Connecting People & Data for Improved Admissions Results

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Overview

The Challenge

The Limitations

The Timeline

The Approach

The Achievements

The Productivity Improvements

Still to Come

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

Experienced systems implementation staff fully occupied

Old, out of warranty server infrastructure

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

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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

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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

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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

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?