

# Case Study:

## Curtin Univerty

Leveraging digital recruitment to increase commencements and diversity.




studyportals



Curtin University

# LEVERAGING DIGITAL RECRUITMENT TO INCREASE COMMENCEMENTS AND DIVERSITY

Since the beginning of the partnership, Curtin University has generated significant global reach and enrolments as outlined in this case study.



The engagement that Studyportals has had with prospective students has been valuable in expanding our opportunity at the top of the student journey funnel. Of the fully tracked and confirmed international enrolments that were generated with Studyportals, more than 90%\* first obtained Curtin study information on the platform before engaging directly with the university.

- Ben Williams

\*Based on 2023 enrolled international student data (Curtin University Perth)



#winningstrategies



# Introduction



## Increasing Curtin's

## global presence

Curtin University has an expanding global presence, including multiple campuses in Western Australia, Dubai, Malaysia, Mauritius and Singapore. In addition, there are established offshore education partners in China, Sri Lanka and Vietnam. With more than 50,000 enrolled students, of which approximately 15% are international, studying a wide range of industry aligned courses in various study modes, the university is committed to strong global engagement and dialogue.

Partnering with Studyportals has enabled Curtin University to reach international students around the world early in their study choice journey.



**The data from the Studyportals campaign highlights the Curtin University brand has been seen almost everywhere on the planet.**

*- Barbara Lung-Jones*



# 2

# The Case Study

## Meet our client & the institution



### Barbara Lung-Jones

Director of Global Strategy, Recruitment & Mobility

With over 20 years of leadership in global education, Barbara sets strategic agendas for student outcomes, aligning with Curtin University goals. Deeply versed in global and Australian education policies, she specialises in international recruitment, partnerships, and mobility.



### Ben Williams

Deputy Director, Global Student Recruitment at Curtin University

Ben brings extensive experience in marketing, sales, and business development, with a strong background in both international and domestic markets.



Curtin University

### Curtin University

Curtin is an innovative, global university known for its high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future. Curtin is ranked in the top one per cent of universities worldwide in the highly regarded Academic Ranking of World Universities (ARWU) 2023. Curtin University teaches over 50,000 students including over 12,000 international students from more than 100 countries.

# 3 The challenge

## Widening the recruitment funnel

## to boost enrolment results



During COVID, the Australian market experienced a 40% drop in international student commencements due to border closures. Throughout that period, the team at Curtin University realised that once the border re-opened, they wanted to bounce back quickly. Key to their strategy was to list more than 300 of Curtin's programmes with Studyportals to maximise brand exposure, generate quality leads and ultimately increase enrolments.

Curtin University's challenge centered on enhancing enrolments, prioritising student diversity and expanding their academic community across the globe. The focus was on harnessing data-driven insights to strategically increase student numbers and broaden their reach.



**It's about diversification for us and reaching as many students as possible. We are a truly global university and want to engage with students across the world .**

*- Ben Williams*



# 4 The solution

The **Enrolment-based Partnership** ensures a guaranteed ROI for the university by offering a compensation model focused on tangible results: enrolled international students studying at Curtin University. This partnership promotes long-term cooperation with close communication between the university and the Studyportals team, aiming to attract talented students from all over the world.

Studyportals invests by providing unlimited opportunities for Curtin to promote their courses to prospective students using Studyportals sophisticated digital platform.. As a result, Studyportals helps the university navigate a changing environment and attract the best-fit prospective international students, providing a guaranteed ROI through the commission-based enrolment model.

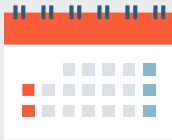


**The Studyportals team adopts a consulting mindset to ensure the Curtin's recruitment strategy is implemented efficiently, minimising the time we need to devote to activating a new supplier.**

*- Ben Williams*

# Personalised recruitment strategies for Curtin University

In June 2021, Curtin University embarked on a multi-year Enrolment Based Partnership. Collaborating intimately with Curtin's Global Recruitment team, the focus of Studyportals was to refine key messaging, content, and conversion processes for maximum efficacy. The pre-agreement phase saw intensive meetings to perfect content delivery, with a team from both sides dedicated to ensuring flawless implementation across the Studyportals platform.



## Annual strategic recruitment planning aligned with key intakes

A strategic annual recruitment plan was developed, integrating key Curtin priorities such as key courses and markets. Adopting an agile approach allowed Curtin and Studyportals to provide students with optimal study options at the right time.



## Continuous performance review for targeted marketing

Studyportals and Curtin University conduct several reviews throughout the year, constantly assessing campaign performance and results. These evaluations have been crucial to ensure that every push aligns with Curtin's objectives.

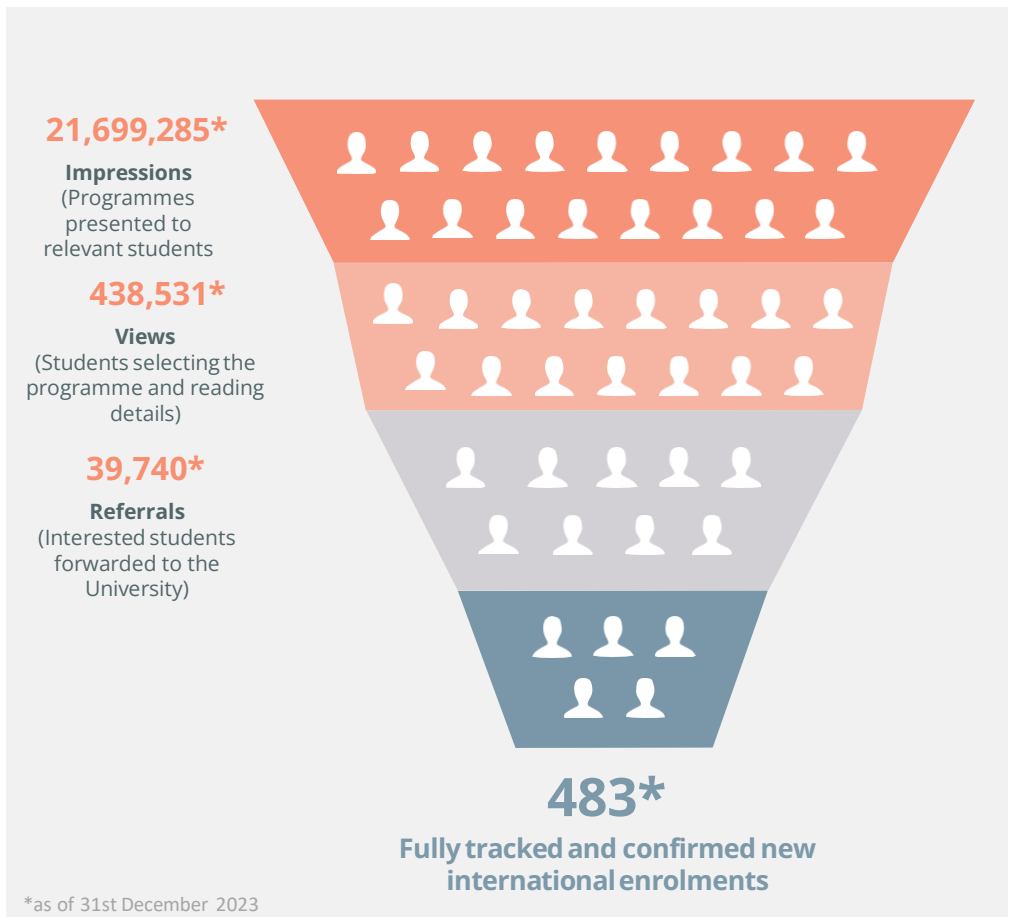


## Mystery shopping for enhanced student experience

Studyportals engaged in a Mystery Shopping exercise, critically assessing the response students received from Curtin. The findings actionable insights, benchmarking their performance against other institutions, to enhance the prospective student experience.

# 5 Results

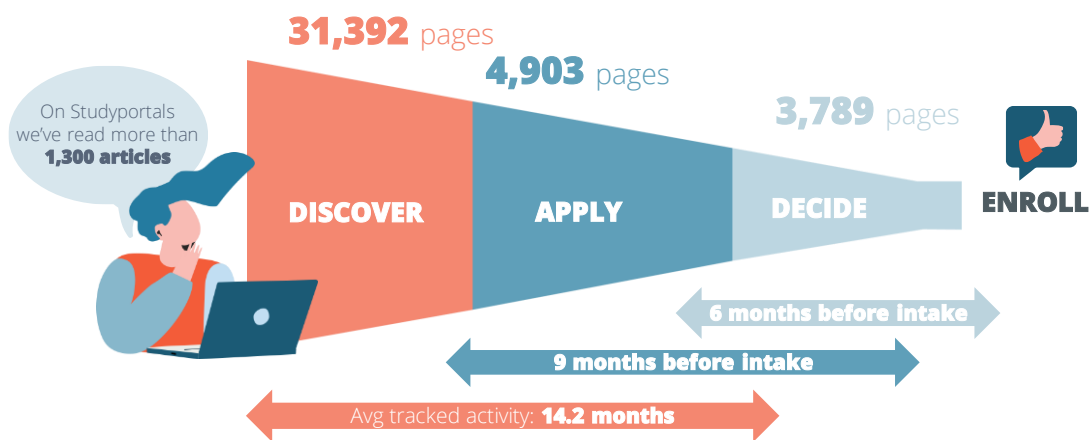
**From June 2021**, promoting via Studyportals generated a strong digital presence for Curtin University with over 20 million impressions from, 212 countries/territories/principalities; almost every location on earth. The first enrolments started to be tracked in Semester 1, 2022 and have built continuously over successive intakes. Even though the partnership is still young, these enrolments have been spread across 44 nationalities and 42 of their courses.





# Engagement through different stages of the student journey

Studyportals can map the digital journey of **483 confirmed students** through various stages up to their enrolment at Curtin University. Throughout their journey, these students collectively consulted **40,084 pages**, reflecting a deep engagement with the content that influenced their decision-making process. Remarkably, **41% of these enrolments** came back to the portals before their intake, a pivotal period when students are deciding where to enrol or seeking detailed information to guide their journey.



Working with Studyportals has made us realise there is more we can do to leverage digital tools to improve prospective student engagement with Curtin. We look forward to developing our partnership to further improve our performance.

- Barbara Lung-Jones

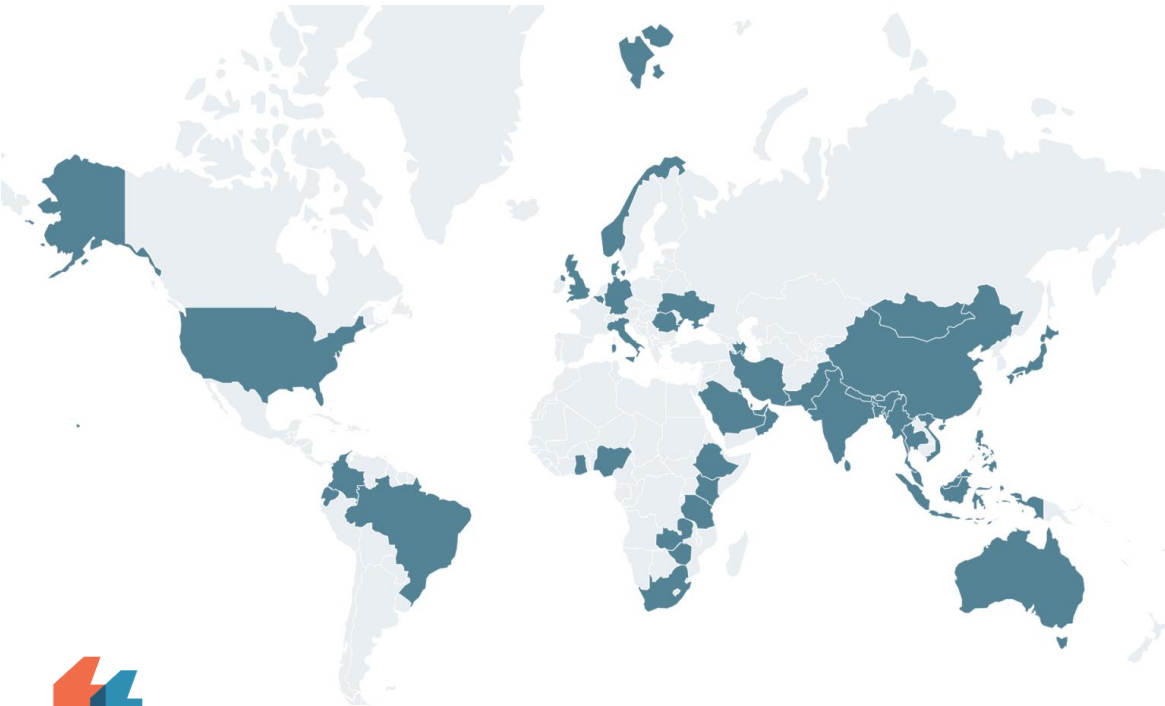


## Diverse and truly global

## student recruitment

Studyportals and Curtin University have diligently reviewed campaign performance and enrolment outcomes, spotlighting the impact across **42 different programmes** and students hailing from **44 nationalities**.

Analysis of student behaviour data reveals an **average journey of 16 months** from initial search to university commencement, with variations noted across source countries. Throughout this extended period, Studyportals has offered sustained nurturing support, encouraging students to remain engaged with their chosen courses.



**The Studyportals team, while geographically dispersed, adopt an insights driven approach to providing us with evidenced based recommendations that we are confident to implement.**

*- Barbara Lung-Jones*

# 6 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.

## Maximise target market results

Enhance student engagement on focused regions, evaluate success through dedicated reporting and expand international reach while managing risk

Curious on how Studyportals can help your institution excel in student diversification?

Let's talk!

[hello@studyportals.com](mailto:hello@studyportals.com)



9 portals



55M+ unique visitors every year



1M+ international enrolments



3,500+ participating institutions



240,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



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you enhance your international student  
recruitment strategy**

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