Session 6
The Role of the Applicant Experience in a Competitive Environment
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While the concept of the student experience is well known and well documented, this presentation aims to outline the role of the Applicant experience through the admission cycle and how the influence generated within that experience leads to a positive effect of increased enrolments for the institution and a smooth and successful transition to University study for its students.

Following a strategic review of the Admission cycle at AUT University in 2004 to partner central teams and faculties more closely, a new framework was established. One that recognised:
- Universities were operating within a constrained resource environment
- The importance of deploying a framework for knowledge exchange
- The role of establishing a matrix of responsibilities to create consistent practice and alignment

Following on from a presentation to TEMC 2013 on integrating services to promote student success, this presentation will provide insight into current advances at AUT. These developments have focused on the Applicant and reviewed and redesigned how we position the AUT brand to our customers with the intention of creating influence and loyalty. AUT has updated its previous expansions in collaboration and partnership across the University. Through the creation of the Conversion Project they have reviewed how teams and processes intersect and create a positive impact in the applicant landscape.