



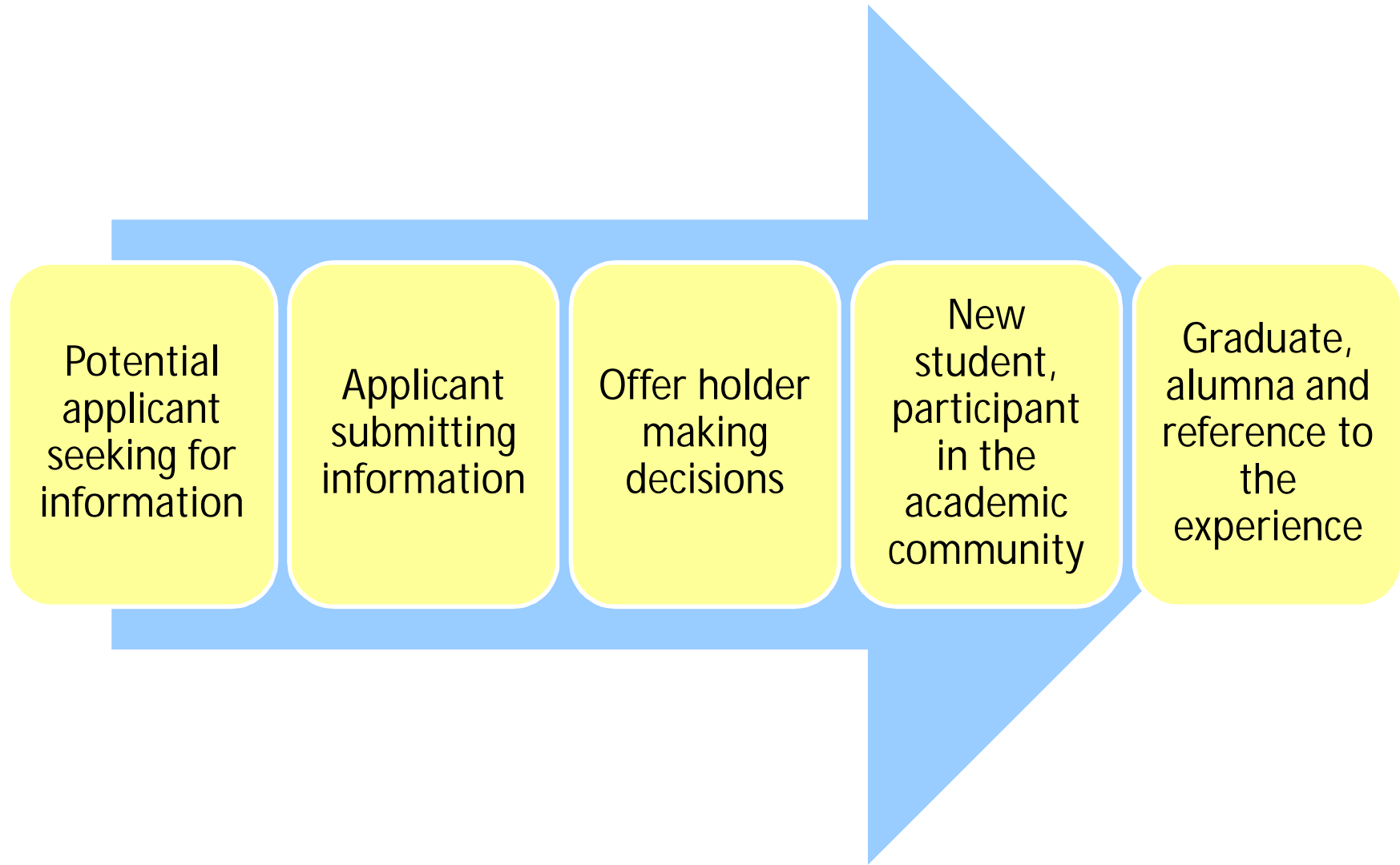
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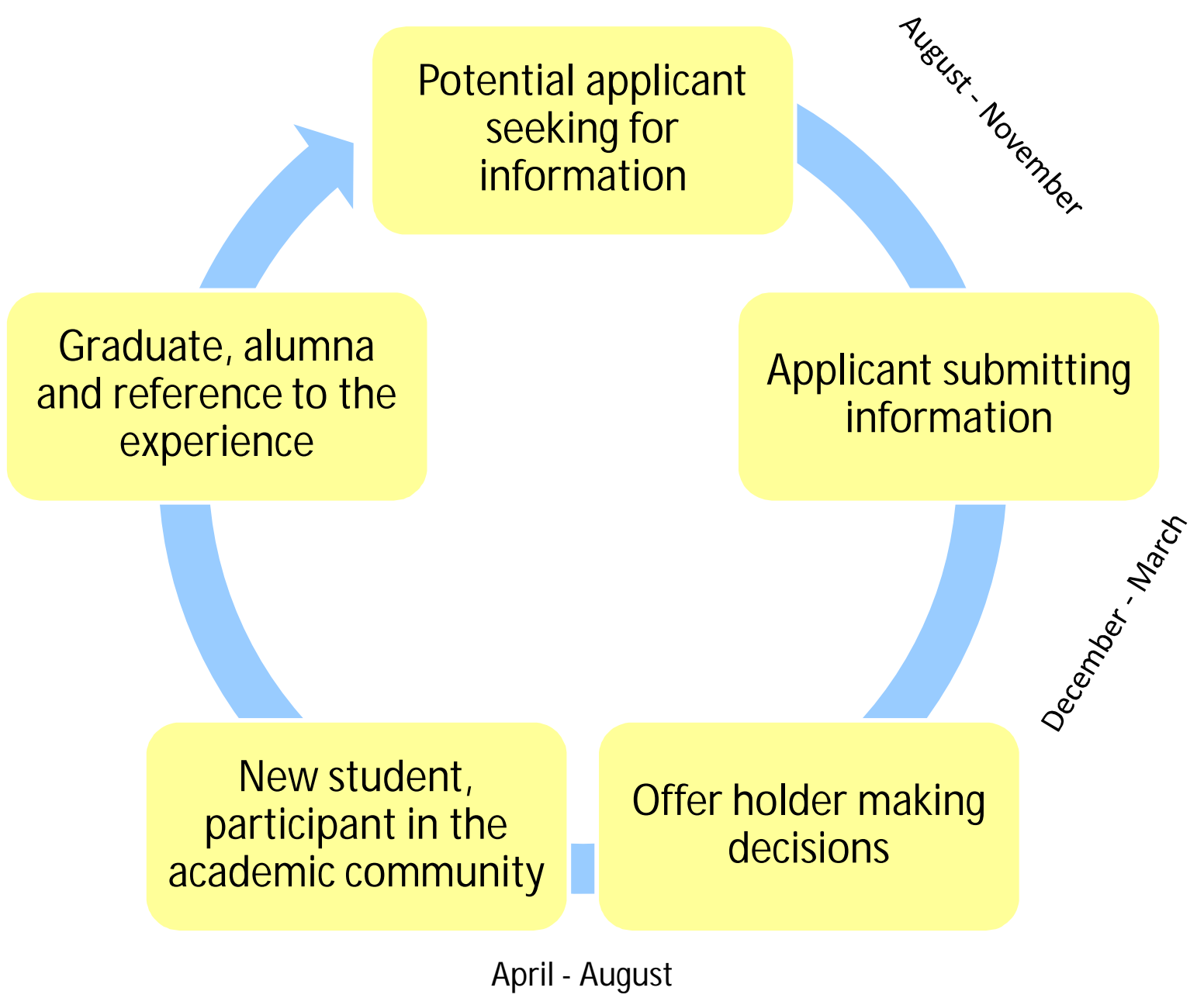
The role of admissions in a student experience

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Potential applicant seeking for information

WHAT:

Study programme, course content, entry requirements, career prospects...

WHERE:

University's pages, e-mail enquiries, prospectus...
Databases, discussion boards, national websites, agents...
Alumni recommendations, academic recommendations...

Applicant submitting information

Online application

Document requirements: educational background, language skills
Motivation letter, research statement, recommendation letters

Offer holder making decisions

Comparing study programmes, course contents, career prospects...
Also scholarships, housing, personal security, quality of living

Procedures after decision

Admissions process

From attracting applications to credential evaluation to engaging the applicant

Requires constant and clear communication throughout the process(es)

Centralised or decentralised?

National service-provider or institutional process?



What type of an experience?

Often the first personal contact point to the university/study experience

People, processes, data systems, online services, office buildings...

Also the online: website, e-mails,

Considered more trust-worthy than the "marketing pages"

Not all contacts are visible to the university (but very visible to the applicant!)

Managing expectations

Only the best get in or anyone gets in?

Who owns the admissions experience?

– Undergraduate and graduate admissions



Admissions – gateway to studies

Positioning your education in the market with...

- Entry requirements
 - Academic background and previous success in studies, English language skills (academic), research interests

- Requirements for international student
 - English language skills (intergration), study skills in different cultural settings, financial support, cultural competency,

- Admissions process
 - Measuring motivation and future research/career goals, interviews, entrance examinations,
 - Offer-holders, admissions letters, permits...



Administration – marketing nightmare?

Finnish law does not recognize the needs of an international applicant or the international admissions process...

Equality, transparency and equitable...

... are they really marketing tools?

... or do they obstruct flexible admissions?



Questions to ask...

- How easy/hard is it to find admissions information? Who owns the information?
- Should you demand effort from the applicant? How much is too much effort?
- How is the information and processes presented? Does everyone know what IELTS 7.0 really means? Why should you require mark sheets from each year from an Indian engineering applicant?

MIT case: undergrad and graduate

