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IT Masters
itmasters.edu.au

CSU and IT Masters Partnership

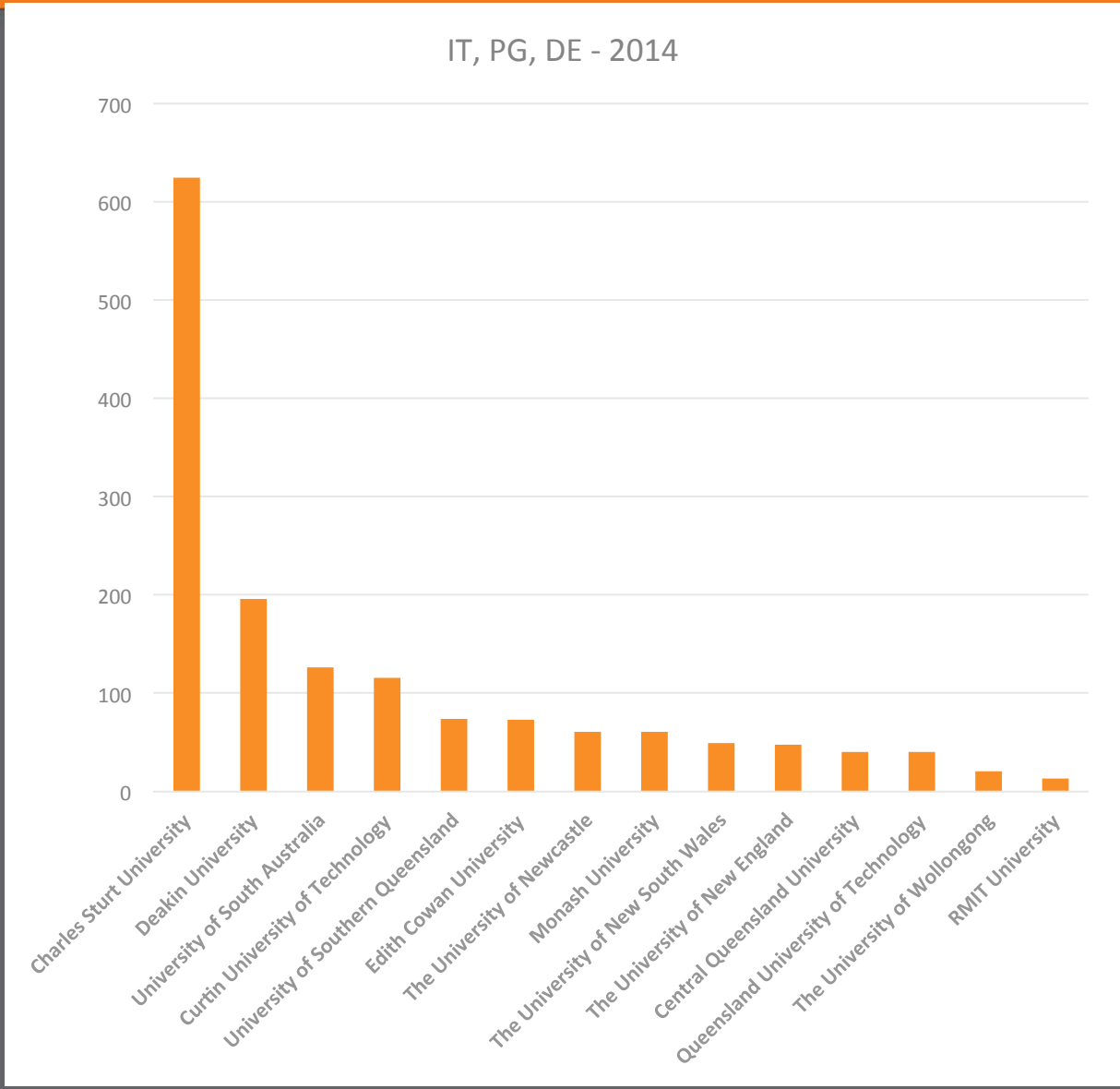
Martin Hale – CEO IT Masters Pty Ltd
Jason Howarth – Course Director CSU

University or IT industry certifications? Why not both…

CSU PG Computing 2002

- Faculty of Science & Agriculture
- School of Information Studies
- Head of School Ken Dillon

- Dean Jim Pratley
- CSU 15th in the sector for PG computing courses
- 2.7% of the domestic IT PG market


IT, PG, DE - 2014
700
600
500
400
300
200
100
0
Charles Sturt University
Deakin University
University of South Australia
Curtin University of Technology
University of Southern Queensland
Edith Cowan University
The University of Newcastle
Monash University
The University of New South Wales
The University of New England
Central Queensland University
Queensland University of Technology
The University of Wollongong
RMIT University

Now

- ~15% of the PG IT sector
- Combined with Study Centre enrolments, now the national leader in IT postgraduate (domestic and international)

How did it happen?

CSU / ITM Milestones

- March 2002: ITM approach CSU
- Oct 2002: Master of Networking & Systems Administration launched

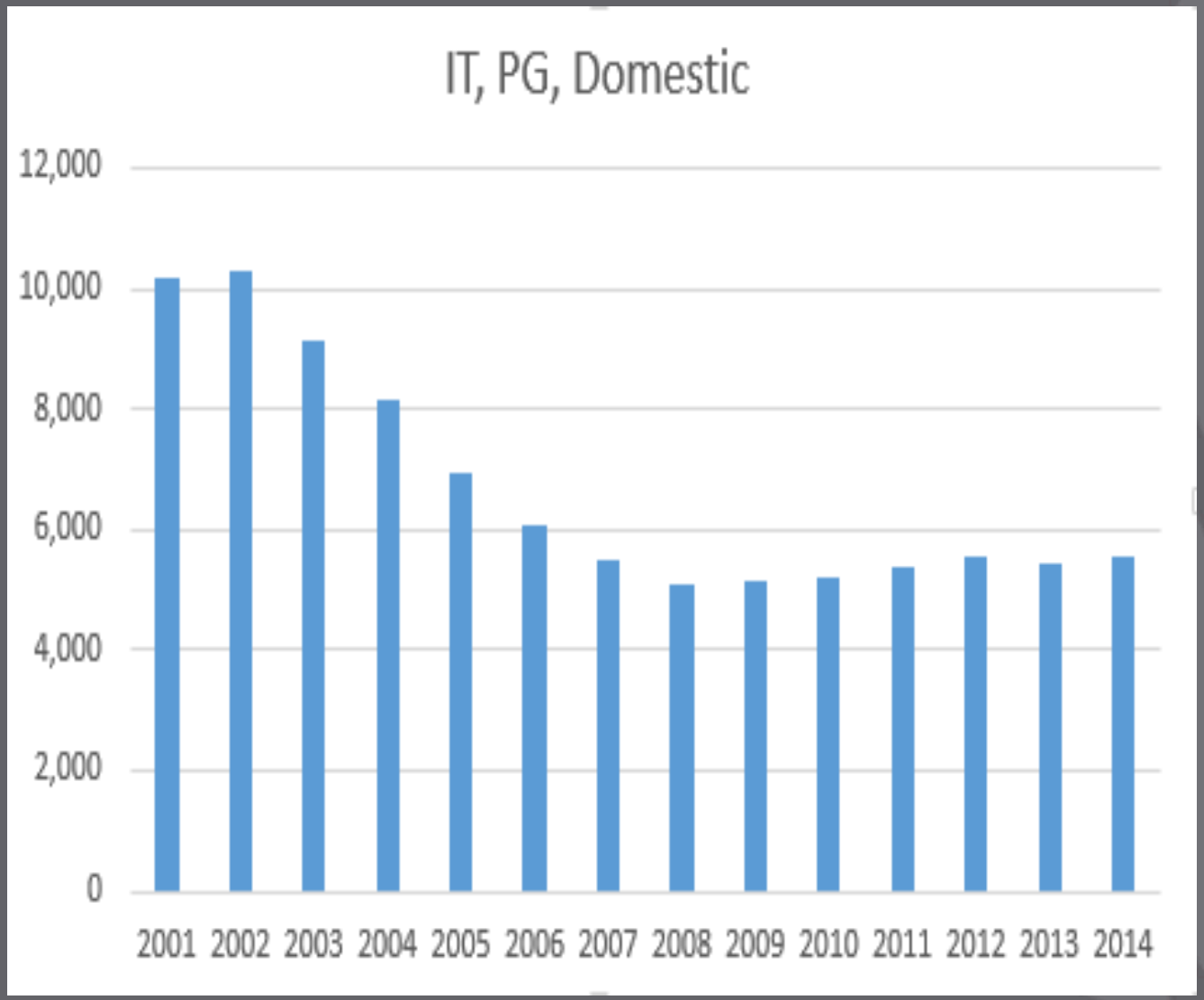
CSU / ITM Milestones

- T1, 2003: first intake
  - 190 Applicants = 91 students
- T2, 2003
  - 240 applicants = 131 students

CSU / ITM Milestones

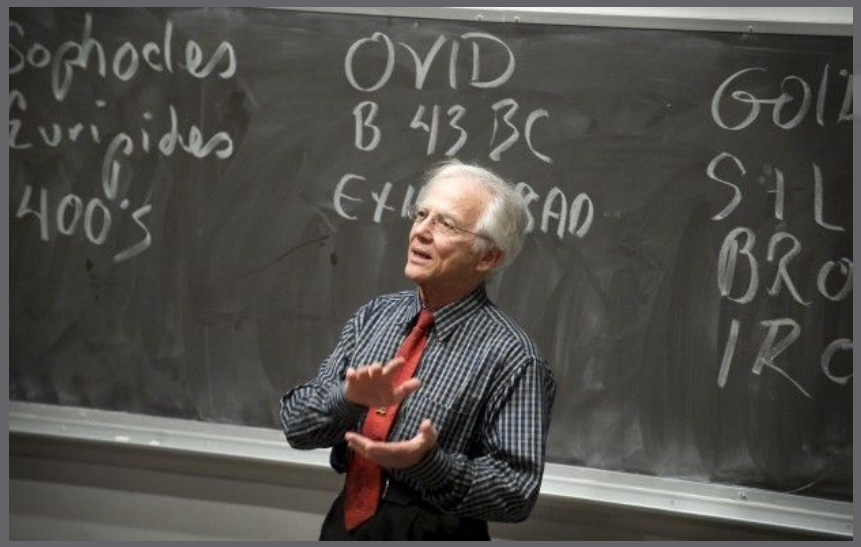
- 2009: CSU takes over market leadership of IT, PG, Domestic, Part time segment (i.e. Aussie IT professionals)

Oops!


IT, PG, Domestic
12,000
10,000
8,000
6,000
4,000
2,000
0
2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

Why CSU?

- Limited success in the target segment
- Sophisticated DE platform
- Innovative
- Responsive
- Quick to market


Sophocles
Euripides
400's
OVID
B 43 BC

Innovation to CSU

- Webinar lectures (WebEx) in 2006
- Online exams (Prometric) in 2004
- Market awareness
- Course innovations
  - Master of Mobile Applications Development
  - Graduate Certificate in Industry Computing
- Code Camps
- Proactive admissions

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Code Camp OZ

Why still CSU?

- Ability to maintain a true Partnership relationship:
  - Win-Win
  - Responsive
  - Inclusive
  - Trust
- Working directly with the Schools and Course Directors
- Partners

Key success Factors

- Clear differentiator
- Targeted, sector specific products
- The Alumni
- Database Marketing

Challenges

1. Green field, DE competitors
   - Deakin Digital, Swinburne Online, etc.

   Secret Shopper:
   - Sophisticated front end
   - Sales (i.e. Admissions) generally poor
   - Limited on-going prospect engagement

   *** We need to significantly improve marketing if we want to retain market leadership**

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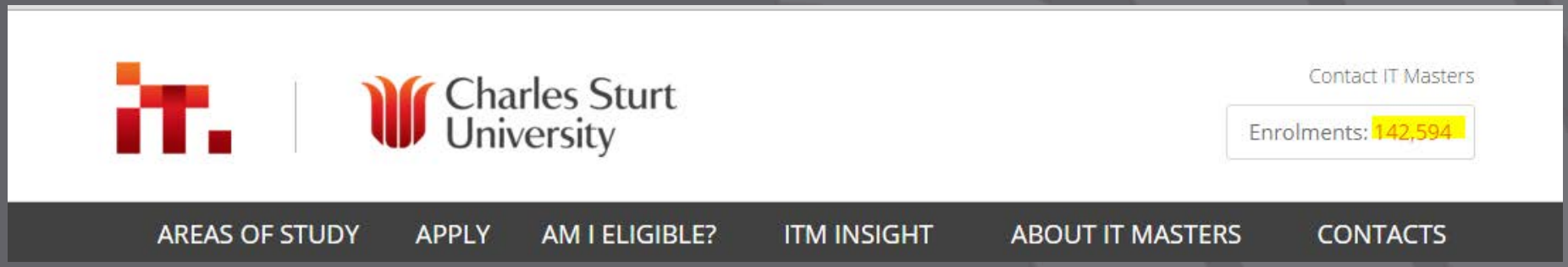
MOOC Update

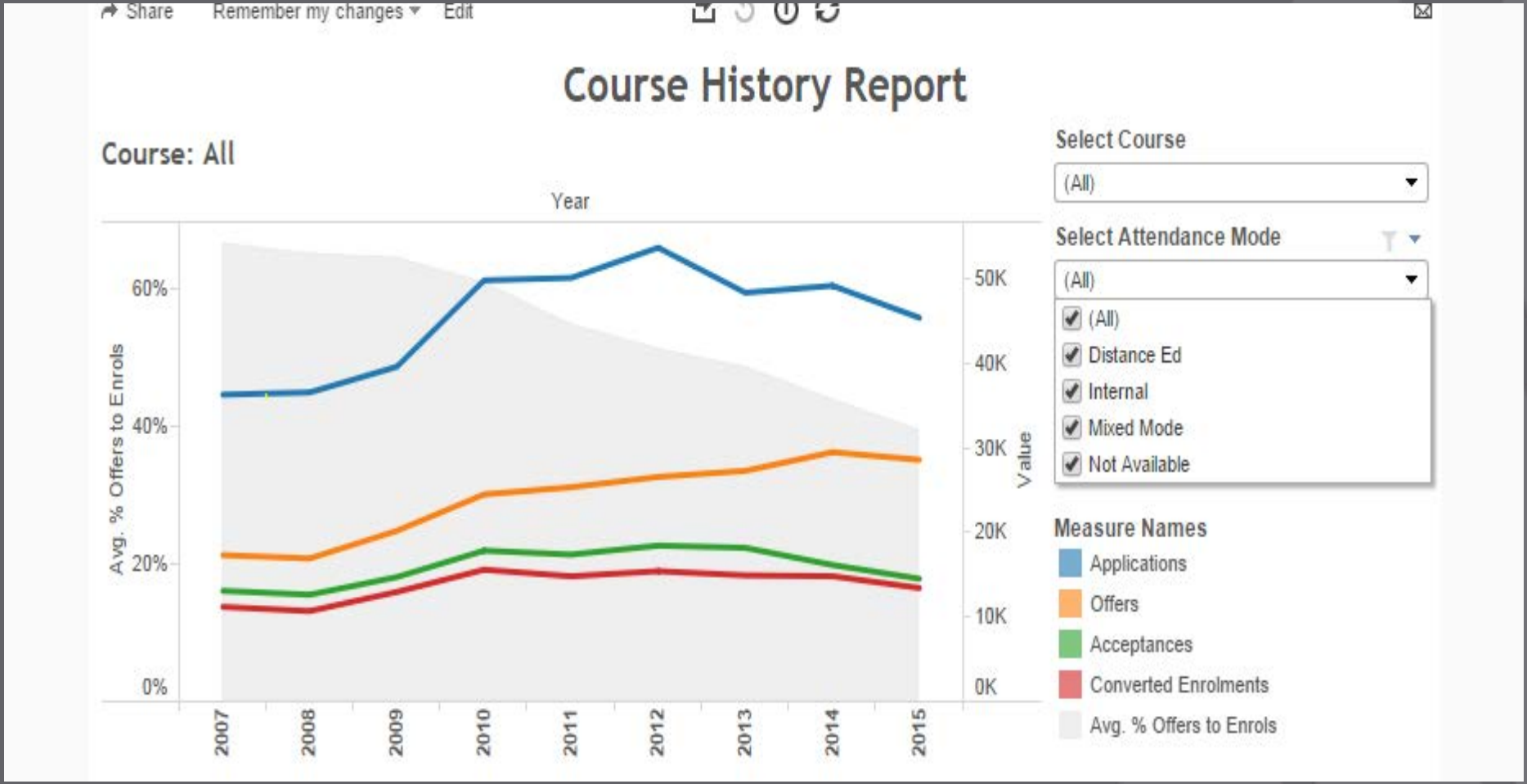


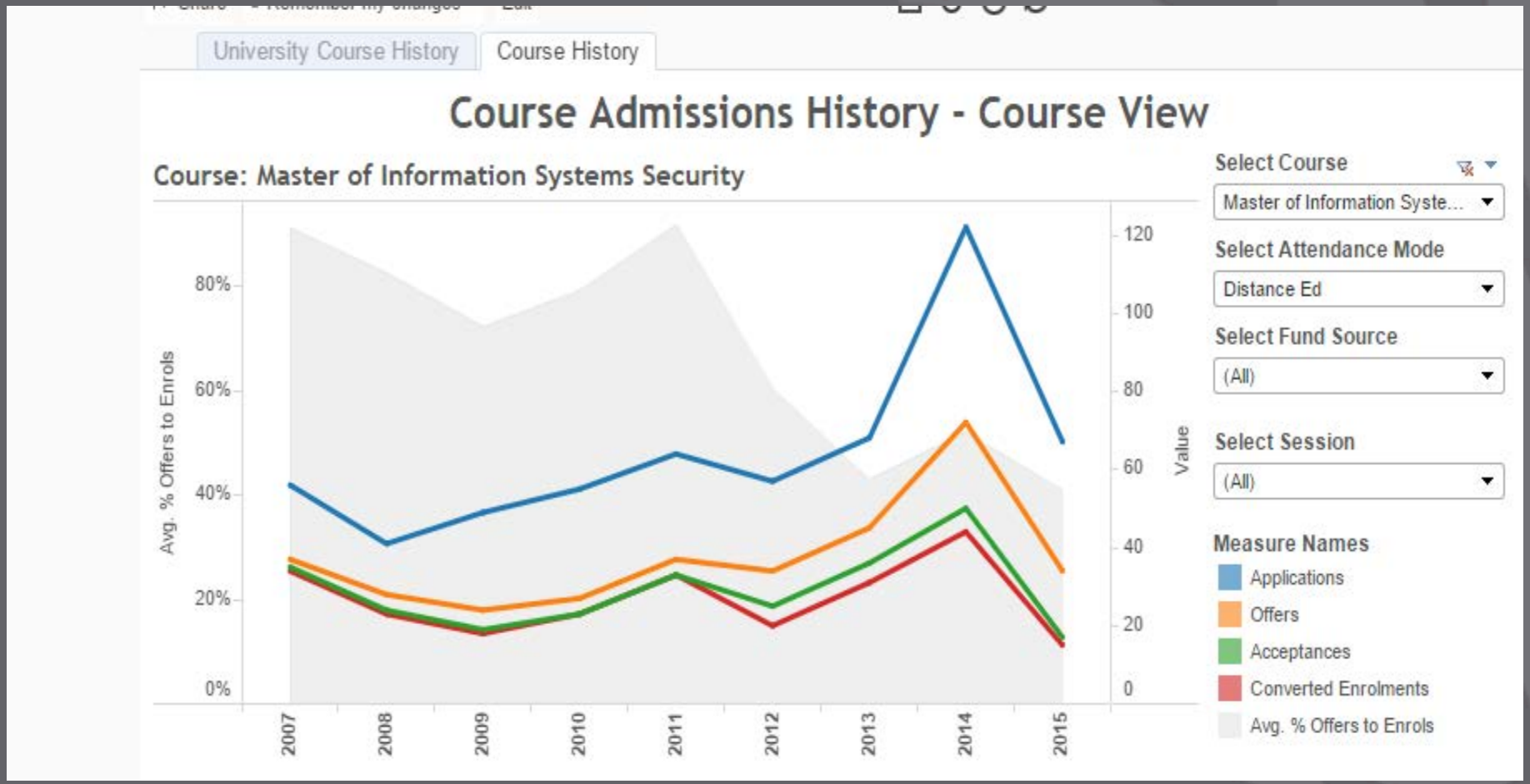
MOOC Update

- 332 MOOC enrolees have applied. Offer acceptance rate is normal
- On average, MOOC enrolees have been in the Database 10 months before applying
- Where we are able to track lead source, 61% of new students are via MOOCs
- 12% of MOOC enrolees who have applied as OS

Challenges

1. Green field DE competitors
2. ‘Offer to converted student’ conversion rates


Share
Remember my changes
Edit
Course History Report
Course: All
Year
Avg. % Offers to Enrols
60%
40%
20%
0%
50K
40K
30K
20K
10K
0K
Value
2007
2008
2009
2010
2011
2012
2013
2014
2015
Select Course
(All)
Select Attendance Mode
(All)
(All)
Distance Ed
Internal
Mixed Mode
Not Available
Measure Names
Applications
Offers
Acceptances
Converted Enrolments
Avg. % Offers to Enrols


University Course History
Course History
Course Admissions History - Course View
Course: Master of Information Systems Security
Avg. % Offers to Enrols
80%
60%
40%
20%
0%
120
100
80
60
40
20
0
Value
2007
2008
2009
2010
2011
2012
2013
2014
2015
Select Course
Master of Information Syste...
Select Attendance Mode
Distance Ed
Select Fund Source
(All)
Select Session
(All)
Measure Names
Applications
Offers
Acceptances
Converted Enrolments
Avg. % Offers to Enrols

Offer to converted Enrolments for CSU - ITM courses

- OUA secret shopper: removed the offer to acceptance barrier