKETING EFFORTS CAN  
CONTRIBUTE THE MOST**

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In industry there are proven steps in product marketing that determine success

- 1 identify needs
- 2 create interest
- 3 deliver needs
- 4 communicate delivery
- 5 Do 1-4 better than anyone else



# The World is Social

Who do students  
want to connect  
with?

Who's best to manage  
all these  
relationships?

# Faculty has a role in each recruiting stage

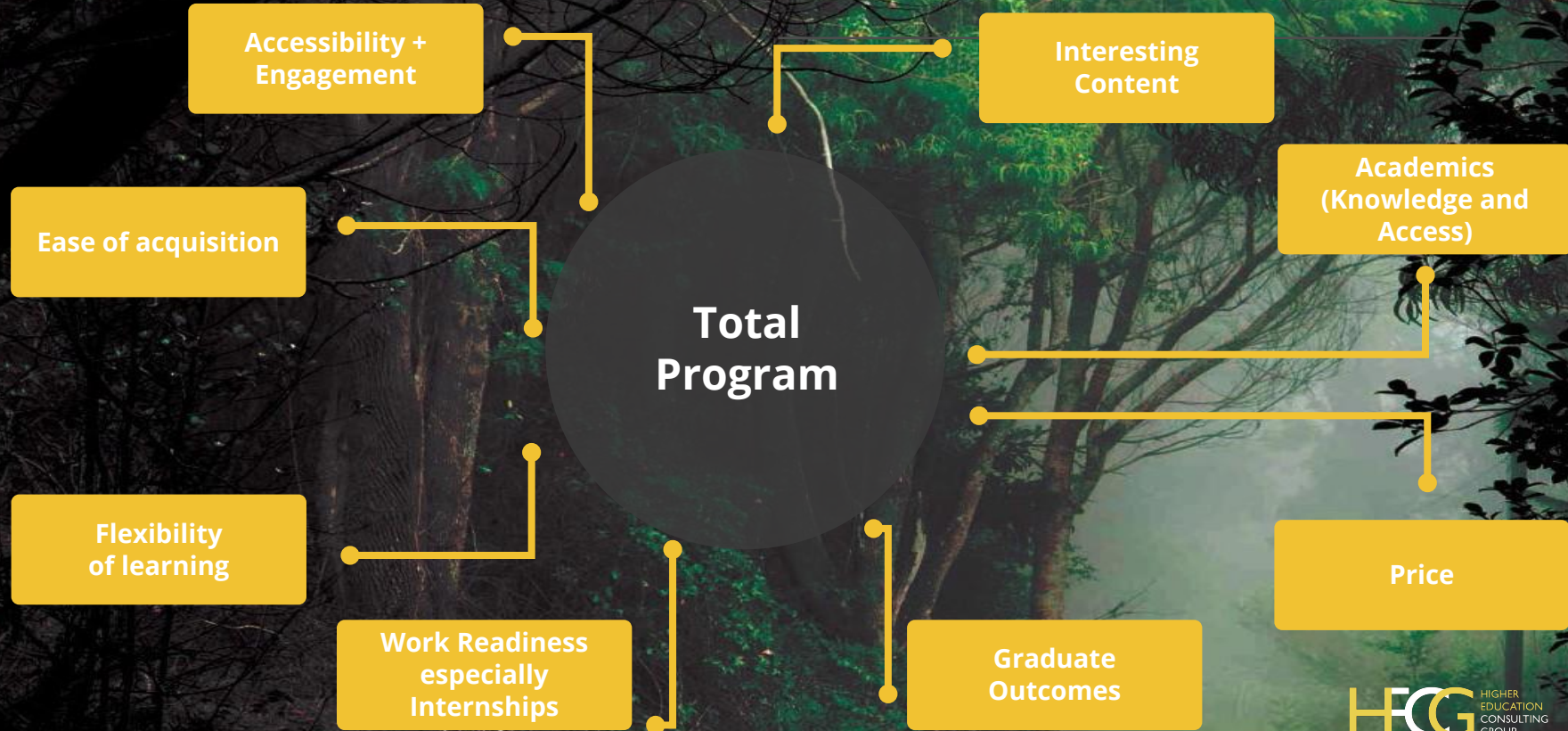
Every stage of a Sustainable Recruitment Cycle

Measurable action plan at each stage = considerable ROI and non-financial value





# Faculty can adjust meet core student needs



# Faculty can help central differentiate

## Value Proposition

- For who - Segments
- Benefit/Accreditation
- Expected Experience
- Market/employment needs

About Anyone



## Buying Proposition

- Why You?
- World Famous in.....
- Special Benefits
- Elite company
- Different Experiences

About You



# Faculty brings new action...any CFO's in room?



**\$ => Additional 10-15% Recruitment**

**V => Connected passionate student more likely to succeed**

**\$ => Save up to 15% of revenue in agent fees**

**V => Relationships deliver lifetime benefits**

**\$ => New programs more successful**

**V => Can lead to research, teaching and other benefits**

**\$ => Additional offerings easier to engage internally than in open market**



# A New Future Partnership



## Marketing & Recruitment

- Branding and institutional marketing
- Marketing and Recruitment systems
- Indirect and institutional recruiting

## Faculty

- Direct and Field Community relationships
- Direct coordinate actions at each stage
- User responsive ongoing program development



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# How to do that?

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# Connect & Engage

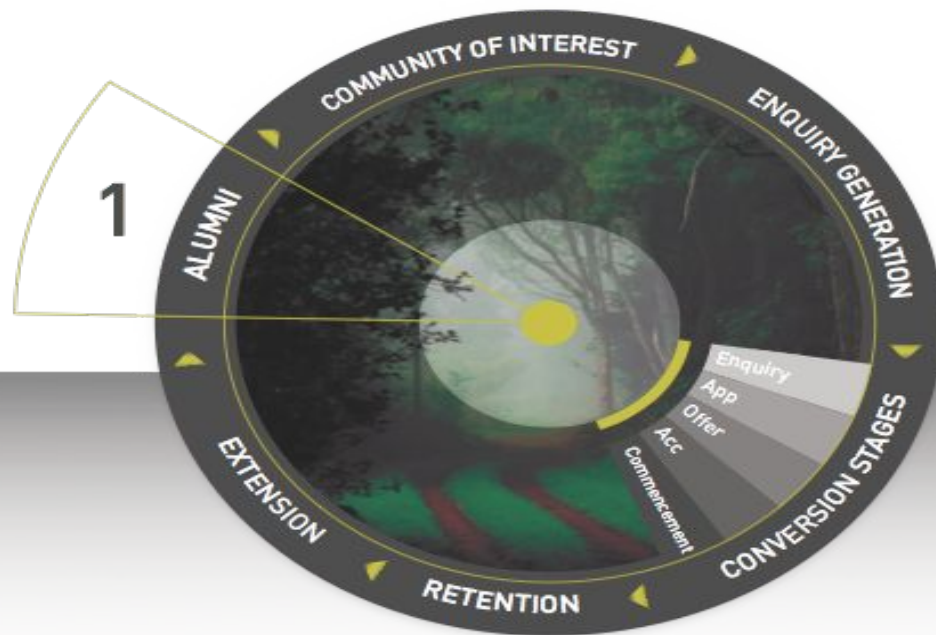
Create, Engage,  
Maintain communities  
and relationships in  
your field

Tell your stories & share  
your passion 'Why'

Seek, Understand  
Respond to student &  
industry needs



# ALUMNI



# ALUMNI



LEADER

Faculty



SUPPORT

Mktg



SKILLS

Journo



## OBJECTIVES

- 1 Ongoing engagement
- 2 Be the leaders building large and active communities of interest
- 3 Support of Field – cause first – then Faculty – then Institution



## MEASURES

- 1 # of individual engagements
- 2 # of actions (reposts)
- 3 Enq-App-Off-Comm
- 4 Assisted Outcomes = Internships and Employment
- 5 Donations

# ALUMNI DRIVERS



## POSITIVE

- Engagement of interest programs
- Social Media Group Programs
- Alumni Offers – education and pride based

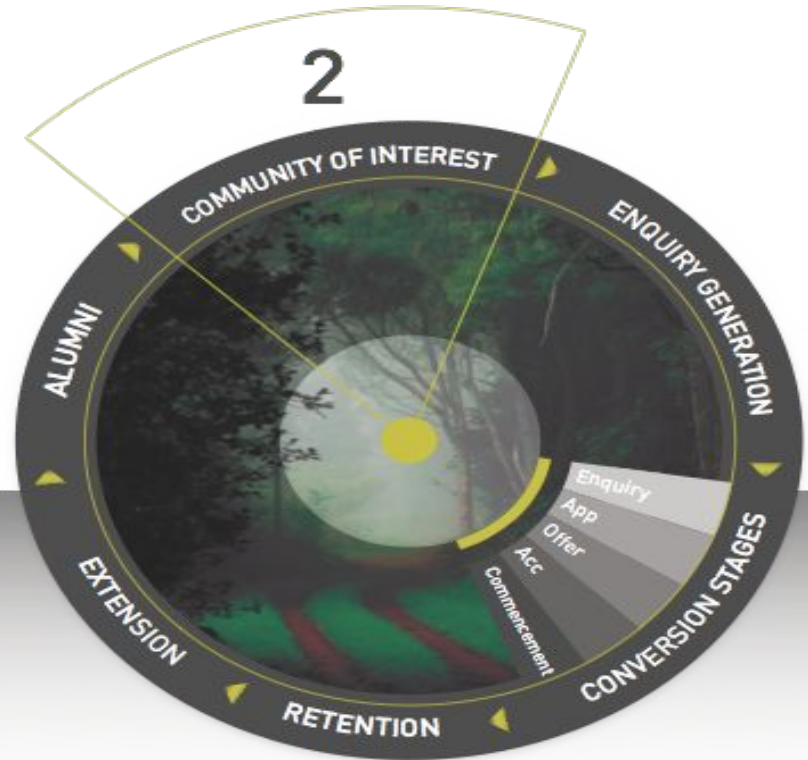


## NEGATIVE

- Bad publicity
- Successful conversion away
- Fatigue –  
Collection-plate marketing



# COMMUNITY OF INTEREST



# COMMUNITY OF INTEREST DRIVERS



## POSITIVE

- Faculty and academic ownership
- Communities to join
- Passionate Stars – people/characters
- News events



## NEGATIVE

- Dead-air
- Lack of entertainment – inform, education, challenge, enjoy....something
- Inhospitable communities

# COMMUNITY OF INTEREST



## OBJECTIVES

- 1 Build vibrant communities of interest in programs
- 2 Increase engagement of participants
- 3 Create leverage into wider communities
- 4 Passionate supporter bases

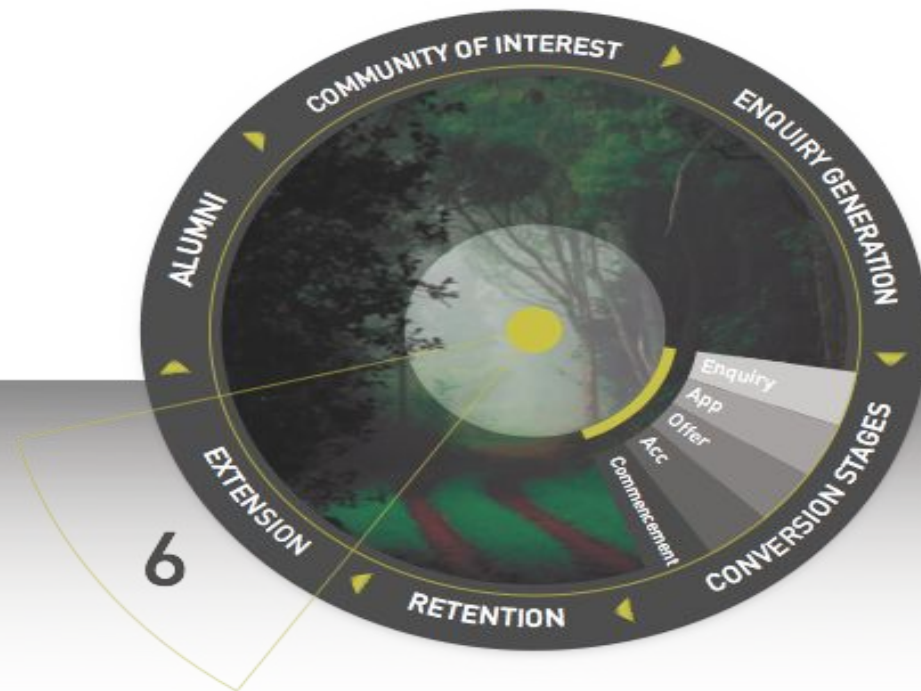


## MEASURES

- 1 # of individual engagements
- 2 # of actions (reposts)
- 3 Eng-App-Off-Comm
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# EXTENSION



# EXTENSION



LEADER

Facult



SUPPORT

Mktg



SKILLS

Prog  
Dev



## OBJECTIVES

- 1 Build a Lifetime of Learning Community
- 2 Best placed for further study
- 3 Deliver PD at specific times students need it



## MEASURES

- 1 # of free attendences
- 2 # of enrolments
- 3 Conversion Stages
  - a VET→UG
  - b UG-PG
  - c PG-HDR
  - d UG/PG-PD
- 4 Additional units
- 5 Average Lifetime Value of Student



Thanks

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