



Supporting Professionalism in Admissions

Managing equity through an applicant experience strategy

**Mainstreaming equity, opportunity and success
in higher education – 14 April 2010**

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Managing equity through an applicant experience strategy

Who's who and what do you do?



The applicant experience definition

- *Reviewed under four broad stages*



- Adopted a behavioural view of ‘experience’
 - *Interactive participation and engagement, not a passive journey*
- Accepted that marketing and market forces play a determining role

“Encompasses all the opportunities or points of interaction between higher education and a potential student. Such experience affects whether or not an individual becomes a higher education student, and indeed whether or not an individual chooses to apply to higher education in the first place.”

The applicant experience definition

A good applicant experience

- is mutually beneficial to both the applicant and the higher education provider
- prepares, informs and provides equality of opportunity to enter higher education
- should accurately match the student's aims, abilities and aspirations with the character of the institution.
- therefore improves student retention and enhances the strategic mission of the institution

A poor applicant experience

- is inherently detrimental to both the applicant and the higher education provider – *both lose out*
- perpetuates barriers to entry
- disengages potential applicants and their advisors
- risks incongruence between student expectations and institutional character
- therefore embeds an enrolment strategy leading to unfulfilled potential and increased drop-out

The applicant experience strategy



Pre-application

enquirers
potential applicants

Application

study choices

Post-application

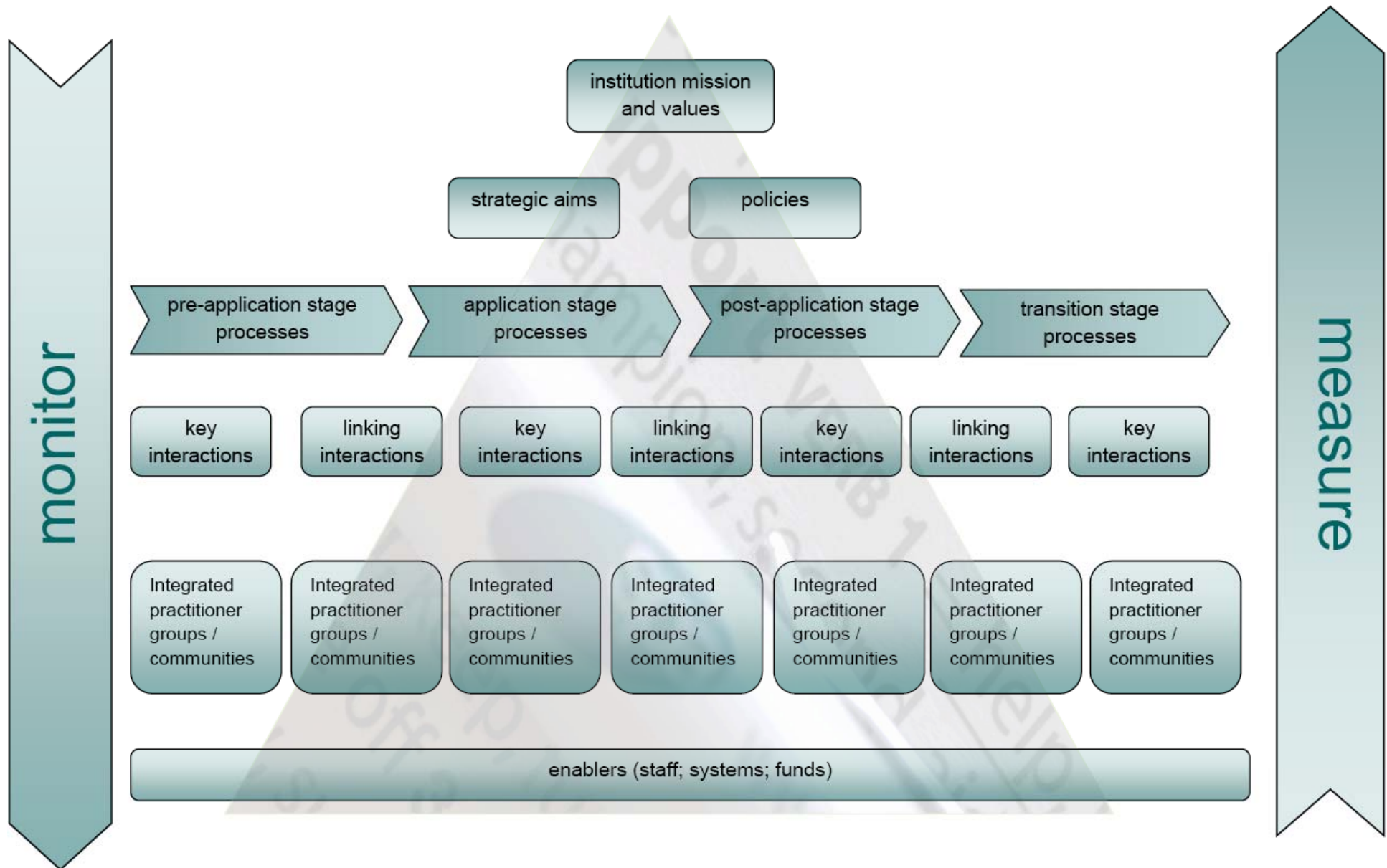
selection; offers
accepted applicants
unsuccessful applicants

Transition

confirmation
induction
enrolment

Retention and graduation

The applicant experience strategy map





Thank you

www.spa.ac.uk/applicant-experience

Email **enquiries@spa.ac.uk**, call 01242 544891

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