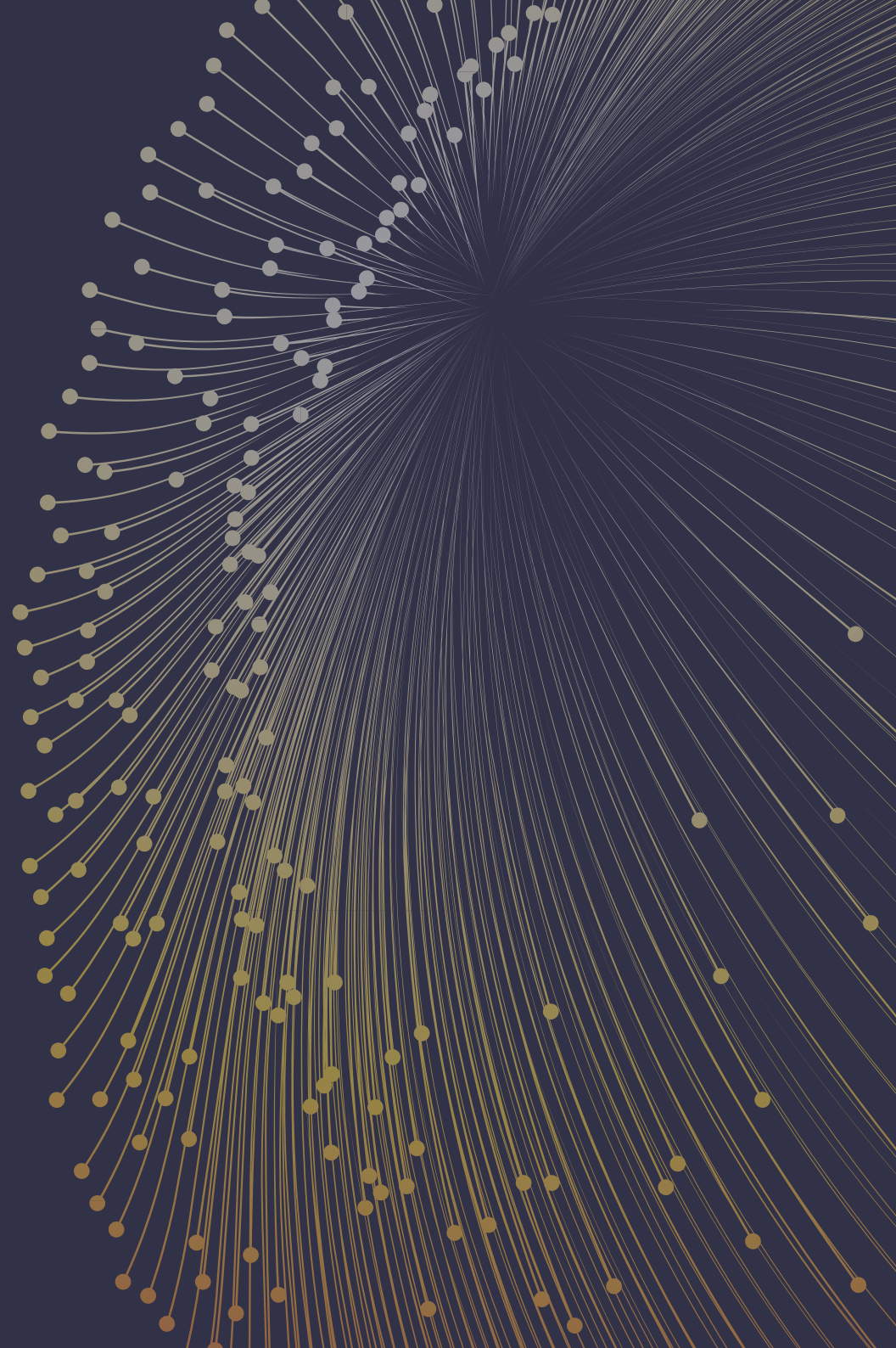


CASE STUDY

IQ





Business problems faced by University of York

Supporting University of York, member of the UK's Russell Group, to inform market strategy and portfolio planning through unique data insights

- The University recognised a significant over-reliance on China in its Postgraduate Taught international recruitment and is seeking to increase recruitment in alternative markets. In addition the existing academic portfolio undergoing review and was not sufficiently informed by demand-side market intelligence.
- The international recruitment directorate required data-driven insight to invest in new or re-imagined programmes as well as markets that will drive gains in market share outside China. In addition to forward looking data, there was a desire to understand and benchmark against comparable or competing institutions that are enjoying success in accessing emerging demand.

IQ approach

- The University commissioned IDP Connect to conduct specialist data consulting, desk research and primary research using its unique student demand data, aggregated application data and its international network. A detailed project plan was agreed encompassing four phases of research, analysis, interpretation and reporting.
- The project scope set out to answer several key questions including York's current market positioning and perception, an understanding of where they are losing market share, together with deeper understanding of influencing factors including programme content, length and other components such as entry points, work placements and accreditations.



Key outcomes

The key phases of the project took 12 weeks to complete and were delivered on time. The University received a detailed report of the findings including an executive summary, together with customised interactive dashboards to drill down further into key areas of interest. University stakeholders were consulted throughout the project to verify deliverables were aligned to requirements and incorporate feedback into subsequent phases.



Fundamentally the analysis allowed an unbiased view of the University's current position and its clearest opportunities. Market reports were provided including mobility driver analysis. Among the key findings were strategic recommendations related to brand awareness and prospective student demand supporting a more targeted and proactive approach to future marketing.



Portfolio gaps were presented which were used to inform a wider strategic portfolio review within academic departments. Specific recommendations on new programmes in identified markets were also provided. Analysis of how student demand reflects the University's current academic structure was also delivered, informing a move towards modularisation of the curriculum away from the current linear structure.



Kind words

"The research and consultancy delivered by the IQ team at IDP Connect was everything I hoped it would be. It has shone a light on our opportunities and provided clear recommendations which are now driving strategic actions across our teams. The report was incredibly comprehensive and the summary of findings was exactly at the level required to present back to our Executive Team. The data helped us to look forward rather than back and allowed us to gain buy-in for strategic investments."

Rachel MacSween

Director of International Recruitment
Partnerships and Mobility



Get in touch

Request a consultation of our IQ services with one of our expert team members and find out how we could help your institution

Email us

internationalclientteam@idp-connect.com

Across the web

www.idp-connect.com/iq