

KEYSTONE ACADEMIC SOLUTIONS

Customer Forum

April 2020



Keystone Customer Forum



ERIK HARRELL

CEO

Keystone Academic Solutions



ESPEN ANDERSEN

Associate Professor

BI Norwegian Business School

Keystone board member



FABIEN MIARD

SVP Customer Success

Keystone Academic Solutions





Forum Overview

TODAY'S DISCUSSION

MARKET TRENDS

INITIATIVES AROUND UPCOMING INTAKE

COMMUNICATION PLAN

TRAFFIC TRENDS

KEYSTONE STUDENT POLL

Q&A

Upcoming intake



INITIATIVES

- Extend application deadlines
- Delay program starting dates
- Continue to offer online study options for international students
- Nurture current applications
- Host webinars about upcoming intake
- Facilitate deferment to next semester/intake
- Setup help desk for visa related questions
- Assist students with visa procedure
- Waiving GRE \ GMAT requirements

Communication Plan



KEYSTONE ACADEMIC SOLUTIONS

WHAT TO COMMUNICATE

- Campus closure
- Contacts for COVID-19 related questions
- Information about upcoming intake

WHERE TO COMMUNICATE

- Institution website
- Setup story hubs, landing pages specific to COVID-19 updates
- Interact on social media (Including Tiktok)
- Host webinars and information sessions online
- Segmented direct email marketing
- Virtual student fairs

HOW TO COMMUNICATE

- Be transparent
- Use the right tone
- Answer in a timely manner
- Use Video content
- Virtual campus tours
- Automate some of your communication

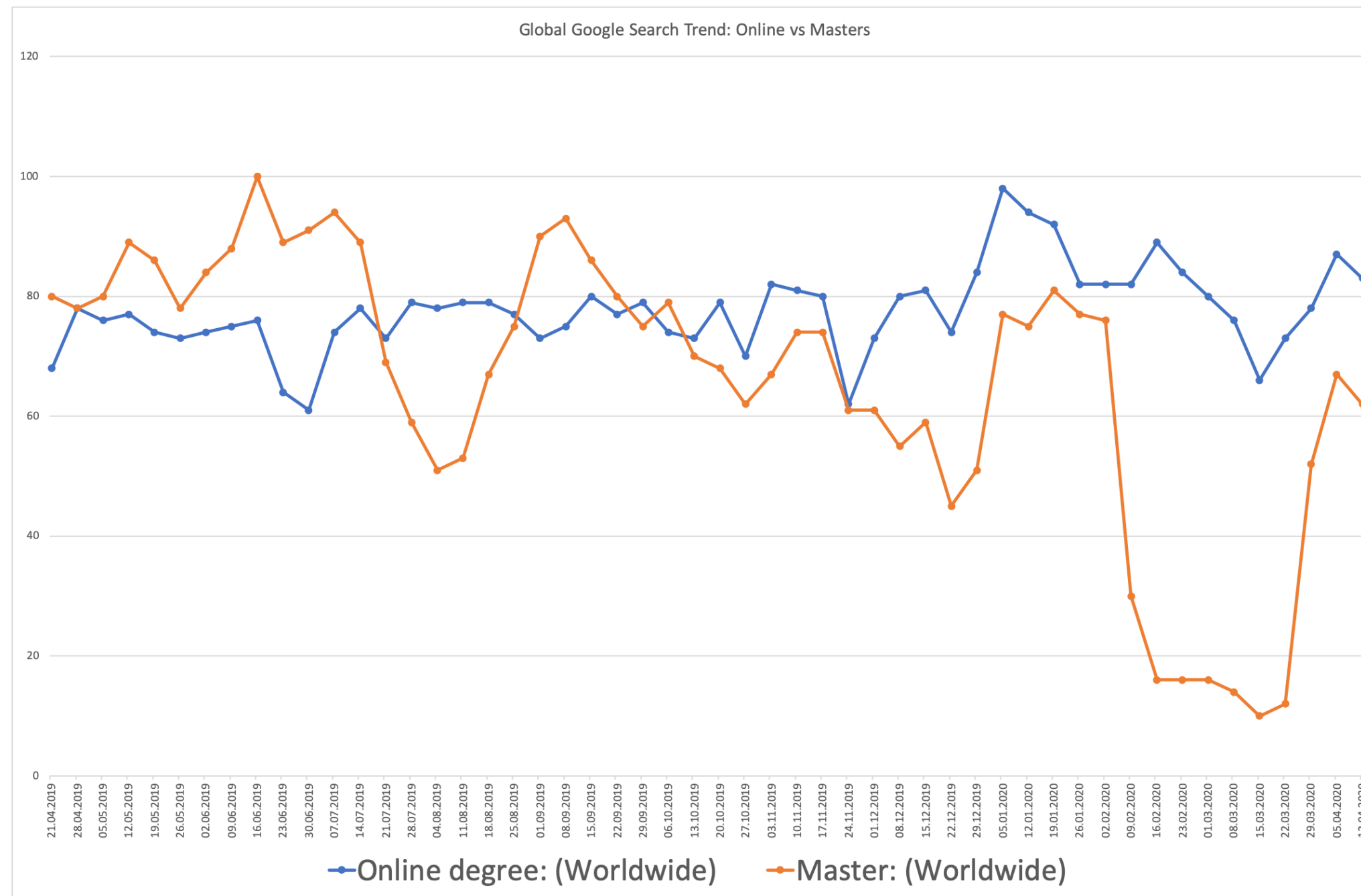
AUTOMATED COMMUNICATION

- Adjust your automated communication to the new situation
- Add COVID-19 Q&A to your chatbots and other automated communication tools.

Google Searches

Online vs Master

Past 12 months



March 15-21
Largest drop in Master degree searches
since 2004

Keystone Student Poll

Conducted with 7000 students



KEYSTONE ACADEMIC SOLUTIONS

61%

Changed their study plans since
COVID-19.

57%

Are considering online programs
rather than on campus programs
since COVID-19.



KEYSTONE ACADEMIC SOLUTIONS



75%

Are open to starting their semester online until the travel restrictions are lifted.

Top 3 Social Media Channels since COVID-19

#1 INSTAGRAM

#2 YouTube

#3 FACEBOOK



KEYSTONE ACADEMIC SOLUTIONS

Your Questions Answered

Keystone Academic Solutions



KEYSTONE ACADEMIC SOLUTIONS

How would you adapt your student's recruitment strategies in view of the Coronavirus pandemic?

- Quickly boost your online education offerings.
- Increase training for academic staff.
- Invest in tools/resources to help support staff.
- Evaluate & improve infrastructure for digital learning.



Which virtual fairs for recruiting do you recommend?

We recommend to use Pre COVID-19 virtual student fair providers:

- **Univer** (<https://vfair.univerin.com/>)
- **College Week Live** ([Collegeweeklive.com](https://collegeweeklive.com))
- **FPPU EduMedia** (<https://www.fppedu.media/virtual-fairs>)
- **The student world** (<https://virtual.thestudentworld.com/>)
- **Unibuddy** ([Unibuddy.com](https://unibuddy.com))
- **Host your own webinar:** Some of our customers are hosting their own webinar or virtual information sessions. Using Social Media and direct email marketing to promote these events.



How do other schools tailor their communications to indicate that there is a language requirement (i.e. TOEFL or other language test)?

- **Highlight your language requirements** on your website and in all student communications
- **Be consistent with communications:** If any procedures or administrative requirements have changed, ensure all team members who communicate with students are aware and up-to-date.
- **Share additional information on online/home test options.**
Example: GRE and TOEFL are now offering tests at home option and the GMAT will be available online Mid-April



How will the COVID19 crisis affect visa procedures for international students?

- **Be prepared for delays:** Since Visa offices are closed, we anticipate backlogs and delays in visa applications, some of the travel restrictions might also affect visa processes.
- **Offer solutions to help affected students:**
We recommend having options in place for students that will not get their visas on time. (online studies, options to defer semester for international students ...)



“How do you stand out in the crowd. Everybody is trying to reach candidates during this difficult time with ads and e-mails. Their mind is not on doing a study right now, how do you reach them. What type of messaging should be used?”

- **Stay in touch with potential students:** Focus on nurturing your previously received applications, also targeting previously engaged students.
- **Communicate what makes you stand out:** focus on your student community, your professors, or perhaps a unique study program you offer?
- **Incorporate video:** Send short videos of your admissions team working from home
- **Be active on social media:** Encourage your current students to share their experiences on social media – study experiences from home, virtual classes
- **Online classes:** If available, give prospective students the chance to join an online class.
- **Foster the virtual student experience with online events:** Create and promote experiences for students with online events. For example, create a virtual open day with a program of events, featuring information sessions.



Which are the markets that might offer new opportunities?

- **Maintain focus on current markets:** It is still too early to identify new markets, but the previous trends are still valid especially when it comes to African students and online programs.
- **Africa for online programs:** Africa has a young and increasingly mobile population, and the continent does not yet have the resources to educate them all. Online education remains a good option to offer to this market.



How should we communicate with prospective students about Covid-19? How should we deal with all the uncertainty regarding this topic?

- **Ensure transparency in communications.**
- **Provide regular updates and be active.**
- **Establish clear lines of communication:** ensure everyone is on the same page and equipped with the right information.
- **Share what you have implemented so far** to ensure that students will receive teaching and learning in these uncertain times.



How do universities deal with deadlines of the semester and for submitting final thesis (BSc. MSc. PhD.). Examples: lab work, access to special software licensed at the university but not accessible by the students from home?

- **Seek alternative solutions:** speak with software providers and ask for remote solutions, e.g. via a university login environment
- **Consider providing extensions or change deadlines:** If critical equipment or materials are completely inaccessible for students, consider adding flexibility or moving deadlines.
- **Prioritize access when restrictions are lifted:** As physical restrictions are gradually removed, consider providing access to students who need it the most first.





Thank you for
attending our forum

Keystone Academic Solutions