ACCESS: STUDENT-EXPERIENCE Serving up the right information. Digital data takeaways





2023: The Future Student Odyssey

The role of online across all stages of the recruitment journey,

by







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Vic Littler Account Director

4 3 key takeaways

The power of your website content and how to use it differently at every single stage of the student recruitment process
Personalised content to create a data-informed dialogue
Use engagement data to show applicants that you truly get them

4. Sweets on your chair - to eat now or take away!

What is Vepple?





Nottingham Trent University



Imperial College London

UNIVERSITY of BRADFORD **1**



UNIVERSITY OF GREENWICH







Canterbury Christ Church Jniversity















Virtual

On demand

Always on

Virtual tour

Evergreen content

VŠ

Virtual event

Single event

Virtual open day

Live webinars

Focus of Virtual Experiences over the past ~4 years

On demand

* * * *

Virtual event



Evergreen content

× × ×

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Live webinars

The UK undergraduate student recruitment journey

APPHINGTOUCHS

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Early enquirers

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Qualitying open days

Pre-applicants

Suppring physical visit

Applicants

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Always-on experiences

Q: What information, if any, would want to hear from universities now? Please select all that apply (Multiple Response) Any advantageous work experience GCSE requirements for degree courses Choosing suitable subjects to take at A-Level or equivalent Whether additional qualifications may be advantageous 60% What university life is like 60% Any advantageous extra- or super-curricular activities 58% Summer schools / taster days 56% The financial support available 53% The timings of the application process 48% How university compares to school / college 48% The support on offer at university (e.g., academic support) 40% Other 1%

I don't want any information

4%

The Student Room

73%

73%

64%

96% of • Year 11s want information from you

Make it visually appealing!



· · · · ·

× × ×

Don't confuse users!



STUDENT INSIGHTS: Too much information on a website

Get them into CRM early





Partially gated experience 12% sign-up rate

Entirely gated experience Capturing over 320 qualified leads per month

Online Events

× + * * *



Virtual open days higher more or lower less appropriate than physical open days?

Autumn Term Spring Term Year						
Year 12 12	Year 12	between Year 12 and Year 13	Year 13	13	Year 13	after Year 13
2440					>/40	
Y12					Y13	/

The Student Room

Q: When do you think are the most appropriate times for universities to host....? Virtual Open Days/On Campus Open Days Multiple response (Base: 374/383)















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The UK undergraduate student recruitment journey

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Which of the following are important when choosing universities to apply to?

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70% × ×

Course Content

· 62%

University Atmosphere

× + × 61%. +

Student Satisfaction

× + ×

Accommodation Offered

53%

Achievable Entry Requirements

+ • * • • •

> + × + . + +

× * × × × * × *

> + × + •

> > + × ×



* * * + + * * * * * *

• × + × +

Attended fewer open days due to costs

39%

+ × + × • × + +

* * * * + *

Did not attend any

5%

"By restricting their opportunity to explore the different potential environments, they have reduced the option available to them before they even apply"

Virtual vs Physical

Case Study: UCLan's "Wrap around" experience

Back to sign in	University of Central Lancashire			
Change your subject or	: < 6/15 >	Fine Art Studio 1		
study level		Contra Co		
COVER	A day in the life of an Art & Design			
Welcome	student	the second se		
Student support	There's more to life at the University of Central Lancashire			
Accommodation	than lectures and assignments.			
Student life	Take our guided tour and discover what a typical day in the life of an	the state of the		
Art and Design	undergraduate student at Preston would look like.			
All subjects				
Preston 🗸	🗙 Welcome to your new home 💿 🗸			
Burnley 🗸 🗸	🗙 Grab a coffee 🛛 🗸 🗸			
Westlakes 🗸 🗸	X Attend your first lecture 🗸 🗸			
	$lpha$ Relax between lectures \sim			
Interactive map	🗙 Head over to Foster 🗸 🗸			
ERACT	🗙 Visit your own studio 💿 \land			
On demand content	Students are given a studio in the first			
Chat to our students	year and engage in studic culture from the very start of the Fine Art course. The studics are at the centre of teaching and learning as well as being the critical a social context of the course. The Hanover Building has three floors of managed open studics which provide the most important resource.			
Collapse	🗙 Design some prints 🗸 🗸	Production of the second secon		

Book an Open Da lenu =



12 month (2022) average session times: Average session duration



6min 29secs

uclan.ac.uk

3min 43secs

UCLan: Cumulative increase in page views by topic

Source

Perio d: 15 days surrounding October open day

Google Analytics:

UCLan Vepple

Summary:

- Email dispatched 5 days prior to the event pushing to Vepple "explore student life"
- 700% increase against baseline page views
- Significant increase from 2 days before until 2 days after peaking at 450%
- Baseline mobile usage 47% (desktop 51%, tablet 2%), on day of event mobile usage soared to 79%.



Case Study: UCLan's "Wrap around" experience

Before:

- Building anticipation
- Practical tips for the open day including mapping
- $\circ \quad \mbox{Traffic driven by direct e-comms}$

• During:

- QR codes for closed/busy areas
- Supported by social media channels, with Vepple as a follow-up
- Mapping tool to showcase users current location and nearby relevant content
- FUTURE DEVELOPMENT Open day checklist sign up for updates on our website

After:

- Thanks for coming consolidate online
- We're sorry we missed you relive it online
- Student life content works well here





University of Central Lancashire UCLan + • + * + + • • * • * * * •

The Power of Personalisation

Personal not transactional

78% 40% 34%



Struggle with 'data debť

Struggle with poor

Data from Experian

Personalisation is the default standard for engagement

76% of consumers are more likely to purchase from brands that personalise 78% of consumers are more likely to refer friends and family to companies that personalise

78% of consumers are more likely to make repeat purchases from brands that personalise

Personalisation on Vepple



And here is what we see from Vepple



Google Analytics data extracted from 14 Vepple platforms, covering 65,000 user sessions over a 120-day period - 18th October 2022 - 14th February 202
Understand what students want Create better content Humanise your university and create connections.



User visits a Vepple-powered site



Ø

User personalises their experience and shows interest in Nursing



User explores relevant content



User registers for the platform to access some gated content

Users browsing behaviour is stored in their profile

Vepple data is synced with CRM



User visits a Vepple-powered site



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Nursing applications are down



Relevant students are contacted



User receives the email and clicks the link to Vepple

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User visits a Vepple-powered site



User personalises their experience and selects their course and study level



User explores relevant content



User registers for the platform to access some gated content

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Vepple data is synced with CRM



Marketing want to ensure future students can picture themselves in the university community



Users who looked at 360s of the all-weather pitch are contacted



The email contains a link to view the hockey society's web page and follow them on Instagram.

Applicants

- Pushing to Vepple from CRM when new, relevant content is added
- Use Vepple to deliver Applicant/Offer Holder Visit Days

"...everything was amazing and I'm keen and set to study at Kingston"

- Help with practical next steps like applying for accommodation.
- Used to keep excitement during "quiet time"

"Improving the communication we deliver to prospective 2023 entry students is essential if we are to minimise the indirect influence the cost of living is having on their decisions....

Many students could not recall seeing any cost-of-living related information in communications from chosen universities, but **as we enter the conversion period there's an opportunity** to share information that helps students to prepare and allay their fears and concerns over a 'missed' student experience."

Jo Richards, Senior Insight Lead at UCAS

Case Study: Salford Start Smart



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Sessions

Vepple traffic over Clearing



5th Aug 2022 10th Aug 2022 15th Aug 2022 20th Aug 2022 1st Aug 2022 25th Aug 2022 31st Aug 2022

Data from Google Analytics from a recruiting university's Vepple-powered experience

* * * * * * * * * * * * * * * * *

A lot to cram in!

Early enquirers Pre-applicants Applicants Pre-

• + • × + Pre-arrivals

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+ × ×

Future students through the Clearing process:

R

Potentially haven't visited in-person nor will they



Are likely more emotional than they typically would be and hence very visual, easily digested content with which they can relate is key Don't have time to be digging for information < Back

DISCOVER

- Clearing
- (i) Welcome
- 🔯 Day in the life
- 🛱 City Tour
- M Our Facilities
- Accommodation
- Student Life

(•)

- EXPLORE
- Explore map
 Explore map
- INTERACT
- Doline Events
- Chat to our students

(i) CI FARING

You can use Clearing if any of the following apply to you:

- You don't meet the conditions of your offer for your firm (first) or insurance (second) choice courses
- · Your exam results are better than you expected and you want to change your course / university
- You don't hold any offers
- You're applying for the first time after 30 June
- You've accepted an offer but changed your mind about the course you want to do

Important dates

- 30 June 2023 any undergraduate application made through UCAS after 6.00pm on 30 June will automatically go into Clearing
- 5 July 2023 Clearing opens and you can apply if you already have your exam results
- 17 August 2023 A level and T level results day in the UK. Most Clearing applications are made on this day
- 18 October 2023 Last day applications can be made through Clearing. Some universities close Clearing before this date

Chat to our students

Speak to a real student about their experience of studying at Ask them anything relating to the course, facilities or generally about their experience of studying here.



Relevant upcoming events

We understand that among all the decisions you make as a student, where

Clearing Hotline - 023 9284 8090 Pre-book your call



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Building Belonging in Higher Education

Recommendations for developing an integrated institutional approach

Sunday Blake Gail Capper Anna Jackson





WONKHE

Case Study: Salford Start Smart



Collapse

Your Students' Union: support and connecting with others

Case Study: Salford Start Smart

DISCOVER

- i Introduction
- Settling in
 - Taking care of
- yourself and each (::) other

A

- Managing your $\mathbf{\mathbf{\gamma}}$ studies
- Being a responsible **~** student
- Managing your (Ċ) money
- Your employability \leq

You need to be signed in to access this area.

Login / Sign up

Recap of takeaways

The power of your website content and how to use it differently at every single stage of the student recruitment process
 Personalised content to create a data-informed dialogue
 Use engagement data to show applicants that you truly *get* them

4. Sweets on your chair or in your stomach

Mission Complete

For more information visit **vepple.co.uk** or come see us on the stand!