KINGSTON College

Competing with neighbouring colleges and schools

Ben Rowe

Director of Student Services

Kingston College - Context

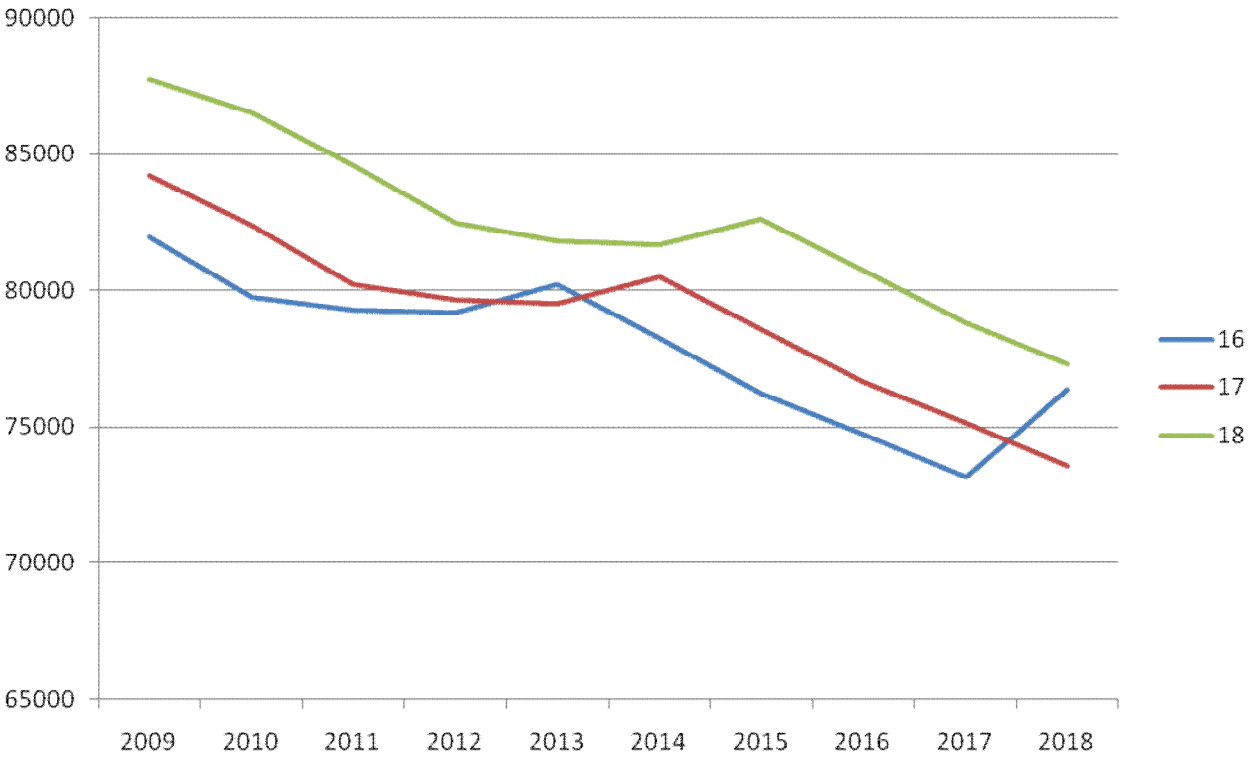
- Ofsted 2010 - Satisfactory
- 12 GFEs within 10 mile radius
- 147 Feeder schools
- Active liaisons with 43 schools
- Average travel to learn 6.2 miles
- RBK - 8 schools with 6th forms, 2 Grammar schools,
- SW London - 92 other 6th forms
- 33 new 6th forms planned - 2012 and 2013

Sep't 2011 Target 2880 - 3007

3% attrition - 1st Nov

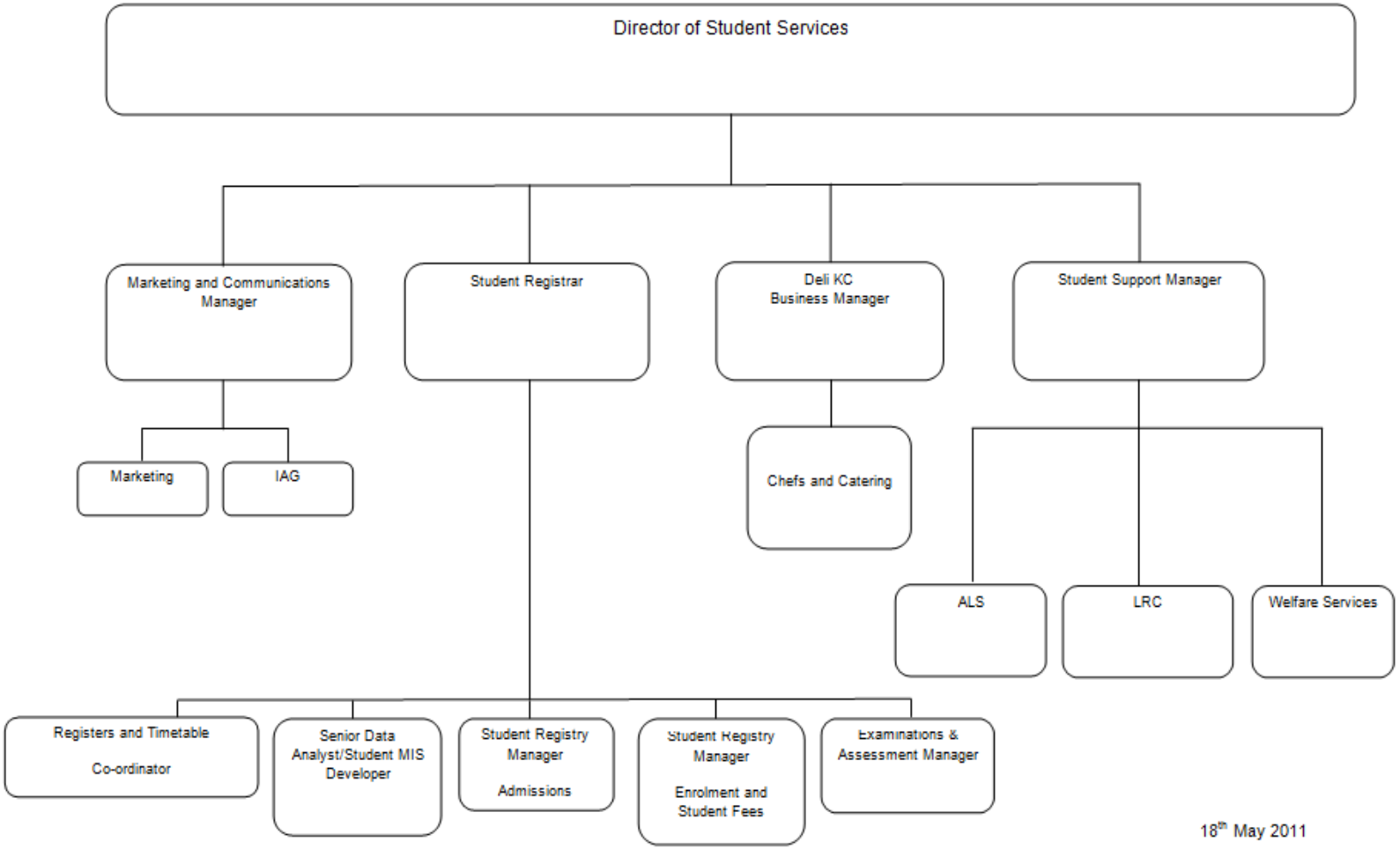
£31million - £150K Marketing budget

London ONS population projections for 16, 17 and 18 year olds: 2009 - 2018



Student Services Division

KINGSTON College



18th May 2011

KINGSTON College

Student Recruitment and Retention

Recruitment or IAG?

What is Success?

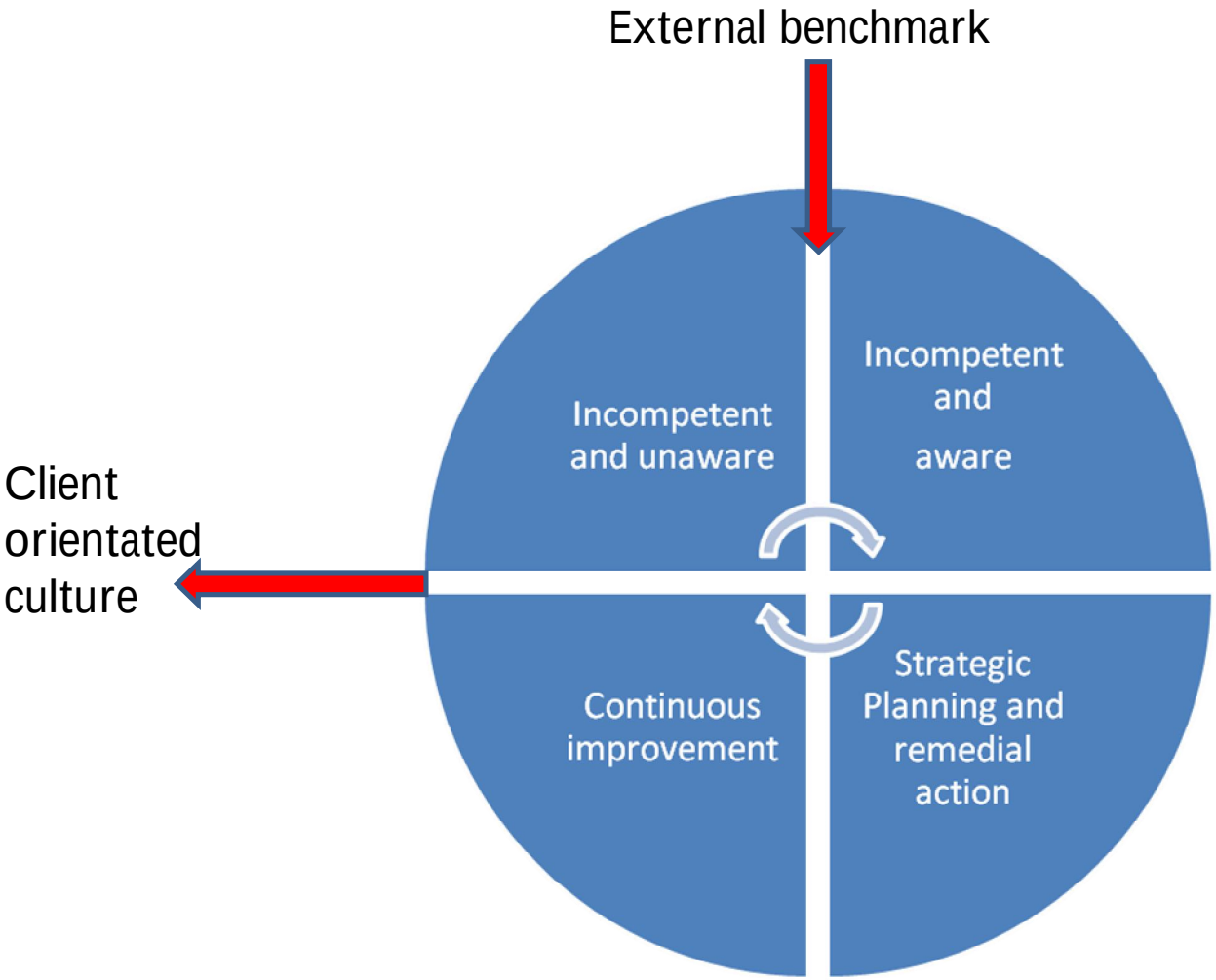
Achievement?

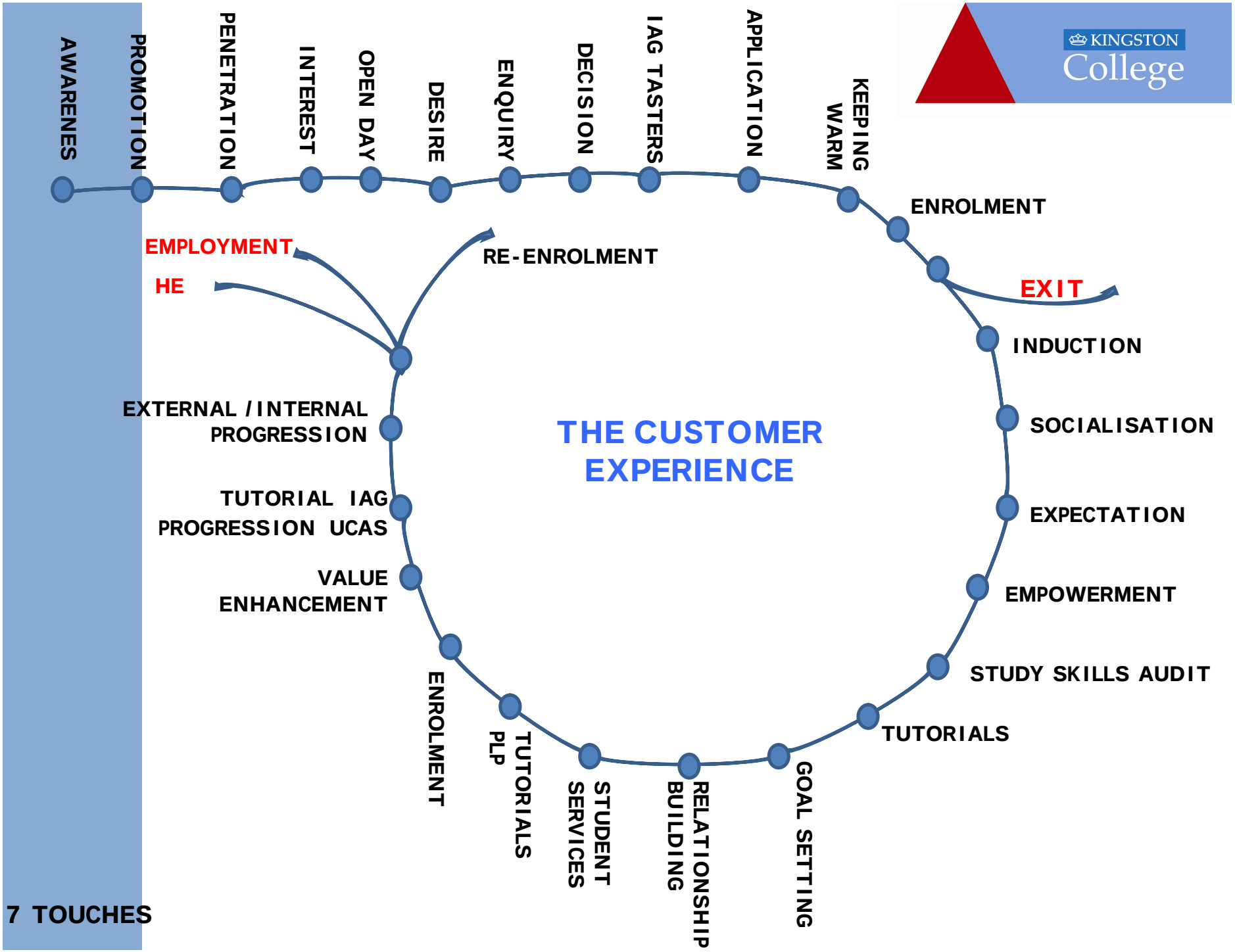
Attainment?

- Right initial assessment and IAG
- Right course
- Right support
- Right outcome
- Right progression

"Marketing is everything we do"

matrix Cycle




KINGSTON College
THE CUSTOMER EXPERIENCE
AWARENES
PROMOTION
PENETRATION
INTEREST
OPEN DAY
DESIRE
ENQUIRY
DECISION
IAG TASTERS
APPLICATION
KEEPING WARM
ENROLMENT
EXIT
INDUCTION
SOCIALISATION
EXPECTATION
EMPOWERMENT
STUDY SKILLS AUDIT
TUTORIALS
GOAL SETTING
RELATIONSHIP BUILDING
STUDENT SERVICES
TUTORIALS PLP
ENROLMENT
VALUE ENHANCEMENT
TUTORIAL IAG PROGRESSION UCAS
EXTERNAL / INTERNAL PROGRESSION
EMPLOYMENT
HE
RE-ENROLMENT
7 TOUCHES

Competing with neighbouring colleges and schools

Compete or Complement?

"Success"

"Sustainability"

"Value Creation"

Relationship building - all stake holders

KINGSTON College

What can we do for you - Clients ?

- Different Environment and Culture /Ethos
- Capital intensive Vocational courses
- Fantastic facilities and opportunities
- Specialisation " Big is Beautiful"
- Apprenticeships
- A level - different entry requirements
- School link 14 - 16
- LLDD
- ESOL/EFL
- ALS - 3% better

" Second Chance City"
Cinderella of Education

What can we do for you - stakehoders ?

- Embellish success rates - Study Skills
- Deliver PSHE
- Vocational expertise
- Vocational progression accords
- NEET s
- RONIs associated interventions
- RBK opportunities pack
- Aim Higher
- Curriculum planning & development
- Support in new level III programmes
- HE progression
- Statutary duties & tracking

What can we do for ourselves ?

- SMT - standing agenda item
- Data - Applications & Conversion rates
- Curriculum “Buy in” & “Ownership “
- Market research
- Scoping
- 3 year trends
- Curriculum offer rationalisation evolution, development
- Think Different - what does the market want/need ? - Level 1.5, level 2.5

Marketing Campaign

- Advertising
- Leaflet drops
- Keeping warm
- PR
- Reputation management
- Data crunching
- Competitor analysis
- Face book
- Twitter
- Websites
- SEO
- Apps
- Virtual tours

Impartial IAG - empowers the individual to make an objective and informed decision along with excellent customer service Success!!

KINGSTON College

Richmond upon Thames College

carshalton college
realising ambitions

Ealing, Hammersmith & West London College
More than a college...

KINGSTON College

William Morris Sixth Form

Nescot
Epsom's college of further and higher education

ESHER COLLEGE

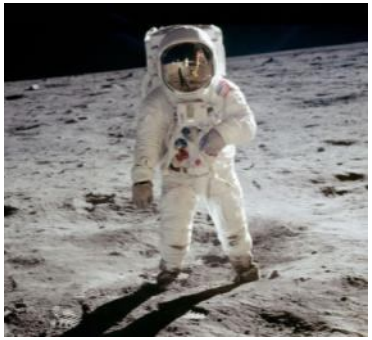
south thames college
incorporating Merton College

West Thames College London

Brooklands College

CROYDON COLLEGE

Year 11 – The world is at your feet!



Embrace it and good luck!