

# Connecting People & Data for Improved Admissions Results

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**MACQUARIE**  
University  
SYDNEY • AUSTRALIA

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# Overview

The Challenge

The Limitations

The Timeline

The Approach

The Achievements

The Productivity Improvements

Still to Come



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# Fully Integrated Admission and Articulation Processes for Package Students



English Pathway Programs



Academic Pathway Programs



Degree Programs



Launch of full integrated, in-house Macquarie Pathway College



Single application process for program packages



Agent Benefits: service & productivity improvements with B2B integration



24/7 Reliable Online Access



Significant admissions growth with minimal staffing increase

# Limitations

Minimum functionality,  
poorly integrated  
admissions & student systems

Old, out of warranty  
server infrastructure


Experienced systems  
implementation staff  
fully occupied

IT Project Management  
expertise lacking



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# Timelines



November 2014

- College Launch Event
- Online Package Application required
- New admissions system for package applications

Oct 2015 First Foundation Intake

Feb 2016 First Diploma Intake

July 2016 First Articulating students



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# Traditional System Implementation Approach

Typically 18 month process to:

- Gather user requirements
- Tender, select and undertake due diligence
- Design configuration, conversion and modifications
- Develop and Implement
- Adequately Test
- Go Live

Expected service delivery standards are now changing so rapidly that these timelines are no longer feasible

# Macquarie International Approach

## Leveraged available expertise and resources

- Cloud-based application
- Specialised admissions system provider
- Designed for international agents and students
- 'best practice' advice on configuration and conversion

## Staged Delivery - Just in Time

'Opportunity' for experienced and capable admissions staff to testing and system implementation skills

# Achievements

- ✓ 50% growth in acceptances including ~1,000 pathway college commencements, minimal staff increase
- ✓ Enhanced service for direct applicants
- ✓ Better service for agents
- ✓ Improved admissions data:
  - manage workloads
  - consistent turn around times
  - review agent performance and
  - strategic planning



# Key Productivity Improvements



Growth in online applications from students and agents  
Direct interface with IDP's OSCAR



Online workflow for faculty approvals and RPL referrals



Automatic rules based allocation of applications to teams



OSHC Schedules produced in ready to load format



Online access to data and documents for agents



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# Agent Portal



StudyLink Connect

Dashboard New application Prospects **Applications** Inbox 27 Resources

Edu Demo International **My Account** Preferences • Support • Sign Out

Summary All Incomplete Submitted Offers Closed

### Application summary

Q SEARCH Advanced search

#### Incomplete applications

	Howard, Jason 13/02/1983		Certificate IV in Marketing	<b>Saved (Incomplete Application)</b> 13/01/2015 13:44		Continue
	Howard, Jason 13/02/1983		Certificate IV in Marketing	<b>Saved (Incomplete Application)</b> 13/01/2015 13:42		Continue
	Bacskai, Bela 06/07/1978		Diploma of Accounting, Commerce and Business Administration	<b>Saved (Incomplete Application)</b> 19/12/2014 13:18		Continue
	Test, test 17/3/1992		Bachelor of Actuarial Studies	<b>New (New Application)</b> 15/12/2014 13:02		Continue
	Test, test 17/3/1992		Bachelor of Actuarial Studies	<b>New (New Application)</b> 15/12/2014 13:02		Continue

1060 more applications Show all

#### Submitted applications, returned by provider for action

	McCartney, Paul 08/08/1983		Package - Marketing C4-D	<b>Submitted, More Information Required</b> 01/12/2014 22:17		Review and re-submit
	McCartney, Paul 08/08/1983		Package - Marketing C4-D	<b>Submitted, More Information Required</b> 01/12/2014 21:49		Review and re-submit
	McCartney, Paul 08/08/1983		Package - Management C4-D	<b>Submitted, More Information Required</b> 26/11/2014 00:44		Review and re-submit
	Test 1, 2 1/1/1987		Master of Commerce Finance	<b>Submitted, More Information Required</b> 29/11/2012 14:37		Review and re-submit
	tester, cccc 03/02/1982		Advanced Diploma of Demo Live Production Theatre and Events (Costume)	<b>More Information Required</b> 30/06/2011 11:01		Review and re-submit

#### Submitted applications

# Still to Come

## Planned

- 'Student Portal for Agents' further decrease email applications
- All faculties to use online workflow
- Migrate Inbound Exchange applications
- New BI platform to maximise use of data

## Wish List

- Interface to PRISMS to create COE
- Credential Verification, electronic SAT's
- More inbuilt rules based preliminary assessments
- Digital signatures on Acceptances, GTE checklists etc.



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**Any Questions?**

