

NWU Student Recruitment embraces the digital revolution

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Due to the current Covid-19 pandemic, the North-West University (NWU) has adopted a new digital recruiting approach.

With a large part of the world currently practicing social distancing and higher education moving online, many face-to-face recruiting events for 2020 have been postponed or cancelled.

Traditionally attracting new students through on-campus events and tours as well as visits to high schools and local communities, the recruiters now had to shift their focus to online activities. The North-West University (NWU), currently ranked seventh-best in the country, has adapted with ease to this new digital recruiting approach.

According to digital marketer Sam Junior Mbatha, universities that will see the most success during this time are the ones that continue to be consistent with the right marketing mix for the situation at hand, marketing their courses to their potential student audience in the most effective manner.

“Digital recruitment will serve us well in the years to come, even after life returns to normal. Learners and their families who may not have normally been able to afford multiple trips to campuses, will now be able to familiarise themselves with the programmes, facilities and campuses from the comfort of their own homes,” he adds.

“An important part of our digital marketing approach is creating a comprehensive database through online campaigns. This allows us to record information of applicants and enable us to keep in touch,” says acting director for Marketing And Student Recruitment, Koos Degenaar.

“We are in the fortunate position that all our marketers have sound relationships with various school principals and life orientation teachers who assist in disseminating information to learners,” adds Degenaar.



Koos Degenaar, NWU's acting director for Marketing and Student Recruitment

“While learners can’t visit campuses at the moment, the NWU has ventured fully into the digital space. Our grade nine, 10 and 11 campaigns in the form of PowerPoint presentations and one-page pamphlets are currently in full swing, and a virtual career exhibition will kickstart the series of web-based events we plan to host this year.

“This will allow for students and their families to learn about their majors, as well as internships, research opportunities and more. The interactive online event also involves staff from the various faculties, who will inform learners about the different academic programmes and options available to them,” says Degenaar.

Please [click here](#) for more information on the application process.

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North-West University (NWU)



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