

Case Study:

University of Dundee

How the University of Dundee used market intelligence from Studyportals to increase market share and drive diversity

PARTNERING FOR TRULY GLOBAL STUDENT RECRUITMENT

How The University of Dundee leveraged
Studyportals' data for competitive advantage

#winningstrategies

1

Introduction

Actionable data insights for

International student recruitment



The University of Dundee has partnered with Studyportals to optimise international student recruitment.

Based on the search and choice behaviour of over 55 million students, Studyportals Analytics and Consulting team provide real-time, forward looking market insights on student interest, institutional offerings, and changes in the competitive landscape for international education.

At the same time Studyportals helps universities reach a global audience and diversify their student population.



The data has enabled a deeper understanding of future trends and will continue to be a central part in shaping the institution's recruitment strategy.



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The Case Study

Meet our client & the institution



Paul Farndon

Recruitment and Admissions Analysis Manager, University of Dundee

Paul Farndon, Recruitment and Admissions Analysis Manager at the University of Dundee, specialises in improving recruitment and admissions through data analysis. He identifies trends to optimise enrolment and collaborates with departments and partners to enhance the student experience. His strategic work supports the university's goal of attracting top talent and promoting higher education.



**University
of Dundee**

University of Dundee

The University of Dundee stands as a monument of academic innovation and research distinction in the heart of Scotland. With a journey of independence that began in 1881, the institution has since flourished into a leader in education, nurturing minds and serving the global community with its pioneering spirit. Recognised for its impactful research and vibrant learning environment, the University consistently strives towards excellence, fostering a transformative experience for students and faculty alike. As it continues to evolve, the University of Dundee remains committed to its strategic vision of enriching lives and influencing change across the world.

3 Objectives

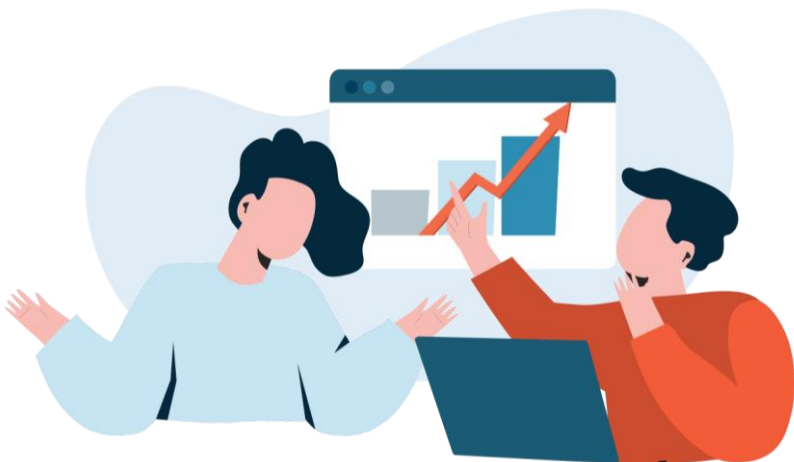


The global recruitment landscape has become increasingly competitive and the ability to use market intelligence not only to increase market share, but to drive diversity in markets, level and types of study is a key factor in the need to partner with Studyportals.



The University of Dundee's objectives include:

- Leveraging marketing intelligence to enhance global recruitment competitiveness and diversity across markets, study levels, and types.
- Moving from reliance on historical data to a forward-looking, data-driven approach for international recruitment at the University of Dundee.
- Placing data insights at the heart of all decision-making and strategy.



4

The challenge

Finding granular, real-time data

to support decision-making



The challenges faced in researching market opportunities stemmed from the lack of real-time data and the inability to scrutinize specific areas of interest in the granular detail required to get actionable market insights.

Most of the accessible data is retrospective, focusing on past trends rather than projecting future student demand.

With the recent volatility in external factors affecting student recruitment, relying on historical data has become less relevant.



The majority of available data does not provide the granular detail required for data-driven decision making. It's backward looking, rather than looking at future student demand.



5 The solution

Through collaboration with Studyportals, the University of Dundee has gained access to market insights that have significantly shaped its strategic approaches. These insights have been key in pinpointing market selection and refining the university's course offerings and recruitment tactics.

Utilising data from six different Studyportals Dashboard Modules, Dundee has made informed decisions that align with market trends and the university's ambitions for growth.

The data analytics from Studyportals has provided a comprehensive overview of the education sector, equipping the University of Dundee with the agility to navigate the competitive global market effectively. This detailed data has allowed the University to tailor its courses to the evolving preferences of students across the globe, creating an adaptable and forward-thinking educational environment.



Crucial market intelligence has been obtained to allow a series of data-driven decisions to be made. These have ranged from prioritising markets, to determining the best ways to improve the current course portfolio. The University is confident that the use of these dashboards have helped in the correct decisions being made.



Navigating global trends

with Data Analytics

The University of Dundee utilises a suite of modules from Studyportals to navigate the evolving landscape of global education. These modules provide comprehensive insights into discipline trends, programme performance, and student interests, enabling the university to align its offerings with the real-time demands of the market. By tapping into data across various dimensions – from market analysis to city preferences and benchmarking against peers –The University of Dundee crafts a well-informed, strategic approach to its academic portfolio and recruitment strategies.

Dundee utilises a tailored selection of Studyportals Dashboard Modules for:



Market Analysis

For identifying popular fields of study and key countries for student recruitment.



Portfolio Development

To uncover the unmet needs of students, informed by real-time student interest data.



City Analysis

For uncovering preferences, and aspirations of students from different cities.



Focus Country Selector

For identifying promising markets for recruiting students in particular subject areas.



Competitor Analysis

To benchmark offerings against competitors and identify areas of differentiation.



Institution Benchmark

To evaluate programme performance compared to similar programmes at peer institutions.

Spotlight on Studyportals' Market

Analysis Module



The Market Analysis Module allows key markets to be identified and also allows investigation into which specific course areas were the most likely to be successful. The 'market opportunity' measure has been particularly useful, allowing the University to determine course areas where there is more demand than supply of available places, identifying several 'easy wins'



Some of the questions that our Market Analysis Module helps you answer:



1

What is the **market opportunity** for these programmes in specific destinations?

2

Which **disciplines** show the most promise for new programmes?

3

Should I offer my new programme **on-campus, online** or maybe multiple options?

4

At what **level** should we introduce a new programme?

Spotlight on Studyportal's Portfolio

Development Module

The Portfolio Development Module has been vital in helping to find gaps in the current course portfolio. This module allows investigation into courses which have high demand, the importance of different course names and which universities are successful in recruiting in these course areas. This allows evaluation of new ideas to improve the course portfolio and allows decisions on new courses to be backed up with real time data.

Some of the questions that our Portfolio Development Module helps you answer:



1

How can we **improve our current portfolio** and evaluate **new portfolio development opportunities** for online or on-campus delivery?

2

Which keywords in the titles of degree programmes will **attract more interest**?

Studyportals' data is a reliable indicator of future student recruitment

Studyportals tracks the anonymous, organic search behaviour of 55+ million prospective students annually on its proprietary platforms. Studyportals' data records changes in student interest as they emerge and is a reliable indicator of enrolments with a horizon of 2 years into the future. UK HESA data shows a correlation of 92% between search behaviour on Studyportals and actual enrolments, 18 months later.

6 Results



One of the most valuable aspects of the Studyporals insight is the ability to see the 'market opportunity' ratio. This allows easy identification of areas where demand outstrips supply and therefore quickly allows identification of areas of potential.



The ability to see trends which will happen 1.5 to 2 years in the future have allowed a series of informed decisions to be made and we are confident these will bear fruit. With the international recruitment landscape becoming more competitive, the ability to make these informed decisions play a crucial part in not only maintaining but growing market share.

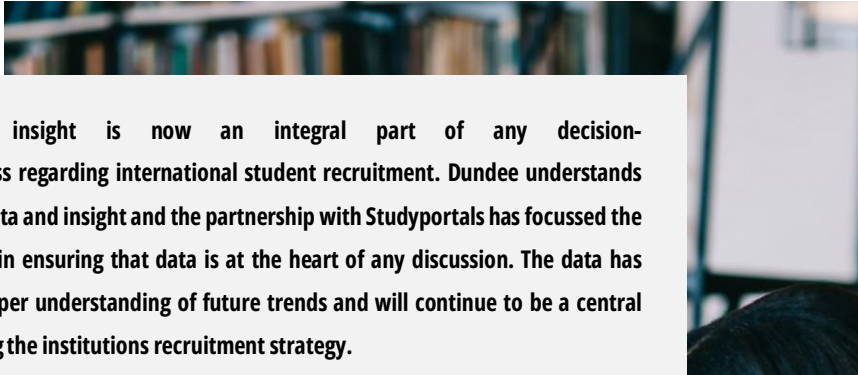




The collaboration



Studyportals insight is now an integral part of any decision-making process regarding international student recruitment. Dundee understands the value of data and insight and the partnership with Studyportals has focussed the Dundee team in ensuring that data is at the heart of any discussion. The data has enabled a deeper understanding of future trends and will continue to be a central part in shaping the institutions recruitment strategy.



The Studyportals Analytics and Consulting Team are always available to answer any questions in a timely and friendly manner and are willing to undertake training sessions to help understanding at regular intervals. This availability is extremely important, especially in the fast-moving environment of international recruitment.





Get in touch

Degree supply & demand

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

Market opportunities

Which countries should I focus my marketing on for our faculty? Which students are interested the most to study in my country?

Trends & Forecasts

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

Curious about how Studyportals can help your institution excel in student diversification?
Let's talk

consulting@studyportals.com



9 portals



55M+ unique visitors every year



1M+ international enrolments over 8 years



3,500+ participating institutions



240,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



studyportals

#actingoninsights

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

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