

Implementation plan – Stratford upon Avon College

<p>Provider name/consortia members</p>	<p>Stratford upon Avon College</p>
<p>Project title</p>	<p>Social Ecommerce</p>
<p>Project summary</p>	<ul style="list-style-type: none"> • To create a powerful trusted referral channel on social networks by motivating and rewarding student ambassadors • By engaging prospective students actively onto Facebook with college e commerce app • Creating social content for courses • Tracking details of the campaign with in depth analytics
<p>What were the aims of the project?</p>	<ul style="list-style-type: none"> • There are two main aims of this project : <ul style="list-style-type: none"> - Primarily to recruit more students in a cost effective way. - To advertise in a more diverse and efficient way and more frequently. • The project will use a social network framework to recruit managers who enable current students to become ambassadors • The ambassadors will share, promote courses and promote the college among their friends and prospective students. • The project also has a social engagement module, for prospective students to ask questions about the courses, see ratings of courses, and read testimonials from present students.
<p>What did you do?</p>	<p>Develop a purpose built Facebook App by working closely with the college marketing team, students , staff and developers to ensure that it was for purpose</p> <p>Set up stands close to student cafeterias to attract passing students to raise awareness of the face book app</p> <p>Advertise on face book, twitter and the student log for student ambassadors</p> <p>Use student tutorials to sign up ambassadors</p> <p>Incentives were offered to attract more student ambassadors</p> <p>Student liaison officer helped spread the word through the student networks at the College</p> <p>Market courses with low applications</p> <p>Market upcoming part-time courses.</p> <p>Publicise open evenings</p> <p>Market new courses</p> <p>Each campaign collected the analytics by each ambassador – including number of shares, views, applications etc.</p> <p>The project also uses latest techniques in marketing – drip marketing/game mechanics to encourage competition and entrepreneurial skills for students thereby building strong professional profiles/CV's</p> <p>Below are some Images of the Marketing the course</p>

Post a course update to 153 ambassadors Update will be shared with prospects by ambassadors

Select course on which update is sent

Select a course

- BTEC Diploma in Sport (Development, Coaching and Fitness)- Level 3
- BTEC Extended Diploma in Applied Science - Level 3

Message to share

Post on ambassador wall also?

Post Course Update

Recent updates of the campaign



CityC...

Do you fancy being a Globe Trotter? Do you want to rub shoulders with the stars? City College...

3 days ago

Share Like Send



BTEC Extended Diploma in Interactive and Digital Media - Level 3 Do you want to create the...

5 days ago

Ambassador Activity

Ambassadors' activity in Launch Campaign

Ambassador	Shares	Views	Applications
 Tola S: 26 V: 44 A: 0	26	41	0
 James S: 22 V: 13 A: 0	22	11	0
 David S: 11 V: 11 A: 0	11	10	0

Campaign progress

15 Courses | 153 Ambassadors | Jun 19 2012 to Jul 22 2012 | Edit

Campaign Progress

Course	Via Referral Campaign	All
BTEC Diploma in Sport (Development, Coaching and Fitness)- Level 3	0 Likes, 10 Shares, 13 Views 0 Refers, 2 enquiries, 0 Applications	0 Likes, 10 Shares, 13 Views 3 Refers, 4 enquiries
BTEC Extended Diploma in Applied Science - Level 3	0 Likes, 42 Shares, 28 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 42 Shares, 28 Views 0 Refers, 0 enquiries
BTEC Extended Diploma in Interiors and 3D Design - Level 3	0 Likes, 18 Shares, 16 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 18 Shares, 16 Views 0 Refers, 0 enquiries
BTEC Extended Diploma in Interactive and Digital Media - Level 3	0 Likes, 17 Shares, 239 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 17 Shares, 239 Views 1 Refers, 0 enquiries
BTEC National Certificate in Travel and Tourism - Level 2	0 Likes, 3 Shares, 6 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 3 Shares, 6 Views 0 Refers, 0 enquiries
BTEC Diploma in Engineering (Electronics or Manufacturing) - Level 2	0 Likes, 159 Shares, 168 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 159 Shares, 168 Views 2 Refers, 0 enquiries
VTCT NVQ Level 2 Beauty Therapy	0 Likes, 0 Shares, 0 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 0 Shares, 0 Views 0 Refers, 0 enquiries
BTEC Higher National Certificate in Performing Arts (Performance) Acting	0 Likes, 0 Shares, 0 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 0 Shares, 0 Views 0 Refers, 0 enquiries
BTEC Extended Diploma in Music (Performance) - Level 3	0 Likes, 0 Shares, 0 Views 0 Refers, 0 enquiries, 0 Applications	0 Likes, 0 Shares, 0 Views 0 Refers, 0 enquiries

What did the project cost, including LSIS funding?

The project cost £40,000 of which LSIS contributed £20,000 College contributed–20K.

The major areas of expenditure

Staff time :

Project management

Recruitment campaigns for ambassadors. Marketing, IT, Learning Mentors, Student Liaison Officer.

Creating and monitoring of campaigns.

Ambassador sign up vouchers/ chocolates 150 * £5 = £750

Prize for top 3 ambassadors £987 (3 * £329)

App development £4K

Software as a service for Facebook App £10K /yr

Impact

The financial benefits and cost savings :

Savings of £51,380 have already been made and these were achieved as follows :

	Per Campaign	No of Campaigns	Annual saving
Postage	£2100	10	£21000
Mailshot cost	£420	10	£4200
Envelope stuffing	£2100	10	£21000
Mailshot design	£100	10	£1000
Open Evening	£4100	1	£4180
Total			£51380

<p>What were the benefits of the project?</p> <p>What were the savings and benefits?</p> <p>How did you calculate them?</p>	<p>Further savings will continue to be made following the life time of the project.</p> <p>Calculations to support the cost savings :</p> <p>See 'Further Information' at the end of this report for how number of views were calculated from the number of ambassadors:</p> <p>80 students lead to 1400 views. 3 separated recruitment drives per year. 240 ambassadors lead to 4200 views.</p> <p>Run 10 campaigns per year for each of the 3 recruitment drives. Replace one Open Evening.</p> <p>If the same exposure was given to the campaigns using a mailshot in the post the costs these are the costs involved.</p> <p>Postage @ 50p per mailshot. Cost of envelope and someone to fill it @50p per mailshot. Cost of print mailshot 10p per mailshot Cost of designing mailshot £100 per mailshot</p> <p>Open evening costs:</p> <table border="0"> <tr> <td>Student Guides</td> <td style="text-align: right;">£55.20</td> </tr> <tr> <td>Meals for Staff</td> <td style="text-align: right;">£300.00</td> </tr> <tr> <td>Banner</td> <td style="text-align: right;">£104.00</td> </tr> <tr> <td>Direct Mailing (Print Labels and Distribution)</td> <td style="text-align: right;">£1,187.00</td> </tr> <tr> <td>Cost of Addresses (Direct Mailing Mailshot Data)</td> <td style="text-align: right;">£434.93</td> </tr> <tr> <td>Post Card Printing</td> <td style="text-align: right;">£440.00</td> </tr> <tr> <td>Newspaper Advert</td> <td style="text-align: right;">£200.00</td> </tr> <tr> <td>Water (for staff)</td> <td style="text-align: right;">£20.00</td> </tr> <tr> <td>Radio Advert</td> <td style="text-align: right;">£1,440.00</td> </tr> <tr> <td>Total</td> <td style="text-align: right; border-top: 1px solid black;">£4,181.13</td> </tr> </table> <ul style="list-style-type: none"> • The benefits of this project are tremendous for the College ; it has enabled us to use current technologies to engage and recruit students onto both short term and longer term projects. • Student ambassadors are motivated and empowered to continue to progress the project and this model beyond the life time of the project. 	Student Guides	£55.20	Meals for Staff	£300.00	Banner	£104.00	Direct Mailing (Print Labels and Distribution)	£1,187.00	Cost of Addresses (Direct Mailing Mailshot Data)	£434.93	Post Card Printing	£440.00	Newspaper Advert	£200.00	Water (for staff)	£20.00	Radio Advert	£1,440.00	Total	£4,181.13
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<p>What were the lessons learned?</p>	<ul style="list-style-type: none"> • Make sure student ambassadors are of the correct age group for your target audience. First year students are more likely to have friends in the school year below, so more effort needs to be directed at targeting this age group as ambassadors. • Most students are unwilling to become ambassadors without some initial incentive, one they can have there and then, on sign up rather than having to wait to redeem a voucher. • Some students were reluctant to mix college and personal life on their Facebook account or in general. • Part-time students tend to be significantly older than the majority of the student ambassadors. The number of people the ambassadors know in the older age group is going to be significantly smaller and subsequently the same number of ambassadors recruits less part-time students. 																				

<p>What tips do you have for other providers?</p>	<ul style="list-style-type: none"> • A careful planning of the campaign needs to be done, the targeted messages need to be personalised to enable students to share it in their network. • The resources needed to follow up this campaign (Student Services / marketing team) need to be allocated at the offset of the project. • Ensure all parties involved in the project are aware of their roles and responsibilities from the off set of the project • The marketing and comms team are key to disseminating and supporting this model , so early engagement with them is essential. 						
<p>Further information and key resources</p>	<p>The project will continue after March 2013 and the following calculations give a reasonable expectation of how many more student ambassadors we can sign up between now and the end of April 2013 and how many applications we can reasonably expect to achieve for the next academic year :</p> <p>Student Ambassadors: 80 by the end of April 2013 Full Time applications: 140 by the beginning of Sept 2013 Part Time applications: 16 by the beginning of Sept 2013</p> <p><i>Assumptions</i></p> <p>Recruitment of student ambassadors between now and the end of April:</p> <table data-bbox="387 1209 1340 1321"> <tr> <td>Total students 16-18</td> <td>1500</td> </tr> <tr> <td>1st year students</td> <td>1000</td> </tr> <tr> <td>2nd year students</td> <td>500</td> </tr> </table> <p>We suspect that most 16-18 year olds Facebook friends are the same age, but if we are targeting full time courses the friends need to be 1 year younger for 1st years and 2 years younger for 2nd year students to increase the likelihood of enrolments.</p> <p>We would estimate that 10% of 1st year students Facebook friends are 1 year younger and 5% of 2nd year students friends are 2 years younger.</p> <p>For part time courses the average age is higher than 24 and only 1% of Facebook friends of 1st and 2nd year students are in this age group.</p> <p>We will target more 1st years as they are more likely to have Facebook friends one academic year younger.</p> <p>If we managed to see 600 1st year and 200 2nd year students That's 800 students in 20 days, or 40 students a day or 2 to 3 classes a day.</p> <p>If we say we get 1 in 10 students sign up as an ambassador we will end up with a further 80 student ambassadors.</p> <p>The average Facebook user has 200 friends.</p>	Total students 16-18	1500	1st year students	1000	2nd year students	500
Total students 16-18	1500						
1st year students	1000						
2nd year students	500						

Calculations

Full Time courses

For 1st year students:

600 students * 0.1 (1 in 10 sign up as ambassadors) * 10% (friends 1 year younger) * 200 (total number of friends)
= 600 * 0.1 * 0.1 * 200 = 1200 possible views

For 2nd year students:

200 students * 0.1 (1 in 10 sign up) * 5% (friends 1 year younger) * 200(total number of friends)
= 200 * 0.1 * 0.05 * 200 = 200 possible views

Total number of views 1400.

If we hope that 10% of those students apply we have 140 students applying for full time courses.

Part Time courses

For 1st year students:

600 students * 0.1 (1 in 10 sign up) * 1% (friends older than 24) * 200 (total number of friends)
= 600 * 0.1 * 0.01 * 200 = 120 possible views

For 2nd year students:

200 students * 0.1 (1 in 10 sign up) * 1% (friends older than 24) * 200 (total number of friends)
= 200 * 0.1 * 0.01 * 200 = 40 possible views

Total number of views 160.

If we hope that 10% of those students apply we have 16 students applying for Part Time courses.

The College is collaborating with a range of other colleges and learning providers to disseminate this model of recruiting students. These activities will continue beyond the life time of the project.

Contact details for further information

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