

# Who are the target markets?

In the beginning there was...

# Value mapping



## OFFER: Value proposition

Write your study value programme's proposition including:

- **Objectives.** What are your key objectives?
- **Competence.** What are the key competences you build?
- **Differentiation.** How does your program differentiate from other similar programs? Why study in Tampere?
- **Collaboration.** What kind of collaboration do you have with other programmes and faculties within Tampere?
- **Worklife value.** What future prospects does the program offer to its students? How prestigious is the degree?
- **Extracurricular value.** Which extracurricular activities does the program offer?
- **Credentials.** How does the program validate its promise through awards, recognitions etc.?

## WHO: Student profile

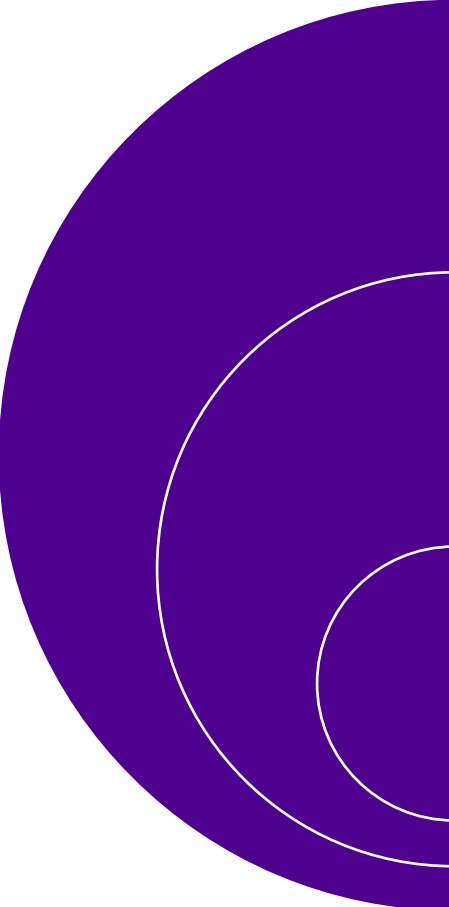
Describe the variance in students in the program from their perspective.

- **Professional aspirations.** What do the students aspire to work with? What kind of challenges do they want to solve? In which kind of organizations they wish to work?
- **Academic interests.** Are the students interested rather in applied or academic domains? What paradigms are they interested in?
- **Extracurricular interests.** Which guilds, student organizations and activities appeal to your students?
- **Prior degree and interests.** What kind of prior degree and hobbies pave the way to the program?
- **Exclusion:** Who is the program not for?

## Action points:

How should you improve the programme?

# International student recruitment goals



## 1. Best students with the best fit

- TAU recruits students who have the best abilities to succeed in studies

## 2. Diverse recruitment pool

- TAU recruits students with various skills and backgrounds to ensure sustainable and viable recruitment base

## 3. Wide brand recognition

- TAU is recognised globally as a desired study destination

# Motivational profiles

# Objectives of the motivational profile work

**Create profound insight on on international student's motives, needs and expectations.** Meeting expectations requires understanding those elements behind the student's motivations to do (or not do) certain actions.

**Help to build more relevant services.** Outcomes will be utilized to recognize the **most potential** international student profiles, and most importantly learn how to attract them with **relevant communication** and **services**.

In addition, motivation profiles are an excellent tool for empathy when developing **customer centric mindset and procedures** through the organization.



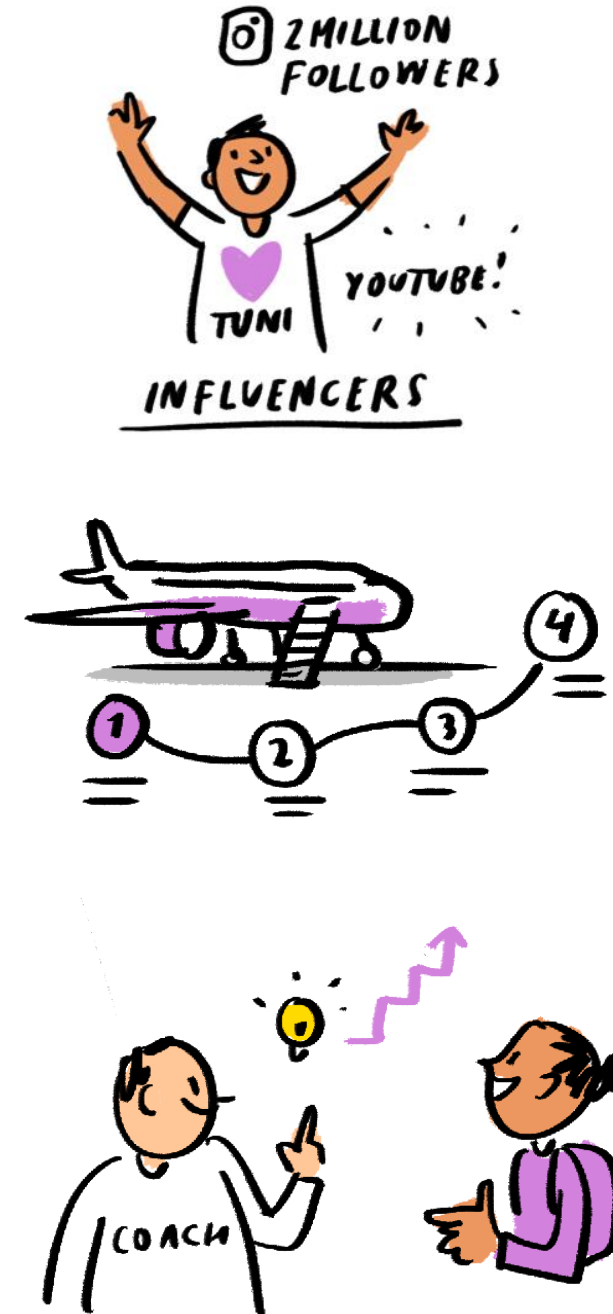
# Methods

## Background work

- Five background interviews with Tampere University employees representing different roles.
- Hypothesis workshop.

## Student interviews

- 18 qualitative interviews amongst international students representing different programs and 17 nationalities.
- In the interviews we utilized visualized solution ideas that were created in hypothesis workshop.



# How to read the motivational profiles

**Motivational profiles are based on individual values, motives, and behaviour.** In this case, different motivational factors that applicants have when they consider choosing Tampere University.

They are not based on demographic segments and **the purpose of the profiles is to break stereotypes, not enforce them.**

Motivational profiles are **not tied to academic success.** All motivational profiles can do well when there is a match between needs and what is offered.

*Motives are fuel for our behaviour. We might be motivated by what we want to achieve, and on the other hand, by what we try to avoid.*

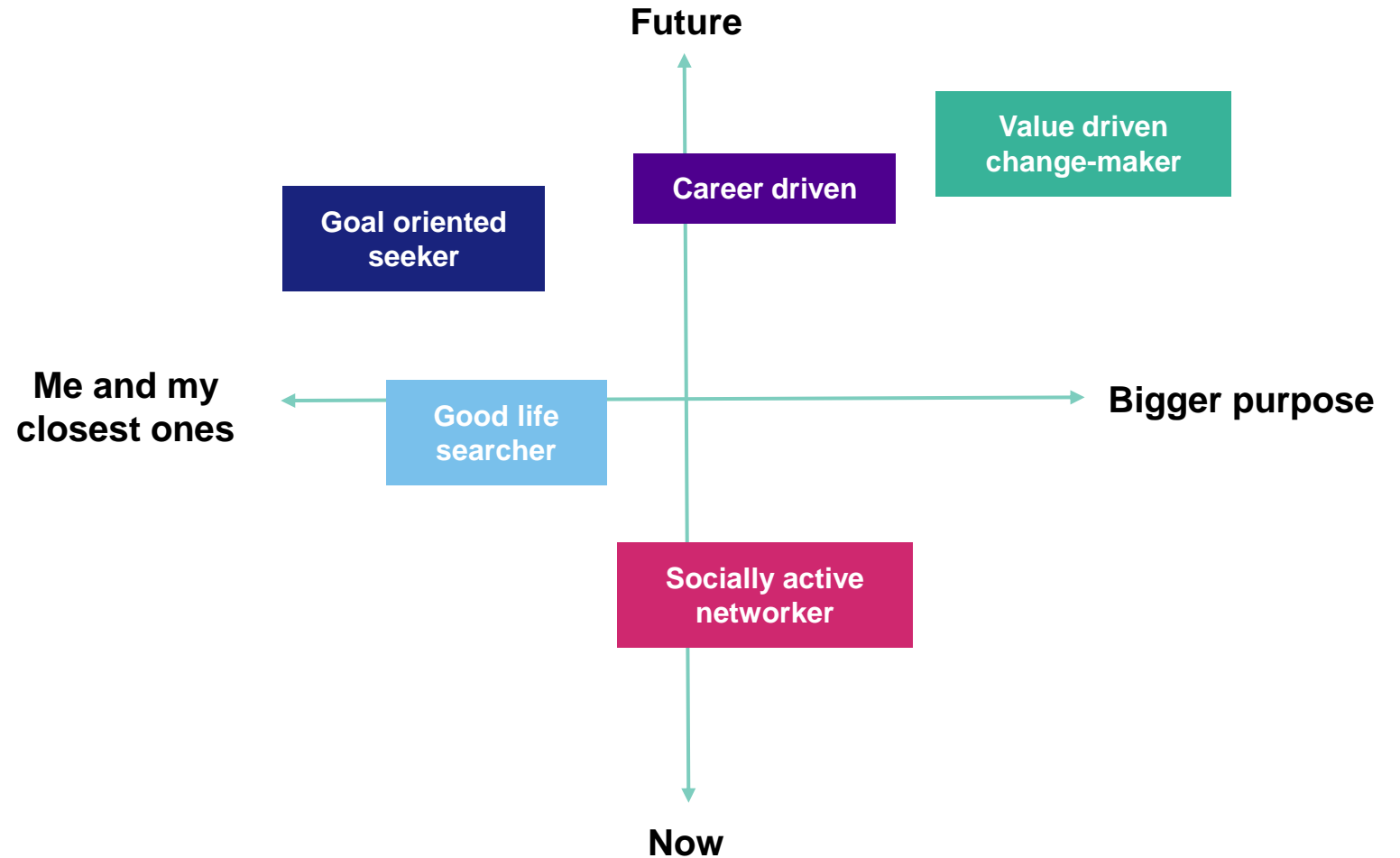


# Summary of the profiles

We recognized five motivational profiles:

1. Career driven
2. Good life searcher
3. Socially active networker
4. Goal oriented seeker
5. Value driven change maker

In the interviews we processed different dimensions that distinguish the motivational factors. Time frame (now vs future) and focus in life (me and my closest ones vs bigger purpose) were recognized as very differentiating axes for the motivational profiles.





# Summary of the profiles and their motivations



## Career driven

- **Looking to deepen expertise in their chosen field/profession.**
- Passion for their topic
- Looking forward to next steps in their career
- Often coming back for further studies after time spent in work-life



## Good life searcher

- **A need for personal safety and security**
- Good work-life balance
- Long term stability, including finding employment, and looking to stay in Finland or abroad



## Socially active networker

- **New social situations, international experiences**
- Future working life is based on the networks you create now
- Having fun, enjoying life
- They may still be seeking their path, field of study and future plans.



## Goal oriented seeker

- **Finding a job after studies**
- Economic balance and independence
- Good position at work (not necessarily a managerial position, but respectable enough)



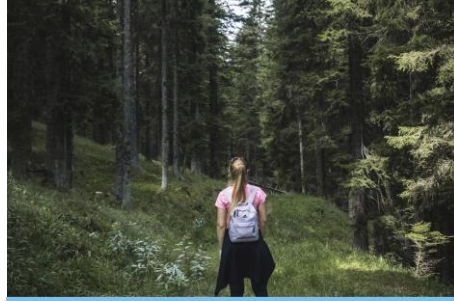
## Value driven change-maker

- **Want to create a positive impact on society**
- Help others
- Concentrate on subjects they are passionate about
- A need for safety and security both personally and in society as a whole

# How to reach the profile



**Career driven**



**Good life searcher**



**Socially active networker**



**Goal oriented seeker**



**Value driven change-maker**

- Vibrant student life in a student city
- Enhancing a sense of welcome and of belonging to this particular university community
- Highlighting student led initiatives, clubs and guilds
- Using peer stories and experiences networkers can relate to



# Socially active networker

Getting to know people and creating networks is fun, but also a must for the future. Connections for future work life are created now.

**Help them to connect with others, they'll do the rest.**

Needs support

Supports others

Motivated by:

Getting to know different people and understand them

Willingness for change, trying new things



# Socially active networker

## Motivation

**Networkers are socially active and keen to meet new people**, not only to have fun, but also to create valuable connections for the future...

### What are their motives:

- Future working life is based on the networks you create now
- ...

### What brings value:

- Possibilities to participate in guilds and other university activities beyond studies, also to promote things and values that finds important.
- Getting to know people (tutors/ teachers / other staff) in advance.
- ...

*“Student life in Finland is amazing, I don’t recommend anyone to JUST study. Everything around gives you a network and gives you practical skills.”*

### What are negative experiences related to:

- Cultural differences and feelings of being left out of an “inner circle”
- Homesickness in the beginning, before getting to know people
- Shy to attend if no other international students around
- Lack of respect, voicing critique may cause problems

# Socially active networker

## Communication

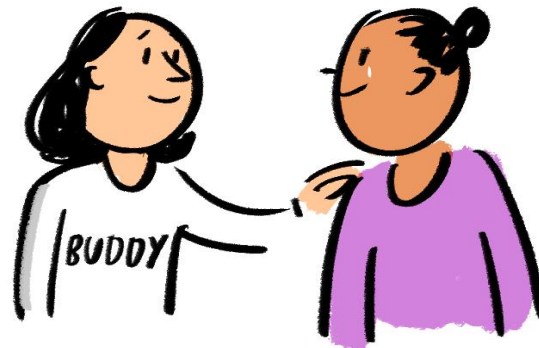
**How to design for them:**  
Highlight possibilities....

### Where and how to reach them:

- Through international networks and programmes
- ...
- ...
- ...
- ...

### Why would they choose Tampere University:

- **Possibilities to...**
- ...
- ...
- ...
- ...



*“One of the most interesting things could be getting to know teachers in advance so that you know who are working there. It was hard to find out in the web.”*

*“They sent us a link to join the Tampere uni app, it made me feel that I really am a student of this university.”*

# Working with motivational profiles

## Degree programme staff

- University leadership welcomed the work, academics recognised their own students well
- “what type of students do you have” versus “what type of students would you aim for”
- Reflections on degree programme’ academic content development

## Marketing

- What type of message/content work for which profiles
  - What to also avoid
  - Strategy work: prioritising your work
- Aim to please at least one profile, resonates in others
- Student in the centre of your marketing

# Top tips from TAU

1. Involve larger community than recruiters
2. Approval from leadership is a must
3. Plan implementation steps before research
4. Develop as time progresses