

# Enhance your student recruitment strategy

## Improve education liaison targeting

In today's volatile and competitive Higher Education sector, it is more important than ever for institutions to understand and effectively target their UK education feeder pipeline. The student number control increased the desire among many universities to target the most able home students to grow numbers, competition will only increase once the cap is removed entirely.

Gone are the days when education liaison and partnerships strategies could rely on continuing 'what we've always done' or the simplistic year-on-year analysis of applications and accepted applicants.

Savvy marketers need to know which feeders offer the most potential and which competitors pose the greatest threat.

## Your questions answered

To prioritise your education liaison activities and secure the maximum ROI – both at a corporate level and within Academic Schools – you need to know:

- Who are your largest institutional feeders?
- Which are the biggest feeders for each of your Faculties or Academic Schools?
- Who provides the most students nationally at each individual subject level?
- Are competitors threatening your dominance within any of your key feeders at institutional and subject level?
- Which feeders offer the most future potential based on your current or desired entry criteria?
- Which feeders should you target for strategic partnerships?

Our analysis will provide you with all these answers and more. We will provide the 'must-have' insight to show where your recruitment activities and resources are best targeted now and in the future to maximize student recruitment within the talent pool of your choice.

"The analysis of our feeder college institutions was thorough, well structured, clear and professionally presented. The project has produced invaluable results, which have been used both operationally and strategically, enabling us to identify new schools and colleges to target and understand which relationships to prioritise with a far more targeted, evidence driven approach to our university and faculty level outreach activity."

**Rebecca Prime, Market Research Manager**  
Birmingham City University

## Key benefits of this research

Accessing this tailored education pipeline research will enable you to:

- Better evaluate the success of current education liaison and partnership strategies
- Prioritise future recruitment activities and resources
- Develop appropriate strategies for individual feeders and existing partners – protect, grow, reduce or exit
- Add value to the work of academic colleagues with meaningful intelligence on targeting subject education liaison activities
- Identify opportunities for cross-selling by multiple Academic Schools by subject in larger feeders
- Inform marketing communication strategies to support student recruitment via feeders
- Free up your market research team from time-consuming data cleaning and trends analysis.

To find out more...

please contact Paul Jones on **07810 260664** or by emailing [paul@thehonestmarketer.uk](mailto:paul@thehonestmarketer.uk)

# Support informed decision-making

"Paul's research into the University's school and college feeders detailed excellent information down to local levels within Faculties. We are now using this information in a much more targeted way to grow and develop contacts, creating rich progression opportunities for new applicants."

Paul Glennon, Associate Dean  
Birmingham City University

NB. Sample tables shown with dummy/partial data for illustrative purposes only.

JACs Code - accepts & market share	#s '11	MS '11	#s '12	MS '12	#s '13	MS '13	+/- #s '12-'13	+/- MS '12-'13
<b>Subject feeder #1, 3m</b>	116		92		107			
A01 - Your HEI	61	52.6%	46	50.0%	63	58.9%	17	8.8%
XXX - Competitor 1	33	28.5%	35	38.1%	28	26.2%	-7	-11.9%
XXX - Competitor 2	15	12.9%	5	5.4%	9	8.4%	4	2.9%
XXX - Competitor 3		0.0%		0.0%	4	3.7%	4	3.7%
XXX - Competitor 4	7	6.3%	6	6.5%	3	2.8%	-3	-3.7%
<b>Subject feeder #2, 8m</b>	67		62		86			
A01 - Your HEI	29	43.3%	35	56.5%	59	68.6%	4	12.1%
XXX - Competitor 4	17	25.4%	16	25.8%	14	16.3%	-2	-9.5%
XXX - Competitor 1	14	20.9%	6	9.7%	9	10.5%	3	0.7%
XXX - Competitor 2	7	10.5%	5	8.1%	4	4.6%	-1	-3.4%
XXX - Competitor 4	5	8.1%		0.0%		0.0%	0	0.0%

## What will the analysis capture?

The scope of the project will very much depend on how much previous analysis has been undertaken. We can start from scratch to identify your key feeders at institution and subject level, before conducting the detailed competitor and future potential analysis. Alternatively, if key feeders have already been identified, we can focus on your institution's performance within those feeders versus competitor institutions drawing from the same pool, making recommendations about which feeders to

target based on the numbers of pupils entering HE in any given subject.

The detailed acceptance data will contain tariff bands agreed with you, tailored to suit your current or aspirational entry criteria. Such bands are advised to enable deeper probing into which feeders are most likely to supply students with the tariff points you may require, for example, based on your entry tariff, a confirmation/clearing tariff or the most gifted students.

You will receive a bespoke Excel database with pivot tables to filter results with search capability, together with a full analysis report with Executive Summary, key findings and recruitment strategy recommendations.

## More information about the consultant

Paul Jones has worked as an information analyst and software engineer for the public and private sector for over 20 years. His unique experience combines statistical data and information analysis, relational database design and management with technical programming ability. Paul has been working in consultation with the Higher Education sector since 2012 to collate and analyse market information, providing recommendations on recruitment trends, market positioning and competitor comparisons.

HEI Market share of your top 50 feeders	2013 Accepts	2013 MS	+/- #s '12-'13	+/- MS '12-'13
<b>A01 - Your HEI</b>	1,814	25.79%	1.71%	41
XXX - Competitor 1	810	11.52%	-2.08%	-191
XXX - Competitor 2	548	7.79%	-0.39%	-54
XXX - Competitor 3	475	6.75%	0.54%	18
XXX - Competitor 4	470	6.68%	0.49%	14
XXX - Competitor 5	282	4.01%	-0.09%	-20
XXX - Competitor 6	269	3.82%	0.61%	33
XXX - Competitor 7	203	2.89%	-0.25%	-28
XXX - Competitor 8	168	2.39%	0.30%	14
XXX - Competitor 9	154	2.19%	1.20%	81
XXX - Competitor 10	141	2.00%	-0.17%	-19
XXX - Competitor 11	126	1.79%	0.32%	18
XXX - Competitor 12	99	1.14%	0.04%	-2
<b>Total</b>	<b>5,559</b>	<b>79.03%</b>		

## What will it cost?

The amount of data from key feeders will vary for each institution, dependent upon the number of subjects offered and size of intake. Quotes will be tailored to individual projects and will reduce if institutions have already identified the key feeders from previous analysis. Please note we do not charge VAT and offer highly competitive rates as follows:

Database set up, cleansing and trouble shooting  
**£400 per day**

Information analysis using predefined methodology  
**£450 per day**

Report analysis and writing to highlight key findings  
**£750 per day**