

Case Study:

University of York

How University of York engaged students throughout their journey to enrolment



studyportals



UNIVERSITY
of York

ENGAGING STUDENTS THROUGHOUT THEIR JOURNEY TO ENROLMENT

How University of York reached students earlier in their journey and authentically showcased the university experience throughout.

#winningstrategies

1 Introduction



Engaging students from the start of their journeys

Studyportals helped the University of York engage with students from the start of their decision-making process.

The university wanted to increase their visibility and connection to students, and to expose prospective students to student ambassadors earlier on in their journeys.

Student ambassador programmes complement the information coming directly from universities and increase prospective student interest while improving enrolment rates.

But more often than not, student ambassadors connect to prospective students when they have already decided where and what to study.

The partnership between University of York, Studyportals and Unibuddy enabled the university to display their ambassadors' authentic experiences to a massive audience of prospective students in a simple, timely and effective way.

2 The Case Study

Meet our client & the institution

Layla Melemendjian

International Operations Manager

Layla is a higher education recruitment specialist with 15 years expertise in international student recruitment. She is responsible for the development and operational delivery of key services within the International Recruitment team and its network of external recruitment partners and internal stakeholders. She drives the delivery of cross-team marketing, communications, administrative and sales processes to facilitate the team's activity toward international recruitment targets.



University of York

The University of York is underpinned by 4 core principles: environmental sustainability, collaboration across multi-disciplinary boundaries, internationalism and equality, and diversity and inclusion. It is a dynamic, research-intensive university, and a member of the prestigious Russell Group. It has 20,000 students from over 150 countries on campus.



3 The Challenge

The University of York wanted to increase their visibility during the 12-18 months students are typically exploring their options and deciding on application shortlists. Engaging students earlier and keeping them engaged mean students are more likely to finish the application process and enrol.

Prospective students who get in touch with the University of York's student ambassadors, know the university on some level, having visited the campus, approached a stand at a student fair or by interacted with the university's website. The University of York is already on their radars.

The next step was to unlock the full potential of the ambassador programme by allowing ambassadors to connect with a larger pool of prospective students who are deciding what and where to study.

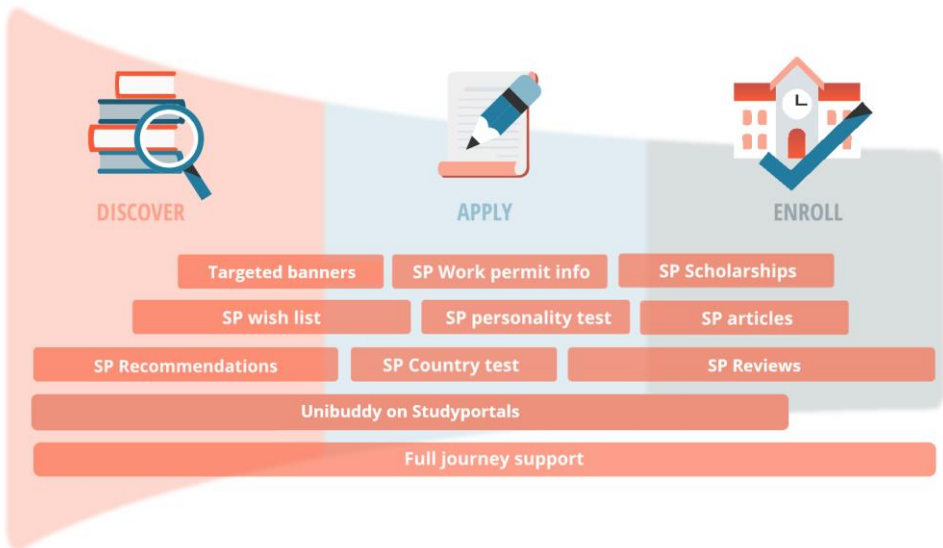


Students today want authenticity. They want to know exactly what things are going to be like and not the information you get off a website. They want to know about the experience and how they're going to feel. I think that is one of the key drivers for decision-making for students.

4 The Solution

Full journey support

End-to-end guidance on and off portals helping students on every step of their journey



Studyportals is a trusted advisor that guides students step-by-step throughout the full journey. Potential students visit Studyportals to explore their study choices, and are kept engaged through targeted banners, relevant email marketing, useful tools and information.

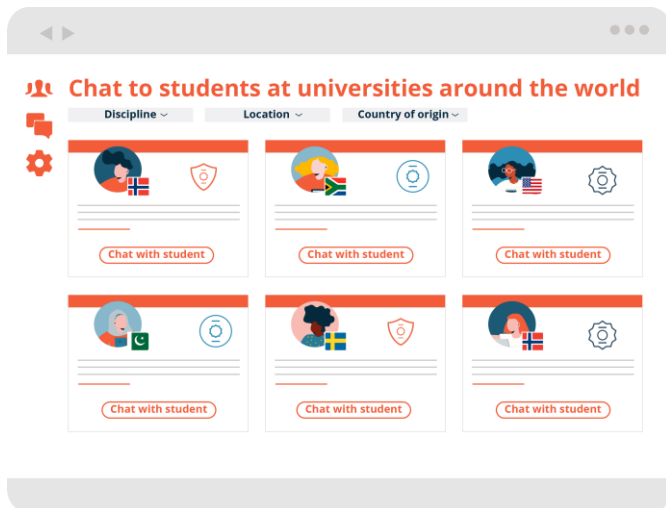
The platform empowers prospective students with information about their study choice options, visas and scholarships. Students can get a feel of life on campus through student reviews and by chatting to student ambassadors. There are also valuable resources available like comparison tools and country tests to help them make the best decisions.

Connecting potential students

to ambassadors

We have partnered with Studyporals so that our ambassadors appear on our university pages. So, students while searching on a page and looking at a course they are interested in and would like to speak to a student, they can simply do it from the platform. This makes it easier.

It's one less step, and they can engage straight away and start having those conversations



Students can interact with ambassadors based on shared interests, geographic locations, or country of origin. This allows them to ask all of the questions best answered by a current student who most closely matches their own profile.

Showcasing authentic experiences

earlier in the students' journeys



Connecting at every stage

Our analysis shows students reach out at all stages - it could be as early as 18 months before they're due to study, when they're submitting their application, and once they've received an offer.

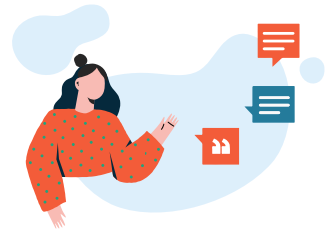
The questions will be different, depending on which stage of the student application journey they are at. It's absolutely key, during that conversion period when students are weighing up their options.

We have a really strong conversion rate from all students who have spoken to Unibuddy ambassadors.

I think the benefit is huge and it is a fantastic recruitment strategy for inquiries"



UNIBUDDY



6

Implementation & Service



Have you been happy with the integration between Studyportals and Unibuddy?

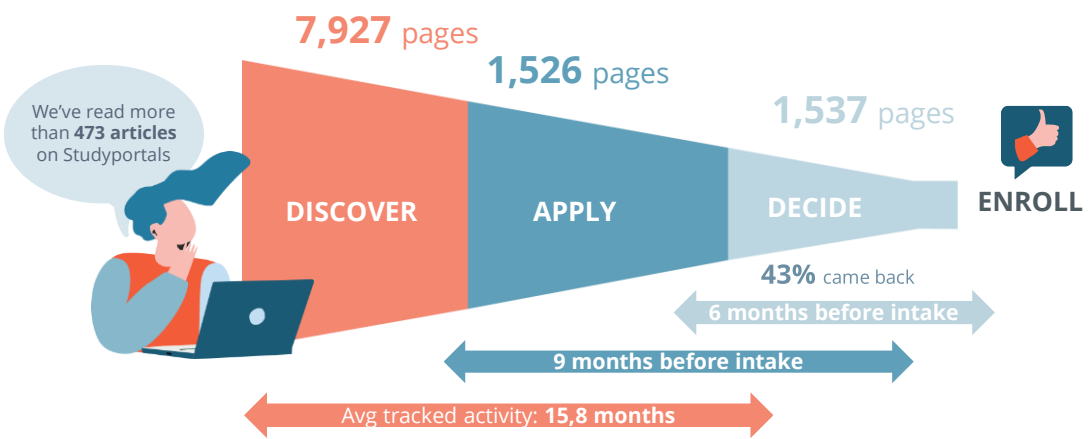
It was very easy. I didn't personally do anything in relation to this, it just simply turned on.



“We're delighted with the Unibuddy platform and the collaboration with Studyportals and the benefits that it gives to the to the users of the platform”

7 Results

For several years, University of York has been working with Studyportals towards growing and diversifying their student population through the **Enrolment-based Partnership model**. In 2022 alone, **149 enrolled students** have been confirmed to be studying at the institution because of Studyportals.



The digital footprint of 149 confirmed enrolments can be mapped to different stages of their journey. With a total of 10,990 pages consulted (avg.74 per student) and an average tracked duration of 473 days (between first tracked visit and last visit), Studyportals has supported them in their path towards enrolling at York. The later in their journey, the more crucial this engagement is for their decision. Students return during the decision-making period (43%) to make up their mind before enrolling.

A uniquely diverse group of students

Promotion via Studyportals resulted in 149 enrolled students from **46 countries** such as Australia, Brazil, Canada, Greece, Mexico and the United Arab Emirates



Turning conversations into conversions when

it matters most

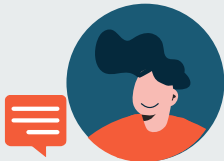


4,341

messages sent with
Stuyportals users

Turning conversations into applications at University of York

Questions of prospective students for University of York helped them to decide for this institution and apply directly to this university.



517

students interacted with
York's ambassadors

Simply and timely showcasing the true student experience of living in York

Hundreds of prospective students considering to study at University of York found answers to their questions, at the right time



Prospect students from

57

nationalities

Incentivizing connections from students with similar background

Students from various nationalities connected with any of the ambassadors of University of York, reassuring them about their decision to attend and future options

8

Get in touch

Turn conversations into conversions

Reach students earlier in their journey and let your advocate students advise them towards enrolment

Simple & timely, right on your listing

Your student ambassadors are shown on your listing, allowing prospective students get answer to their questions on the spot

Showcase authentic experiences

Students interact authentically with their peers and make the most informed decision possible

Curious on how Studyportals can help your institution excel in student diversification?
Let's talk!
hello@studyportals.com



9 portals



50M+ unique visitors every year



839,000 international enrolments



3,610 participating institutions



204,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



studyportals

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

hello@studyportals.com