

Case Study:

University of the West England (UWE Bristol)

How UWE Bristol successfully adapted to a changing landscape while improving student quality and diversity



studyportals

**UWE
Bristol**

University
of the
West of
England

STRATEGIC COLLABORATION WITH GUARANTEED ROI

How UWE Bristol successfully adapted to
a changing landscape while improving
student quality and diversity

#winningstrategies

1 Introduction



Flexible collaboration in a dynamic world

Studyportals has supported UWE Bristol in navigating the ever-changing landscape of international student recruitment.

In the wake of Brexit in 2016, when the number of international students in the UK fell by 8%, UWE Bristol aimed to diversify their student body while still attracting students who would be an ideal fit for the university.

Factors such as changing immigration policies, increased competition from other countries, and fluctuating global economic conditions required the university to adapt and strategise effectively in order to achieve their goals.

Meanwhile, prospective students needed accurate, up-to-date information and support throughout the entire decision-making and enrollment process.

UWE Bristol and Studyportals have developed a dynamic and adaptable approach that aligns with the university's recruitment objectives, ensuring a positive return on investment while connecting students with the right opportunities.

2 The Case Study

Meet our client & the institution



Sophie Turnbull

Head of International Recruitment and Admissions
UWE, Bristol

Sophie is the Head of International Recruitment and Admissions at UWE, Bristol and her main responsibility, is to manage the strategy for both growing the international and European student body and ensuring that they are the right kind of students for the university. Ensuring diversity in terms of student nationalities and the range of programmes they are joining is Sophie's key challenge.



University of the West of England, Bristol

UWE is a public research university, that received university status in 1992. UWE, Bristol is passionate about providing the best possible experience for students. It has over 31,000 students and 3,000 staff, 1,405 students come from the EU and 3,870 are international students.

UWE offers over 600 courses at undergraduate, postgraduate level across broad range of subjects from arts, creative industries, health, science, business, law, environment and technology disciplines.

The University occupies 401-500 in THE ranking, 801 in QS ranking, 11th in UK for student satisfaction, and 24th in the Guardian University Guide 2023.

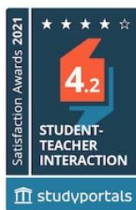
A world-renowned university

for research and student satisfaction

UWE Bristol University Rankings:

- UWE Bristol has been ranked in the top 30 of UK universities for graduate employability according to the Graduate Outcomes Survey.
- 76% of UWE's research is considered to be world leading or internationally excellent.
- UWE Bristol ranked in the top 40 of UK universities for graduate employment prospects according to the Graduate Outcomes Survey.

Global Student Satisfaction Awards 2021:



Studyportals' Global Student Satisfaction awards are the only student-powered global university overview capturing feedback on life inside and outside the classroom. The Awards empower students to share their views and to create recognition for the best universities in the world.

UWE Bristol has a strong reputation for providing an exceptional student experience, as evidenced by the six Global Student Satisfaction Awards it received in 2021. These awards are a testament to the high level of satisfaction expressed by students, both domestic and international, who have studied at UWE Bristol and shared their positive experiences. It's a remarkable achievement that underscores UWE Bristol's commitment to providing an outstanding education and fostering a supportive and welcoming learning environment.


3 The Challenge

Navigating recruitment challenges in a shifting student landscape




Over the past decade, the UK has experienced numerous changes that have significantly impacted international student recruitment. In order to address new visa requirements, border restrictions, and intensifying competition, it has become essential for universities to diversify their target markets and adopt versatile strategies to mitigate the risks associated with focusing on a single region.

Historically, UWE Bristol has relied on large markets in Southeast Asia to attract students to their programs. However, with the evolving landscape and shifting conditions of student mobility, the university needed a flexible approach that would enable them to achieve their strategic enrolment objectives while reducing acquisition costs.



UWE's ambitions for the Studyportals collaboration is to work towards diversifying the nationality of our students but also attract interest from students who are a good fit for UWE. With the fast-changing nature of international it's more important than ever to be able to be reactive to market change and we were keen to explore how we could work with Studyportals around this.

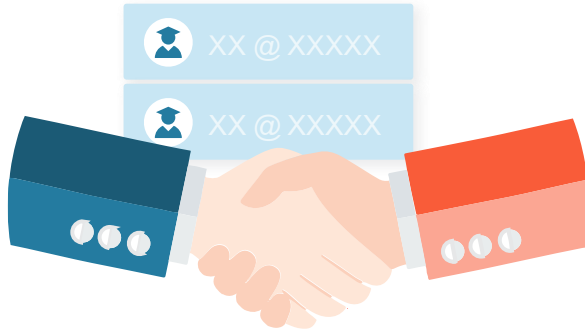


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The Solution

The **Enrolment-based Partnership** ensures a guaranteed ROI for the university by offering a compensation model focused on tangible results: enrolled students studying at UWE Bristol. This partnership promotes long-term cooperation with close communication between the university and the Studyportals team, with the same goal of attracting talented students from all over the world.

Studyportals takes on the risk by providing unlimited exposure and dedicating more resources to worldwide digital marketing promotion to attract more relevant candidates. As a result, Studyportals helps the university by navigating a changing environment and attracting best-fit prospective international students, providing a guaranteed ROI through the commission-based enrolment model.



By working closely with Studyportals to develop the premium exposure of UWE profile, we noticed an increase in student interest especially in the markets where we have not been able to reach the students with the traditional recruitment channels we were using.

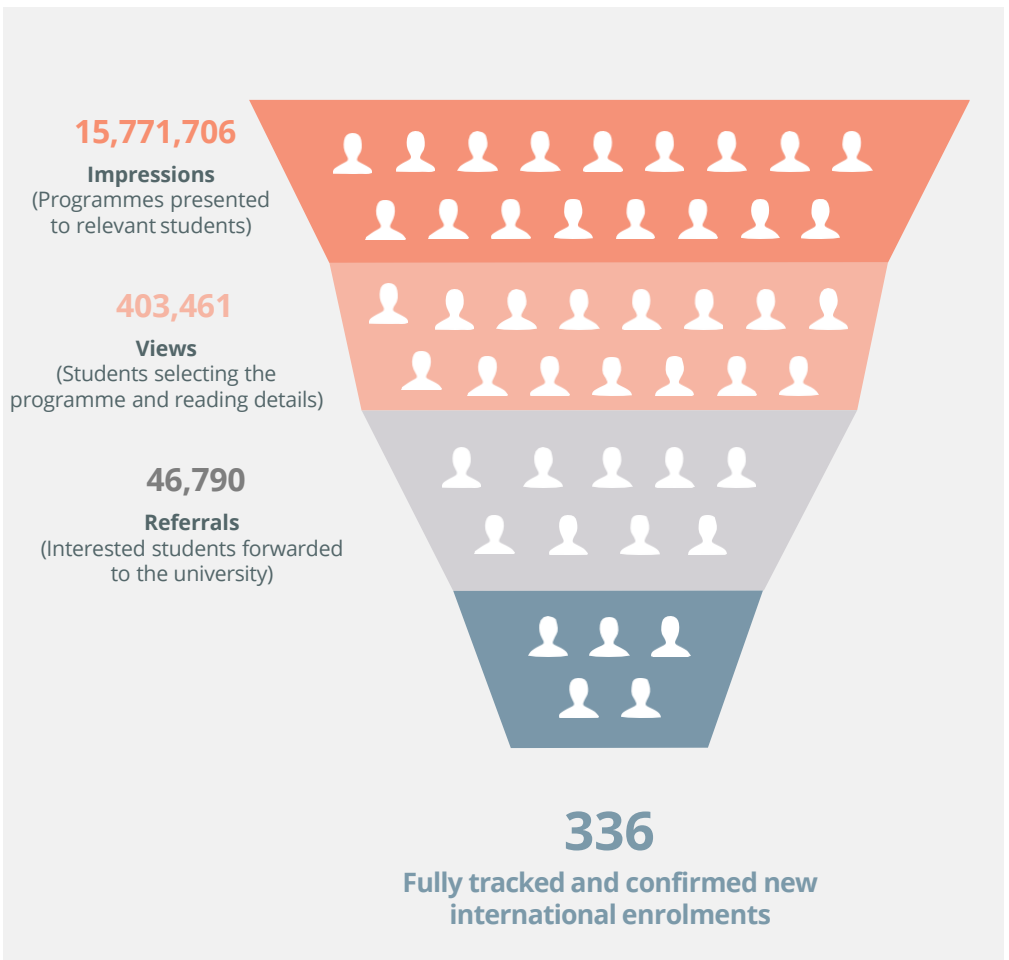
Diversified recruitment strategy on Studyportals

UWE Bristol employs a wide range of marketing and recruitment activities with Studyportals, ranging from premium listing, targeted banners, remarketing, student ambassadors and email marketing. By employing a diversified marketing strategy on Studyportals environment, UWE Bristol is able to reach a wide range of markets across various countries, without relying too heavily on a few key regions. This approach helped the university to expand its global presence and appeal to a diverse pool of prospective students.



5 Results

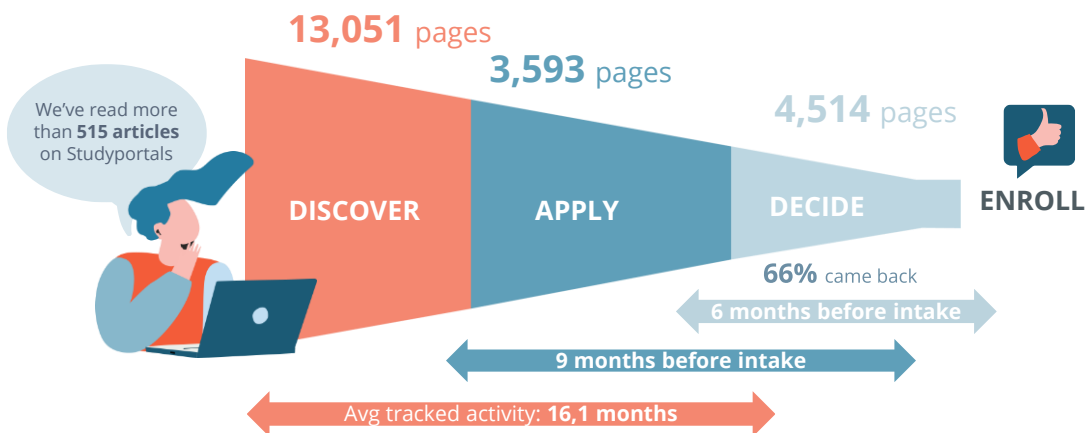
From 1 August 2018 to December 2022, promoting via Studyportals generated a strong digital presence for UWE Bristol with over **15.7 million brand impressions**, **403.4 thousand page views** and **46,790 referrals** to the university's website. The direct result of this promotion and collaboration is **336 enrolments** over **4 years**, with many additional strategic benefits for the institution.



Nurturing students

students throughout their journey

For several years, University of the West England (UWE Bristol) has been working with Studyportals towards growing and diversifying their student population through the **Enrolment-based Partnership model**. In 2022 alone, **124 enrolled students** have been confirmed to be studying at the institution because of Studyportals.



The digital footprint of 124 confirmed enrolments can be mapped to different stages of their journey. With a **total of 21,158 pages consulted** (avg. **170 per student**) and an average **tracked duration of 482 days** (between first tracked visit and last visit), Studyportals has supported them in their path towards enrolling at UWE. The later in their journey, the more crucial this engagement is for their decision. **Students return during the decision-making period (66%) to make up their mind before enrolling.**

Diverse and truly global student recruitment

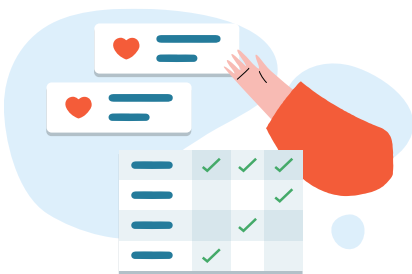
The partnership between Studyportals and University of the West England (UWE Bristol) has resulted in tracked and confirmed enrolments by **124 students** originating from **31 countries** in 2022



6 Key Benefits

Identifying opportunities through data

We have been able to identify interesting European student behavior, especially at a postgraduate level, where we expected there would be a little bit of potential and growth, and we've begun to see that come through.



Results in comparison to other channels

I have been really impressed by the diversity we have received. This can be difficult to attain through normal marketing and recruitment channels, unless there is a considerable investment of resources.



7 Implementation & Service

It has been a very positive collaboration, not only did we see the increase in number of enrolments, but also the diversity that we were looking for, both in a very short period. The strong support we have received right from the beginning, when we were setting up has continued throughout the process and it helped develop a strong relationship.



“Studyportals has been proactive in supporting us to utilise the tools that are in place, such as newsletters, and in sharing relevant insight data. This has definitely helped build the success of what we’ve seen over the years.”

8

Get in Touch

Increase brand awareness

When students are finding their dream programme, make sure your university stands out through SEO, targeted banners, emails and newsletters.

Capture student interest, diversify

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

Convert interest into enrolments

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

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



840,000 international enrolments



3,610+ participating institutions



250,000+ 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