THE WHOLE PACKAGE

One seamless platform for UC's domestic and international applications

When the University of Canberra first decided to implement StudyLink Connect in 2017, its admissions experience was a noted sore point for agents. Having outsourced admissions processing offshore for ten years, the University knew it had to transform its paper-based systems and overcome perceptions of inconsistent and confusing processes – along with slow response rates.

"The ultimate goal was to provide a sector-leading, efficient experience," says Mike Ferguson, Director of UC's Global Student Recruitment Office. "StudyLink had the complete package: they could deliver what we wanted in a quick and easy experience for agents and students, at an affordable price point. The fact that a number of other providers were also using their system was a major advantage for our agents."

But there was one critical requirement for UC that differentiated it from those other providers. It wanted to manage all admissions – domestic and international – through one system.

"This was part of our scope from day one. We didn't want multiple bespoke systems as our admissions team moves between domestic and international applications," says Mike.

UC needed a system that would:

- **Provide a seamless and quick online experience for agents and direct student applicants**
- **Improve offer response times**
- **Integrate with Australia's Universities Admissions Centre (UAC) for domestic student admissions**
- **Provide a single source of truth for reporting and monitoring.**

"The UAC integration was a big piece of work," Mike says.

> "There are a few differences in the way we process domestic and international students. But the StudyLink functionality worked well."

In 2019, more than 17,000 applications were submitted to UC via StudyLink Connect. Around 80% of those were for domestic students.

The University's Associate Director Operational Performance, Cheyne Scott, was involved with the domestic application integration. He admits it was a big undertaking, because domestic application forms have different data requirements for ongoing government reporting obligations.

"We had to understand the UAC data structures and howw to extract it into the StudyLink platform, and then work through how that impacts our back end," Cheyne says. "But from a user perspective it's more straightforward now – just one link to apply, no matter where the applicant is from. And they can log in and accept their offer online."

The results: offers now turned around in two days

UC has experienced an increase in both volume and quality, with international student applications up 25% since 2018. From a processing perspective, being able to automatically filter out poor quality applications from specific international markets is an advantage.

"We've been quite strict – we no longer accept any paper applications," explains Mike. "This also means we can turn around applications in two working days."

Importantly, students have responded well to the improved experience, noting a positive admissions process during student surveys.

"I'd definitely recommend using StudyLink for domestic admissions," Mike says. "It's great having everything in one platform. And in the future, as more universities look at early offers and assessing students outside the 'traditional ATAR' route, it could be a strategic advantage."

For more information about how StudyLink can help you improve international admissions, please contact us via **connect.studylink.com**.