

Case Study

Centennial College

Mastering direct, digital recruitment
to increase student diversity

CENTENNIAL
COLLEGE


studyportals

IN THE FIRST TWO YEARS STUDYPORTALS BECAME ONE OF CENTENNIAL COLLEGE'S TOP DIGITAL RECRUITMENT PLATFORMS

How Centennial College leveraged their marketing & recruitment activities by taking a strategic approach to the digital student journey, increasing brand visibility, and positioning themselves globally.

#winningstrategies

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Introduction

Connecting to a global audience

Through strategic recruitment initiatives



Every year, over 600,000 international students pursue their education in Canada. Like many other higher educational institutions in the country, Centennial College sees the benefits of the diverse perspectives brought by foreign talent.

In the light of the ever-increasing competition in international student recruitment, Centennial College is seeking ways to harness effective marketing initiatives to boost enrolment growth and diversification.

Over 52 million students from all over the world use Studyportals annually to explore over 235,000 degree options abroad. The Enrolment Based Partnership with Studyportals has allowed Centennial College to increase its visibility to a global audience, nurture the best students in an automated way and diversify their student population. The result of this collaboration is 383 enrolments, from 52 countries, over 2 years.

2 Centennial College

Meet our client & the Institution



Greg Long

Recruitment Manager, International Digital Engagement

Responsible for the management of the College's international digital recruitment and engagement strategies to attract prospective students to the College. Within this portfolio, the manager is accountable for providing strategic and innovative direction for the full spectrum of digital media engagement activities and driving digital transformation and innovation associated with the recruitment and enrolment of international students on a global scale. It is his responsibility to ensure the strategic alignment between the department's recruitment goals and the development of digital recruitment campaigns.

Centennial College

Meet our client & the Institution

**CENTENNIAL
COLLEGE**

Centennial College

Established in 1966, Centennial College is Ontario's first public college. Centennial is one of the top destinations for international students in Canada and is one of the country's most culturally diverse post-secondary institutions.

Centennial College is the #1 college in the Greater Toronto Area (GTA) for graduate satisfaction (2020-2021 Ontario College Key Performance Indicators). Employers rated Centennial grads #1 amongst the GTA colleges (96.3% satisfaction rate in the 2019-2020 KPI).

- 200K proud alumni around the world
- 25,000 students from 132 countries
- 1046 outbound academic pathways
- Seven specialized academic schools
- Five campuses in Toronto, Canada
- A unique learning site in Suzhou, China

3 Centennial's Goal

Relentless relevance

Centennial College had 5 main objectives when starting the partnership with Studyportals:

1. Boost **enrolment growth** and **diversification**
2. Increase the **digital visibility** of courses, enabling more students from more places to find and enrol at Centennial
3. Support the institutional commitment to **"Enable Technology to Empower People"**
4. Develop a **strategic approach to data analytics** to understand and influence the student research journey
5. Launch new online programme offerings in 2020
6. Position Centennial to students at the early 'search' stages of the **student journey**



4 The Solution

Studyportals Partnership

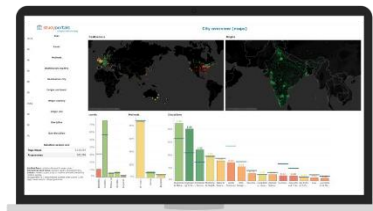
Studyportals and Centennial College started working together in February 2019 under an Enrolment Based Partnership,

Studyportals built a customized microsite for Centennial College and Suzhou Centennial College as a conversion and tracking solution to generate leads and adjust content per brand accordingly. Studyportals listed 161 programmes on Mastersportal.com and Bachelorsportal.com.

Customer Relationship Management (CRM) and lead management procedures allow Centennial to track all leads generated on the Studyportals platforms.



In addition, Centennial College also has access to Studyportals' insights by generating on demand reports to support data driven decisions on best segments to target and promote online and on-campus programmes accordingly.

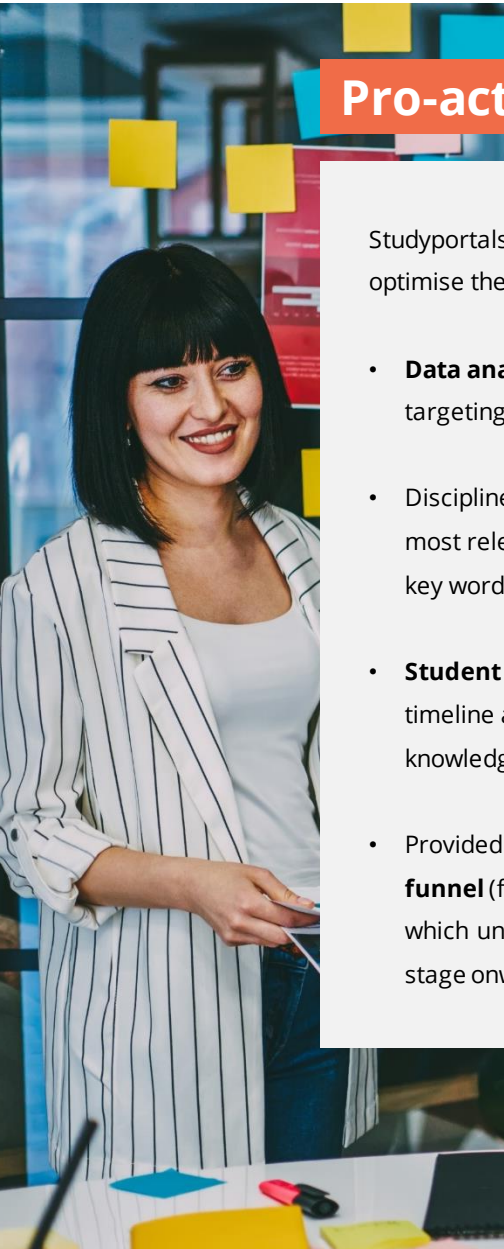


5 Implementation & Service

Pro-active support

Studyportals pro-actively supported Centennial College's team to optimise their results in the following ways:

- **Data analysis** to gather relevant insights for focus and targeting such as key markets to boost activity.
- Discipline review to ensure programmes are linked to the most relevant categories, based on **search trend data** and key word usage.
- **Student Journey mapping** to understand the user journey timeline and set-up effective nurturing per channel, share knowledge for lead conversion, and more.
- Provided greater **transparency of the full recruitment funnel** (from students' initial search to commencement) which until now had only been visible from the application stage onwards.



5 Implementation & Service

Data-driven promotions

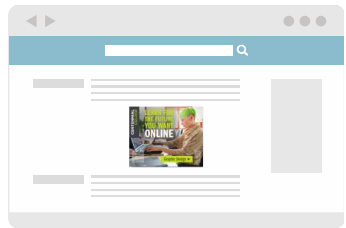
via digital media marketing

Studyportals along with Centennial College's team identified opportunities to target key markets as well as top disciplines of interest for students looking at Centennial College's profile. The data was retrieved from the listing's performance as well as reviewing the supply and demand based on students' interest provided by our Analytics and Consulting team.

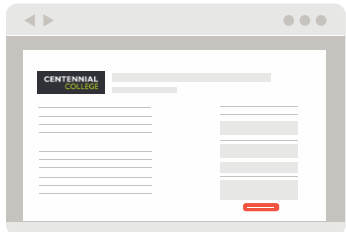
We expanded the promotional activity and implemented strategic actions to maximise the recruitment potential. An example of this was the dedicated campaign for new online programmes launched in 2020 and supported by Studyportals through different digital media marketing efforts on our portals.

Additionally, Centennial College, as part of Studyportals' innovative enrolment model, has benefited from Studyportals' omni channel nurturing system that provides prospective students with highly personalized messages and helpful content to help them explore, be successful in the process and make their decisions.

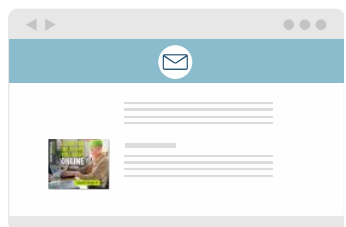
Banner ads



Microsite's content optimisation



Emailing campaigns and nurturing communication to registered users

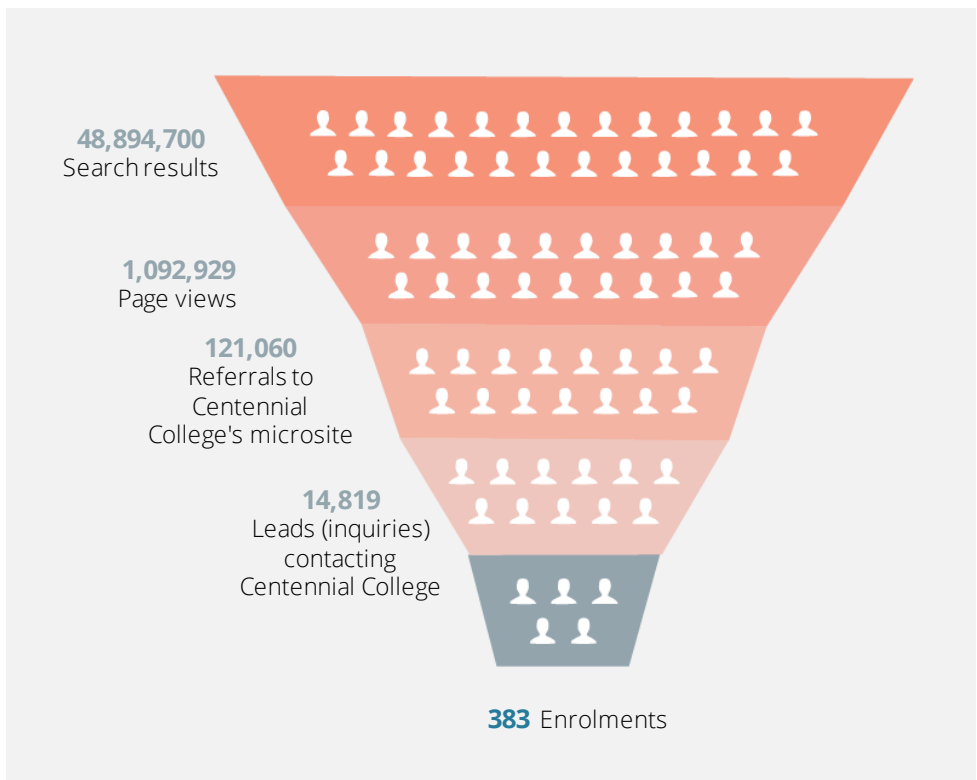


6 Main Results

Exposure, traffic & enrolments

From February 2019 until September 2021, promoting via Studyportals has generated a strong digital presence for Centennial College brand with over **48.8 million** brand impressions, **1,1m page views** and **121,060 unique referrals** to the Centennial College website.

The result of this promotion and collaboration is **383 enrolments** over **2 years**, from **52 countries** (who used Studyportals to find a Centennial College programme).



6 Main Results

International reach

The promotion with Studyportals resulted in a wide market reach with students from all around the globe looking at Centennial's programme page.

Origin of students reached

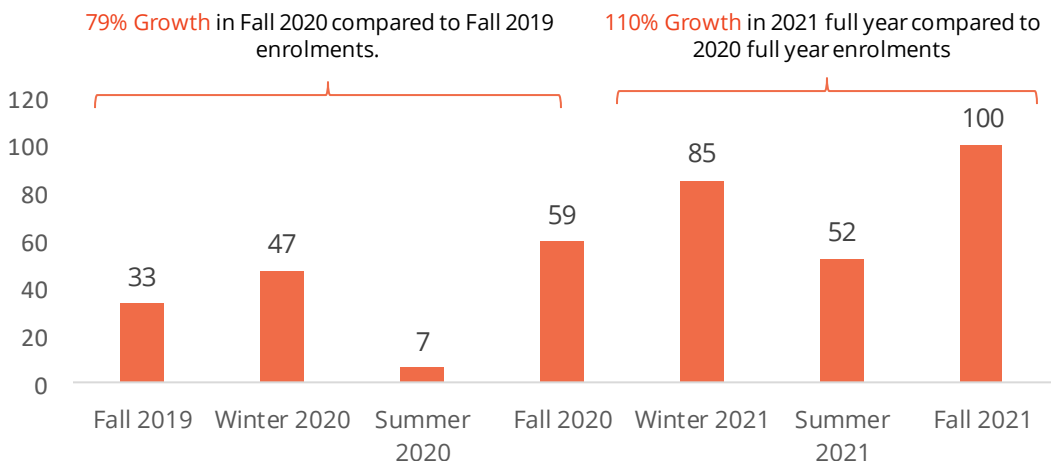


6 Main Results

Enrolled Students

"In the first two months alone, the website generated 1,444 leads, and 91 applications. Applications from Studyportals' leads were received from 24 countries in two months!" – Greg Long, Recruitment Manager, International Digital Engagement.

Also, due to tracking limitations, only a part of the students can be tracked from discovery to enrolment. In total we realised **383 fully tracked and attributable enrolments** in 2 years. Studyportals estimated the full enrolment effect of the partnership to be at 410-715 enrolments, based on conversion rates if 100% of the enrolments were tracked.



Total confirmed and fully attributable enrolments = **383**

6 Main Results

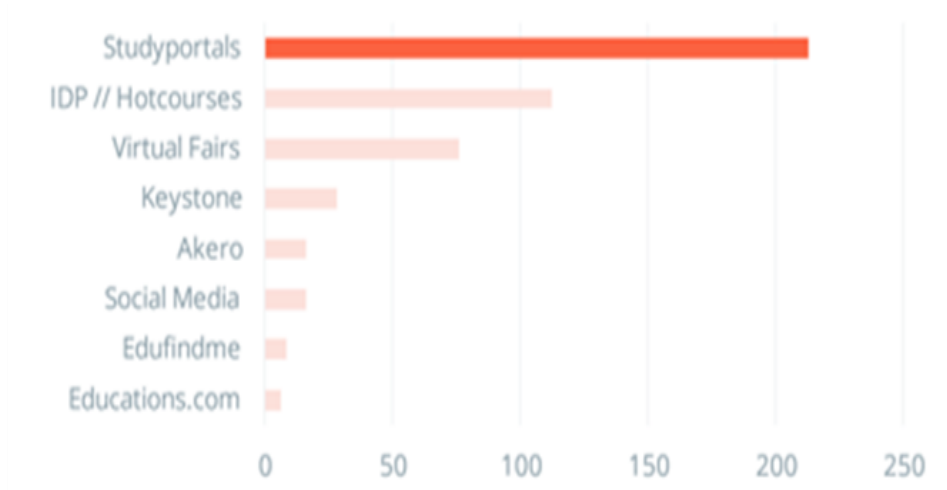
Closer look at Winter 2021's performance

All Digital Recruitment Impact in Winter 2021 for Centennial College resulted in 844 enrolled students from 65 countries..

Their top 10 digital diversification markets include China (49), Colombia (45), Philippines (41), Brazil (34), Iran (32), Mexico (29), Jamaica (23), Bangladesh (19), Sri Lanka (15), and South Korea (14).

Comparison of top recruitment channels:

Tracked enrolments: Winter '21



We have achieved a steep trajectory of success. In two years, Studypartals became one of our **top digital recruitment partners** for verified enrolments.

7 Key benefits



Studyportals provides **increased brand exposure**, particularly in non-core recruitment markets



Students get the right information to **make an informed decision**, and are more likely to make a direct application



Student search data provides **quantitative support** to anecdotal evidence



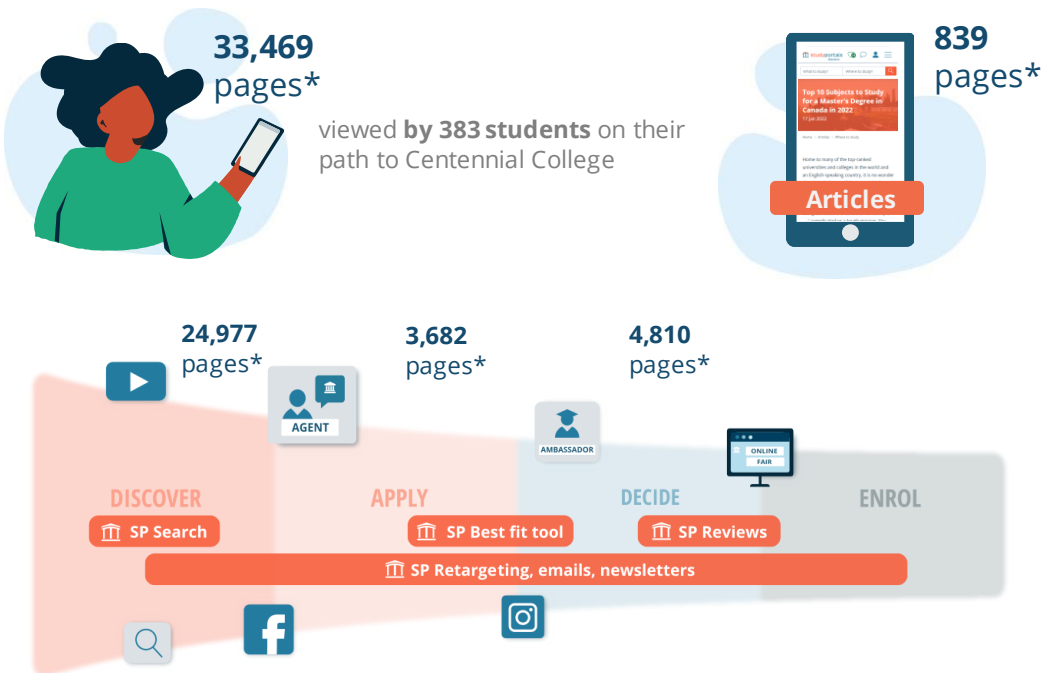
The Studyportals partnership offers an **end-to-end view** and opportunities to optimize the **recruitment funnel**

7 Key benefits

The Studyportals enrolments into Centennial College were intensely active on the portals for a period of over 300 days throughout their journey.

Combining this with activity dates with Centennial College and other partners such as agents, Centennial College can establish nurture tracks by channel.

Findings on the student journey of identified enrolments



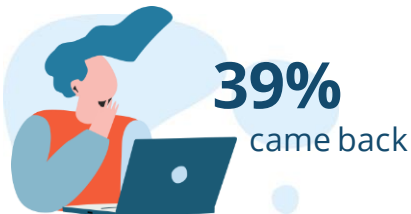
7 Key benefits



On average, the students were active on Studyportals during a period of **331 days** throughout their study choice process



These students viewed more than 33,469 **pages on** Studyportals that helped them discover, choose, and then apply



Additionally, **39%** of enrolments came back to our portals after applying to the college


Studyportals' growth in users and substantial data on the student choice journey allowed to provide key insights on the behaviour of Centennial College's enrolments and supported Centennial College's goal of developing a **strategic approach to data analytics**: understand and influence the student research journey.

*Based on Google Analytics




In your words

What was your objective at the start of the collaboration?



Our objective has been to strategically position academic programmes: Google research consistently finds that unbranded search is very common in the early discovery stages. Most prospects don't have a particular school in mind when they begin their search process. Rather than searching for a specific institution, prospects are far more likely to search by programme name or type, often in association with a particular country or city. programme listings make sure online content is relevant to specific regions and generates leads through students existing search functions.

How did Studyportals help you achieve your ambition?



We have achieved a surprisingly steep trajectory of success. In two years, Studyportals became our top lead generation platform, and #2 overall digital recruitment partner for verified enrolments.

– Greg Long, Recruitment Manager, International Digital Engagement

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In your words

How would you describe your overall collaboration experience with Studyportals?

Trust forms the foundation for achieving results in a variety of situations that arise in emerging digital environments. Innovative collaborations with no precedents or guidelines require a willingness to evolve and work together with partners to continuously improve recruitment effectiveness and address challenges. We have this kind of true partnership with Studyportals. Our Partnership Success Manager Tania has supported our partnership every step of the way. I have enjoyed plenty of opportunities to engage with Studyportals leaders like Peggy, Senior Vice President, and many more collaborators, from campaign managers to analytics experts.



– Greg Long, Recruitment Manager, International Digital Engagement



Greg Long, Recruitment Manager, International Digital Engagement co-presenting at the 2019 Studyportals Academy in The Hague, the Netherlands.

9 Get in touch

Increase brand awareness

Make it easy for potential students to find you. Ensure that your university stands out through SEO, search results, targeted banners, emails and newsletters.

Capture student interest, diversify

Have interested students referred to your university and programme landing pages. Capture their requests for additional information.

Convert interest into enrolments, transparently

Track the full student journey, measure the ROI of your digital campaign, reduce your risk and scale your result.



Student-first



Transparency



Best fit



Diversity



Best tracking



Results-driven

Would you like to explore how your institution can benefit from next-generation student recruitment?

www.studyportals.com/institutions

Or schedule a meeting with our colleagues for an introduction via hello@studyportals.com



studyportals

Get in touch to discover how we can help
you enhance your international
student recruitment strategy

hello@studyportals.com