

SPEED TO LAUNCH



A better workflow supports admissions growth

When Macquarie University decided to launch its own in-house pathway college, it needed its application and admissions system to provide prospective international students with a single offer – covering English pathway, academic pathway and degree programs. And it had to be up and running within a few months.



“Our aim was to provide the student, as well as the education agent, with a better experience,” explained Kathy Humphrey, then-Director of International Administration with Macquarie University.

“We wanted students to feel like any other degree student, and we wanted to provide them with one straightforward ‘package’ offer.”

In addition to the speed of implementation, Kathy wanted a system that would provide:

- **A single application process for pathways and packages**
- **Productivity benefits for international agents**
- **24/7 online access across timezones**
- **The ability to scale admissions without adding to the administrative workload.**

StudyLink met all those needs, and as it’s a cloud-based service Macquarie University wouldn’t need to install its own infrastructure.

“StudyLink was already working for us as an application portal, and its ability to interface with major agent systems, like IDP’s OSCAR, was considered a real time saver,” explained Kathy.

“However, the critical key difference is that StudyLink’s business analysts understand international higher education – and that gave us a real implementation advantage because they could advise us on best practice for both system configuration and application workflow.”

The results: 50% student uplift in 18 months

StudyLink underpinned a 50 per cent growth in acceptances with a minimal staff increase.

“WE’RE SEEING GROWTH IN ONLINE APPLICATIONS FROM OUR AGENTS AND ALSO DIRECT STUDENTS”

Kathy Humphrey

Then-Director of International Administration
at Macquarie University

“It’s easy and intuitive for agents to use, and it gives them online access to data and documentation.”

For Macquarie’s admission staff, key productivity improvements include:

- Automated rules-based allocation of applications
- Tailored templates for different offers and forms
- Online workflow for faculty approvals
- Ability to produce OSHC schedules.

“It’s also a really good reference source,” said Kathy. “All our admissions correspondence and documentation is stored within one system. We can review our turnaround time performance regularly, including outstanding assessments, which helps us maintain our service standards.”

Kathy said all the relevant admissions data is easily downloaded and used in their detailed reporting, including analysis by study program package, study level, country of origin, faculty and field of education.

“I’m very happy to recommend the system,” she concluded. “StudyLink really understand higher education in general and especially international student admissions, and that translates into a fit for purpose international admissions system. It works exactly as we had expected.”

