



**SUCCESSFUL
GRADUA+E**

**Strengthened enrolment conversion
Increased engagement**

EST 1892 **LSBU** London South
Bank University

**SUCCESSFUL
GRADUA+E®**



Case Study: London South Bank University and Successful Graduate



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85.9% increase in enrolment conversions in trial with 5,800 students

'This program has effectively prepared me for academic challenges, improved my skills, and helped me feel more confident in my studies. Thank you.'

'The academic readiness program was easy to understand and it helped me to get a good understanding of the UK educational system.'

'This course is really helpful for those who want study in UK from abroad. It is highly recommended.'

'Enlightening and eye-opening. Super beneficial and insightful.'

'It should be mandatory to complete the entire course; you will feel more prepared before arriving at your new destination.'

'It provides essential information in all areas that (an) international student needs to know.'

'Absolutely end level they had taught everything in detail and am excited to study asap.'

'The course is an answer to all my anxious questions as an international student.'

'This course is stuffed with the right information international students need to prepare for their trip to and also function maximally in the UK hence I consider it very informative.'

'The course helped to ease my fears and anxieties, and got me really prepared for my studies in the UK.'

'Hey everyone! I just finished this really helpful pre-departure course before heading off to study abroad. It's designed to prepare you for living and studying in a new country. The course covered a bunch of useful stuff like cultural norms, practical tips for settling in, and what to expect academically. It also went over visa regulations and how to manage finances while abroad. Plus, there were sessions on dealing with culture shock and making the most of the experience. Overall, it gave me a solid foundation and made me feel a lot more confident about my move!'

Students enrolling at London South Bank University August-December 2024

Objective

To showcase how London South Bank University worked with QS and Successful Graduate to increase student enrolment conversion rates.



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YOUR PREPARATION

University preparation courses designed for enrolling international students

[Learn more](#)



Background

- London South Bank University partnered with QS and Successful Graduate to provide two microcredential courses to prospective international students via a dedicated platform: lsbu.successfulgraduate.com.
- The courses were released to enrolling students by QS as incentives through the enrolment conversion process.
- These courses were designed to equip students with essential skills and knowledge to prepare them for university life and future employment, building their confidence and commitment to their educational journey.

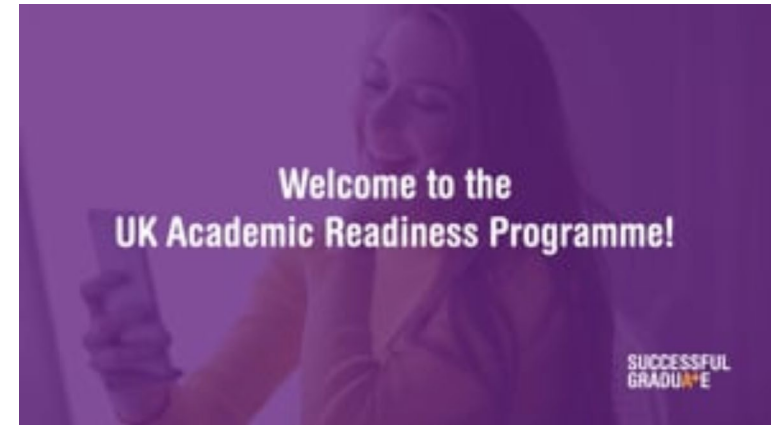


London South Bank University licensed 2 microcredentials. 10 are available:

The UK Academic Readiness Programme

This course is suitable for all students who wish to be fully prepared for the academic requirements of the UK education system. Students will learn how the UK education experience is designed to protect them and ensure the quality of their education. Modules include:

- Introduction to the UK Education System
- Academic Standards
- Methods of Teaching and Learning
- Mindset Preparation



The UK Pre-Departure Course for International Students

Are you getting ready to travel overseas to study? Are you unsure of how to prepare?

This course has been designed by leading international education professionals, to support international students with preparation for their student life in the UK.

From pre-departure checklists to helping students with their integration into the UK culture, this course will bring peace of mind to parents and students alike.

Results

- **Increased Enrolment Rates:** Of the students who engaged with Successful Graduate microcredentials, **15.8% enrolled** to study at London South Bank University .
- **Lower Enrolment Without Microcredentials:** Of the students who did not engage with the microcredentials, only **8.5% enrolled**.
- **Impact:** This demonstrates an **85.9% improvement** in conversion rates among students who engaged with the Successful Graduate microcredential courses.



London South Bank University Comments

‘We were interested in providing online courses that would help prepare international students for university life in the UK.’

‘We didn’t have the capacity to develop the course content internally so it was great that QS Successful Graduate could support with that.’

‘QS made it really easy for us. They listened to our needs and took feedback but other than that, they did the heavy-lifting on the project.’

‘We found that engagement with the courses was higher than expected and those students that fully or partially completed modules enrolled at rates of 15.8% vs 8.5% than those students that did not complete any.’

‘Yes, QS Successful Graduate did meet our expectations.’



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London South Bank University Testimonial

“It can be difficult for students to find the time to engage with live webinars pre-arrival. Therefore, providing online Successful Graduate courses that they can access at a time of their choosing has been really valuable. Yes, we would recommend Successful Graduate to others.”

— Alison Chojna

Group Director of Professional Services Transformation

London South Bank University



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Quantitative measures of success

Enquiry

Application

The UK Academic Readiness Course

Offer

The UK Pre-Departure Course

CAS

15.8%
conversion

85.9%
improvement

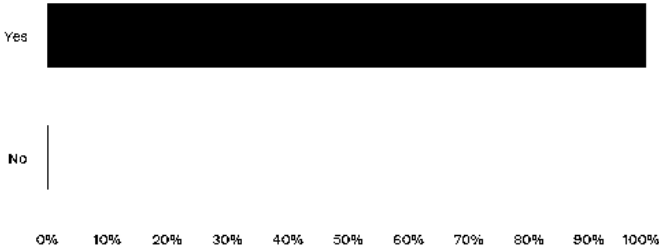
Commencement

Part-Time Work Course, etc

Retention

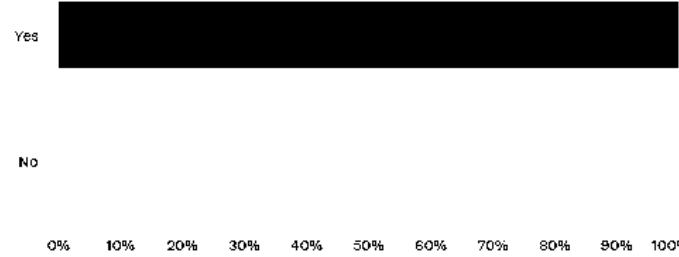
Do you consider yourself to be better prepared for your overseas study experience now that you have completed this course?

Answered: 235 Skipped: 0



Was this course helpful to you?

Answered: 235 Skipped: 0




Why this matters

- **Increased Enrolment Conversion:** Students are provided with access to the microcredentials when they pass certain enrolment gateways: upon applying, upon enrolling, upon accepting an offer and/or upon commencement.
- **Flexible Learning:** Students access valuable resources at their own pace, overcoming time zone challenges and scheduling conflicts.
- **Enhanced Preparedness:** Microcredential courses equip students with practical skills and knowledge, boosting their readiness for university life.
- **Increased Commitment:** Engaging with these courses fosters a sense of belonging and commitment to the university.



Why a client should adopt Successful Graduate for conversions

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This site implemented by: 

- Student Recruitment teams manage the release of your Successful Graduate microcredentials as **incentives for students to apply, enrol and commence**.
- The microcredentials are hosted on your own branded Successful Graduate website, and therefore **add to your university's value proposition**.
- By delivering these microcredentials at the right time to your future students, you are demonstrating your university's **commitment to the student's success, alleviating the stress and uncertainty** that students encounter during the enrolment conversion process.
- Address the **post offer to arrival stage where significant attrition occurs** for most universities, giving a clear sense of inclusion with the warm welcome to the students using our microcredential to answer their questions, setting a positive, supportive tone, pre arrival, which is a very compelling narrative for international students.



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Imagine the impact

Successful Graduate can support your University



Drive revenue



Differentiate your offer



Outstanding student experience



Improved retention and outcomes



Align with your strategy



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What students and clients think

Student experience metrics

100%

Students consider themselves better prepared for overseas study experience after completing our Pre-departure and Academic Readiness courses.

100%

Students find Successful Graduate courses to be helpful.

91%

Students want to enrol at a university hosting a Successful Graduate micro-credential.

98

Net Promoter Score



Conclusion

- London South Bank University's partnership with Successful Graduate demonstrates the powerful impact of microcredentials on international student enrolment.
- By offering flexible, valuable pre-arrival content, London South Bank University not only increased conversion rates but also enhanced the student experience.
- We encourage other universities to consider how Successful Graduate microcredentials can support their own enrolment and engagement strategies.



Enquiries



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莎丽 | International education | Strategic
partnership development | Managing at c...



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