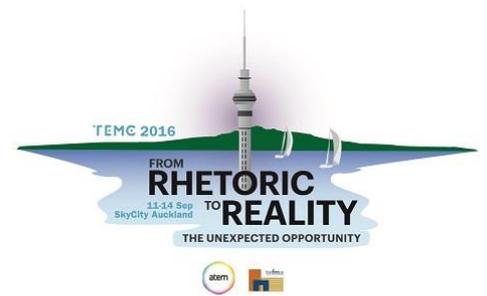


Concurrent Session F
Tuesday 13 September 2016
11:30am – 12:20pm



Session 3
The Student Experience Journey: Facing Old Challenges as New Opportunities

Hannah Drover, David Harrington
Hobsons

A highly commercial senior level executive with almost 30 years of global experience in the education sector, David Harrington is well regarded in the industry. He's an authority in his understanding of the future student, and his views on long-term sustainability in higher education keep him reliable and relevant.

His methodical approach and global perspective provide unique insights into the world of higher education, which are further strengthened by the data obtained from Hobsons' core services and HobsonsInsights strategy. This integration of a logical mind and practical application, as well as feedback from students and institutions leads to a series of well-rounded objective opinions.

David is an authority on international education, specialising in recruitment and student experience and has led this business through an evolving landscape over the last 16 years in APAC.

Every industry goes through a phase of “disruption”, challenging the status quo of “core business”, continuous improvement, and ultimately - customer experience. Any point where a student's experience intersects with compliance and process, there is a both a challenge and an opportunity.

One of the most pressing frontiers for many institutions is the prospective student journey, from acquisition and prospect nurturing to admissions and conversion. Large investments of time and money are spent competing for students in an ever-globalised world, saturated with attractive study destinations. Once the student has been drawn into the enquiry process, how are they nurtured effectively and efficiently leveraging technology and human intervention? What about beyond, into the application cycle – does the initial romance drop dead to give way to administrative process? What if admissions was not just a compliance function, but another opportunity to uphold the student experience to the levels demonstrated during the recruitment drive? Then comes conversion activity – fighting to ‘make good’ on all the work to date. Does the student (consumer) journey and experience truly align to your institution's values and objectives across all platforms?

Addressing the importance of a consistent and well-considered student experience journey, we unpack what our research - consisting of over 50,000 responses from international students - has highlighted as critical points of intervention and impact across the recruitment and admissions cycle. As a provider of theoretical and practical advice Hobsons Solutions, together with our partnerships across 60 institutions globally, has been at the forefront of creating innovative and disruptive partnerships. Together we have reviewed and evolved institutional processes and challenged the concept of “core business”, enhancing all aspects of international recruitment from digital attraction through to alumni. Our partnerships are built on mutually solid foundation of creativity, agility and most importantly, an imperative to always ask: “What's next?”

