

# APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

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*Collaborating for sustainable impact: partnerships across the Asia Pacific*

APAIE Perth 4 - 8 March 2024



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Session 16E: Thurs 7<sup>th</sup> March, 12:00 – 12:30

## Using Data in Student Recruitment - What to Trust

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Humber College, Canada

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# Using Data in Student Recruitment – What to Trust?

**Jennifer Wilkinson, London Metropolitan University**  
**Vedika Taunk, Humber College**  
**Vytas Rimkus, eduKUDU**



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# Why is Data Tricky?

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**Abundance**

**Decentralisation**

**Misinterpretation**



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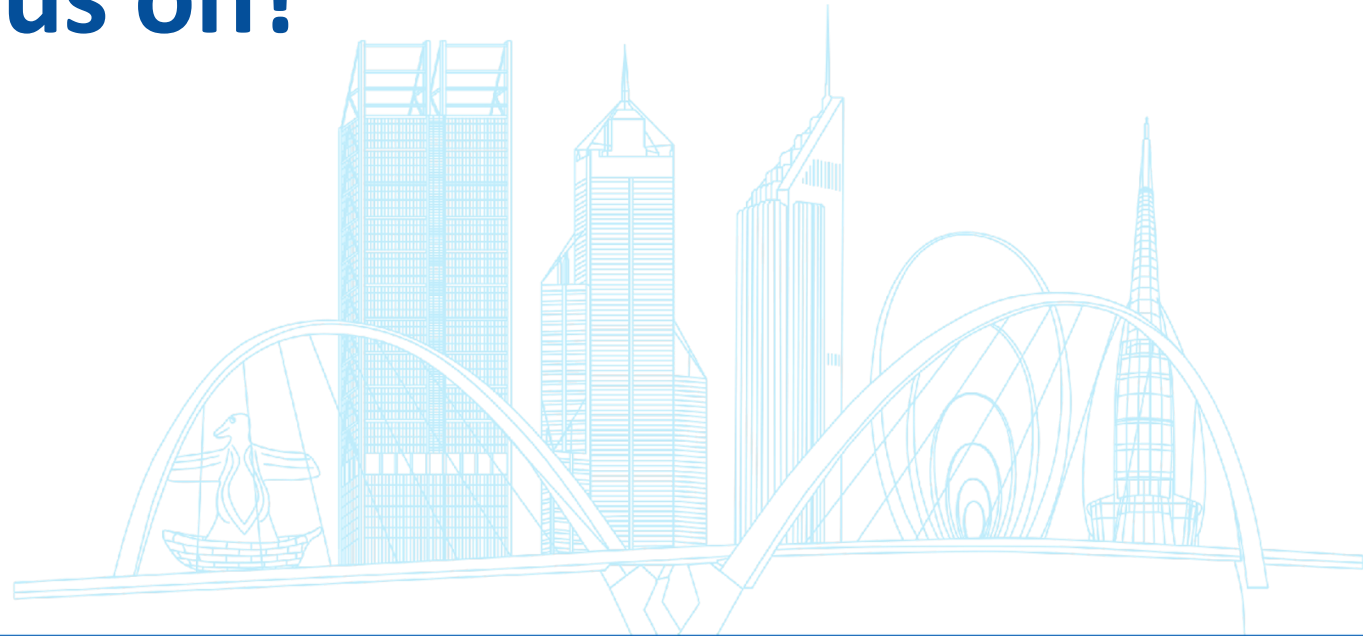
**When it comes to hard data, which of the issues do you find to be the most important?**



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# How do you choose what to focus on?



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# What should you measure?

## Vanity Metrics



Feel good to look at but **lack** guidance for next steps



## Actionable Metrics



Can be used to **inform** better business decisions.



# What should you measure?

## Acquisition and reach

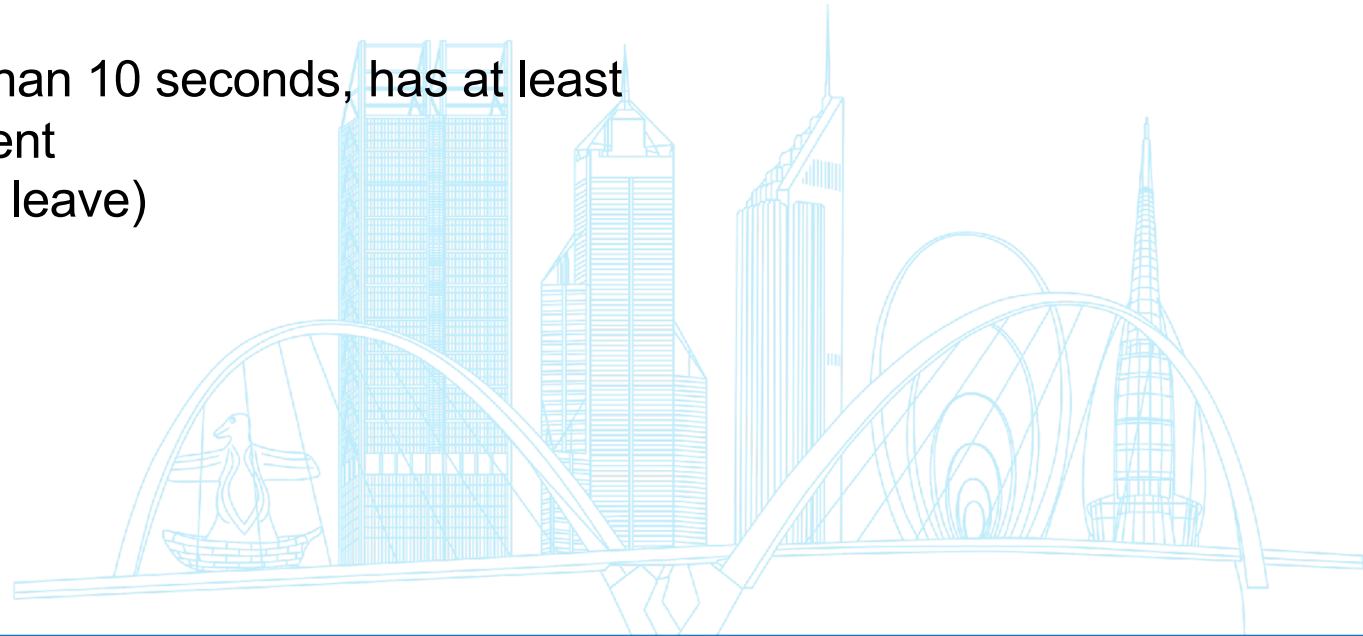
- Traffic sources
- CTR (over total clicks)

## Engagement

- Engaged sessions - a session lasts longer than 10 seconds, has at least two page views, or triggers a conversion event
- Audience retention (moments when viewers leave)

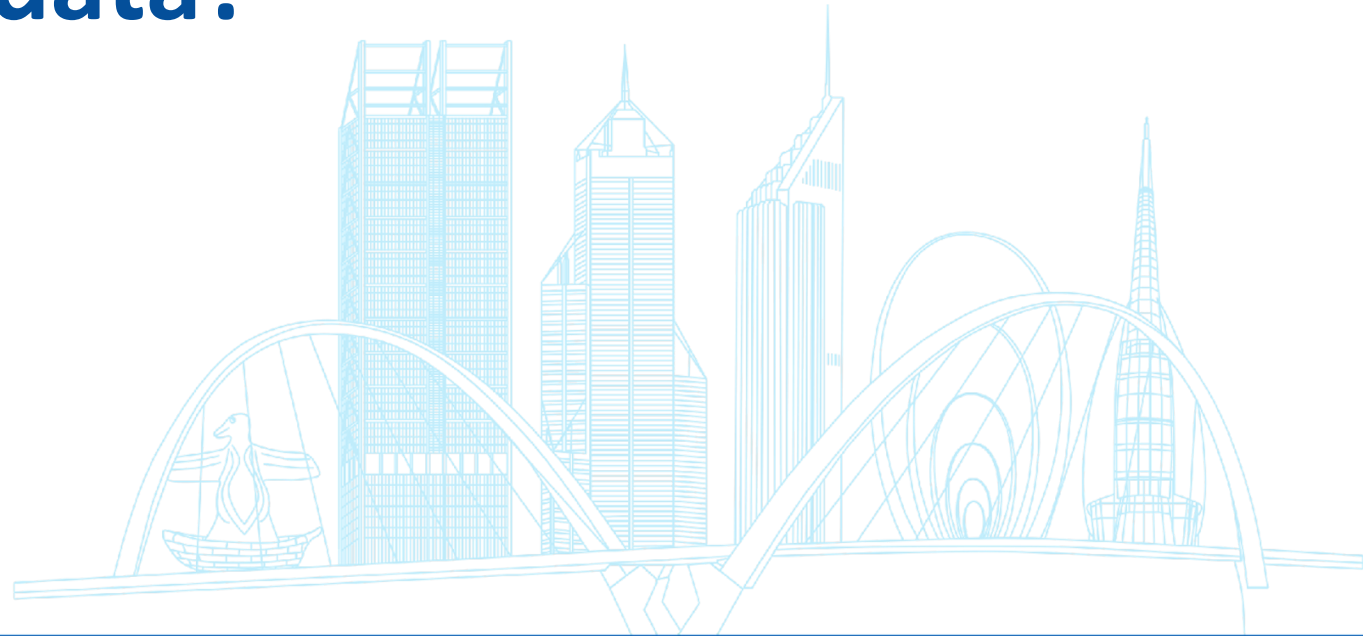
## Audience

- Demographics
- New vs returning
- Behaviour: subscribers vs non-subscribers





# How do you find the resources to analyse the data?



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HUMBER



LONDON  
METROPOLITAN  
UNIVERSITY



**What has been the single biggest change that you've implemented based on data analysis?**



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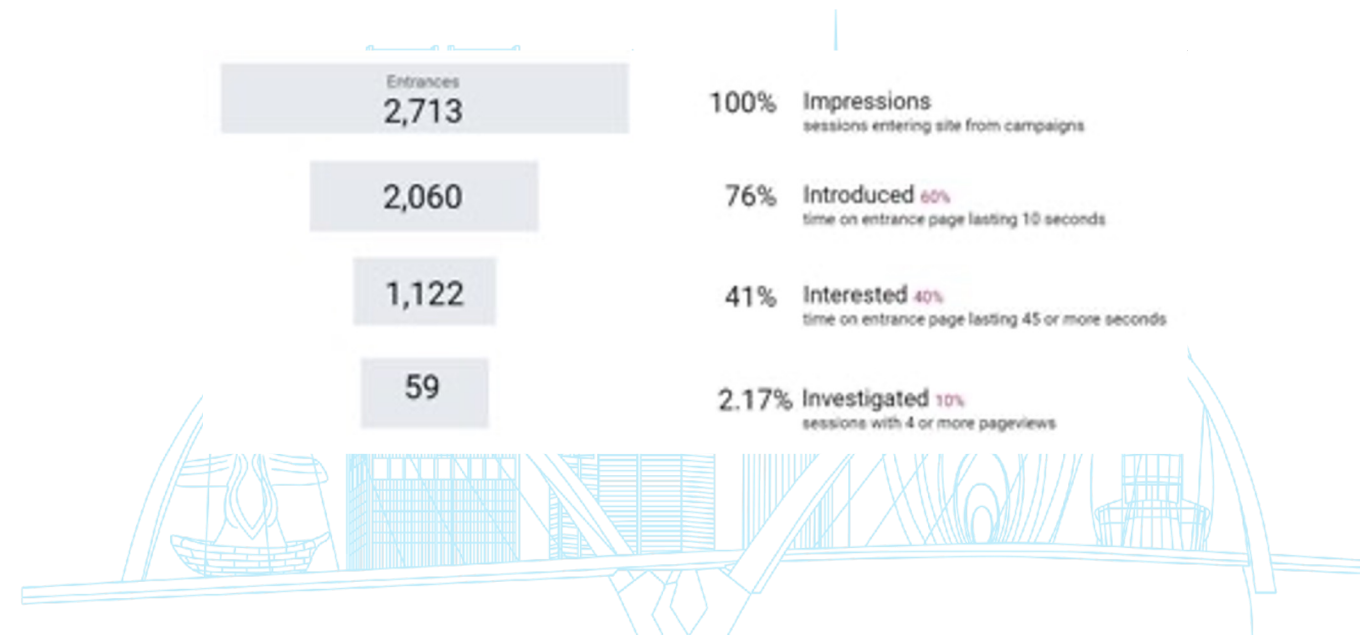


# Resource allocation: Analysis of visitor engagement

## Hong Kong



## Thailand




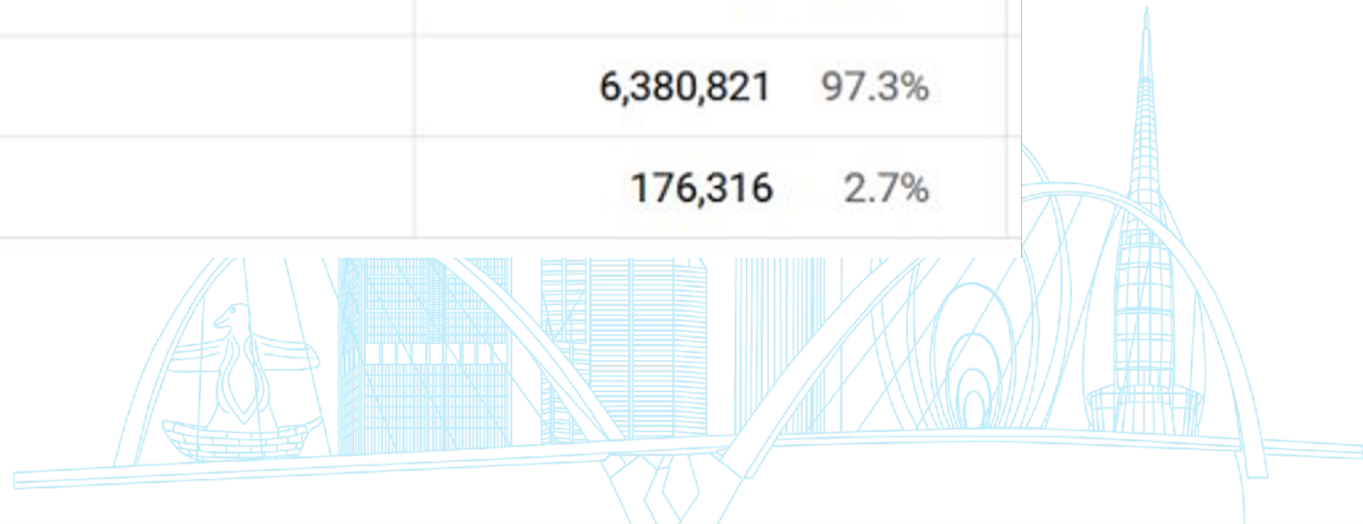
# Can you give an example of data-related unlearning experience?



# Data-related unlearning

## YOUTUBE VIDEO VIEWS: SUBSCRIBERS VS NON-SUBSCRIBERS

Subscription status	Views 
<input type="checkbox"/> <b>Total</b>	<b>6,557,137</b>
<input type="checkbox"/> Not subscribed	6,380,821 97.3%
<input type="checkbox"/> Subscribed	176,316 2.7%



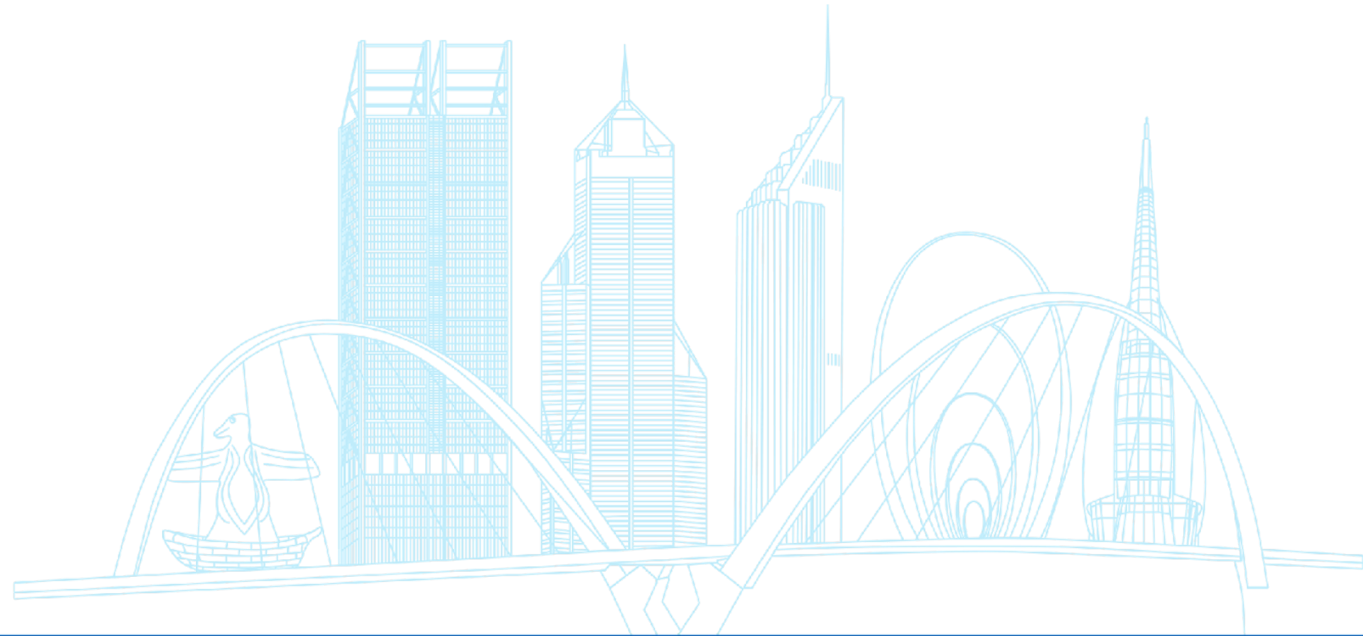
# How do you manage the pressures of your role while building a sustainable campus?



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# Q&A



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