

Case Study:

Rotterdam School

of Management



studyportals

Erasmus
University
Rotterdam



**USING REAL-TIME
DATA INSIGHTS
TO DEVELOP NEW
PROGRAMMES**

**#actingon
insights**

1 Introduction



Upgrade

your portfolio

Universities and business schools today are faced with the challenge of making quick and constant adjustments to ensure that their students are equipped with the right skillset to thrive in our rapidly-evolving world. The level at which they can be agile in capturing innovations and maintaining the relevance of their offerings is gaining increasing significance as a key advantage that will differentiate them from competitors.

2 The Case Study

Meet our client & the institution



Brandon Kirby

**Director of Marketing, Sales and Admissions
Rotterdam School of Management**

Brandon Kirby is the Director of Marketing, Sales and Admissions for Rotterdam School of Management, Erasmus University. He is responsible for growing and increasing the brand awareness of the programmes at the university. He oversees the entire marketing, sales and recruitment process for RSM's MBA programmes.



Rotterdam School of Management

With its mission to be a force for positive change in the world, Rotterdam School of Management, Erasmus University (RSM) has firmly established its reputation as one of Europe's most international and innovative business schools over the last 50 years. RSM is one of Europe's top 10 research facilities, with 10,000+ students in BSc, MSc, MBA and EMBA programmes. In the FT European Business School ranking, RSM's MBA programme is ranked 16th in Europe.

3 The Goal

Expanding the range of programmes & student audiences

In upholding their vision to educate students in the most innovative ways, RSM sought to develop new programmes that would open up new markets and allow them to service new student audiences that they might not have been able to reach before. As online and hybrid programmes continued to gain relevance in the landscape of Higher Education, RSM understood that staying ahead of new delivery methods was key to preserving its leading position.

With radically different formats and audiences from any of their previous programmes, the university was stepping into uncharted territory and needed access to forward-looking, accurate, high-quality and high-volume data.

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The Solution



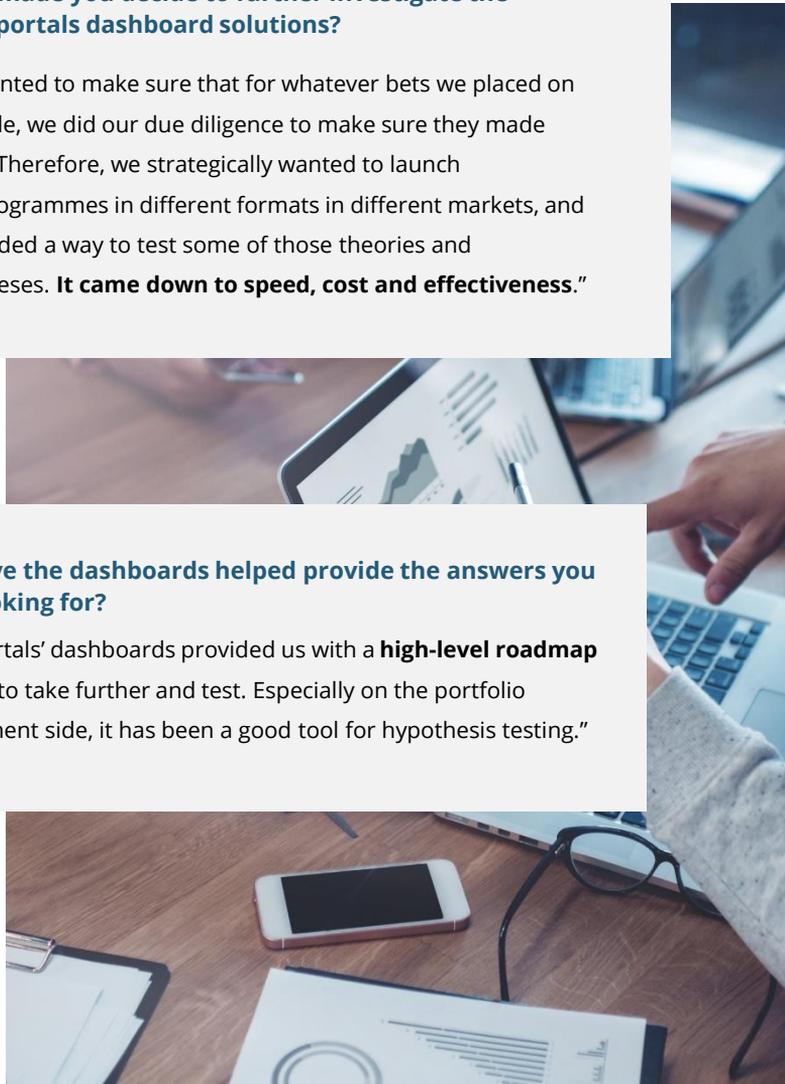
What made you decide to further investigate the Studyportals dashboard solutions?

“We wanted to make sure that for whatever bets we placed on the table, we did our due diligence to make sure they made sense. Therefore, we strategically wanted to launch new programmes in different formats in different markets, and we needed a way to test some of those theories and hypotheses. **It came down to speed, cost and effectiveness.**”



How have the dashboards helped provide the answers you were looking for?

“Studyportals’ dashboards provided us with a **high-level roadmap** of things to take further and test. Especially on the portfolio development side, it has been a good tool for hypothesis testing.”



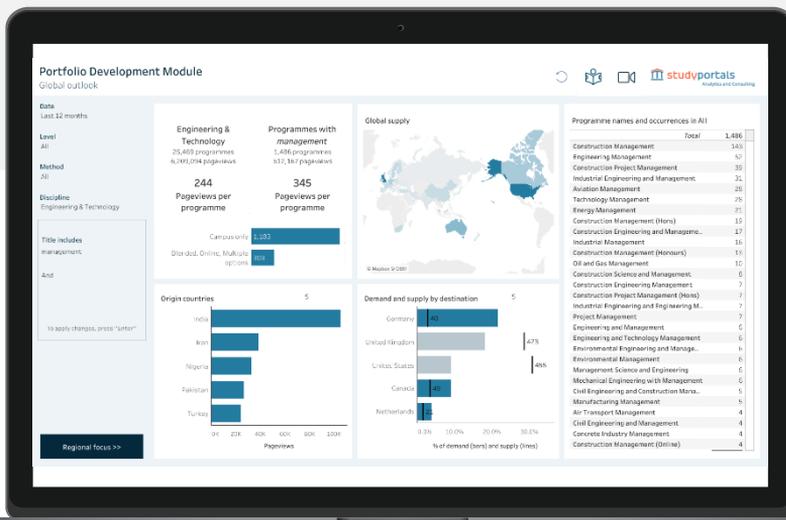
Studyportals

Dashboard modules

Portfolio Development Module

The Portfolio Development Module helps you answer the following questions:

- How can we improve our current portfolio and evaluate new portfolio development opportunities for online or on-campus delivery?
- Which words (or combination of) in the title of degree programmes will attract more interest?
- Which institutions are offering similarly named programmes and where are they located?
- What are the chances that the new programme ideas will perform well in the market?



5

Key Benefits

How have the modules helped you in providing the answers you were looking for?

“We were testing the waters to see if there was a market for particular programmes. We would do some polling and generate reports with findings from the dashboard to share with decision-makers. It was an important jumping off point that gave us answers to some questions while opening up others for further exploration.”

What has been the most impactful result since you started using the dashboard?

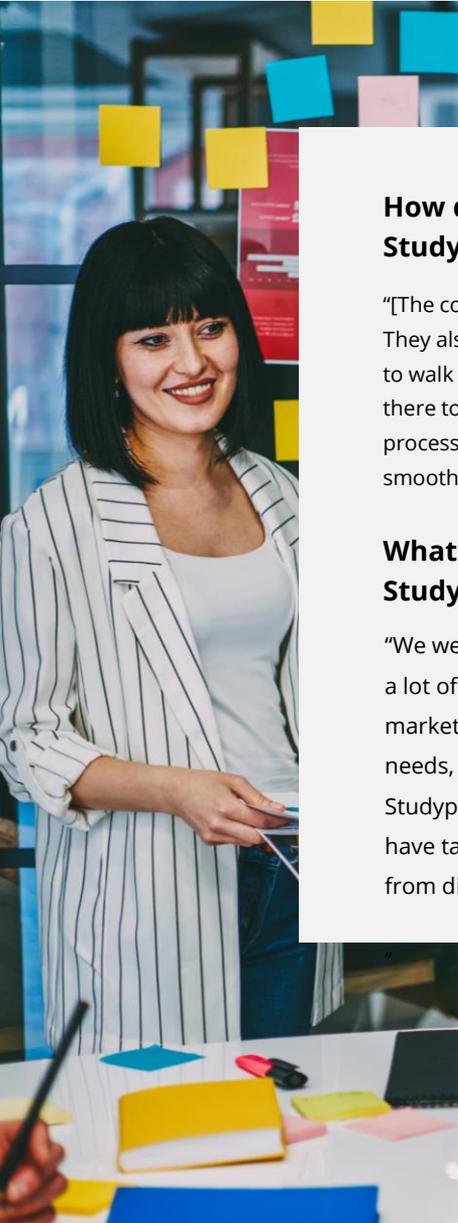
“Being able to go beyond the anecdotal and back things up with empirical research is important for decision making in every industry, but especially ours. We were able to make more confident decisions and know not only what we should be doing, but what we should not be doing.”

What was the advantage of the market insights?

“Studyportals is able to visually see both sides of the equation, not just what the market wanted, but also what the market was delivering. Being able to have that at your fingertips was something that was very attractive to us, and the visualisation of the data really cut down on the time it took to get us to some assumptions that we wanted to test.”

6

Implementation & Service



How did you like working with Studyportals?

“[The consultants] were super helpful with training. They also sat down once or twice with my colleagues to walk through any questions. They were always there to help. I think everything from the sales process, to onboarding, to the aftermarket care was smooth.”

What did you find valuable about Studyportals dashboards?

“We were really going into areas where we didn’t have a lot of experience, so we needed to see what the markets were like - the volume, the wants, the needs, and the desires of prospective students. Studyportals combined all the information that would have taken us a lot of time to aggregate from different industry reports.

7 Key Facts

Do you know how your institution's strategy could benefit from our real-time student data?

Degree Supply & Demand

Which specialisation should our new Master's degree offer? Which fields are currently being under and over supplied?

Portfolio Development

Where do we start with improving our portfolio? What subject areas are students in my focus country interested in?

Trends & Forecasting

What are the upcoming countries of international students? How is the demand for degrees forecasted to develop over the next years?



8 portals



52M unique visitors every year



635,000 international enrolments



3,750+ participating institutions



200,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



studyportals

Analytics and Consulting

**Get in touch to discover how big data
insights can help you enhance your
international student recruitment strategy**

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