

**ABSTRACT  
PARALLEL WORKING SESSION  
UNIVERSITY MANAGEMENT & INNOVATION**

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**Digital Conversion and the Paperless Admissions Office**

In the past 12-month period, 69% of direct postgraduate, international and other fee paying course applications at The Australian National University were processed through their online application system. As a result of this success, ANU have now commenced the roll out of this apply online solution to their recruitment agents worldwide.

Griffith University is planning for a paperless prospect through to admissions solution within the next 12 months. The strategy will reduce data entry and increase accuracy, free marketing and admissions staff to focus on assessment and improve admissions times. Faster applications mean earlier marketing efforts and a stronger application pipeline.

Learn how to convert your online leads by focusing on an application pipeline and not an enquiry pipeline. And how you can save money (and the planet) by moving to a paperless admissions process.