



Supporting Professionalism in Admissions

**Aligning marketing and admissions to meet your  
institution's mission**

**Effective Marketing in HE - 10 November 2009**

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# What is SPA?

- Set up in 2006 following the Schwartz Report *Fair Admissions to Higher Education: Recommendations for Good Practice 2004*:  
“*The Group recommends the creation of a central source of expertise and advice on admissions issues. Its purpose would be to act as a resource for institutions who wish to maintain and enhance excellence in admissions. Such a centre could lead the continuing development of fair admissions, evaluating and commissioning research, and spreading best practice.*”
- UK’s independent and objective voice on HE admissions
- Identify, promote and share examples of good practice

# Aligning marketing and admissions: the applicant experience

SPA's research following several strands:

- Agreed, consistent definition
- Review key national literature and recommendations within four broad stages of the applicant experience



- Consider good practice within each stage, examining case study examples of practical implementation where available
- Publish recommendations of good practice in enhancing the applicant experience

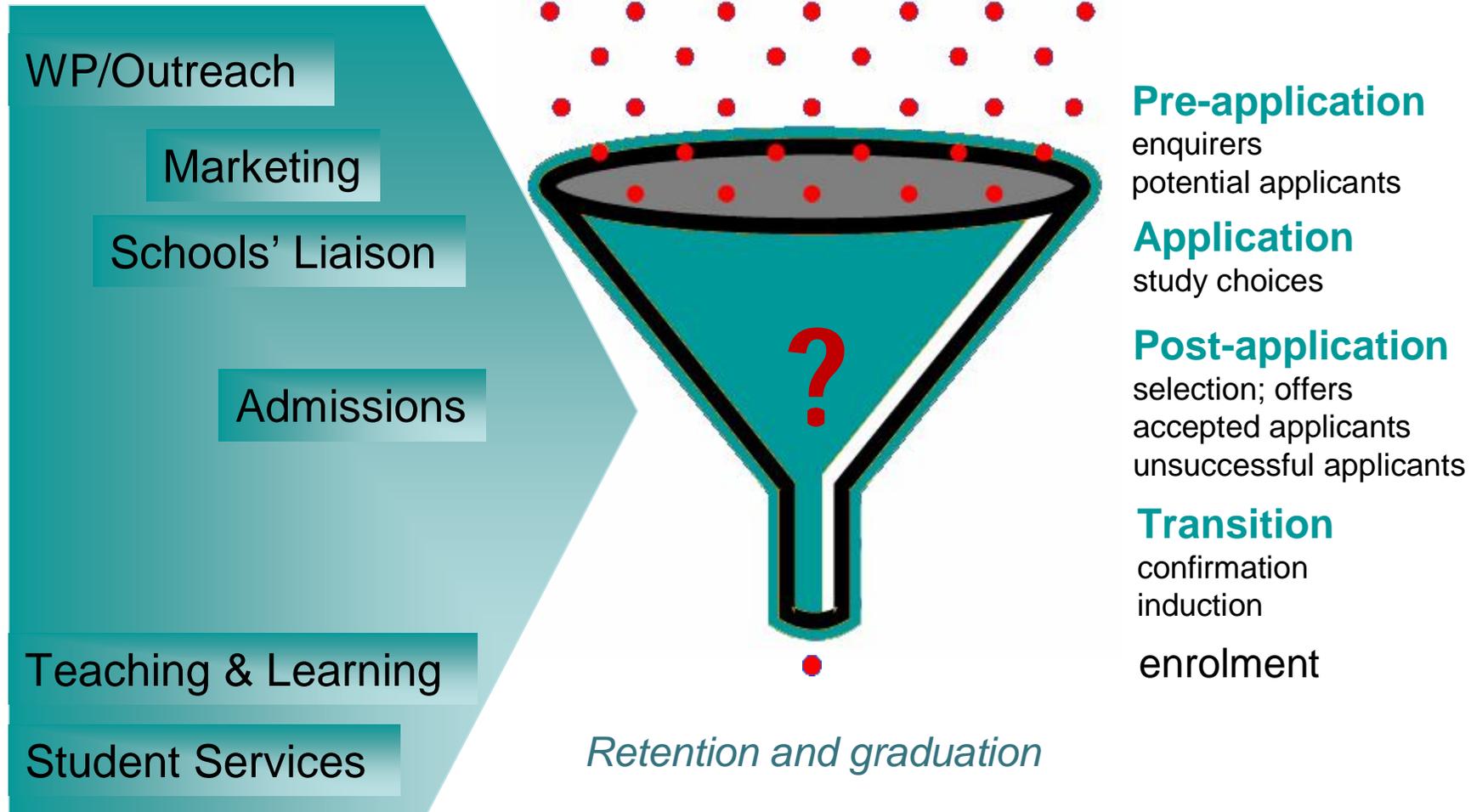
# The applicant experience

## The Definition

- Prompted by The 1994 Group's report, *Enhancing the Student Experience*
- Looked at USA models of Strategic Enrolment Management
- Accepted marketing and market forces play a determining role
- Adopted a behavioural view of 'experience'
  - *Interactive participation and engagement, not a passive journey*

“Encompasses all the opportunities or points of interaction between higher education and a potential student. Such experience affects whether or not an individual becomes a higher education student, and indeed whether or not an individual chooses to apply to higher education in the first place. “

# The applicant experience



# The applicant experience

## A good applicant experience

- is mutually beneficial to both the applicant and the higher education provider
- prepares, informs and provides equality of opportunity to enter higher education
- should accurately match the student's aims, abilities and aspirations with the character of the institution.
- therefore improves student retention and enhances the strategic mission of the institution

## A poor applicant experience

- is inherently detrimental to both the applicant and the higher education provider
- perpetuates barriers to entry
- disengages potential applicants and their advisors
- risks incongruence between student expectations and institutional character
- therefore embeds an enrolment strategy leading to unfulfilled potential and increased drop-out



**Thank you**

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