



UNIVERSITY OF COPENHAGEN

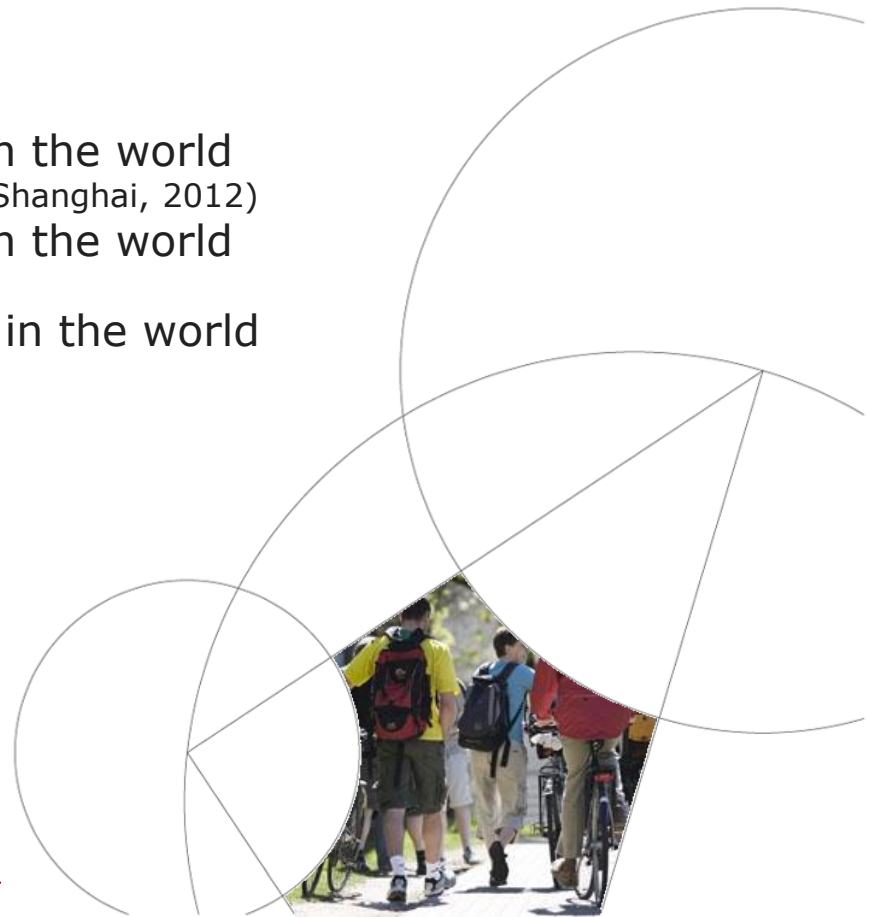


# Student recruitment campaigns at UCPH 2010 to present Claus Nielsen, Director of studies



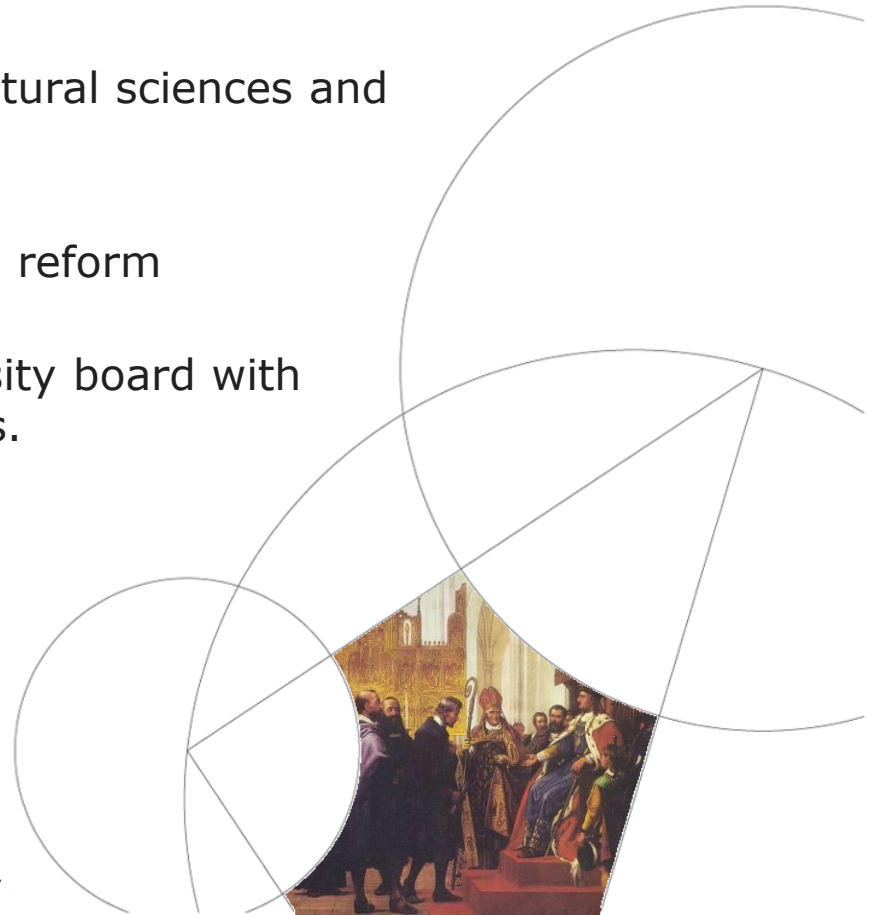
## The largest university in Scandinavia

- 38,000 students
- 9,000 employees, including 5,000 scientists
- 8 Nobel prizes
- € 1 billion turnover
- Ranked:
  - no. 11 in Europe and no. 44 in the world  
(Academic Ranking of World Universities Shanghai, 2012)
  - no. 13 in Europe and no. 51 in the world  
(QS World University Rankings, 2012)
  - no. 50 in Europe and no. 130 in the world  
(Times Higher Education - THE, 2012)

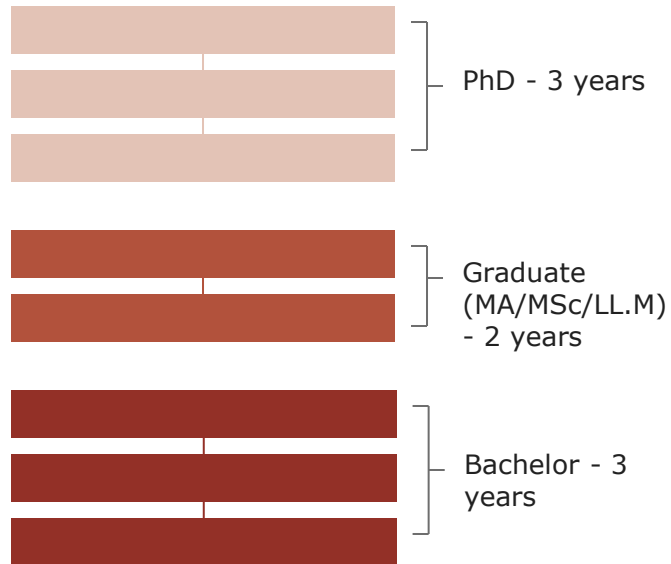


## The oldest university in Denmark

- Founded 1479 by Christian I as a Catholic Seminary.
- Reformed in 1537 (public institution).
- After 1600: Final university examinations are introduced.
- After 1800: Breakthrough in natural sciences and medical science.
- 1877: First female student.
- 1968-73: Student rebellion and reform of university governance.
- 2003: Self-governance, university board with a majority of external members.



# Structure of Danish university education



## A joint recruiting campaign

Board decision in 2007 to finance a joint recruiting campaign for bachelor programs with the goal of:

- Improving retention rates
- Improved and speeded up study patterns (faster students)
- Ensure qualified applicants to increased capacity on the undergraduate programs

*"Education marketing must provide a realistic picture of the educational content and help to clarify the expectations of potential students as to what the university's educations contain"*

University of Copenhagen Strategy.

## Campaign targets

- Attract qualified applicants and support a long term, sustainable admissions strategy
- Focus on the primary audience – young people with a high school background and in doubt if UCPH is something for them
- Present a united UCPH among other institutions of education
- Transform awareness into activity
- Contribute to a good choice of education
- Aligning expectations and preparation before study
- Deliver information using relevant media



## What is our target group looking for?

- To meet UCPH students (in films, chat, blogs, face-to-face)
- Insight as to what university education is - and what is expected by them.
- Career info and prospects
- Informal, honest and credible dissemination
- Inspiration and guidance to acquire an overview of educations and opportunities
- Online info



## How to meet the potential students' needs

- Communicating via student to potential students
- Through media choice – films, mobile app and a website increasingly made up of interactive elements
- Present the study environment
- Increase career focus in marketing
- Making marketing and study guidance
- Promote UCPH's visiting activities and guided tours



## Implementation - how?

- Focus on online marketing and media choice targeted primary audience
- Testing new media - media choice contributes in itself to say something about UCPH
- Outdoor campaign supporting online media and printed material
- Create relevant traffic to [studier.ku.dk](http://studier.ku.dk) and other UCPH web sites
- Contribute to joint UCPH branding



## A student to student film concept

- The personal approach
- short, precise stories
- adress barriers, doubts and expectations
- different stories and angles from different students
- long term relevance/use
- 'hand held' film concept

We know from contact with our target group that they seek dialouge as well as realistic and credible insight into the university students' daily life. Our films are intended to be authentic and 'home made' and while not supporting dialogue bring the potential student closer to the life as a student.

## Online marketing

- Facebook
- Google Adwords
- OpenAdExchange
- Spotify
- major Danish news papers

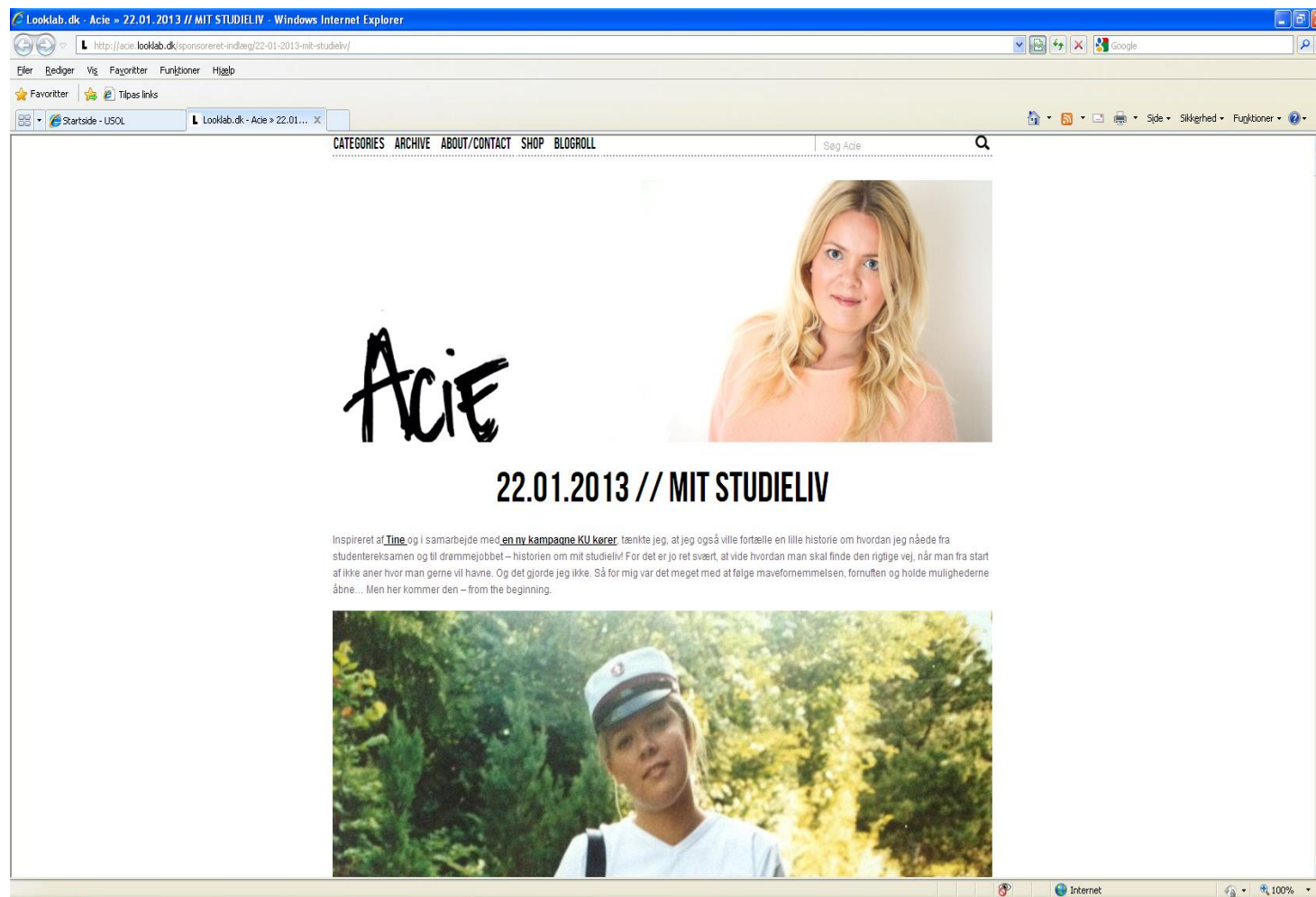


Google  
AdWords

Spotify



# Sponsored posts on blogs

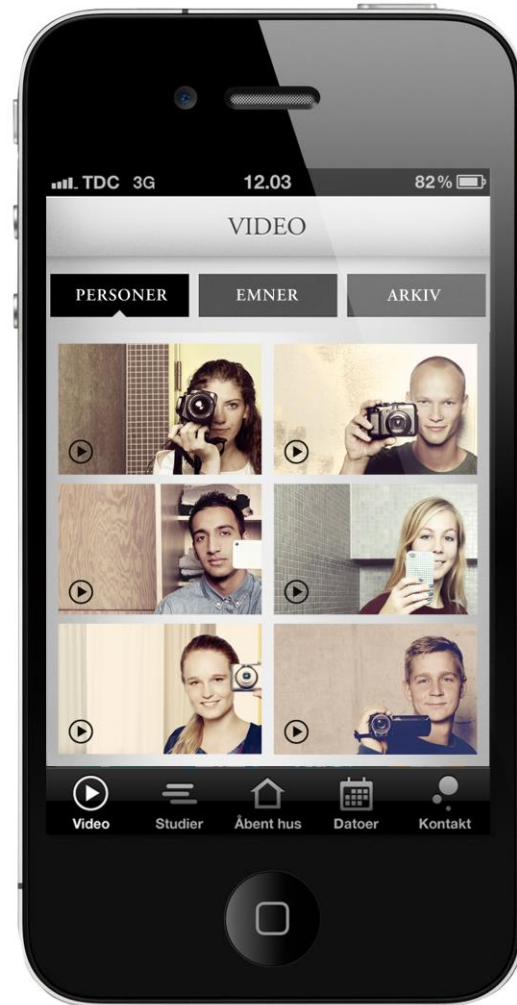


## App as inspirator and film platform

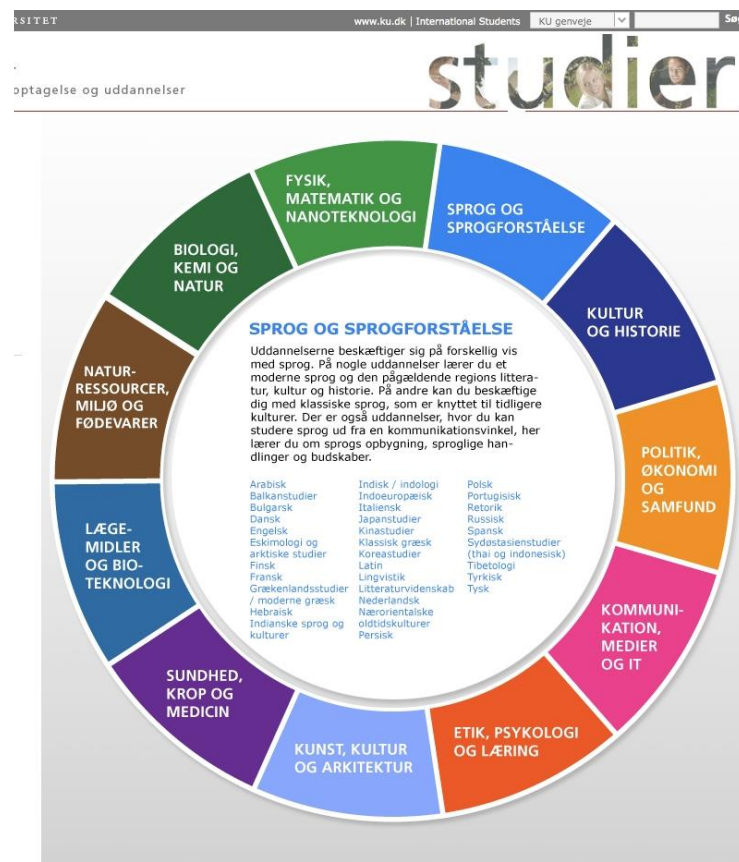
Purpose: to make the films easy to access and make info available evrywhere.

From the app users can access film, info on all UCPH educations, open days, choose integration with calenders and choose(so as not to forget important application deadlines etc).

Downloaded, updated and used by more than 2000 users.



# Integration and recognizability



## Results

- Increased traffic on studier.ku.dk – approaching 1 mio visits pr. year
- 28% increase in visitors at the march "Open Days UCPH" since 2010
- more than tripled increase in film views over the last two years
- Better connection between marketing initiatives and the guidance and application process.
- Supporting the UCPH strategy for communication and education.



## Number of views gone up

### Film views

- Campaign 2010/2011: 65.000
- Campaign 2011/2012: 90.000
- Campaign 2012/2013: 391.464



## FØLG 6 STUDERENDE PÅ KØBENHAVNS UNIVERSITET

Se deres film om 1.-gangsoplevelser som studerende.  
De bedste, hårdeste, sjoveste år i dit liv.

Åbent Hus i uge 9 & 10





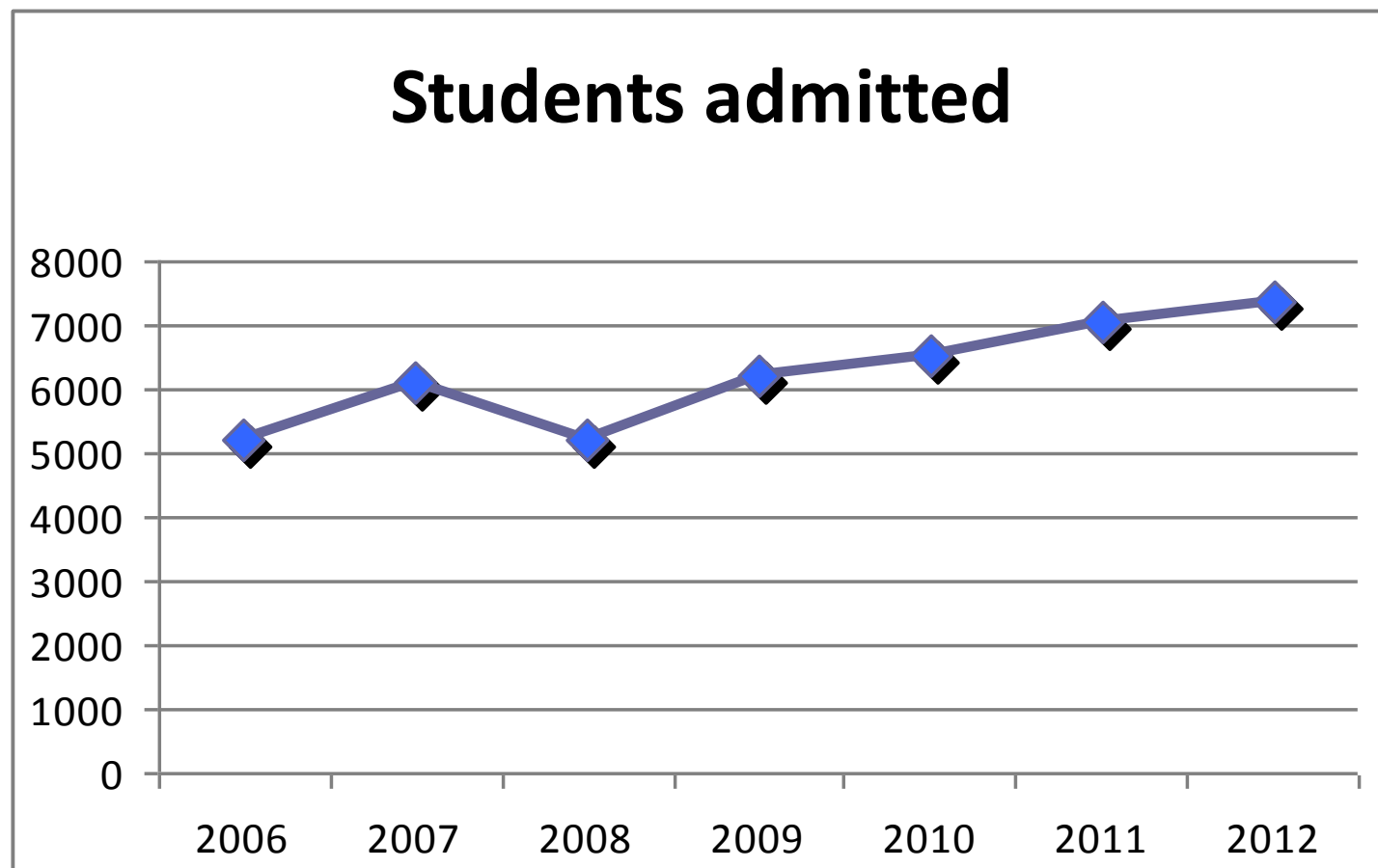
## From visitors at Open Day at UCPH:

Comments on the films:

- It has been a great help to figure out if studying at UCPH is something I want to do. The films are useful especially when you don't know many university students yourself
  - Good initiative! Our world become more and more visual. Nice to see UCPH keeping up.
  - I like the concept of students telling about their first experiences, because these are exactly the considerations I have
  - They are great. It is comforting, that it's not commercials stuffed with music and storyboard but on the other hand credible student stories.
  - More focus on educational content – a film for each undergraduate program
  - Quality is varying – some of the students' films are excellent others could be better.



## Admission increased



## Drop out reduced

