

THE FUTURE OF THE PROSPECTUS

Robert Hawker

Founder and Owner
Discovering Futures

THE BACKGROUND

THE BACKGROUND



THE FUTURE OF THE PROSPECTUS:

THE EVENT: 26 MARCH 2013

- 14 speakers
- six case studies from further and higher education
- original research by Discovering Futures to complement the agenda
- good practice (based on HEIST prospectus award winners in FHE)
- the future...

THE FUTURE OF THE PROSPECTUS:

HEALTH WARNING

- this is a tour of the highlights of the event
- it will help you consider how the market is changing, what customers want, how technology can help you, how to remain competitive, and how to learn from others
- this event was aimed at FHE and not schools, but there will be lessons other sectors can benefit from too...
- always consider your market and do your homework!
- more can be learned from the conference report and presentations (available from Discovering Futures)



INTERACTIVE PROSPECTUS



RATIONAL

- Rise of social web
- Need to stand out in new fees environment
- Significant decline in printed prospectus requests
- Increase in prospectus PDF downloads
- Increase in mobile traffic to the Falmouth University website

OPTIONS

- Interactive pdf
- Standalone app
- New content on main university website
- Web application managed through a content management system

WEB APPLICATION CHOSEN BECAUSE:

- It provided a solution across mobile and desktop devices.
- It avoids high development costs for developing for both Android and iOS.
- It would work regardless of screen size.
- It could be updated and maintained internally through the project management system.
- <http://your.falmouth.ac.uk>

Welcome



CREATIVE.
CONNECTED.
COURAGEOUS.

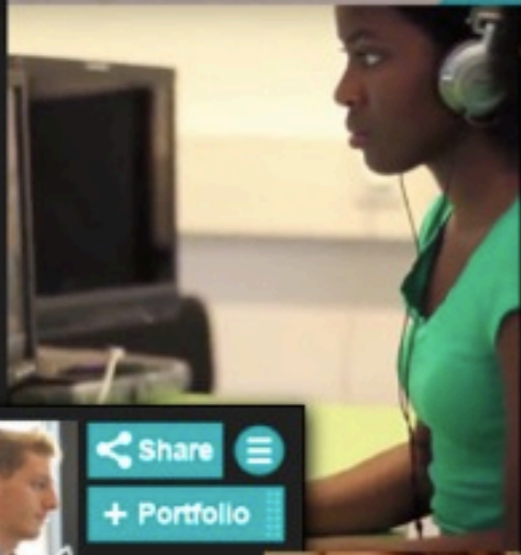


Our courses

Type to find a course

I knew my time at university would have to be self-funded and my employer allowed me to

CREATIVE



Share
+ Portfolio

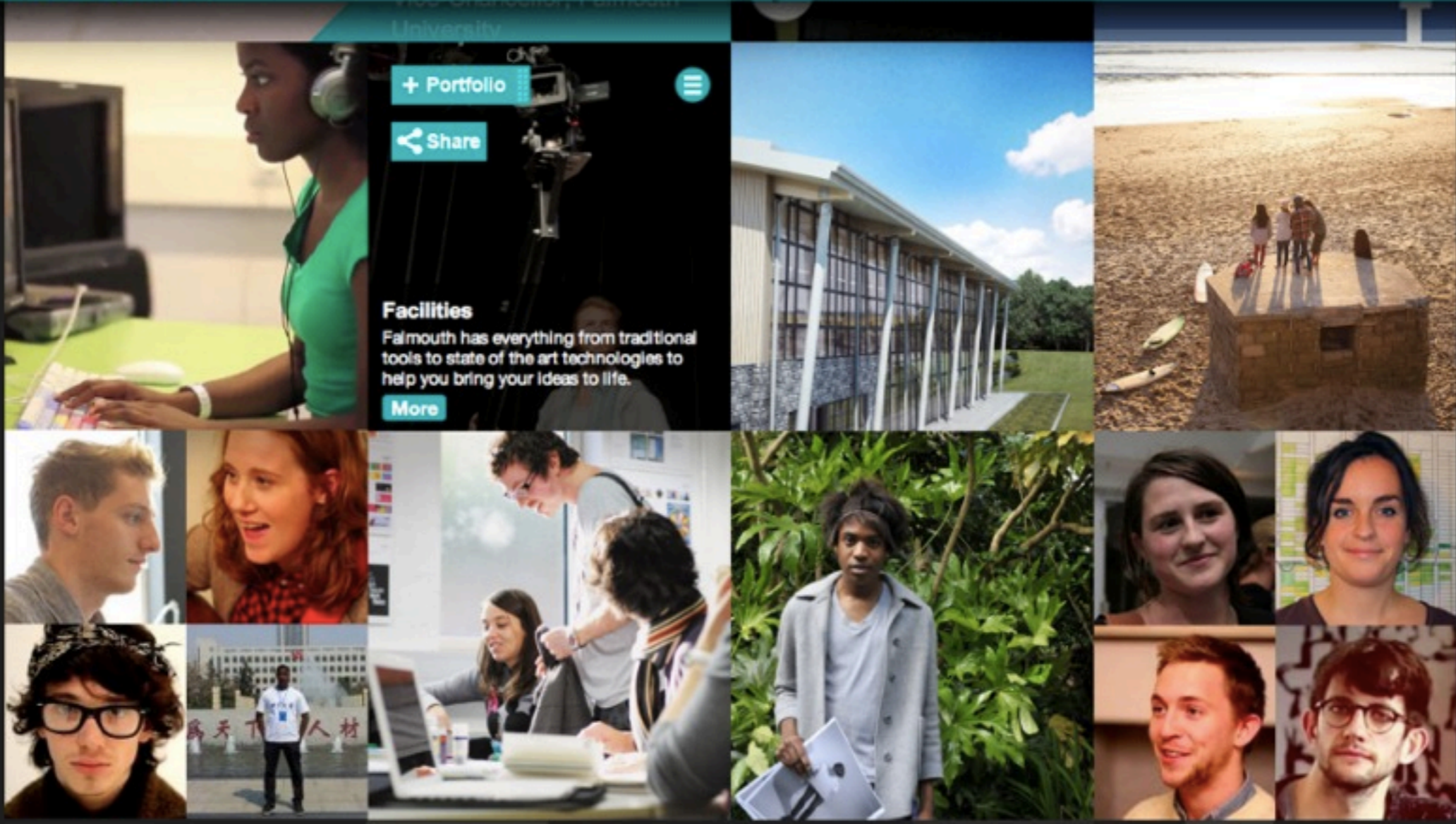
David Taylor
BA(Hons) Graphic Design
2010 graduate David got a job with design agency Smith & Milton after a placement with them
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convergence
for economic
transformation



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convergence
for economic
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OBJECTIVES:

- Provides a solution across all screens
- Highlights graduate employability through video case studies of alumni, student projects and industry partners
- Showcases Falmouth's position as a dynamic, well-connected and forward-looking institution in a beautiful location
- Prioritised authentic student voices over marketing copy through interviews and testimonials
- Increased direct engagement with potential applicants through social media feeds and links

FALMOUTH'S FUTURE

- The interactive prospectus has functioned as a pilot for the planning and development of their current website, which launched earlier this year.
- The new website is also being built in open source CMS that enables new versions to be part of a multi-site system so that multiple sites can talk to each other with shared content.
- A web-based solution that uses new technologies, design and navigation approaches to deliver rich online experience across all web browsers



PERSONALISING PROSPECTUSES



WHAT ARE THE ISSUES FACING MARKETERS IN HE?

- Competition
- Internationalisation (both of institutions and markets)
- Ever increasing numbers of stakeholders
- Diversity of audience
- ‘Digital Marketing’ vs ‘Hard Copy Marketing’ Increasing commercialisation to support income ROI
- Embedding the value of the professional marketing team in the mindset of academic colleagues

MARKET DEVELOPMENT

- Attract and associate the right people with the institution – students, staff, associates and stakeholders
- Knowing the University's key competitors
- Understand 'customer' behaviours and decision making processes
- Focus resources towards opportunities for growth and development
- Monitor effectiveness, efficiency and impact
- Help validate academic programme opportunities and ensure personal opinions are backed with evidence for support where possible

PHILOSOPHY

- If it's cost effective, why would you not offer the same opportunity in print as you offer online?
- 'You' centric approach core part of brand ethos
- We could sustain, manage and produce below the costs of outsourcing with greater control on quality
- Personalisation is the route we chose to enter and engage
- Brand is portrayed through the mantra: • Engage, Debate, Discover

WHY PERSONALISE?

- Give increased control to the enquirer
- Enable self-selection and allow enquirer access to the information that is most important to them
- Start a dialogue
- Impact
- Providing real example to go with 'You'-centred narrative
- Reduce unnecessary printing / storage / postage costs

WHY PERSONALISE?

- Provide core information
- Stay in their consideration set
- Start to build a relationship

IN A NUTSHELL....

- All design, copyrighting, programming, photography, printing done in-house apart from the printing of the full compendium
- Web team involved in content management
- Only as good as the data provided...
- Still offer limited compendium prospectuses

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First Name Surname: Your Guide 2010

SURR S85



First Name Surname
Personalised Undergraduate Information
Your Guide 2010



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- Technology Entrepreneurship
- Theatre Studies
- Tourism Management
- Veterinary Biosciences

Your Subject Information

Dear First Name

The University of Surrey is committed to providing you with an educational experience that gives you a thorough knowledge of your subject, develops a high level of skill and ability, and prepares you fully for entering the world of work.

You have expressed an interest in:

Subject Area 1

Subject Area 2

Subject Area 3

On the following pages you will find information enabling you to gain a greater understanding of what these programmes offer, what you will be studying, and the career opportunities available. Please feel free to contact us if you have any further questions.

If any of our other subject areas are of interest to you, please visit our website where you will find full listings. Alternatively, contact us to have the relevant course information sent to you.

We aim to provide a high-quality learning environment where you can be stimulated and supported to achieve your full potential. We also aim to fully prepare you for professional life and to instil a desire to continue to learn, develop and discover throughout your life. We believe that the professional nature of our programmes, which are enhanced by professional training and an innovative approach to teaching, provides a unique opportunity.

Please read on to discover more about why we feel we can offer you the right course at the right place.

Best wishes

Andy Homer
Head of Admissions



AUGMENTED REALITY PROSPECTUS



CONTEXT

- Lake District National Park
- High performing schools with sixth forms
- Falling demographic
- £9m turnover, at lower end of FE sector
- Use of technology to add value to all stakeholders
- Social media strategy that engages rather than just create metrics

CHALLENGES

- Normal prospectus production
- Assess the risks
- Gathering and editing footage
- Submitting footage to supplier (Aurasma)
- The app
- Making it all work



MUSIC

16



Want to hear what our students really think about their courses? Download the Kendal College app from the Apple or Android app stores, run it and watch the picture on this page come to life! For other smartphones use a QR code reader. You can also watch on YouTube.



YouTube
www.kendal.ac.uk/music



<http://www.youtube.com/watch?v=7Mm8AIP3p9E>



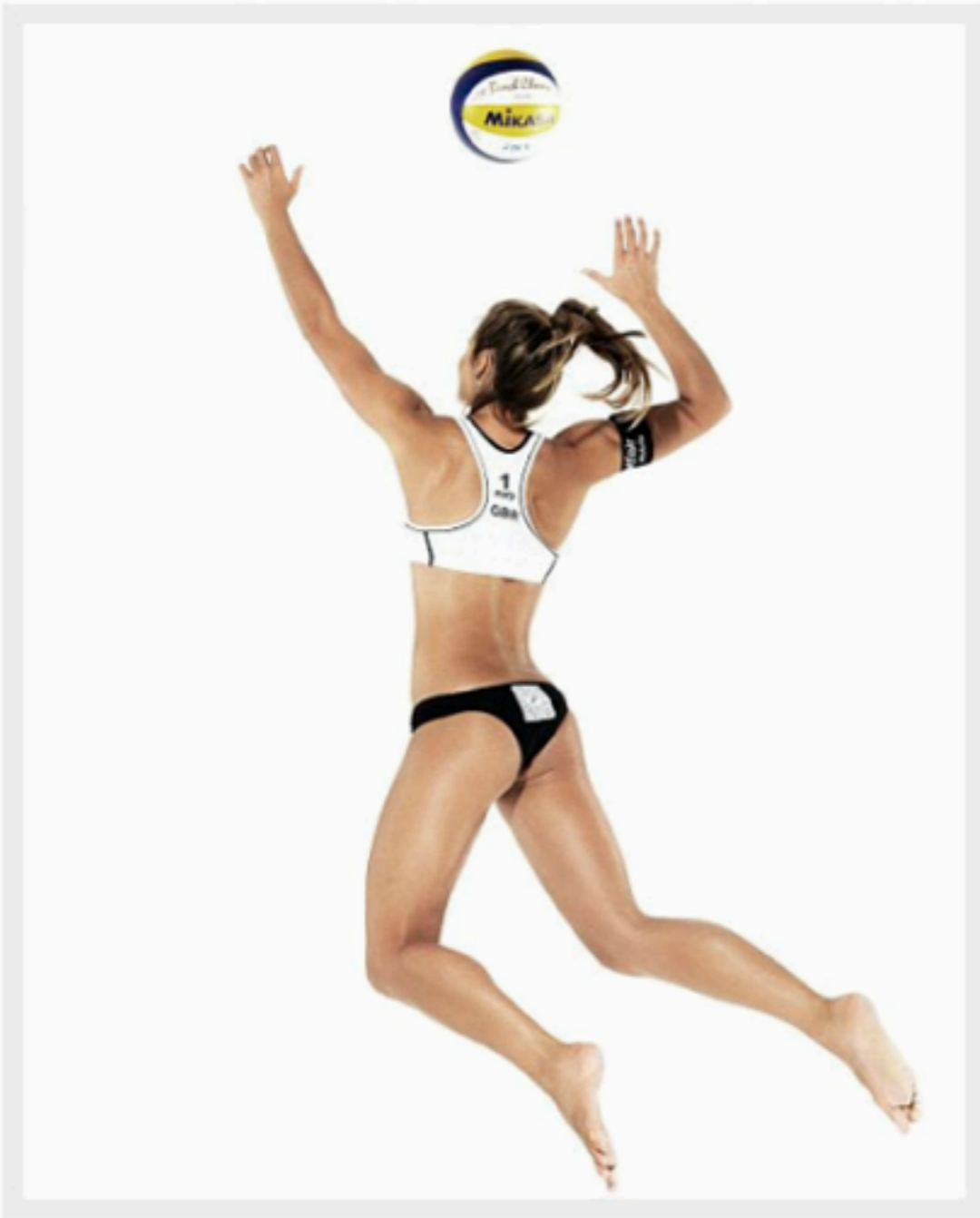
THE LAUNCH

- Locally with launch event to generate video collateral for use online
- Social media: world first to use augmented reality
- Demonstrate at all college events
- Provided metrics for app downloads and click-throughs
- Generated more news pages online than anything else at Kendall



EVALUATION

- Adds value to schools liaison, careers, fairs, meetings, employers
- Does it recruit students?
- Independent use of technology low
- Consider the trigger, relevancy and location
- 50 short films (45 secs) from every subject area
- Let students tell their story and make films as accessible as possible



This is real, folks.

Does anyone in marketing actually understand how a QR code works? Who, exactly, is going to get close enough and have the players stay still enough to get even one scan of this code?



PROSPECTUS RESEARCH

PROSPECTUS RESEARCH

SAMPLE

- 200+ year 11, 12 & 13 students from 34 schools in London and south east surveyed
- aim to discover attitudes to, and use of, university / college prospectuses: what do they want and expect?
- majority were looking to study foundation (31%), degree (67%) and vocational courses (2%)
- respondents: 33% male : 67% female.

PROSPECTUS RESEARCH

- *Please contact Discovering Futures for the in-depth findings of the prospectus research.*

MYSTERY SHOPPING: GETTING THE BRAND INTO THE HAND

MYSTERY SHOPPING: GETTING THE BRAND INTO THE HAND

METHOD

- Ordered prospectuses from 129 university websites November 2012
- Timed the process of ordering online
- Recorded if there was a home page prospectus link
- Recorded “personalised” prospectus option

MYSTERY SHOPPING: GETTING THE BRAND INTO THE HAND

OUTCOME

- Recorded number of days it took for the delivery
- Noted all aspects of prospectus: size, postage cost, packaging, contents, messaging, follow-through
- Provided feedback
- But no public naming and shaming, although some howlers!

MYSTERY SHOPPING:

THE GOOD THINGS ABOUT ONLINE REQUEST...

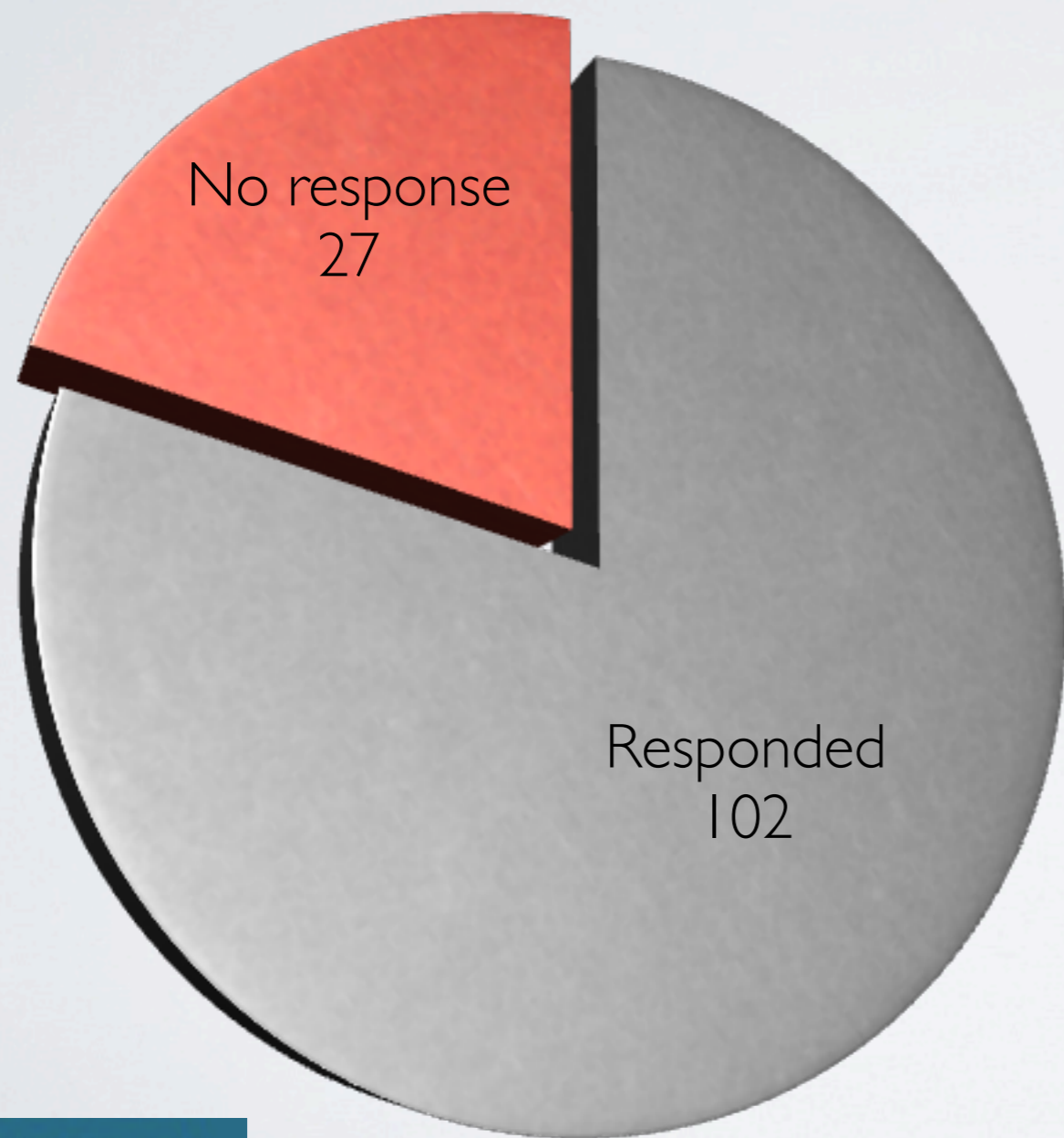
- Readability of site
- Good use of fonts (e.g.: san serif)
- colours
- clearly laid out
- home page link for prospectus
- linear navigation
- content geared to prospective students

MYSTERY SHOPPING:

MORE GOOD THINGS...

- Information requested: the less the better
- Brief forms (Bad: long forms and passwords, registration etc, too time consuming and unclear why this information is needed, feels like too much is being asked for.)

HOW MANY HEIs RESPONDED?



● Responded ● No response

Average number of days to arrive: 7

MYSTERY SHOPPING:

THE PACKAGE

- Majority did not include anything in their envelope other than the prospectus
- Under 15% of HEIs acknowledge request via an email, although 99% acknowledge request during checkout
- Some HEIs say you'll receive the prospectus in x number of days. In reality they don't! Better to say, "it'll be with you shortly".
- One university got its own name wrong!

MYSTERY SHOPPING:

WHAT TO DO BETTER

- Use the opportunity to build a relationship
- Use email (in form of personalised newsletters) to maintain contact
- Send mailshots for open events and important dates in the UCAS calendar
- Enclose personal letter with prospectus alongwith additional information, bookmark, extra information from external sites

CASE STUDY CREDITS

- Paul Goodwin, Kendal College
- Charlotte Tangye, Falmouth University
- Andy Blair, University of Surrey



THANK YOU

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