International marketing and student recruitment

Activity plan

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2012
**Executive summary**

International student recruitment is a priority for the College, with a target of increasing the number of international students enrolled in CASS programs by 5 per cent in 2013.

This international student recruitment and marketing activity plan includes a global approach to promoting the College’s programs, as well as targeted activities for China and Singapore, as key feeder markets, and Chile, as a potential growth market.

**Campaign dates**: September-October 2012

**Campaign investment**: $40,000

**Call to action**: new international students portal on CASS website

An evaluation report on the activities outlined in this plan will be prepared in 2013.
Background

Internationalisation is a key priority for CASS, with an aim to increase the number of international students studying in the College by 5 per cent for 2013.

To develop market intelligence about the College’s most viable international student recruitment markets, the College commissioned Prospect Market Research to undertake international market research in November 2011. The recommendations from this research have helped to inform the activities outlined in this plan.

This plan also aims to build on the College’s international student recruitment and marketing activities implemented in 2011. This included student recruitment visits to Singapore, Taiwan, Hong Kong and Latin America. There were also international marketing and communications activities included in the postgraduate coursework and higher degree by research campaigns, and further international marketing activities have been coordinated in the 2012 campaigns.

Current situation

Despite the pressures facing the sector (including the relatively high Australian Dollar and perceived security issues for international students), the College has maintained a fairly consistent international student load at all levels of study over the past three years (see Graph 1).

As at 16 April 2012, the College’s international student load in semester one 2012 is 215.3 EFTSL, comprising only 12.5 per cent of all CASS students. Of the international students studying in the College in semester one 2012, Graph 1 below shows that the majority of the international students are studying at the undergraduate level.

Graph 1 – CASS international student load (EFTSL) by level of study in semester one 2010-2012 (as at April each year)
The countries that CASS international students come from, by country of residency, with more than 10 EFTSL enrolled in semester one 2012 are shown in Graph 2.

Graph 2 – Top countries of residency for international students (EFTSL) studying in CASS in semester one 2012 (as at 16 April 2012)

Objectives

The objectives of the activities outlined in this plan, aligned with the College operational plan, are to:

- increase awareness and interest in the College’s programs (including undergraduate degrees, postgraduate coursework degrees and higher degrees by research) internationally, through increasing the number of international visitors to the CASS Future Students web-pages by 5 per cent by 2013
- engage with and train ANU agents in the College’s programs, by sending at least two emails/e-newsletters internationally and meeting with eight agents abroad in 2012
- increase the number of enquiries received from prospective international students and ANU agents (via email, web form, phone and at events) by 5 per cent by 2013
- capitalise on the scholarships being offered by foreign governments, with the aim of working towards the College’s target of 44 per cent of international higher degree by research students having an externally funded scholarship by 2014
- increase applications, offers, acceptances and enrolments in the College’s programs by international students by 5 per cent for study in semester one 2013.
Key messages

The key messages that will be incorporated in the marketing and student recruitment activities to promote the College internationally include:

- ANU is ranked number one in Australia and four in the world for the arts and humanities, and number one in Australia and 18 in the world for social sciences (Times Higher Education World University Rankings 2012)
- ANU also has the highest average scores for research of any Australian university
- ANU is a member of the prestigious International Alliance of Research Universities (IARU)
- We offer undergraduate and postgraduate degrees that allow you to choose from more than 50 study areas
- Degrees from the College develop your research skills, analytical thinking, communication, presentation skills, project management and teamwork – all skills that employers value in employees
- As part of your degree you may have the opportunity to take part in internships, field work, study tours, overseas exchange and more
- ANU received 5 star ratings in the 2012 Australian Good Universities Guide for getting a full-time job, positive graduate outcomes and graduate starting salaries
- The ANU campus, located in Canberra, provides you with access to the nation’s political, cultural and collecting institutions – you may have opportunities to participate in tutorials, guest presentations and internships at these institutions.

Content for promotional activities relating to specific programs will be developed in conjunction with relevant Schools and Centres.

Target audiences

The activities outlined in this plan aim to target the following audiences:

- Prospective international students
- Parents and other influences of prospective international students
- ANU international agents
- Staff in partner institutions overseas.
Channels

Given the diversity of countries of residence for the College’s international students, the approach for international marketing and student recruitment activities for the College is to utilise a global approach, combined with a targeted approach for select markets.

The global approach will ensure messages about the College’s programs are communicated across a large number of countries, and a targeted approach will be utilised to invest significantly in the following key markets:

- China (to protect and grow the College's largest feeder market, as shown in Graph 2, and to build on the College’s investment in student recruitment activities in China up until 2010)
- Singapore (to protect and grow the College's second largest feeder market, as shown in Graph 2, and to build on the College's work in Singapore in 2011 and years prior)
- Chile (as a market that offers significant opportunity for the College through the Chilean Government's Becas Chile scholarship scheme, which funds students' study and living expenses for postgraduate study in selected universities (including ANU) abroad, and to build on the 2011 student recruitment visit).

1. Global approach

CASS website

A new portal for prospective international students will be developed as part of the CASS website. This will include a complete review of the content available for international students, the addition of links to relevant sections of the ANU website, and new profiles, videos, campus maps and more.

Publications

To promote the College's programs to agents, prospective international students and their parents/influencers the following publications will be made available on the CASS website and distributed through agent offices and partner institutions around the world:

- ANU international undergraduate guide
- CASS graduate guide.

Advertising

Advertisements promoting arts and social sciences at ANU will run on Facebook in a number of international markets. This will be supported by the international advertising activities included in the College’s campaigns (including profiles on Masterstudies, Hotcourses and more).
Skype appointments

A dedicated office will be set up to allow for CASS staff to interact with and advise prospective students, or agents, via Skype. Appointments will be booked online and this will be promoted through a number of channels globally.

Direct marketing

The following direct marketing activities will be implemented to allow for targeted communication with particular target audiences:

- articles in the ANU Agents e-newsletter
- email to ANU agents (particularly communicating new/changed programs on offer)
- monthly e-newsletters to prospective students in the CASS database
- email to international alumni of the College about further study opportunities.

2. China

Key programs to promote

The market research identified the following CASS disciplines and levels of study to emphasise in promotional activities in China:

- Visual, design and digital arts (undergraduate and postgraduate coursework)
- Museums and collections (postgraduate coursework)
- Visual culture research (postgraduate coursework)
- Art history and curatorship (postgraduate coursework).

Advertising

The advertising in China will include:

- Ren Ren (a social media website that is particularly popular amongst high school and university students in China)
- Baidu (the main search engine in China).
**Student recruitment visit**

To recruit students from China a student recruitment visit is planned for October 2012. This will be the first visit the College has made to China for student recruitment purposes in recent years. The draft schedule for the visit is below.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 October</td>
<td>Expo in Beijing</td>
</tr>
<tr>
<td>15-16 October</td>
<td>Agent visits – various in Beijing</td>
</tr>
<tr>
<td>17-19 October</td>
<td>Agent visits – various in Shanghai</td>
</tr>
<tr>
<td>20 October</td>
<td>Expo in Shanghai</td>
</tr>
</tbody>
</table>

3. **Singapore**

**Key programs to promote**

The market research identified that the College should focus on promoting the Bachelor of Arts in Singapore.

**Advertising**

As the main search engines used in Singapore are Google and Yahoo an investment will be made in advertisements through these channels, promoting the College’s upcoming visit, as well as to raise the search results for terms relating to CASS programs.

**Student recruitment visit**

A visit to Singapore for the purposes of international student recruitment is planned for October 2012. This will help to continue the work from the student recruitment activities coordinated by the College in Singapore in 2011. The draft schedule for this visit is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>20-21 October</td>
<td>IDP Expo (meeting with prospective students and parents)</td>
</tr>
<tr>
<td>22-24 October</td>
<td>Agent visits – various</td>
</tr>
<tr>
<td></td>
<td>Polytechnic visits – various</td>
</tr>
<tr>
<td></td>
<td>National University of Singapore visit</td>
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</tbody>
</table>
Promotional materials

To promote the College’s new articulation arrangements from some of the programs offered by the Singapore polytechnics into the CASS Bachelor of Digital Arts a flyer and poster will be developed and distributed to the polytechnics. A meeting will be coordinate with the National University of Singapore to discuss promotion of the joint PhB program, and advise of the new Bachelor of Politics, Philosophy and Economics offered by CASS.

4. Chile

Key programs to promote

The 2011 student recruitment visit highlighted the need for CASS to particularly promote globalisation and international development in Chile.

Advertising

The advertising in Chile will include online advertisements on:

- Universia (a website that lists university opportunities targeted at Chilean students)
- Google (Chile’s main search engine).

Budget

A budget of $40,000 has been allocated to international marketing and student recruitment activities for 2012 which will be allocated as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore visit</td>
<td>$5,000</td>
</tr>
<tr>
<td>China visit</td>
<td>$10,000</td>
</tr>
<tr>
<td>Advertising in China</td>
<td>$7,000</td>
</tr>
<tr>
<td>Advertising in Singapore</td>
<td>$7,000</td>
</tr>
<tr>
<td>Advertising in Chile</td>
<td>$5,000</td>
</tr>
<tr>
<td>Global advertising</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$40,000</strong></td>
</tr>
</tbody>
</table>
Evaluation

Whilst the activities outlined in this plan will be evaluated in mid-2013, following the census date for semester one 2013, it is important to recognise that there is typically a delay in realising the results of international marketing and student recruitment activities due to the time taken from international students being initially informed about a program to enrolling to study in the College.

The following will be considered as part of the 2013 evaluation:

- the enquiries received for CASS programs via email, phone and enquiry form (including the number of enquiries by program and country)
- the number and nature of enquiries received at agent offices and events internationally
- the market intelligence developed through the visits to Singapore and China
- the number of recipients and open rate of direct marketing activities
- visits to the Future Students section of the CASS website by country
- visits to the new international students portal on the CASS website by country
- the number of impressions and click through rates of the digital advertisements
- the number of applications, offers, acceptances and enrolments by international students in CASS programs.