MORE TIME FOR MORE STUDENTS

How Griffith University boosted commencement rates

With six International Office staff dedicated to data entry, as student applications (and data duplication) increased, then-Pro Vice-Chancellor, Chris Madden, recognised an urgent need for an online application system.

Not only would it need to be easy to implement, other features they were looking for included:

- **Automated processes to reduce data entry**
- **A digital, simplified submissions process for students and agents**
- **A way to reduce the risk of lost documents**
- **The ability to improve turnaround times**
- **A proven increased student conversion rate.**

StudyLink offered a simple solution that Griffith's agents were already using. Agents who told Griffith they appreciated the way they could store applications and related documents, and communicate more efficiently with partner institutions.

The results: commencements improve by 37%

After Chris made the business case by explaining to stakeholders he had a solution that would **"improve application turnaround time, increase acceptances and increase conversion rates"**, the StudyLink Connect platform was easily integrated into the University's PeopleSoft system.

"We are using technology to improve productivity, and the more we can get universities and agents working closely together, the better it is for everybody. StudyLink made our existing systems and processes work better and it has been a very positive experience – all the things we wanted have worked."

> " THE UNIVERSITY SAW AN INCREASE IN COMMENCEMENT NUMBERS STRAIGHT AWAY. "

"Commencements are now up 37%, and I'm sure that's partly due to having more staff working on improving conversions because they're spending so much less time on admin," said Chris. **"It's a success story."**

Importantly, Chris said the streamlined process has given the team more time to deliver a better student experience.

Although he can see a market advantage in keeping the system to himself, Chris said he'd be pleased if other universities adopted the system. **"I think we have an obligation to improve the perception of Australian education, and we all benefit if we get as many universities as possible using it."**