Case Study:
University of Bristol

USING REAL-
TIME DATA
INSIGHTS
FOR NEW
PROGRAMME
DEVELOPMENT

#**acting**on
insights

1 Introduction

Optimise your programme portfolio

Universities and business schools are faced with the challenge of continuously having to identify new market opportunities within their programme offerings.

Optimising your institution's programme portfolio is the ultimate way to ensure that your institution is responsive to what students are asking for, as well as what the employment market will require in the near future.

The partnership between Studyportals and the University of Bristol enabled straightforward identification of new audiences, fit for targeting. As a result, this translated into improved prospect-to-applicant conversions and a better ROI.

2 The Case Study

Ralph Buiser

Ralph is the International Market Insight Manager at the University of Bristol (UoB). He is responsible for helping UoB develop business cases for new programmes. This includes managing and using a wide range of data from multiple sources to support the new programme approval process.

The University of Bristol

The University of Bristol was founded in 1876 as University College Bristol. Currently, UoB is one of the most popular and successful universities in the UK (part of the Russell Group Universities), and ranked 61st in the world in the QS World University Rankings 2023. 23,000 students currently study at UoB, from 150+ different countries of origin. Bristol is at the cutting edge of global research including topics on nanotechnology.

3 The Problem

Identifying new market opportunities

in a dynamic environment

The University of Bristol has a rigorous programme development process but was missing input that would predict the impact of new trends and course demand. They have been looking for ways to monitor and respond to the changing needs of students, as well as how student demand changes when students are presented with different programme titles.
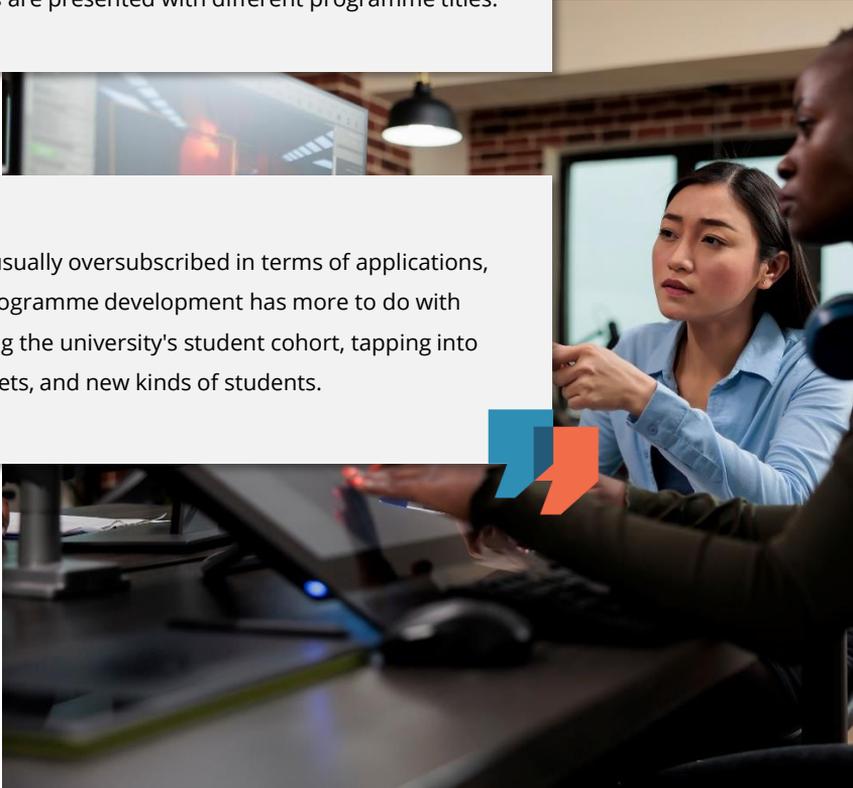
Bristol is usually oversubscribed in terms of applications, so new programme development has more to do with diversifying the university's student cohort, tapping into new markets, and new kinds of students.

4 The Solution

Tailored dashboard creation and advice

Bristol needed specific data sets in order to reach their goals. Studyportals and The University of Bristol were able to co-develop a new dashboard, focusing on portfolio development. Bristol is now able to perform keyword searches within the data sets of Studyportals. Bristol can monitor where students come from and what they are clicking on when they are searching for study options in the United Kingdom. This fills a gap for UoB: "We can see what current potential students are searching for, assuming these are potential pipelines of demand."

Before Studyportals, we were heavily relying on HESA data which could be outdated as the market can change quite drastically. We saw this a lot with work visas, Brexit and the pandemic. We wanted to be more agile in terms of looking into the future and Studyportals offered that. We were able to make more educated decisions about the future.
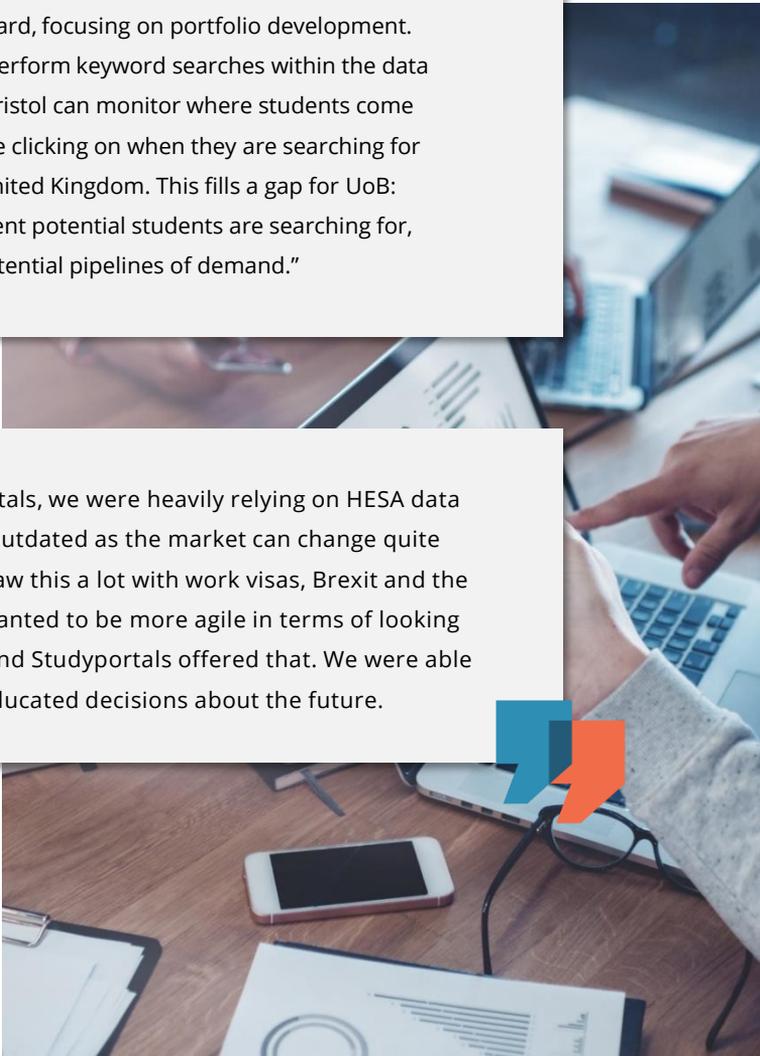
Studyportals

Portfolio Development Module

What our Portfolio Development Module helps you identify

How can we **improve our current portfolio** and evaluate **new portfolio development opportunities** for online or on-campus delivery?

Which keywords in the titles of degree programmes will **attract more interest**?

Which institutions are offering **similarly named programmes** and competing for the same student audience?

What are the chances the **new programme** ideas will perform well in the market?
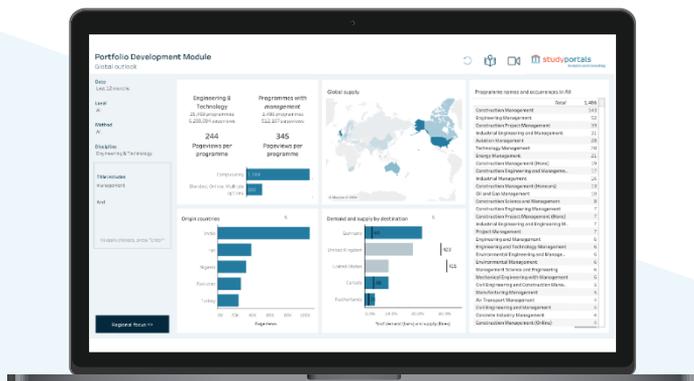
Studyportals' data is a reliable indicator of future enrolments

Studyportals tracks the anonymous, organic search behaviour of 52 million prospective students annually on its proprietary platforms. Studyportals' data records changes in student interest as they emerge and is a reliable indicator of future enrolments. UK HESA data shows a correlation of 83% between search behaviour on Studyportals and actual enrolments, 18 months later.

5 Key Benefits

Flexible visualisation

The dashboard is easy to use, we like the visuals. To deliver the reports we export it through PDF and share it to our academic leads. When we need to deliver something more specific, we can export the data from the dashboard. We can see the entire sums of data that way. It is user friendly and understandable from a user end perspective.
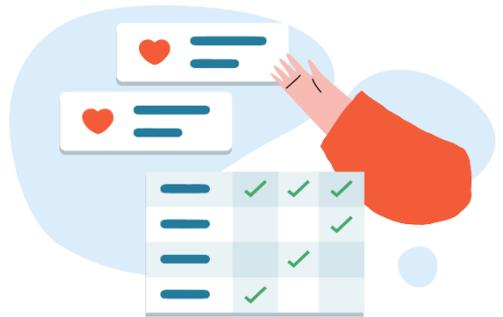
Aligning courses with current global trends

We are able to map the relative popularity of programmes against others within specific subject areas, which is something we were looking for. In the last few years our programme development work has moved with current global interests to keep our portfolio innovative. In this time, we saw the launch of programmes like the MA in Black Humanities, MSc in Climate Change Science and Policy, MSc Health Economics and Health Policy Analysis, to name a few.

6 Implementation & Service

How did you like working with Studyportals?

The partnership has been very collaborative. We have actually developed a product together which I am really proud of, and Studyportals has been able to take our requirements and turn it into a reality. Even though our team has expanded during the collaboration, the dashboards were still straight forward to use.
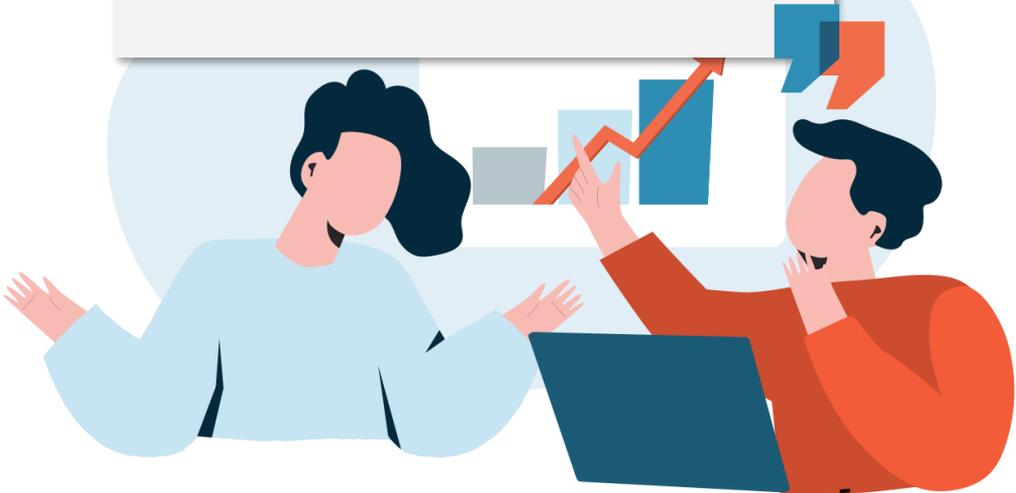
"The data Studyportals provides eliminates the gap that we had for creating new programmes. This is very innovative."

7 Outcomes

Predicting the impact of new student trends

Studyportals helps us with mapping student behaviour from their data sets. We can now predict the impact of new trends and know how much of a student pipeline there is for certain programmes. We also used Studyportals' data to choose programme names, based on the terms students have been searching for.

- **81 new programme business cases to submission and through launch***
- **£17,000,000 annual tuition fee revenue***

*Achieved over a period of 4 years, including the Studyportals partnership

University of BRISTOL
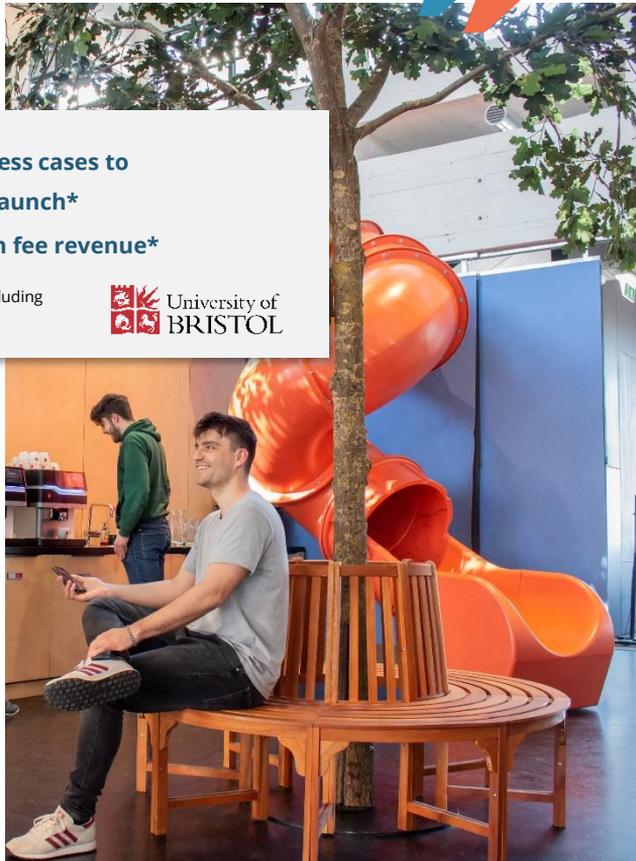
8 Key Facts

Do you know how your institution's strategy could benefit from our Modular Dashboards?

Degree Supply & Demand

Which specialisation should our new Master's degree offer? Which fields are currently being under or over supplied?

Portfolio Development

Where do we start with improving our portfolio? What subject areas are students in my focus countries interested in?

Trends & Forecasting

What are the upcoming countries of international students? How is the demand for degrees forecasted to develop over the next years?

Not seeing a Modular Dashboard that suits your institution's needs?
Reach out to us for a consultation on a dashboard fitting your requirements!
consulting@studyportals.com

8 portals

52M unique visitors every year

635,000 international enrolments

3,750+ participating institutions

200,000+ programmes listed

Multiple levels of education

Geographic detail at city-level

Monthly data updates

studyportals

Analytics and Consulting

Get in touch to discover how big data insights can help you enhance your international student recruitment strategy

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