

How to fully integrate agents into your online student recruitment - from marketing to enrolment to relationship management.

Rod Hearps

ICEF Online

EdMedia Student Recruitment

- 19 years in the International Education industry
- Owned and ran an Agency with offices in Japan and Australia for 7 years
- President of Australia's first agency association
- Recruited students via the internet since 1994
- Helped set-up 3 schools for international students in Australia + worked as Principal and Marketing Manager of ESL College
- Owner / manager of several education related websites for students, agents and schools
- Co-founder of ICEF Online

The ALTO Member Survey 2007 found that:

Schools recruited 59% of students via agents (68% in 2006) and 24% via the internet (13% in 2006)

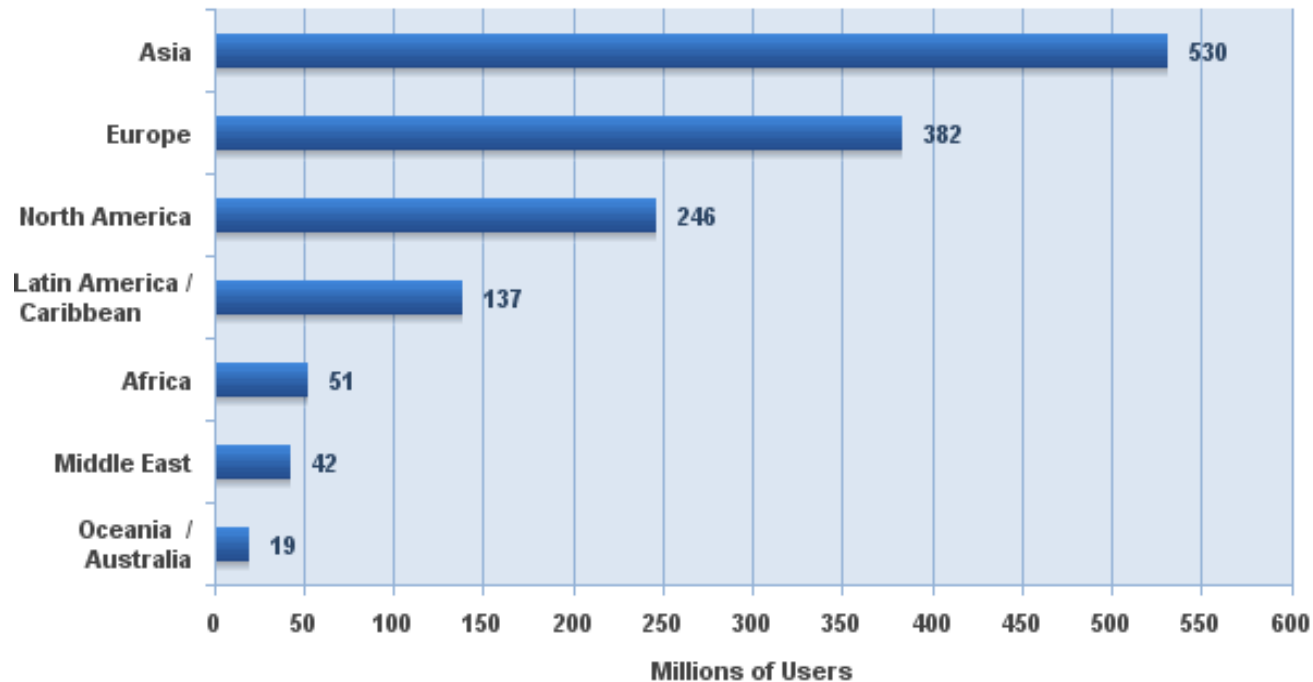
Agents recruited 31% of students via the internet (26% in 2006), 28% via referrals (31% in 2006) and 13% via recruitment events (13% in 2006)

38 of 186 ALTO member organisations responded

- In 2004 48% internationals came via agents
- In 2006 62% internationals came via agents
- In 2006 \$220 million was spent on attracting overseas students, inc \$66 million to agents
- Cost per international student was AU\$3238
- Universities earned \$1.96 billion in fees
- University with the biggest number of internationals recruited > 80% via agents
- next 3 biggest received < 50% via agents
- recruitment from China & India were heavily reliant upon agents

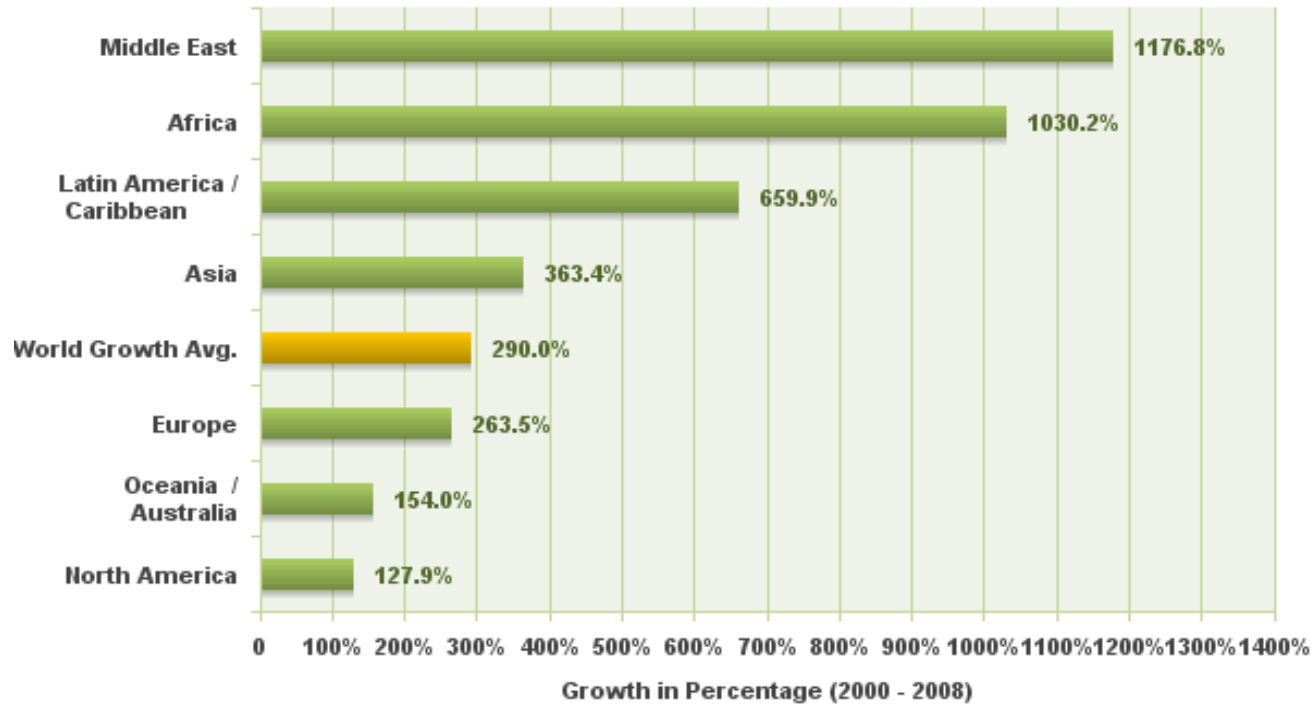
- Today's 1.4 billion internet users are expected to reach 2 billion by 2015
- Of today's 1.4 billion, 300 million speak English, 128 M Chinese and 80 M Japanese
- English are speakers already a minority on the internet (<30%)
- This will drop to 25% by 2015
- Chinese, Russian, Spanish and Portuguese are on the increase
- Chinese will grow fastest, doubling over the next 5 years

Internet Users in the World March 2008



Note: World Internet Users estimate is 1,407,724,920 for Q1 2008
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Internet Users Growth in the World Between 2000 and 2008



Note: World Internet Users estimate is 1,407,724,920 for Q1 2008.

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- How many and which languages should I translate my website content into ?
- Does the internet mean I can recruit more students directly, without paying commissions ?
- Should I list my agents on my website ?
- Should I link to the websites of my agents ?
- How can I best manage my brand and presence on the internet with such a proliferation of websites ?

- Agent login areas on provider websites
- Giving agents login access to enrol students directly into your management system
- Linking to agency / representative websites
- Enquiry generation, management and sharing

- Most commonly feature a simple document download area – brochures, application and enrolment forms, agent manual, images, videos etc.
- Please allow agents to choose their own log-in details



Agents

LOGIN

 User Name:
 Password:

Login

 Keep me signed in on this computer unless I log off.

[Register for a new account](#)
[Forgot your password?](#)

We kindly ask that all potential new ACCESS agents fill-out our "Agency Questionnaire" below before registering for a new (login) account.

Agency Questionnaire

ACCESS is always looking to form relationships with reputable agencies. If you are interested in learning more about our language programs and our agent terms, we ask that you take the time to fill out our brief questionnaire below.

This questionnaire will allow us to determine if our school matches your clients' needs.

As soon as we receive your completed questionnaire we will contact you with further information about our program, and provide you with access to our restricted "Agents Only" site, which contains up-to-date information to help you advise your prospective students on appropriate programs.

Company Name	<input type="text"/>
Title	<input checked="" type="radio"/> Mr. <input type="radio"/> Ms.
First Name	<input type="text"/>
Last Name	<input type="text"/>
Position in Company	<input type="text"/>


 Easy Steps
To Apply

 Frequently
Asked
Questions


Contact us

Students' Corner


[Meet Our Students](#) [Photo Gallery](#)

[Lessons](#)
[News](#)

- Enrolment form with embedded agency ID
- Fee calculator

Access to reports for agents on:

- numbers of applications lodged
- numbers of students enrolled
- tuition fee reports – due and paid
- commission reports – due and paid

Welcome to the don Quijote web for agency partners

Your Profile

- [Update Your Agency Profile](#)
- [Add a Colleague](#)

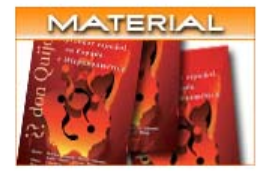
don Quijote News & Changes



Agency Manual



Promotional Material



- Should providers offer prospective students links to their agents / representatives?
- Students want CHOICE - to enrol directly or via an approved in-country representative
- Consumers appreciate not being limited in their choices
- A provider who links to many agents / representatives may even be viewed more favourably by prospective students



Learn English in New Zealand at Worldwide School of English

 Welcome	 Profile	 Courses & Programmes
 Services & Facilities	 Homestay or Apartment	 About NZ & Auckland
 Student Life	 Contact Us ?	 Enrol & Fees

[Watch the Worldwide Flash Intro](#)

[Watch the Worldwide Video](#)



Graduates Club
News & Free Lessons

WWSE Partners

Links



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[BRAZIL](#) > AGENTS

[Letter from a Student
Counsellor for Students
Agents](#)

Agents

Agents in Brazil

Friends in the World

Rua da Consolacao, 3.367-Cjtos.

91/92 01416-001

Sao Paulo SP,

Ph: 011-3068 9403

Email: friends@friendsintheworld.com.br

Central de Intercambio

Praca Charles Miller, 152

Sao Paulo - SP - 01234 010

BRAZIL

ph:011-3677 3600

fax:011-3672 4022

Email: info@ci.com.br

Website: www.ci.com.br

[SIP - Student International Programs](#)



UTAS Home



International Students
UNIVERSITY OF TASMANIA

International Students Home

COURSES & RESEARCH

- ▶ Courses
- ▶ Foundation Studies
- ▶ English Language
- ▶ Research
- ▶ Study Abroad
- ▶ Study Tours & Short Courses
- ▶ Exchanges (Outgoing)
- ▶ Exchanges (Incoming)
- ▶ Brochures

FEES, COSTS & REFUNDS

- ▶ Cost of Living
- ▶ Tuition Fees
- ▶ Scholarships
- ▶ Discounts
- ▶ Refund Policy

APPLICATION FORMS

- ▶ Admission Requirements
- ▶ How To Apply

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Welcome to UTAS' International Representatives Area

The following list of representatives have been appointed by UTAS to help you with all stages of the application process, from the initial application, through to assistance with applying for a student visa and providing predeparture information. We hope you find their assistance helpful and professional. If you have any complaints about the service of any of our representatives, [please let us know](#).

Search Representatives

Coming Soon

- ▶ [About Tasmania](#)
- ▶ [English Language Centre](#)
- ▶ [Accommodation](#)
- ▶ [Information for New Students](#)
- ▶ [IELTS](#)
- ▶ [Our Representatives](#)
- ▶ [Contact & Enquiries](#)
- ▶ [Translations](#)



Hobart Campus
International Services, Hytten Hall
French Street, Sandy Bay, 7005
Phone: +61 3 6226 2706
Fax: +61 3 6226 7862

Launceston Campus
International Services
Newnham Drive, Newnham 7248
Phone: +61 3 6324 3503
Fax: +61 3 6324 3924





RMIT International Current Representatives List

RMIT University has employed a network of registered representatives around the world to assist you with program and application queries. Some representatives are private companies, and some are part of the IDP Education Australia group. These representatives are knowledgeable about the Australian education system, RMIT University and the RMIT application process. They will assist you with your program queries and program and visa application. However, please note that a fee may be charged for this service.

Germany

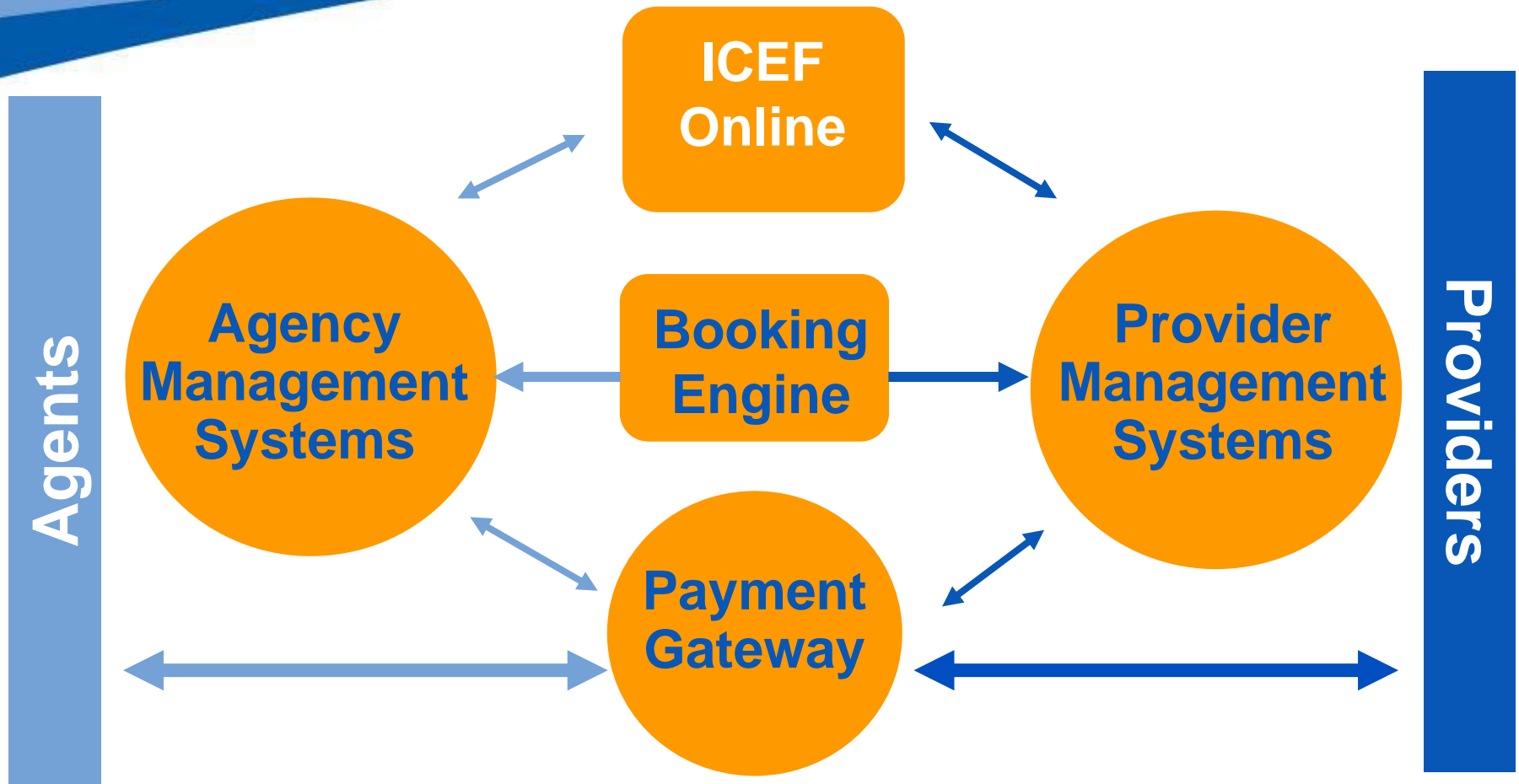
Company Name	Address	Contact
Berlin		
IDP Education Australia	Internationales Handelszentrum "Freidrichstrasse 95 Berlin . 10117	Phone: +49 30 2096 29593 Fax: +49 30 2096 29591 Email: berlin@ranke-heinemann.de
International Education Centre	Marienstr. 19/20 Berlin 10117	Phone: +49 30 20 45 86 87 Fax: +49 30 20 45 86 88 Email: info@ieconline.de
Muenster		
College-Contact.com	Geiststrasse 49 Muenster 48151	Phone: +49 251 1628280 Fax: +49 251 53959525 Email: amichel@college-contact.com
Stuttgart		
Gostralia (Shtuttgart)	Lange Str. 54 Stuttgart	Phone: +49 (0) 711 284 8886 Fax: +49 0 711 284 8896 Email: info@gostralia.de
Tuebingen		
International Education Services	NEW: AIXER STRASSE 70 Tuebingen 72072	Phone: + 49 7071 35783 Fax: 49 7071 360051 Email: info@ies-online.de

- Do you as a provider have the internal language resources to effectively handle student enquiries in various languages ?
- ie. understanding and responding effectively to all enquiries in the prospective student's native language, including visa advice ?
- Or would more students enrol if you outsourced some enquiry follow-up to better resourced partners, like agents ?

- Via agent websites - handled by agents
- Via provider websites - handled by providers or some sent to agents to handle?
- Via 3rd party websites - handled by providers or some sent to agents?
- How to decide ?

- Country by country - according to visa conditions, prevailing cultural preferences
- Enquiry volume vs marketing staff workload
- Which agent/s to forward enquiries to?
- Those who are more 'web savvy'
- Reward loyal / high producing agents
- Monitor success of receiving agents & change to another agent if unsuccessful
- Please send 1 enquiry to 1 agent only
- Don't waste hard won enquiries

- over 850 members since November 2006
- over 630 agents from 97 countries
- over 220 providers from 39 countries
- easily find, contact and communicate with new and existing agent partners
- Over 1400 documents & promo materials
- provide and manage website content for agency websites in up to 10 languages
- empower agents to generate and convert enquiries on your behalf



- Are you collaborating online with your agents as much as you could be?
- Are you using the internet for effective relationship management with your agents?
- How could you make better use of the internet - to more fully integrate agents into your online marketing & management?
- The internet is a medium / vehicle for management, as well as for marketing.
- Don't think about agents OR the internet.
Think about agents AND the internet.

- Thank you for your time
- Feel free to email questions to rhearps@icefonline.com
- Download this presentation (and others) via the “Resources for Providers” page at www.icefonline.com