

Session Title:	2023:The Future Student Odyssey - The role of online across all stages of the Recruitment Journey
Speaker(s):	Jonny Harper and Victoria Littler – Revolution Viewing
Chair:	Stephanie Coogan
Reporter:	Stephanie Ratcliffe

Speaker/Institution Bio/Information:	<p>Vepple and Revolution Viewing: Jonny Harper – Chief Technology Officer Victoria Littler – Account Director Worked within the HE Sector – Key findings throughout presentation will be from their platform Vepple. 24 Universities using Vepple – Half a million students across Partners</p>
Overview/Aim of session:	<ol style="list-style-type: none"> 1. Know how to use your website effectively at every stage of the Student Journey 2. Importance of Personalisation 3. Know how to use engagement data to show applicants that you truly know them as HEI's
Workshop Content	<p>How do we define 'Virtual'?</p> <ul style="list-style-type: none"> - Pre-Pandemic – Virtual tours to help showcase Facilities - Everything changed with Covid – Shifted to Online Events (Open Days, Webinars), alongside Virtual Content - Post-Pandemic – Virtual exploration of Facilities and supporting physical Open Days - Still a need for Virtual Content: 'Virtual Experience' encompasses all content created by Revolution Viewing <p>What is Vepple?</p> <ul style="list-style-type: none"> - Personalised when entering the 'Experience' - Can be explored using a Map <p>The UK Undergraduate Student Recruitment Journey:</p> <ul style="list-style-type: none"> - At what point are our students getting the best experience online from our Institution? (Early Enquirers; Pre-Applicants; Applicants; Pre-Arrivals) - Students will be visiting us at every stage of the Cycle.

Early Enquirers:

- Research from The Student Room: By Year 11, 96% want information on Universities (Work Experience, Extra-Curricular, Student Life and Taster Days)
- Interviews with 1st Years conducted by Vepple, confirmed TSR – Looking for it to be easy to find online for the HEI. Opinion of the HEI was effected by their Online Experience.
- Too much information can be overwhelming for Early Enquirers.
- Role of CRM and gaining data from Early Enquirers.
- *Gated content on University Webpages (Name, Email, Year of Entry) to support Lead Capture: Bradford gated the entire experience on Vepple – May 2023 (1500, 28% created an Account, 21% gave consent for Emails, 58% new leads to CRM, Increased open rate of 52% and 11% CTR)*
- *What about the 72%? Vepple Pro can personalise content for Users – 25% more leads from the full gated content on Vepple.*

Pre-Applicants:

- Less information required for students at this point in the Journey
- 70% Course Content; 62% Atmosphere; 61% Student Satisfaction; 58% Accommodation Offered and 53% Achievable Entry Requirements
- Atmosphere is difficult to define and challenges with getting students onto campus for Open Days – 39% Attended fewer events on Campus and 5% didn't attend anything on Campus.
- Virtual vs Physical: People who engage with Virtual Content are more likely to engage Physically.

UCLan's 'Wrap Around' Experience: Greater traffic around an Open Day – Reduction in average session times Online (6:29 to 3:58) Significant change in usage of Vepple 5 Days before an Open Day (Email sent to drive people to Online Content in preparation for the Open Day) 400% the day before the October Open Day – By the time of the Open Day, they are looking at the overall Student Experience. Day 0 400% increase in usage on the day of the Open Day – Device usage increased from 49% to 75% on a Mobile, supplementing their in-person event with the Virtual Content.

Before – building anticipation and providing tips for the Open Day via Email

During – QR Codes for Closed/Busy Areas, to explore Accommodation and on holding screens for the Talks; Using Social Media; Interactive Map

	<p><i>which is personalised through Vepple; Open Day Checklist for Users</i> <i>After – Used data to personalise follow-up Comms and to send Student Life Content.#</i></p> <p>The Power of Personalisation</p> <ul style="list-style-type: none"> - Seeking a sense of belonging and is less transactional which is why they value - 71% of consumers expect companies to Personalise and 76% are frustrated when it isn't Personalised – Default Standard - What challenges do you have when it comes to implementing personalised content at your University? 40% Struggle to link to Data Technologies; 34% Poor Data Quality; Data Debt - What we see from Vepple? 3.6 times more likely to click on CTA; 3.5 times likely to have longer sessions on Vepple. <p>Applicants:</p> <ul style="list-style-type: none"> - Using the data to understand what students want, create better content and humanise the University. - <i>Example through Vepple Experience (On Slides)</i> - Clearing: Big spike in traffic surrounding Clearing and Results Day – Likely haven't visited, emotional and lacking time due to having to make decisions quickly around Clearing. <p>Pre-Arrivals:</p> <ul style="list-style-type: none"> - Developing the use of Vepple for Pre-Arrival - Students are anxious about their upcoming experience at University. - Could help with Enrolment and Retention <i>Salford Start Smart Platform – One-stop shop for Pre-Arrivals and Freshers; Gated for Users; 'Being a responsible Student' and trackable through Vepple.</i>
<p>Case Studies/Examples:</p>	<p><i>(Italicised)</i></p>
<p>Scenarios/Roundtable discussions:</p>	<p>At what point are our students getting the best experience online from our Institution? (Early Enquirers; Pre-Applicants; Applicants; Pre-Arrivals)</p> <ul style="list-style-type: none"> - Early Enquirers/Pre-Applicants - What's driving the change, considering the touchpoints and opportunities for a greater number of Students? - Personalised for Offer-Holders - How can we manage expectations with

	<p>Applicants? Do they care more about whether they have an offer from the HEI?</p> <ul style="list-style-type: none"> - Portfolios and Arts Universities - Pre-Applicant and Applicant (Cambridge University) - Certain that people will want to apply to Cambridge. - Biggest challenge is the different teams for different stages of the Journey – Not knowing what communication is being sent across the HEI. <p>What challenges do you have when it comes to implementing personalised content at your University?</p> <ul style="list-style-type: none"> - Accessing the right data in order to personalise the Content (Parents and Students) - Preferred Names/Pro-Nouns not being in CRM - Issues with CRM Systems - Choice of subject/interest changing throughout the Journey - Losing the personalised approach, face-to-face at HE Fairs - The content being kept up-to-date across marketing and potential for comparison across different Faculties/Departments
<p>Questions and Answers:</p>	<p>Is Start Smart an add-on to Vepple?</p> <p>Can you personalise for influencers like Parents?</p> <ul style="list-style-type: none"> - Sunderland have a filter for Parents/Students - Could personalise for stage in Journey <p>People accessing before Open Days – Would you need to collect data twice to input into Vepple?</p> <ul style="list-style-type: none"> - Can be pushed through to Vepple through CRM or directly send to Vepple.
<p>SummaryKey takeaways:</p>	<p><i>(See Slides)</i></p>