

Case Study:

Humber College

How Humber College stood out in a competitive market and utilised Studyportals' insights to grow and diversify international student recruitment



studyportals



HUMBER

PARTNERING FOR TRULY GLOBAL STUDENT RECRUITMENT

How Humber College stood out in a competitive market by amplifying their international presence

#winningstrategies

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Introduction

Amplifying Humber's international presence



Humber College, is Canada's top polytechnic and sought to enhance its post-bachelor's offerings to distinguish itself within Ontario's crowded educational sector. To achieve this, Humber initiated a one-plus-one graduate certificate to Master's programme, aimed at attracting international students by offering unique pathways to advanced degrees in Canada.

The collaboration with Studyportals has given Humber College a fantastic boost in connecting with international students across the globe. They used Studyportals' platform's ability to effectively reach and engage students globally, particularly those in pursuit of Master's degrees. This strategic partnership was aimed at enhancing Humber's global appeal and recruitment efforts.



I do think Studyportals works in the best interests of students.

- Andrew Ness



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The Case Study

Meet our client & the institution



Andrew Ness

Dean, International Education at Humber College

Andrew has over 30 years in post-secondary education, covering roles from student recruitment to director and dean positions across Canada, the US, and internationally. Currently Andrew is deeply engaged in the landscape of higher education, serves at the forefront of Humber College's innovative endeavors to internationalize post-secondary education with a focus on distinguishing Humber in the post-bachelor's arena



HUMBER

Humber College

Humber College, Canada's top polytechnic, offers a dynamic combination of academic and practical education, preparing students for today's and tomorrow's jobs. With a lively community of over 86,000 students, including over 9,300 international students, Humber is a beacon of innovation and entrepreneurial spirit. The college provides a vast choice of courses, over 200 in total, covering 17 areas of interest.

Humber's distinctive approach not only encourages new thinking, but also provides students with the skills they need to effectively navigate the changing employment market.

3 The challenge

Standing-out in a competitive

market

Humber College sought to **set itself apart in the competitive post-bachelor's market by emphasizing its extensive offering of 50 postgraduate certificates, appealing particularly to international students.** The college aimed to distinguish its programmes amidst a crowded field of 24 public and numerous private colleges in Ontario, all aiming to attract students with similar offerings. To achieve this, Humber developed unique pathways, including 80 outbound opportunities for graduates to pursue advanced degrees in Europe, and initiated a one-plus-one graduate certificate to master's programme in collaboration with both Canadian and American universities.

Humber sought to stand out by leveraging Studyportal's data insights to identify and target the specific academic interests and needs of international students, thus optimizing their recruitment strategies and enhancing their global reach.



The idea was the Studyportal's Master's platform because of the size of the pool. This would be a place to advertise and solicit students who are really looking for Master's degrees.

- Andrew Ness

4 The solution

The **Enrolment-based Partnership** not only ensures a guaranteed return-on-investment for Humber College through a results-driven compensation model but also elevates student outreach to new heights. By leveraging advanced email personalisation, this collaboration revolutionises how Humber connects with potential students, tailoring communication to match individual student behaviors and interests.

After students show interest in Humber's programmes, they enter a personalized nurturing flow. This includes receiving emails packed with course details, deadlines, and student testimonials, further enriched by insights into university life and application tips. This bespoke email journey supports prospective students from initial curiosity to the decision phase, enhancing their experience and solidifying Humber College's position as a top choice for their academic pursuits.

In essence, this partnership not only targets tangible enrolment outcomes but also distinguishes Humber College in the competitive global market by offering a more personalised and engaging approach to student recruitment.



Making new programmes stand-out through a digital-first approach

Over the past five years, Humber College and Studyportals have deepened their collaboration aligning closely with Humber's vision for expanding its academic portfolio. Harnessing Studyportals large user base, the partnership facilitates the identification of market opportunities, leading the development and swift promotion of new certificates and study programmes. These efforts ensure Humber's innovative offerings attain rapid global visibility right from the introduction.



Instant visibility for newly developed offerings

Harnessing the ability to quickly add and advertise new certificates and study programmes, ensuring Humber's cutting-edge academic approach are promptly visible and attractive to prospective students worldwide.



EBP nurturing flow for prospective students

Email reminders to students who have viewed Humber College content, keep them engaged and remind them about programme information and application deadlines.

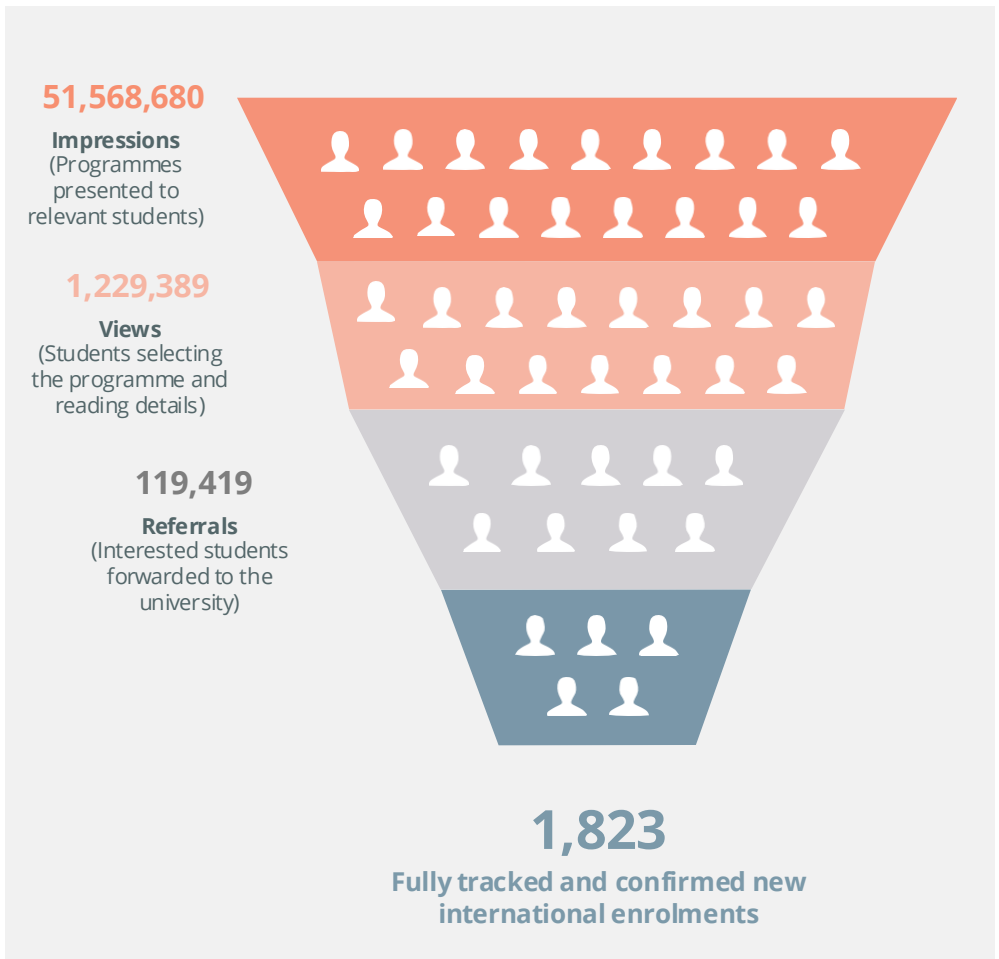


Customised microsite for enhanced engagement

Crafted exclusively within the Studyportals ecosystem, the tailored microsite is fine-tuned for lead capture, forging a consistent stream of potential students towards Humber College.

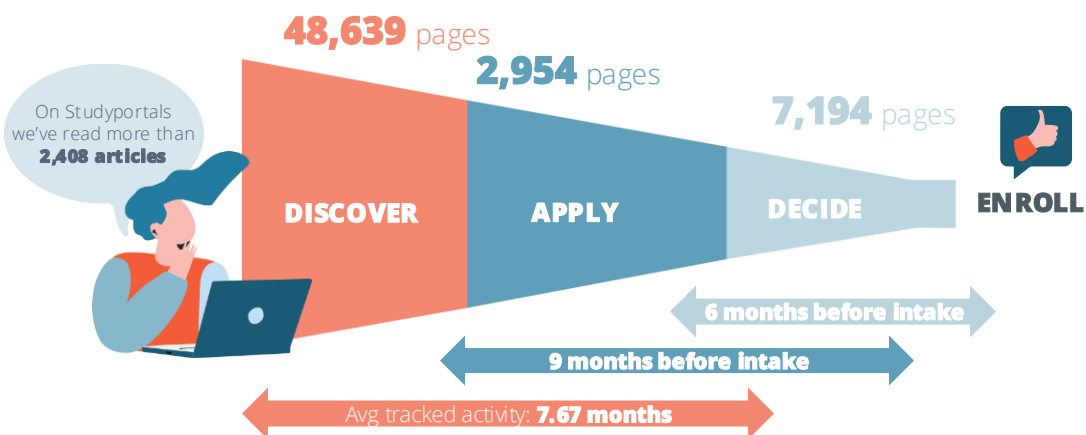
5 Results

From **October 2019 to Jan 2024**, Humber College has been working with Studyportals towards growing and diversifying their student population through the **Enrolment-based Partnership model**. Since the beginning of the partnership, **1,823 enrolled students** have been confirmed to be studying at the institution because of Studyportals.



Engagement through different stages of the student journey

Studyportals can map the digital journey of **1,823 confirmed students** through various stages up to their enrolment at Humber College. Throughout their journey, these students collectively consulted **58,785 pages**, reflecting a deep engagement with the content that influenced their decision-making process. Remarkably, **16% 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.



A uniquely diverse group

of students

Promotion via Studyportals resulted in 1,823 enrolled students from **90 countries**, such as Japan, South Africa, Ecuador, Antigua and Tanzania, Netherlands, and Eritrea.



The breadth and scope of Studyportals' reach is crucial.

- *Andrew Ness*



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Key benefits



It provides you with an objective measure to say here's where you should focus your resources or here's the potential. It also tells you, here's where we're behind. And so on both sides, it creates just a far more broad set of opportunities. So, that's where I think there's massive value.

- Andrew Ness



7 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



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

hello@studyportals.com