Enrolments During the COVID-19 Pandemic

Client Group Data Insights
October 2021
Analysis of enrolments managed by QS for our Clients in the first intakes of 2021 uncovered some very interesting insights into the student cohorts who persisted through the challenges and in some cases, disappointment, of commencing their studies online:

1. Shorter enquiry – enrolment pipeline for phone and chat enquiries
2. Increased uptake of undergraduate degrees by an older-than-usual cohort
3. Agents had significant influence on students accepting their offer
Students who engaged with the university via phone or live chat had a shorter pipeline to enrolment

We reported a few months back that enquiries from prospective students were growing exponentially, with students asking more often than previous years for additional advice, guidance and reassurance during their student journey.

Phone and live chat channels enable students to get immediate and personalised answers to their enquiries, so it is unsurprising that these students had more confidence to accept and enrol compared to others.

Shorter pipeline to enrolment via phone is a trend seen across nearly all our client institutions.

Analysis on 43,540 international students enrolled across QS Client Group in Australia and New Zealand
• Pre-Covid Intakes = S1 2019 --> S1 2020
• Covid-impacted Intakes = S2 2020 --> S1 2021
Generational shift in levels of study during the pandemic

During the Covid-impacted intakes:

**Gen X** - decreases research enrolments, but an increased enrolment into postgraduate courses.

**Gen Y** - markedly larger proportion (+9%) enrolled into undergraduate courses, seeing a significant decrease in postgraduate enrolments.

**Gen Z** - an equal proportion (6%) shift in enrolments into undergraduate rather than postgraduate courses.

Definitions:
- Gen X (41 – 56 years old)
- Gen Y (25 – 41 years old)
- Gen Z (24 years old and younger)

Analysis on 43,540 international students enrolled across QS Client Group in Australia and New Zealand

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- Covid-impacted Intakes = S2 2020 -> S1 2021
Agents continue to have strong influence on offer decisions

When QS advisors speak to students how have accepted their offer, we ask for feedback on what factors influenced their decision.

During the Covid-affected intake, students cited agents 10x more as an influencing factor to why they accepted their offers, compared to Pre-Covid.

The share of enrolments via agents remained steady - 84% across both periods.

<table>
<thead>
<tr>
<th>Top 5 Reasons to Accept an Offer</th>
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<tbody>
<tr>
<td>Pre-covid</td>
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<tr>
<td>During covid</td>
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<tr>
<td>1 Reputation of the institution (38%)</td>
</tr>
<tr>
<td>2 Course selection (31%)</td>
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<tr>
<td>3 Friends / relatives previously studied there (10%)</td>
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<tr>
<td>4 Location (9%)</td>
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<tr>
<td>5 Friends / relatives live nearby (4%)</td>
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<tr>
<td>6 Qualification selection (4%)</td>
</tr>
</tbody>
</table>

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Thank you.

For more information on this report, please contact your QSES client team.