

OPEN UNIVERSITIES
AUSTRALIA

FULL SERVICE OFFERING

Full Service:

An end-to-end approach to
growing your enrolments



September 2021



By supporting Australian universities in building a digital pathway to higher education, OUA provides more students with access to quality education from world-class institutions.

We empower universities to offer their courses through an online marketplace that extends their brand profile and provides Open Access to students seeking a structured online study environment.



As the market leader and the most recognised brand in online university education, OUA and our partner universities have helped over 447,000 students pursue their education goals.

Our goal is to support the academic community by helping institutions reach and empower even more diverse students.

OUA is firmly committed to championing everyone who wants to learn, no matter where they are.



447K

OUA and our partner universities have helped over 447,000 students pursue their education goals.





About Full-Service



OUA is a nationally recognised and trusted brand. One way we reach students across Australia is through a countrywide marketing campaign that amplifies our university partner brands.

OUA manages the end-to-end student enrolment journey; from sales and marketing, student application and enrolment management services such as financial support and student loan administration, to student administration services and quality assurance support.

OPEN UNIVERSITIES AUSTRALIA
Explore. Choose. Enrol.

We've helped over **400,000 students** find the right degree

open.edu.au

The display features several framed certificates from partner universities:

- Curtin University:** Master of Teaching (Secondary Education) - Megan France
- Griffith University:** Master of Social Work - Petra Pilkington
- University of South Australia:** Master of Business Administration - Linda Richards
- LA TROBE UNIVERSITY:** Bachelor of Food and Nutrition - Kate Rowman
- University of New England (UNE):** Bachelor of Laws - Linda Richards
- Griffith University:** Graduate Certificate in Professional Nursing - Elise Crabbem
- MACQUARIE UNIVERSITY:** Master of Cyber Security - Megan France
- UNIVERSITY TASMANIA:** Master of Business Administration (International) - Karen Topping
- SWINBURNE UNIVERSITY OF TECHNOLOGY:** Bachelor of Psychological Sciences - Linda Richards

OUA's Full-Service helps students and universities across seven key areas.



Marketing

Extending the reach of all partner universities to offer unique exposure to future students as they explore their study options at open.edu.au



Recruitment

Over the phone, online or assisted admissions, enrolments and re-enrolments, study planning advice and support to facilitate student enrolments.



Student Administration

A range of features to support your student finding and verification needs to help relieve administration burden.



Government Reporting

Alleviate the burden of Open Access and CSP reporting in line with Government requirements



Insights and Data

Access to unique student data for performance benchmarking and program planning



Funding

Unique access to funding opportunities for both students and universities



Student Support

Complementing your own student support services we drive retention and student success through a range of services that suit the OUA student

Universities are supported by a dedicated team including a Key Account Manager and Partner Engagement Manager as well as access to data and information through the Gooddata dashboard.

LEAD REFERRAL

FEATURE

A lead acquisition product for university awards.

**CUSTOMER VALUE
(HE PROVIDERS)**

Easily and quickly participate in OUA's marketplace to connect with consumers who are interested in studying your awards.

**CONSUMER VALUE
(STUDENTS)**

As the dominant marketplace to find online university education options, Lead Referral drives increased breadth of choice on the marketplace, helping facilitate student confidence with increased choice to find the right study for them.

ELIGIBLE FOR USE WITH

HE awards

PRICING MODEL

Fixed cost per converted lead

ADVERTISING



NURTURING



RECRUITMENT



Quality leads

ENROLMENT MANAGEMENT



ADMISSION MANAGEMENT



STUDENT SUPPORT



STUDENT RETENTION



FEE-HELP FUNDING (VIA OUA)



YOUR STUDENT DATA



FULL SERVICE

OPEN ACCESS

CSP AGENCY

A student acquisition and management product enabling universities to offer single subjects through to awards with Fee-Help funding.

A CSP student acquisition and management product for university awards and related subject enrolments.

Help increase access to HE and student diversity by offering subjects and awards with alternative funding and reduced barriers to start without impacting your attrition rates or having to follow CSG price bands.

By offering subjects and awards with CSP on OUA, you can maximise your ability to attract students to utilise your full CSG allocations. To protect your ongoing CSP allocations, you can utilise OUA's enrolment and admission qualification rules to restrict access to students that do not meet your eligibility requirements.

As the dominant marketplace to find online university education options, Open Access helps make it easy for everyone to study, in particular those who have not traditionally been able to access HE.

Most students are not driven in their decisions by whether CSP is available or not, however we know that CSP will provide them with more certainty and protection about the price that their study will cost.

HE awards without CGS Funding
Subjects

HE awards offering CGS Funding
Subjects

% of subject enrolment fee payable post census

% of subject enrolment fee payable post census



Fully qualified students



Fully qualified students



Available to use with or without restrictions on eligibility



Available to use with or without restrictions on eligibility, or single subjects to prove capability



Marketing

OUA reaches students across Australia through national marketing campaigns that prominently feature our university partners brands.

OUA remains the number one brand for online education with a 3% YoY growth in brand awareness.*

For university partners we aim to be there in all moments of consideration, via maximum reach, impression and prospect generation for the portfolio nationally.

Our university partners that are listing programs on the marketplace benefit from the national reach delivered by always on campaigns, showcasing the breadth of choice offered to prospective students.

MARKETING	DESCRIPTION
Subject display listing	Dedicated subject page on the marketplace including ability to add video content which enables universities to advertise their units or subjects and relate them to degrees
Program display listing	Dedicated program page on the marketplace including ability to add video content which enables universities to advertise their study offerings by subject, highlighting the key information
Internal extension	<ul style="list-style-type: none"> • Opportunity for programs and subjects to be featured listings on home page of website • Programs and subjects featured in study area pages • University profile included on partnership page • University logo included in logo parade on home page of marketplace
External extension	<ul style="list-style-type: none"> • University logo featured in above the line advertising • Some programs featured in above the line advertising • Opportunity to feature in study area and program specific advertising campaigns
Sales enablement and training opportunities	Universities have the option to introduce their program to the Student Advisory team and provide additional information to help sell the program.



#1

National Brand Awareness

+3% YoY



#1

Brand

for online education marketplace



#1

Share of Voice**

(National media spend)



105.2 mil

Social Impressions



236 mil

Online Impressions (excl. social)



28.8 mil

Video Views



23.9 mil

TV Reach



1.5 mil

Radio Impacts



18.7 mil

Outdoor

Source: Open Universities Australia Brand Health Tracker 2021 & AdQuest Media Tracking 2021

Recruitment

OUA's marketplace is a flexible way for universities to offer degrees and subjects to a wider audience and help them to attract students beyond traditional catchment areas.

The marketplace is supported by our dedicated in-house team of Student Advisors locally based in Melbourne who have generalist skills in Inbound calls, Outbound calls and Live Chat, and OUA has skilled Social Community Managers who monitor our suite of social media channels. Our Student Advisors offer impartial advice to help student select the program that is right for them.

Working alongside our Student Advisors is our team of training professionals, with specialist skills in Product, Systems, and Operations.

Our training environment is on-site, and our trainers use a combination of self-paced learning, gamification-based training and classroom style teaching to ensure our advisors have the tools they need to effectively meet the needs of our students. Information about new programs and units is embedded through daily huddles, coaching and our bespoke Product Finder which helps advisors to understand the key selling points of each program.

RECRUITMENT	DESCRIPTION
Online and assisted enrolment journey	OUA takes care of the successful enrolment of students into your subjects via our online enrolment journey, or call centre/student advisory channels.
Flexible study terms	Universities can offer study terms that align with their on-campus periods.
Lead nurturing	Our omni channel approach to lead nurturing allows OUA to nurture students through their decision-making process from awareness to enrolment.
Study planning advice and change management	We can advise students of the next best fit for their study journey, including managing the transitions and changes in your course.
Outbound sales campaigns	Outbound sales campaign in support of student enrolment activity.



“OUA has not only provided access to a market we otherwise couldn’t get but our own enrolments have grown by around 9%”, said Professor Todd Walker, Provost and Deputy Vice Chancellor, University of New England.



7.2 mil

EDMs (+10% YoY)



108.5k+

Phone Calls (+16% YoY)



197.7k+

Chat Bot Assisted Conversations



203k+

Chats & Messaging Conversations

Source: Open Universities Australia Brand Health Tracker 2021 & AdQuest Media Tracking 2021



Student Administration

Complementing our sales teams is a Student Administration Operations team who offer application and enrolment management services – such as application assessments, withdrawal and waiver management – through to student administration assistance and quality assurance support.

STUDENT ADMINISTRATION	DESCRIPTION
Student verification and validations	Checking of student citizenship and eligibility to study with a Government loan to ensure your accuracy of reporting and funding.
Establishment of enrolment and admission rules	Built in rules that support your decision to allow a student to be accepted into study. For example, prerequisites, class sizes, parental permissions, funding types
Withdrawals/late enrolments/LOA	In partnership with you we track and report on student study transitions and changes to support your reporting and student planning.
Entry requirements	Supporting your need for quality through GPA and RPL requirements.
Application assessment & outcome	Checking of documents provided by students to ensure they meet your protocols including CSP eligibility assessment.
Admission journey funding	<ul style="list-style-type: none"> • HECS-Help Form Collection • HELP Eligibility Assessment
Student facing documentation	Checking of official documentation that supports your students' funding and verification needs, such as enrolment statements, eCAN, statement of attainment, etc.

Funding

OUA has a unique status, it is the only entity explicitly written into the Higher Education Support Act (HESA 2003) to provide access to FEE-HELP for students wanting to study single units.

Over the last three years OUA has supported its university providers by making available \$3 million to develop degree programs across a wide range of disciplines: Agriculture and Environment, Architecture and Building, Creative Arts, Education, Health, Information Technology, Management and Commerce, Natural and Physical Science, and Society and Culture.

To date 6 universities have been awarded Rapid Development Funding (RDF) for the development of 37 online programs. The success of the uptake, development and return in student numbers to our University Providers has been more than \$21 million.

FUNDING	DESCRIPTION
FEE HELP for single subjects	Unique to OUA, students are eligible to apply for funding for a single subject.
Commonwealth Grant Scheme	OUA to act as a CSP agent for the University
Upfront payment options	Option for students to pay upfront via EFT or credit card payments.
Scholarships	<ul style="list-style-type: none"> Administration of the university's scholarship (limited). OUA also has a scholarship program, but this is restricted.
Rapid Development Fund	Funding to help universities develop degrees, short courses and microcredentials.



*Without RDF we wouldn't have been able to bring as many programs online. **Julie Brunner, Manager Curriculum Transformation, Curtin University***

Student Support

Complementing your own student support activities, we drive retention and student success through a range of activities that suit the OUA student.

To provide support to university partners OUA has a team dedicated to assist students with special circumstance applications. This can range from disability support, right through to

arranging travel subsidies for students living in remote areas, helping incarcerated students through the application process – and everything in between.

STUDENT SUPPORT	DESCRIPTION
OUA student support	<ul style="list-style-type: none"> • Incarcerated student course coordination • Travel subsidies for regional students • Complaints handling services • Special Circumstances processes • Smarthinking (24/7 tutorial service)
Touch base calls	Our trusted advisors call active students to offer individual support. A 98% satisfaction contributes to retention rates.
First-time study experience	A range of support services to help first time students though their first term with their respective university
Corporate partnerships	OUA has partnered with over 40 business and industry leaders across a range of sectors, giving these organisations a competitive edge through their employees' continuing professional development.

“When you have a chronic illness and cannot attend school or university full-time this is a fantastic option for achieving study goals. Great to have the opportunity to study through some of Australia’s top universities but at a pace that suits. **(Male, under 20)**”



Government Reporting

Our Full-Service offering increases efficiencies for universities by reducing the administrative burden of Government reporting.

GOVERNMENT REPORTING	DESCRIPTION
<p>OUA reports on Open Access students</p>	<p>OUA is responsible for reporting of Open Access enrolments. Open Access students are considered OUA students for the purposes of Government reporting, they are not reported as part of your student base. This also applies to attrition rates.</p>
<p>OUA supports you with CSP reporting</p>	<p>We will prepare files to assist you with regulatory reporting of applications for Commonwealth Supported Places.</p>

Insights and Data

Despite not being a University, OUA also has obligations as defined under the Higher Education Support Act (HESA 2003) and FEE-HELP Guidelines that we are required to comply with. In addition to meeting our regulatory obligations, OUA seeks to complement each of the university's own established quality assurance frameworks and ensure the overall value of OUA's digital marketplace is optimised for all users.

INSIGHTS AND DATA	DESCRIPTION
Enrolment and student reporting via a bespoke dashboard	<p>Full-service reports are a comprehensive overview of all your:</p> <ul style="list-style-type: none"> • Enrolments and students • Demographics • Field of education • Student planning • Subject performance results from the student survey • Cross-institutional enrolments (where appropriate)
Annual Performance Reviews (PPRs)	<p>Program performance and student satisfaction data is aggregated and shared with university partners for benchmarking purposes.</p>
Student satisfaction reporting	<p>For more than a decade, students studying via OUA have received a Student Satisfaction survey which includes a series of questions covering teaching, unit content and structure, and overall satisfaction.</p>
Recognising Excellence Awards	<p>Awards that recognise university staff who demonstrate excellence in the engagement of students studying online.</p>
Access to student research and insights	<p>OUA shares research including the annual Market Opportunities Overview which supports program planning with university partners.</p>

To explore new partnership opportunities

Contact the partner team

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