The New Frontline
THE FACULTY
EMPOWERED

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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
MARKETING AND RECRUITMENT ARE NOW FUNDAMENTALLY CENTRAL FUNCTIONS

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

Former VP
Major Australian University
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.
Maybe we should rethink Faculty Roles?
HECG INSIGHT

"Most faculties do not know where their marketing efforts can contribute the most"

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 to meet core student needs.
Faculty can help central differentiate

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

Buying Proposition
• Why You?
• World Famous in......
• Special Benefits
• Elite company
• Different Experiences

About Anyone
About You
Faculty brings new action...any CFO’s in room?

$ => Additional 10-15% Recruitment

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

$ => New programs more successful

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

V => Connected passionate student more likely to succeed

V => Relationships deliver lifetime benefits

V => Can lead to research, teaching and other benefits
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
How to do that?
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

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
- In hospitable 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. Enq-App-Off-Comm
4. Donations
EXTENSION
EXTENSION

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 attendances
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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