

INTERESTED PROSPECT – NEW STUDENT

INTRODUCTION

Hello (applicant name),

My name is (SEA name) from the Australian College of Physical Education (ACPE). I wanted to give you a quick call because I noticed that you (refer to lead source):

- Attended open day / school program
- Registered interest
- Started an application for (insert course) for Semester 1 2024.

DETERMINE NEEDS – BUILD RELATIONSHIP

Ask open-ended questions about their interests, goals and aspirations to help build rapport:

- "Tell me about your background in sport."
- "Tell me about your education and career goals."
- "What interests you most about pursuing a degree at ACPE?"

Establish their reason for the call:

- More information about ACPE and what it offers
- Finding the right course fit
- Help needed with the application process

WHY ACPE – SELL USPs

Emphasise ACPE's distinctive strengths and what sets it apart from other universities. We encourage prospects to challenge our competitors against how they measure up to us:

ACPE accelerates careers

9 out of 10 of ACPE graduates secure employment within their first six months of graduation. Our world-class programs prepare our students for a thriving career in sport.

Here's how we achieved it:

Personalised learning

Experience education like never before. Small class sizes, high staff-to-student ratios and a collaborative environment provide our students with the personal attention they need to excel. We know our students by name. We notice when you are struggling and have appropriate support to help you.

We are masters of our craft

Our passionate sports industry leaders are at the forefront of the field. Our students learn the latest skills, techniques and technologies from experts who live and breathe sports excellence.

Real-world experience

At ACPE, we go beyond the classroom. Our students gain practical skills and industry experience through our industry and partner placement programs. You don't just learn about sports; you live it.

Location matters

Our state-of-the-art campus, located at Sydney's renowned Olympic precinct, is home to a thriving community of likeminded sports students for your educational journey.

A century of excellence

For over 100 years, ACPE has been a trailblazer in sports education.

QILT (Quality Indicators of Learning and Teaching) – Student Experience Survey

- 9 out of 10 graduates are employed within 6 months of graduating.
- 100% employment rate in Education courses
- Highest rated for teaching quality in Sport, Dance and Sport Business – 13% higher than the national average and significantly higher than our competitors
- Highest rated for quality of the undergraduate student experience in sport and dance courses

- Overall student satisfaction rate of 86% is higher than all our neighbouring universities and the national average.
- Convenient location – Sydney Olympic Park – heart of the sport precinct
- Extensive partner network with embedded industry engagement, Work Integrated and internship opportunities.

WHICH COURSE? – FIND THE RIGHT FIT

Guide applicant to the right course match:

- Career outcomes of the course
- Course duration and entry requirements
- On campus vs online
- How many study hours – at least 3 per week per unit

To enhance relatability, provide some real-life examples of alumni who have thrived in their chosen career as an outcome of a specific course.

UNDERSTAND FUNCTIONAL INFORMATION

- Any special provisions / requirements – disability etc – **CAPTURE THIS INFORMATION**
- Any other concerns?
- FEE Help – Explain USI and ECAF
- Direct payment terms
- Tuition fees – refer to website – Indicative unit cost \$3,100 per unit for 3 yr degree and \$2650 for 4 year degree

CONCERNS ABOUT TUITION FEE

Re-enforce Fee Help and liken it to HECS to offset any concerns about affordability (if appropriate).

No Substantial Government Funding:

"Unlike larger universities, ACPE doesn't receive substantial government funding or Commonwealth Supported Places. The College absorbs most of the cost."

Scholarships Available:

"We understand that tuition fees can be a concern. To alleviate this, we offer scholarships that can reduce your tuition fees by up to 25%. The specific eligibility criteria are available on our website, and our team can guide you through the application process."

No Services and Amenities Fees:

"One key point to highlight is that we do not charge any services and amenities fees to students. We believe in keeping your costs as low as possible and ensuring that you have access to all necessary resources without additional financial burdens."

No Textbook Fees:

"We have taken steps to minimise incidental costs. Eg, we don't charge textbook fees. Our ACPE library provides you with access to essential resources, ensuring that you don't need to spend extra on textbooks."

Low Staff-to-Student Ratio:

"We maintain a low staff-to-student ratio because we value personalised and tailored student support. With an average ratio of one academic staff member for every 20 students, you'll receive the attention and guidance you need throughout your academic journey. You won't get lost in a crowded lecture room of 300 students. We know you by name."

Competitive Pricing and Quality:

"When considering tuition fees, it's important to remember that our pricing is competitive when compared to other institutions. We might be priced similarly to some other private Colleges, but our quality of education and personalised support set us apart. We are priced higher than the big unis, but our QILT rankings and graduate employment rates reflect our commitment to excellence in sport."

RISK OF LOSING STUDENT – ELIGIBILITY FOR HARDSHIP SUBSIDY – ONLY IF ABSOLUTELY NECESSARY

If you think we may lose the student because they are not eligible for fee help or are experiencing financial hardship, they may be eligible for a subsidy.

Ask the following questions:

	points
Phone Interview questions- to be captured on the student record	
1. Do you have a family assistance number? (student submits evidence after the call)	5
2. Are you on a youth study allowance? (student submits evidence after the call)	5
3. Indigenous / Humanitarian visa/ Refugee? (student submits evidence after the call)	5
4. Regional / remote?	5
5. Do you pay rent / live on your own? (submit evidence after the call)	5
6. GPA average (current students)/ NSEs: Are you passionate about a career in sport / Dance?	5
7. Emerging athlete / performer? (Evidence)	5
8. Leadership role at school? (student submits evidence after the call)	5
9. Are you in crisis / family situation/ divorce/ etc?	5
10. Disability? (student submits evidence after the call)	5
Total points	50

Terms and conditions:

1. Must keep us as preference 1 on Centralised UAC until March.
2. Must enrol in minimum 3 units by January 2024.
3. Centrelink related subsidies require evidence to be submitted each semester.
4. Must remain engaged and attend classes to remain eligible for the scholarship. Maintain good academic standing.
5. Adhere to the student code of conduct at all times.
6. Do x hours of service to the College – assist with events and serve as a student ambassador.

Subsidy amounts would be determined based on the points awarded during the eligibility assessment.

Pts	% Subsidy
5	5%
10	5%
15	10%
20	10%
25	15%
30	15%
35	20%
40	20%
45	25%
50	25%

Advise student that we will confirm within 24 hours what subsidy they would be eligible for.

Provide evidence and recommendation to DLR and Sujeet at COB.

Sujeet and DLR to sign off on the subsidy amount and capture this on record.

WITHIN 24 Hours – Respond to the student – request evidence if not sent. Confirm % eligibility and terms and conditions.

Once evidence is submitted – capture on the student record.

NEXT STEPS

Outline the Next Steps:

"So, here's what we can do next. I'd suggest that we set up a follow-up meeting to discuss your questions or concerns in more detail. This will allow us to address any specific needs you might have and provide you with a clear pathway for moving forward."

Set Follow-Up Time or What You Will Do:

"We can schedule a follow-up call at your convenience. I'll be here to guide you through the entire process, whether it's about finalising your application, understanding our courses in more depth, or exploring our campus. Just let me know what works for you."

Process and Expectations:

"The next steps depend on your individual goals and requirements. We'll work together to ensure that you're comfortable with the application process and that all your questions are answered. Our goal is to make this transition as smooth as possible."

What Do You Need From Them to Close This Out?:

"To get started, we'll need some basic information from you. This includes your contact details, academic history, and specific course interests. Don't worry; I'll be here to assist you with each step."

Go the extra mile

- Share your contact details and emphasise your role as their dedicated support.
- Build a strong rapport with each potential student. Make it clear that you're available to answer their questions and provide guidance throughout their journey.
- When will you contact them next? Ensure you have regular follow-up calls and messages scheduled to check in, provide information, and address any concerns.
- How often will you reach out? Find out when it's most convenient for them to be contacted. Respect their preferred time and availability for communication.
- What is their contact preference – time and availability
- Once a potential student is ready to apply, be there to help them navigate the application process. Offer assistance to ensure it's as smooth and stress-free as possible.
- Invite them to the campus – Promote our pre-college kick-off events and experience days. Emphasize the benefits of exploring our facilities, meeting future peers, and immersing themselves in the ACPE community.
- Offer to meet with parents if they'd prefer, address their specific questions and concerns.

TUITION FEE OBJECTION - CONTINUING STUDENT

STUDENT REQUESTED A CALL BACK

Hello (student name),

My name is (SEA name) from ACPE.

"I noted that you requested a call to discuss the change to tuition fees and wanted to reach out to understand how we can help."

DETERMINE NEEDS – DEMONSTRATE EMPATHY AND PROVIDE REASSURANCE

Determine the nature of the student's concern and respond using the objection handling guidelines below. It is imperative that we support our students and demonstrate empathy to effectively address any concerns.

Empathy first

- Start any conversation with empathy and understanding. Acknowledge the student's concerns, and express genuine care.

Clarity and transparency

- Provide clear, concise, and accurate information. Explain the reasons for the changes and our commitment to delivering the highest levels of quality and support.

Positivity and reassurance

- Encourage a positive long-term outlook by emphasising the support available to help them navigate the changes. Reassure them that their success remains a top priority.

Respectful language

- Choose words and phrases carefully to ensure they convey respect and professionalism. Avoid jargon or complex terms that may confuse the student.

"Why is the increase more than inflation / higher than CPI?"

- We understand that this may be a concern but it is important to note that ACPE has held back on passing on increased delivery costs to students for as long as possible.
- In most instances, ACPE courses were approximately \$15 - 20k lower than our competitors (not CSP providers).
- With the current changes in economic conditions, it is unavoidable. We have to make this change so that we can continue to provide personalised support and quality teaching to our students.

How do you justify the additional cost? What am I getting for it?

- It is not so much a case of what we are adding but balancing the cost of delivery and managing the impact to OUR students. We have managed to balance it for several years.
- Additionally, we have tried to absorb further incidental costs to students which other providers charge directly to students, e.g. ACPE does not charge a services and amenities fee, or textbook fees.

- We are expanding our Work Integrated Learning opportunities in the courses we have reaccredited and are expanding our internships and industry partnerships.
- We have undertaken significant course reviews and redevelopments in the last year to provide you with improved in-depth knowledge of your field of study, invested in new technologies, deployed the ACPE portal / student support hub app, invested in online resourcing and upgraded our Learning Management System from Moodle to Canvas which comes at significant cost.

“I didn’t agree to this course cost. This is false advertising.”

- ACPE has always published a tuition fee for a particular calendar year.
- ACPE has never indicated that tuition fees would apply for the full duration of the course.
- Delivery costs vary year on year depending on market conditions and the College needs to find a way to meet the rising delivery costs.
- *ACPE has held back passing on delivery costs to students for as long as possible. In most instances ACPE courses were approximately \$20k lower than our competitors. With the current changes in economic conditions, it is unavoidable. We have to make this change so that we can continue to provide personalised support and quality teaching to our students.*
- *Tuition fee increases are necessary because the cost to deliver courses increases year on year. ACPE is committed to maintaining the quality of its programs and providing the highest level of support and assistance to students. Tuition fees have been set at a rate that will ensure a high standard of teaching and enhance the student experience while keeping the costs as affordable as possible.*

“Why can universities like WSU charge so much less? You are misleading us and milking us for money.”

- Universities receive funding from the Commonwealth Government which means that the government pays for a significant portion of the delivery cost.
- The published student contribution fees at large universities are a fraction of the actual cost to deliver a course.
- ACPE does not receive funding from the government. One cannot compare the student contributions at universities which have Commonwealth Supported Places to students at private institutions.
- ACPE students have access to Fee Help but not commonwealth supported places.

“I didn’t know that my fees might increase.”

- Tuition fees are published for a relevant calendar year rather than for the duration of the course.
- The terms and conditions on the website also indicate that tuition fees may change.
- This is standard practice with all providers.

“So what is it that is costing you so much more money?”

- Tuition fees are typically increased each year to keep up with the cost of running the institution.
- This can include things like faculty salaries, building maintenance, energy costs, equipment, system upgrades and licencing fees, and the cost of new technology and resources.
- Additionally, we rely on tuition income to fund new programs and initiatives.

"Will I pay more than new students?"

- No. Continuing students will not pay more than commencing students.
- The unit fee for first year units have all been priced at \$3,100 which is the new indicative cost across all units for 3 year degrees.

"So will I be back charged extra for units I have already done?"

- No, this only applies to units you have not yet completed.

"Why are you changing the fee structures?"

- For several years we have had a tiered fee structure which meant that different undergraduate courses of the same duration had different course costs.
- Streamlining the tuition fees means that all undergraduate degrees of 3 years' duration have the same course fee and therefore makes it more equitable. It is also consistent with the approach taken by other providers in the market.

"WHY ARE THERE NO SCHOLARSHIPS FOR CONTINUING STUDENTS?"

- We have listened to your feedback and have introduced some new scholarships for continuing students. There are eligibility criteria and a limited number that can be awarded each year.
- These scholarships will be applied as reductions to tuition fees. No cash payments are made to students.

IF A STUDENT THREATENS TO WITHDRAW AS A RESULT OF THE NEW FEES

- "We are mindful of the impact on students and recognise that some students may be experiencing hardship. We have made provision for a limited amount of subsidies for students who may be eligible for a tuition fee subsidy."
- "Are you happy to answer a few questions so that I can determine whether you would meet the eligibility requirements?"

TUITION FEE SUBSIDY ELIGIBILITY

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Confirm % eligibility and terms and conditions. Send confirmation email – student has to sign off accepting the conditions.

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