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7 dimensions of Learning Excellence



Advisory Services

LEARNING EXCELLENCE

Program
Curriculum



Program Curriculum

A radical, disruptive shift is taking place in the world at an unprecedented pace.

Digitalization, innovation, and technological advancement fundamentally transform whole industries, reshape consumer demands, and challenge conventional business logic.

In order to adapt, education must change its instructional methods.

An effective education curriculum is the one that is able to prepare students for the careers of the future and to be employable immediately upon graduation. It is imperative for educators to have a constant dialogue in order to adapt and upgrade the curriculum to address the future needs of the industry.



What do you need to know when developing a curriculum?

Map the future needs of the industry

Your curriculum needs to be preparing learners for the jobs of the future and a constant dialogue between the educators and the industry will facilitate this mapping process

Balance between learner centered and instructor led methodologies

Due to the heterogeneous needs of today's learners, the curriculum should include a variety of teaching and learning techniques, always putting the learner at the center.

Use technology to facilitate curriculum planning

Depending on the number of students in your institution, consider using a software that will smooth your curriculum planning. It can be particularly useful when planning the rotation of students in relation to the available facilities and faculty members in the institution.

Plan for feedback and assessment

It is advised to build in assessments and feedback when developing a curriculum. Measurements are key to help your faculty keep abreast of the effectiveness of the methodology used and how well the students are doing, and provide an opportunity to correct.



Trends In Innovative Pedagogy

- **Intellectual quietness:** It's crucial to understand that there are times when our intellect needs to be quiet so that our intuition gets to speak.
- **Fun and enjoyment:** Both students and teachers believe that fun and enjoyment impact positively on adults' learning. Therefore, educators should not be afraid of having fun in their discipline or through their research projects.
- **Driving academic integrity:** Educators should focus on the need to use reliable, trustworthy sources of information and appropriately crediting those sources. Educators can maintain academic integrity in various ways, such as understanding what plagiarism is, working with students on highly ethical methods and improving their own research skills.



Ready to explore opportunities to make your curriculum more competitive?

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LEARNING EXCELLENCE

Facilities & Infrastructure



Facilities & Infrastructure

To create an environment that fosters learning, identify the parameters that can impact the design, implementation, and supervision of future educational infrastructure projects.

A learning center should be a perfect playground for the students to make as many mistakes as possible and learn from them before going to work in the industry. This is why we need to give them an environment that is a state of the art, to learn the best industry practices.



Designing a state-of-the-art learning center

The latest development and innovation in any industry requires that the educators keep up with the trends.

For this, education institutions need to update regularly their infrastructure and training facilities in order to provide learners and facilitators with the state-of-the-art environment that is conducive to learning.

In order to facilitate the designing of a state-of-the-art learning center, here is what you need to know:

- The facilities need to address the need of the curriculum with space for students to be able to attend practical courses using the latest equipment and technology.

- Design the space and flow so that classes take place effectively with adaptable surfaces to modulate as per needs of learning activities, e.g. open spaces that can be adapted to host small and large group work.
- Put sustainability at the heart of the infrastructure and facilities planning, including collecting energy - solar panels, energy saving, noise reduction materials, re-use, recycling, etc...



School Infrastructure and impact on learning

Many people think of infrastructure, they are only considering the building or buildings, when in fact there are many more aspects involved in creating an excellent educational infrastructure. If you are an educator who wants to gain a greater understanding of how a school's infrastructure impacts how well students learn and subsequently graduate, here are some key points to keep in mind.

1. Environmental design impacts academic progress
2. Better infrastructure means less crowded classrooms
3. The digital infrastructure is important
4. Poor infrastructure leads to poor job satisfaction
5. The virtual learning environment must blend seamlessly with the physical one.



Ready to explore ways into which your facilities can greatly enhance learning outcomes?

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LEARNING EXCELLENCE

Student
Recruitment



Student Recruitment

"As Education institutions, we have the responsibility to attract the best future talents for the industries we serve. The recruitment experience must immerse students in the culture of our institutions and industries, with each touchpoint delivering on our brand promise." – Ms V. Malan, Business Development Director, EHL



Institutions of higher education are facing increased competition and technological challenges, intensifying the pressure on the way they connect with prospective candidates and their key sponsors (parents and guardians).

The issue is further complicated because student applicants aren't following the traditional "marketing to sales to customer" funnel. Instead, each higher education prospect follows a unique decision path, at a pace that can vary from several years to just a few weeks.



Marketing & Sales teams need to be in tight alignment



That is why your marketing and sales teams need to be agile and in tight alignment. Now more than ever, strategies to reach students wherever they are and give them the confidence and knowledge to succeed in their student journey are important. Student recruitment is harder than ever, and standing out in an increasingly competitive crowd is becoming a challenge.

In order to answer the needs of these prospective candidates, it is imperative for the institution to clearly define the student journey in order to map activities effectively. Identification of the target audience is key in order to develop content that will answer their needs and reassure them that choosing your institution is the right decision for their future career.

What needs to be mastered:

- Aligning with institution's brand values
- Developing a coherent student journey
- Understanding the needs and pain points of prospects
- Elaborating compelling value propositions
- Understanding both online and offline marketing integration
- Designing and managing the Customer Relationship Management processes
- Choosing the right marketing platforms and tools



How to grab your prospects attention with a student recruitment strategy?

To cut through competition and recruit the best students for your university, a solid student recruitment plan is imperative.

- Analyze target audiences and establish target persona.
- Identify your audiences' consumer journey and define the desired experience during the entire lifecycle.
- Conduct competitive research online and define sell-against messages.
- Optimize the Unique Selling Points for your school.

- Establish your recruitment goals.
- Create a marketing and communication plan.
- Build awareness by understanding both outbound and inbound marketing.
- Nurture your prospects with the right marketing platforms and tools (connect your CMS to your CRM).
- Review applications / registrations / enrollment and accompany your student until their first day on campus.
- Analyze your data and adjust your plan.



Ready to start preparing a Student Recruitment Plan for your institution?

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LEARNING EXCELLENCE

Industry Relations



Industry Relations



Providing a skilled workforce to the industry is essential for any educational institution. Programs must therefore be constantly updated & adapted, as new tools and/or business models emerge, and new capabilities are required.

Through continual contact with industry employers and regular faculty reviews, curricula must adapt constantly to ensure that teaching meets ever-changing students' and employers' needs.

In order to ensure graduates' employability, educators need to continuously innovate in the way they gather and apply insights from the field. Preparing students for fast-paced change in the real world means constant, fast-paced changes to the education syllabus.



Student- Business Collaboration

In the past decade, there has been an increased interest in the relationship between universities and companies.

Often, the cultures, ideals, and governance systems of academia and the for-profit sector are out of alignment.

Despite the obstacles presented by these differences, several universities and corporations have created highly successful partnerships, including consortia and agreements that involve industry sponsorship as well as university-based start-ups and research parks.

Types of collaborations

- **Industry campus conferences and events:** Stay up to date with the latest in research and network with researchers and young entrepreneurs.
- **Career fairs:** Help companies secure hiring opportunities directly with students.
- **Research partnerships:** Connecting with companies of interest for research or other collaboration and possibly funding.
- **Industry funding:** Project funding and financing.
- **Event/program sponsorship:** Financial support for an event or organization to promote a company.
- **Fee for service:** Contracting on behalf of the university to provide a service to an outside entity - consulting services, for example.
- **Philanthropic gifts:** A voluntary contribution where no deliverable, benefit, or item is received in exchange.
- **Scholarships:** Financial assistance provided to students meeting specific requirements in relations with a company's goals.
- **Partnership programs:** offering benefits to companies for a partnership fee.



Having an Industry Relations team

The team is responsible for establishing, developing, and maintaining relationships with companies of all sizes, ranging from large multinational corporations to small businesses.

The purpose of Industry Relations is to secure and build long-term relationships with companies. It is possible to cultivate a partnership with a company at each interaction, and many companies already have a historical relationship with universities.

When there is an existing relationship, understanding its dynamics can help companies navigate stumbling blocks and accelerate negotiations. Industry Relations can assist companies in getting critical information and building lasting relationships.

Due to the complexity of industry engagement, Industry Relations connects organizations with other university teams like Career Services, Research Centers or Advisory Services.



Ready to explore ways into which your institution could better collaborate with its industry?

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LEARNING EXCELLENCE

Technology & Digitalization



Technology & Digitalization

Email, WhatsApp, Facebook, Instagram, TikTok, YouTube, Smartphone, PC, tablet. There is no escaping it. Today's student scrolls, clicks and swipes their way through the day, acquiring, processing and sharing information faster than ever before. Students are changing, and it is essential that the education sector keeps pace with this digital education revolution which is unfolding.

With the rise of the digital natives, it is ever more difficult to keep learners engaged and involved in their learning process. Faculty needs to embrace these changes in our society to become digital facilitators.



Digital Education Trends



As educators, we know that the classroom experience works best when it reflects students' normal social interactions. At EHL, we focus on being student centric by offering digital interaction in their day-to-day life, which delivers higher student engagement and greater understanding of complex ideas. Learning institutions should strive to create a learning environment that best fits students' interest.

To implement these latest education developments, here are the five most important trends to consider.

1. Technology in teaching and learning

The growth of technological capabilities means that a variety of media and learning-support tools now exist to help students receive a high-quality education through the Internet.

2. Soft skills training

In an effort to prepare students for their future careers, schools must have the training in place to help students nurture and grow in these skill areas.

3. Decreasing attention spans

To keep the attention of Millennials, the content presented to them must have excellent visuals and dialogue, along with an interesting storyline that will hold their attention. This younger group cares more about the narrative and the visual nature of the content that interests them than other age groups.

4. Facilitating learning versus teaching

The best teachers will be those who can help students take ownership of their learning.

5. Life-long learning

This offers chances for schools to grow as they create new programs and adult learning opportunities to help their alumni thrive within the changing professional space.



High-value investment, with high-value returns

Investing in digital education is invaluable, if done correctly. There is no denying that, at the outset, this is a costly investment, both financially and in time and effort. But the fastest returns are the most important – with improvements in education quality and student satisfaction. Digital transformation is also essential for keeping pace with a changing world, and ensuring today's renowned education providers

retain their position as leaders in education. From Kodak to Blockbuster, Nokia to Thomas Cook, there is no shortage of warning examples of how easily organizations can fall from leadership positions if they fail to acknowledge and respond to a changing world. Being unable to react to changing environments and adopt new technologies is one of the biggest barriers to digital transformation.



Ready to start your Education Institution's Digital Transformation?

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LEARNING EXCELLENCE

Faculty
Training &
Development



Faculty Training & Development

In educational institutions, there are many people who work hard to provide students with the best possible education.

Staff members can be academic (faculty or teachers) or non-academic (accountants, counselors, reception, marketing, etc.).

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SINCE 1976



Learning & innovation go hand in hand

**“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow”
- William Pollard**



Interviewing & Hiring

The long-term success of an education institution depends heavily on hiring and retaining the right staff. Despite the fact that many people consider interviewing and hiring to be inherently difficult tasks, there are methods that you can employ to increase your chances of finding the right candidates.

Structured job interviews, for example, are crucial to ensuring that a candidate matches your values, skills, and experience. In the same way, the best candidates will also use their interview to assess you as a potential employer.

Staffing Process

By using a structured process and following a consistent approach, you will be able to make hiring more efficient and productive, identify applicants who are the right fit, and avoid beginner's mistakes.

Talent Acquisition

Although recruiting is focused on filling open positions, talent acquisition is an ongoing long-term human resource strategy to plan and find the best candidates for positions requiring very specific skill sets.

As part of this process, your company needs to build relationships with top talent and present itself as a great place to work.

Training & Development

Your academic and non-academic staff are your institution's most valuable assets. An institution's competitiveness directly depends on its ability to develop these assets. Evaluating skills and competencies and assessing staff and faculty progress are all important steps.

Staff and Faculty development programs are therefore considered as a primary element for fostering a culture of knowledge and competence.



What is the role of educators?

Facilitation Skills

Educators are not merely expected to transmit knowledge to learners, but rather to provide them with the skills and mindsets that will help them succeed in their workplace and in society as a whole.

Facilitating intellectual stimulation and competence development is at the heart of education.

One of the main challenges of a facilitator is to offer a learning environment that adapts to the student abilities and connect their teaching to the industry practice. This requires them to adapt, be agile and to develop themselves in order to keep their curricula at the forefront of education excellence and continuously stimulate their learners by integrating the latest trends or teaching techniques.



In order to assist its partner institutions, EHL has developed a series of 150+ training modules that will enable faculty members to keep up with industry changes.

[Discover our Facilitation Skills Online Training](#)

LEARNING EXCELLENCE

Marketing,
Branding
& Promotion



Marketing, Branding & Promotion

Marketing of education institutions is a key function in education institutions and is to be handled just like in any other business. Education institutions exist in order to offer knowledge and experiences that will help the students to enter the job market.

Therefore, each institution needs to have a clearly defined marketing strategy and a plan in order to achieve its goals and objectives.

Marketing of education institutions is just like any business; you have to market your brand. It is important to understand what marketing tools to leverage in order to boost enrollment numbers and build your reputation.



How to connect with your prospective students and their families?



Good branding not only creates a strong message about your school's core values, practices, and programs, but it also helps your prospective students see how your school is different from other schools they may be considering.

Understanding the size of the market, segmentation, competition analysis and positioning of your institution is an ongoing effort to be done by the marketing team.

Your marketing strategy includes objectives, actions, and metrics that provide guidance to your teams.

Define your school's marketing goals

It is usually your school's business plan that provides the direction for your marketing objectives, helping you ensure you're working in sync with everyone in your school.

Describe your marketing initiatives

Identify the activities you will undertake to achieve these objectives.

Select your marketing channels

Make your customers' experience seamless and consistent by utilizing a multichannel outreach strategy.

Decide on the KPIs you will use

Select the key performance indicators (KPIs) to measure the success of your marketing initiatives.

Continually refine, measure, and improve

As you finalize your strategy, make sure you take into consideration any small details, such as timing, that will be important.



What do people think about when they hear the name of your school?

If your school doesn't have a brand that evokes strong and memorable ideas and images of what your school is about, you are missing an opportunity to attract and connect with potential new students and their families. Beyond enhancing and protecting the brand identity of your institution, you will need to define a brand story that truly resonates with your community, and in turn, attract the students who best fit with your institution's goals and values.

Once you have your brand story, its roll-out will be essential. You will need to tell your brand story in a consistent manner across all channels and touchpoints.

This will involve not only your sales and marketing teams, but all staff members in contact with potential students. Beyond that, bringing your entire community on board will enable you to boost the impact of your marketing efforts.



Ready to take your
Education
Institution's
marketing strategy to
the next level?

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