

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...*



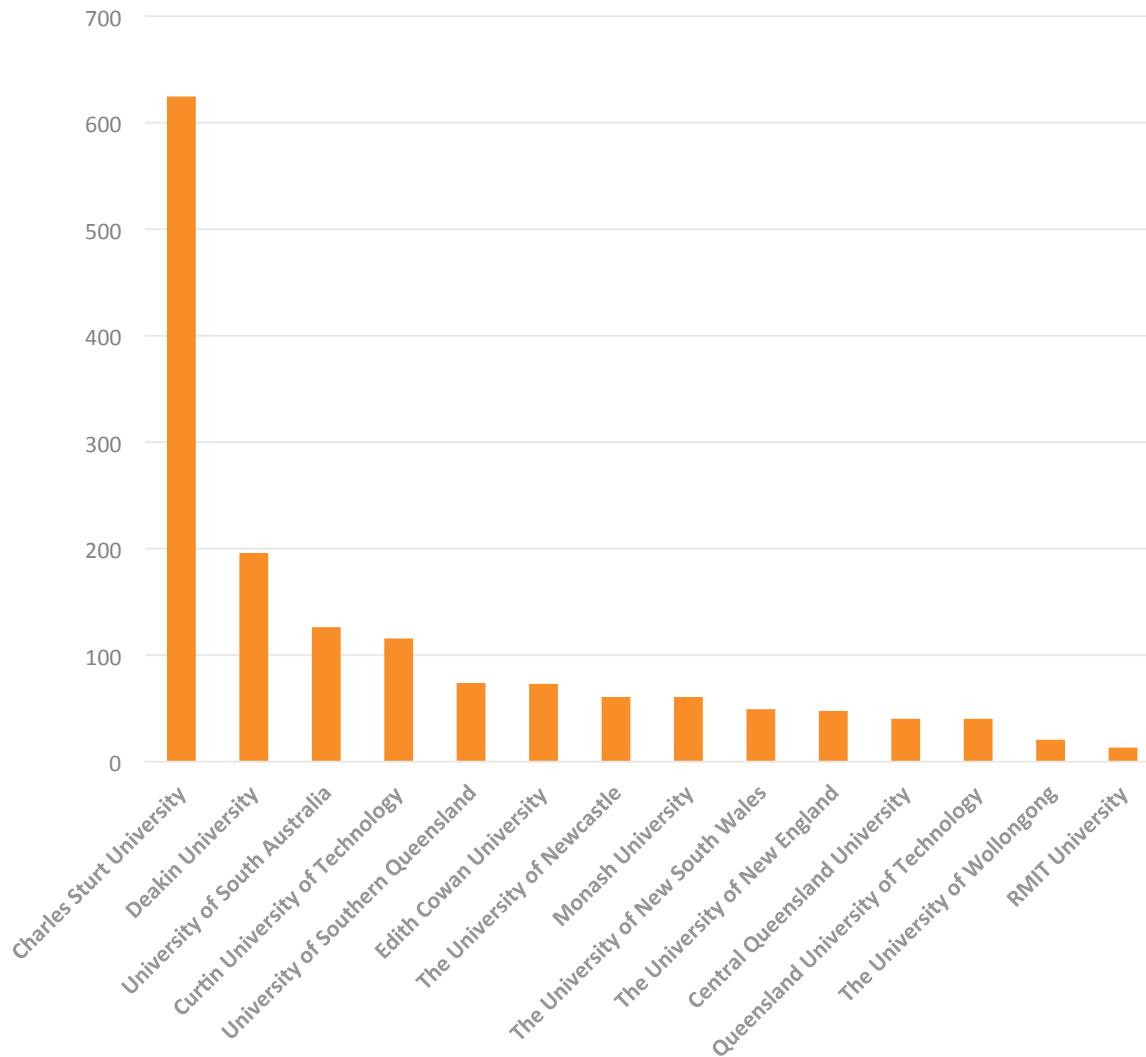
University Master degree

**IT Industry
Certifications**

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



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

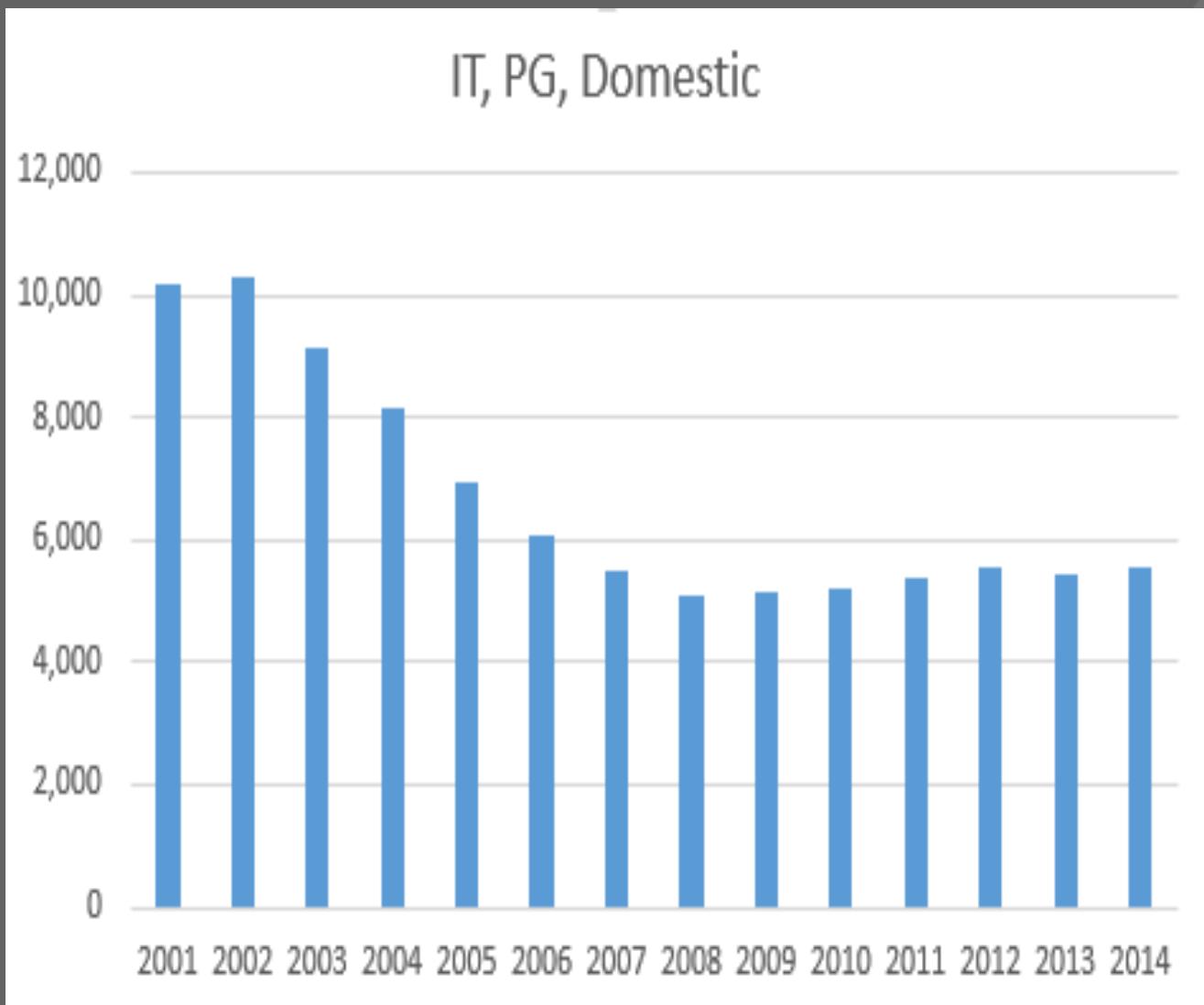
CSU / ITM Milestones

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

CSU / ITM Milestones

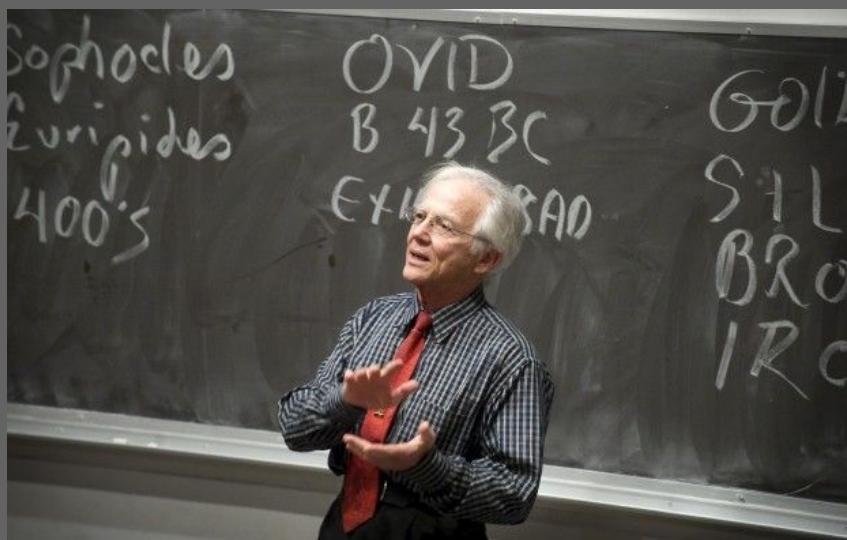
- 2009: CSU takes over market leadership of IT, PG, Domestic, Part time segment (i.e. Aussie IT professionals)

Oops!



Why CSU?

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



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

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**

MOOC Update



Contact IT Masters

Enrolments: 142,594

AREAS OF STUDY

APPLY

AM I ELIGIBLE?

ITM INSIGHT

ABOUT IT MASTERS

CONTACTS

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

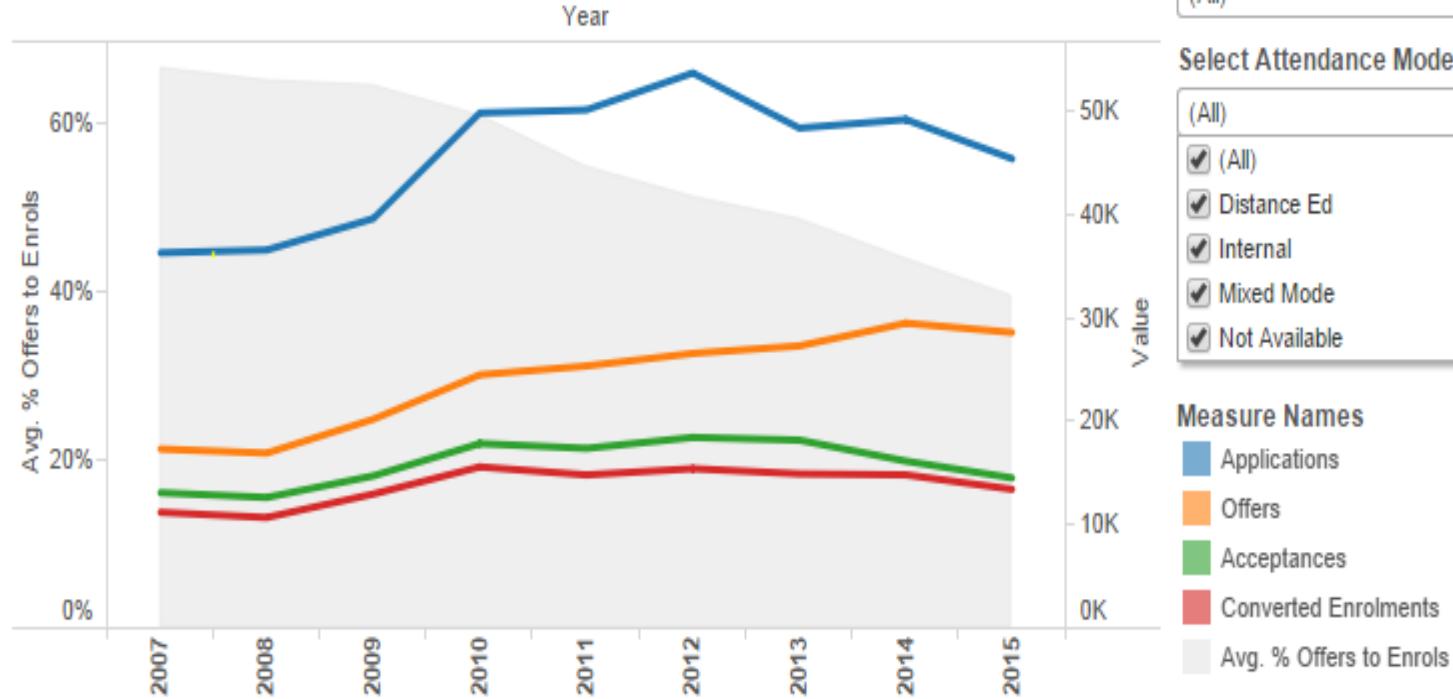
1. Green field DE competitors
2. 'Offer to converted student' conversion rates

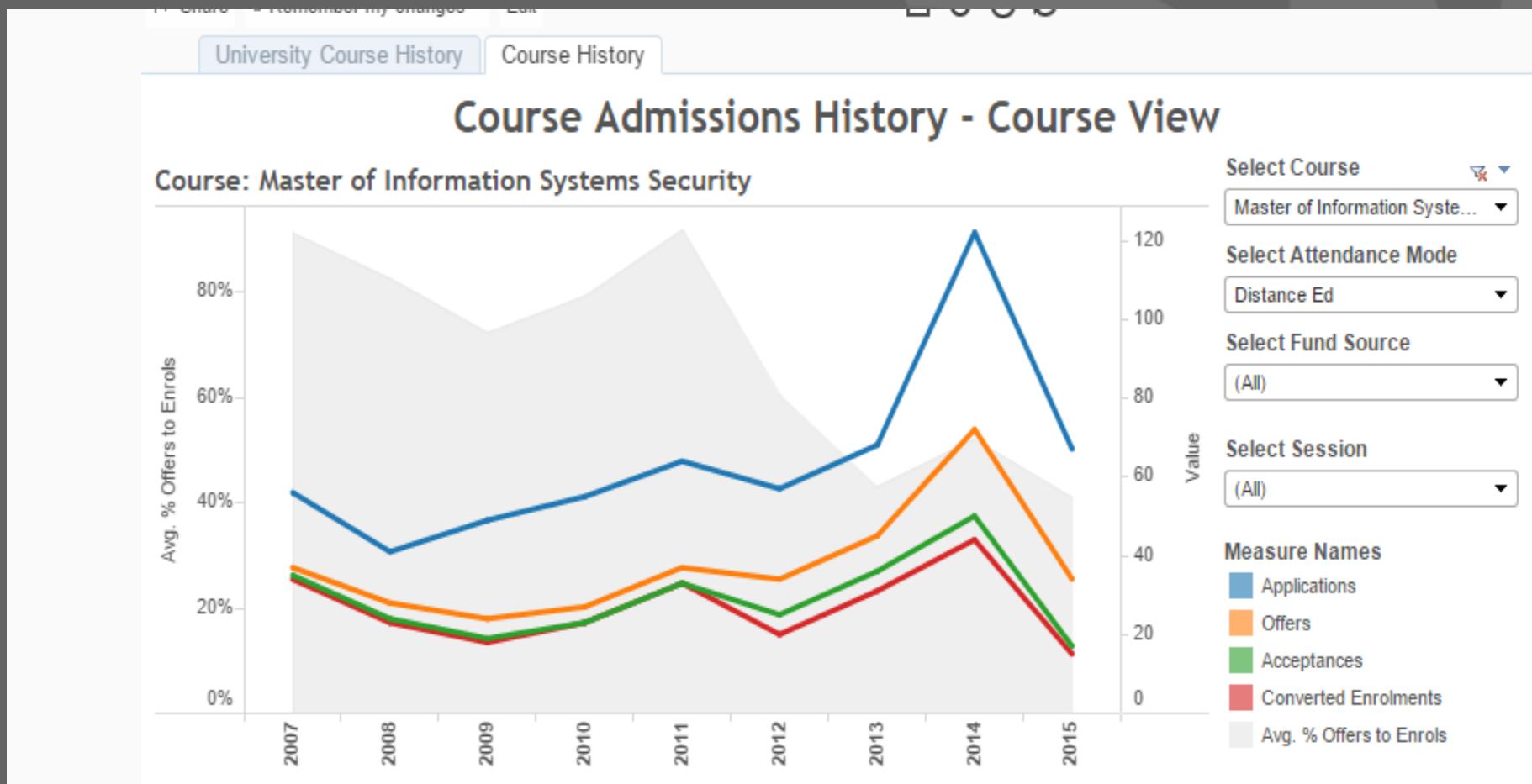
Share Remember my changes ▾ Edit



Course: All

Course History Report





Offer to converted Enrolments for CSU - ITM courses

- OUA secret shopper: removed the offer to acceptance barrier