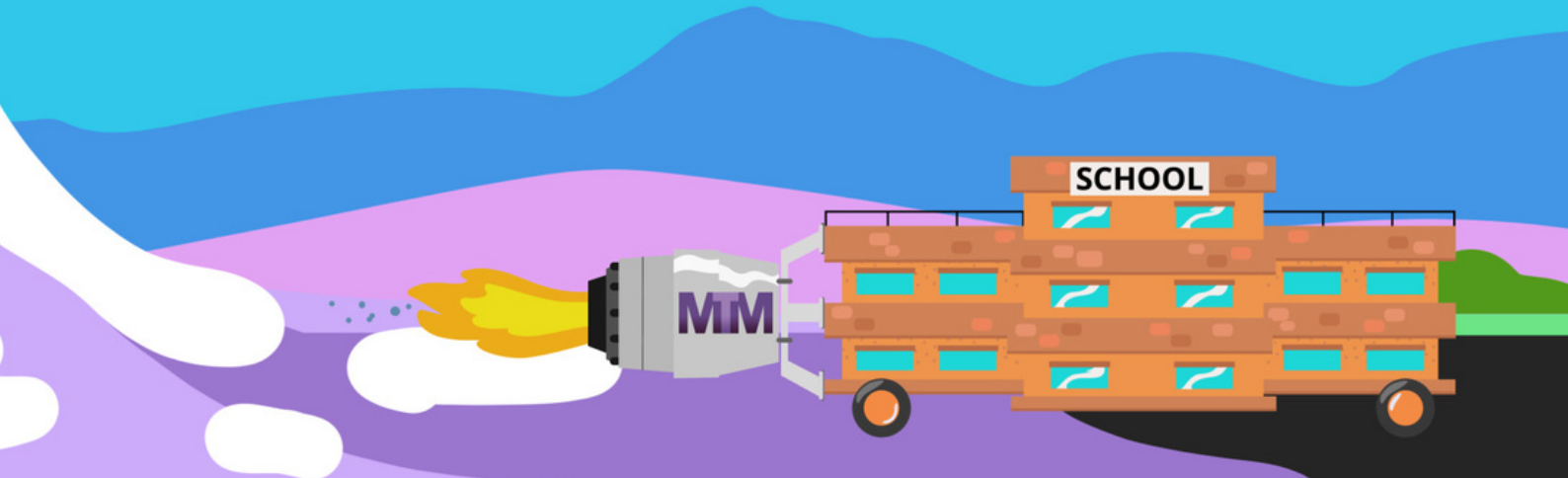


MTM The business
of education
CONSULTING



Market research, strategy &
support for education

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September 2021

Give your organisation an **BOOST!**

We've been working with state and independent schools, school groups, higher education and all kinds of education providers for 35 years and we know just how to turbo-charge them and point them in the right direction – towards success!

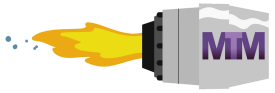
At **MTM**, we're fully fuelled up with all the latest **UK-wide demographic information**. We have the skills and experience to **analyse and interrogate** it, and tell you what you need to know to make the right decisions about your organisation's future **trajectory**. We offer strategic guidance and support to make sure your organisation **stays on track** and reaches its **destination**.

In this project guide, you'll find out how MTM can support you by:

- Equipping you with the facts about your market through **data research** – page 4
- Getting the inside track on perceptions through **surveys** – page 8
- Keeping the cash rolling in through **strategic business planning** – page 11
- Managing and analysing your admissions data with **MTM Admissions Dashboard** and **Advantage** – page 12
- Making the best use of intelligence and creativity so your **strategic marketing, media and PR hits the mark** – page 16
- Helping you to stay in touch with **alumni** and give them opportunities to contribute to their old schools – page 22
- Providing the information you need to grow in the **Higher Education sector** – page 24
- Giving you global insight as you develop **internationally** – page 26

Get in touch with us to find out how your organisation will benefit from an MTM boost!

Best wishes, James and the MTM team



DATA RESEARCH

We love facts – they provide the foundation for sound planning and decision-making. MTM has decades of experience of researching and interrogating data to uncover the information you need to take confident next steps.

Our **data research** projects are based on up-to-the-minute statistics – national demographics as well as education sector data. Our experts access and analyse the relevant information, and draw conclusions that are factually correct and can point the way forward for your organisation to:

- improve **recruitment** and increase the number of students on roll
- minimise student **attrition**
- raise the organisation's **profile** in its target market and its sector to aid recruitment, but also to attract high-calibre teaching and non-teaching staff, leaders and governors

At **MTM** we use **quantitative** research to acquire exactly the intelligence you need to understand the **realities** of your organisation's situation and where the **opportunities** for success lie.

There's information about our standard data research projects on the next few pages, but every one is customisable to suit your organisation.

Chat to the friendly MTM team to find out more.

MTM 3-60

The view from the mountain top – all the information you need to fully understand your organisation's position in the market and to identify the best opportunities.

MTM 3-60 is a complete demand and supply analysis, showing where your organisation sits in relation to its competitors and how strong that competition is, as well as identifying under-accessed locations for recruitment, and offering insights into how the market could change in future, and what your organisation can do to capitalise on future changes.

- Market position, full catchment analysis, roll trends analysis, population projections

MTM Hills & Valleys

Are your marketing efforts focused on the right locations and the right families?

Our catchment analysis shows you where your prospective new students live and where they don't, so you can target your marketing more effectively and make the best use of your budget.

The is essential information for profile-raising and bus route planning.

- Catchment analysis

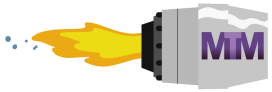
MTM Denizens

How will your local population and target demographic look in ten years' time?

MTM's access to UK-wide demographic data enables us to show you, so you can prepare your organisation for the changes to come and make the most of the opportunities.

Absolutely necessary for future-proofing, action planning and budgeting.

- Population projections



DATA RESEARCH

MTM Tides

An examination of your organisation's roll and its fluctuations over time, and comparison with those of its main competitors.

This research lets you know if your organisation is occupying your desired position in the market, and identifies recruitment trends.

It's invaluable for staying a step ahead of the competition and keeping your niche.

- Roll trends analysis, market positioning

MTM Commutes

How far are your students prepared to travel to you?

We map the locations of your current and prospective families to let you know how much time students spend travelling to and fro.

Required reading for profile-raising and bus route planning.

- Travel time analysis

MTM Bus Route Planning

Maximise the potential of existing buses and plan new routes.

How efficiently is school transport being used? And is it being used effectively in marketing?

- Bus use analysis

MTM Birth Rates

Insights into birth rate trends in your target market, by gender if required.

Invaluable for forward planning and budgeting for facilities development and marketing.

- Analysis of birth rates trends

MTM Academic Attainment

Reporting on how students attending competitor institutions have fared in public examinations.

Results are then compared to those of your own students – prep or primary, senior or sixth form.

- Academic results comparison

MTM New Homes

The key to potential future admissions.

Intelligence on where new homes are to be built in your area and whether or not the new residents are likely to fall into your organisation's target market.

- Residential construction and planning insight

MTM Family homes

Essential information when planning future profile-raising and transport routes.

Clear visualisation of current families' home locations.

- Current pupil home locations heat maps

MTM Home Moves

How many families are relocating to your catchment area, and where they have come from?

Allows for targeted marketing and school development planning.

- House move trends

MTM Bursary Analysis

This research profiles current families receiving bursaries.

Information is then compared with families paying fees to inform future bursary decision-making.

- Bursary recipient comparison

MTM Bursary Recruitment

Insights into where to find families whose children may require a bursary offer to join.

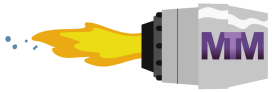
Useful when seeking to advertise and allocate bursary funds to the right students.

- Bursary recruitment research

MTM Healthcheck

Identify trends and stay on top of KPIs by repeating research projects at regular intervals.

Totally bespoke, **MTM Healthcheck** can comprise one or more research projects, and results in valuable trend and performance comparison over time. Discuss your requirements with us.



SURVEYS

MTM's qualitative researchers really enjoy speaking to families to find out what they like and don't like about the schools and other education providers they have chosen, and also to those who chose alternative provision, to understand the reasons for the decision.

They don't mind asking the **tough questions** and, in fact, our respondents welcome the opportunity to **share their opinions**, good and bad, with a third party. We're then able to report back to you the **unvarnished truth** about perceptions of your organisation.

Our surveys are carried out by friendly, experienced qualitative researchers, who gently interview the respondents on their views, which are invaluable to you as you **fine-tune your offer** and **your processes**.

Ultimately, this feedback is absolutely vital to:

- improve **recruitment** and increase the school roll
- minimise student **attrition** and improve **retention rates**

All of **MTM's** qualitative research projects are customisable and we will be happy to create a bespoke project for you, in order to give you the specific insights you need.

Chat to the friendly MTM team to find out more.

MTM Non-joiners

Why did some enquiring families not join? Why did they go elsewhere? You provide the list of parents' contacts and we do the rest, resulting in a report that uncovers the reasons students who visited were not eventually enrolled.

During a 10- to 15-minute informal conversation with parents who showed an interest in your organisation but ultimately did not choose it, our researchers find out which school they did choose, why they considered your organisation, what they were looking for, and any push/pull factors that were instrumental in the decision-making process.

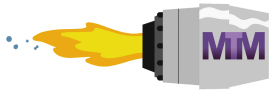
- Telephone interviews with families who did not choose your organisation – essential in order to improve conversion rates from offer to acceptance of a place

MTM Early Leavers

What were the factors that caused families to leave before a natural transition point? What could your organisation have done to keep them?

During a 10- to 15-minute informal conversation with parents whose children left your school before a natural exit point, our researchers find out which school they ultimately chose, why they decided yours was no longer the right school for their children, what they were looking for in school, and any push/pull factors that ultimately led them to choose the alternative.

- Telephone interviews with families whose children left before the usual exit point – essential in order to improve retention rates



SURVEYS

MTM Parent Satisfaction

How satisfied are parents? What is your organisation doing well, and not so well? How can you improve?

Through an online survey or more targeted telephone interviews, our researchers understand which aspects of your organisation's current parents (all, or segments, such as certain year groups) are pleased with, and which aspects they would like to see improved.

- Online or telephone survey of current parents

MTM Mystery Shop

What are your prospective customers' first impressions? How does your admissions process compare to your competitors'?

One of our experienced mystery shoppers will visit 'under-cover' to give an impartial report and insights.

- Customer experience research

MTM Awareness

What do families in your market know about your organisation? What do they think of it?

Our researchers reach out to a panel of suitable families to gauge their awareness and knowledge of your market, in particular your organisation and others considered to be key competitors, to understand the defining factors and inform your future marketing messages.

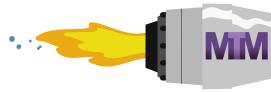
- Awareness research

MTM Staff Wellbeing

How high is staff morale?

Our researchers undertake an online survey of all staff to gauge their morale and their opinions on the support available to them, enabling leaders to ensure staff engagement and to understand any concerns before they become significant.

- Online survey of staff



BUSINESS STRATEGY

MTM provides independent, affordable, technical and strategic support to those responsible for the financial health of schools, colleges and universities through our affiliation with The Melford Partnership's financial consultants.

With more than 65 years' combined experience of leadership in the education finance sector, the Partnership's key strength is the ability to identify, at an early stage, potential threats to organisations' financial robustness, and work with clients to develop long-term strategic plans. Confidentiality and trust are central to the approach, as is close collaboration with governing and financial teams.

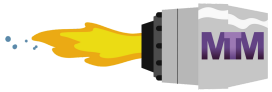
Chat to the friendly MTM team to find out more.

MTM building and funding strategy

- Identification and modelling of alternative strategic options
- Preparation of business plans with a view to raising external investment
- Identifying working capital facility needs and support arranging
- Identification of long-term funding needs and arranging support
- Stakeholder management through change

MTM financial reporting

- Assessment of the robustness of the existing financial reporting systems
- Cash flow modelling, in particular to identify cyclical versus structural deficits
- Profitability analysis by department including identification of fixed and variable costs
- KPI reporting
- Financial projections modelling



ADMISSIONS DASHBOARD

Imagine how much time you'd save if you could analyse, track and present your admissions data instantly and easily, and create infographics for reports and presentations at a click of a mouse – well **MTM Admissions Dashboard has been devised to do just that!**

MTM Admissions Dashboard is an online tool that gives you an instant overview of your organisation's admissions performance – however, whenever and wherever you want it.

You can see at a glance the **number of places available** today and in future in all year groups, as well as **prospective families** who have **enquired, requested a prospectus or attended an open day**. With a few clicks you can analyse your data to show **conversion rates, trends** and other **comparisons and analysis** that is most useful to you. Reporting is instant too – **generate attractive and clear infographics** in seconds to use in reports and presentations.

The design of **MTM Admissions Dashboard** is clear, easy to use and totally **customisable** to suit your school – choose the colours, the nomenclature and the data to be displayed, as well as the forms of analysis and comparison you need.

Totally secure, **MTM Admissions Dashboard** works via an API alongside your existing management information system, so no personal information is transferred or held. Just **login via your browser**, whether you're in the office or elsewhere.

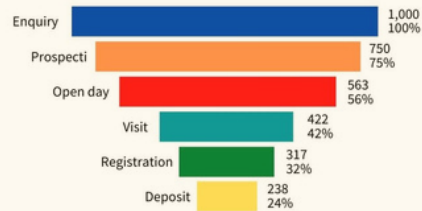
The friendly MTM team will be happy to tailor an MTM Admissions Dashboard that suits your requirements perfectly – just give us a call or drop us a line by email.

MTM Admissions Dashboard shows:

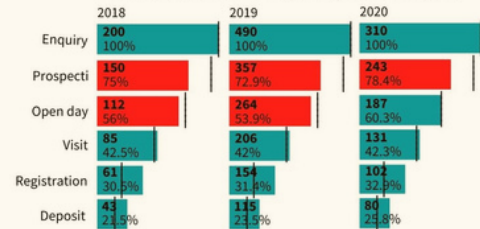
- Enquiries by stage and month
- Conversion rates
- Year-on-year comparison
- Current availability of places
- Take-up of places over three years
- Where enquirers live
- Enquirers' lifestyle groups
- Prospectus requesters
- Methods of communication
- Open day attendees
- Enquiries to follow up
- Plus export and print infographics for reports and presentations – instantly!

MTM CONSULTING **ADMISSIONS DASHBOARD**
Admissions Overview

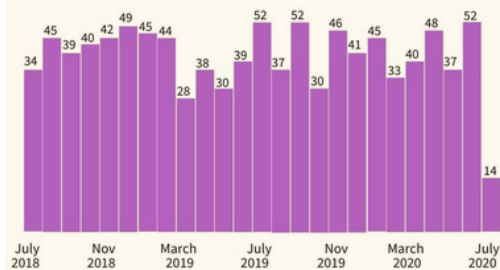
Funnel | Students per stage



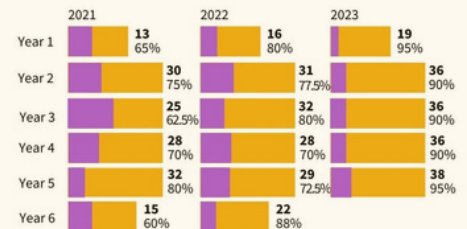
Year comparison | Students per stage per enquiry year



Enquiry Timeline | Students



Availability | Students per admission year





If you're looking for a complete admissions data management system to keep track of important day-to-day information about enquiries, visits, offers and acceptances and analyse it too, then [Advantage](#) is the system for you!

[Advantage](#) is devised by **MTM**'s expert data analysts in partnership with independent school data management professionals RSAdmissions. The result is a unique system, which works seamlessly to [manage and analyse](#) independent schools' admissions data in a way that has never been done before.

RSAdmissions' powerful management information system is an easy way to successfully record and manage day-to-day admissions information. This data is then [securely](#) pulled through via an API to **MTM Admissions Dashboard**, a versatile online analysis tool that demonstrates the current admissions situation, conversion rates and any other comparisons required using attractive [infographics](#), which can then be exported for reports and presentations.

This constant analysis offered by [Advantage](#) allows you to maximise opportunities to progress the admissions pipeline, convert more enquiries to acceptances, and increase pupil recruitment.

Chat to the friendly MTM team to find out more about [Advantage](#)!

Reliable day-to-day management of admissions data:

- Download prospective enquiries, registrations and open days from your website
- Enter find and amend enquiries with all the information on one screen
- Add and report on events and visits including the ability to invite and change the status for visitors on mass
- Use Microsoft or Google calendar to automatically prompt follow ups
- Use a hyperlink to link individual enquiries to any documents on your system
- Enter and report on feeder schools and record contact
- Enter and report on agents and record contact with agents
- Manage the complete entrance exam process
- Design, create and store any number of letters, reports, forms and email mail merge documents using Microsoft mail merge or Google mail
- Export joining pupils to all current school MIS systems
- and more

Advantage⁺

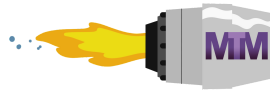
School admissions data management + sharp analysis

Focused analysis of admissions performance:

Secure online tool, so available anywhere, anytime, and customisable to suit your school

Instant presentation of data, exportable as infographics for reports and presentations, showing;

- Enquiries by stage and month
- Conversion rates and year-on-year comparisons
- Where enquirers live and their lifestyle groups
- Prospectus requesters and open day attendees
- Sources of enquiry and enquiries to follow up
- Feeder school and agent conversions
- and more



STRATEGIC MARKETING

MTM's strategic marketing professionals maximise the opportunities to improve and sustain recruitment. We work with you to develop workable action plans, tailored to make the best use of your resources and focused on achieving your organisation's aims.

Our marketing services are totally **customisable** – elements of any service can be combined to create a package that suits your specific requirements – and findings are delivered in the form of both a **presentation** and a **report**. **Chat to us to find out more.**

MTM Marketing Audit

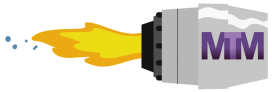
A thorough examination of your organisation's current marketing function and performance.

- One-to-one discussions with key staff and focus groups with selected pupils and parents
- Segmentation and analysis of enquiries and conversions
- Profiling of past, current and potential parents and pupils
- Review of current marketing mix - brand identity, digital profile, advertising, PR and marketing collateral
- Competitor analysis including fee comparison and SWOT analysis

MTM UK Admissions Audit

How well is your organisation recruiting and retaining UK pupils? This audit reviews staffing and department structure and identifies opportunities for improvement.

- One-to-one discussions with key staff
- Segmentation and analysis of past enquires and conversions, enquiries and registrations for future enrolment and retention levels
- Review of data collection and management including CRM or MIS systems
- Review of processes, policies, and procedures including communications, visits, open days and follow-up



STRATEGIC MARKETING

MTM International Marketing and Admissions Audit

A full review of your organisation's record of success in recruiting international students.

- One-to-one discussions with key staff and focus group with international pupils
- Review of agent relationships, lead generation, conversions, and non-joiner feedback
- Segmentation (nationality, year group of entry, gender, Tier 4 etc) and analysis of past enquires and conversions, enquiries and registrations for future enrolment and retention levels at key transition points
- Review of data collection and management including CRM or MIS systems
- Review of processes, policies, and procedures including CAS/visa processing, communications, marketing collateral, visits, and follow-up
- Review of staffing and department structure

MTM Marketing Strategy

Provision of a workable strategy, targeted squarely at achieving your organisation's goals.

This must follow an **MTM Marketing Audit** (and also ideally an **MTM Admissions Audit**). The overarching strategy is presented to the organisation's key stakeholders, along with an agreed marketing strategy document.

- Consideration of the findings and recommendations of marketing and / or admissions audits and any market research undertaken
- Establishment of overall business objectives
- Consideration of the overall marketing mix - price, positioning, product and promotion
- Recommendation of marketing strategies that would be appropriate to meet these objectives, together with budgets, targets, KPIs and timelines

MTM Marketing Planning

A practical action plan, detailing the activities needed to fulfil the marketing strategy.

Following the agreement of an **MTM Marketing Strategy**, and with the engagement of all key stakeholders, an effective marketing plan will be delivered.

- Action planning, with clear objectives, timelines, costs and measurables to deliver strategic marketing objectives
- Recommendations for adjustments to brand identity, where needed, including considerations for the organisation's website, promotional materials, engagement, and communications
- Multi-channel marketing solutions, including advertising (on and off-line and including search, display and re-targeting), content marketing, e-marketing, PR, SEO and events

MTM Retention Strategy

Provision of a workable strategy to minimise the number of pupils leaving early.

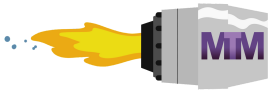
Following in-depth analysis, a workable plan for retaining pupils at key transition points will be delivered

- Analysis of enrolment and retention data including any previous leaver surveys and exit interview feedback
- Establishment of key push and pull factors, together with internal and external influences
- Review of competitors

MTM Brand Positioning

An outsider's view of your public impression.

- Review and evaluation of all internal and external communications including messaging, materials and brand attributes, awareness, visibility, and loyalty
- Competitor analysis



STRATEGIC MARKETING

MTM Change Management

A plan to manage change within your marketing and admissions department.

At the conclusion of the review, a working communications plan will be delivered, as well as a report on learning and outcomes.

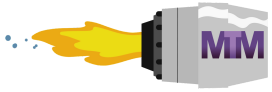
- Review of the motivations for change, any obstructions to this, perceptions of key stakeholders and desired outcomes
- Comprehensive planning of communications with clear timelines and appropriate messaging for all key stakeholders, including staff, parents, pupils, feeder schools, governors etc
- Leading or assisting (with confidentiality and sensitivity) with change management and implementation of the communications plan, review progress and report back on learnings and outcomes

MTM Human Resource Solutions

Review of current marketing and admissions department staffing and recommendations for adjustment.

This analysis follows an **MTM Marketing Audit** and/or an **MTM Admissions Audit** and will result in the delivery of a department structure and restructuring plan, job descriptions and candidate reviews and feedback.

- Consideration of the findings and recommendations of the above audit(s)
- Planning a staffing structure, considering current structure, experience and skill sets of personnel, budget restrictions and overall objectives
- Reviewing and adjusting, within constraints and recommend process of re-structure
- Presentation of job descriptions, as required



MEDIA & PR

Only continual public relations activities will keep your organisation uppermost in the minds of the families who are your target market.

MTM's media professionals provide practical day-to-day PR support and management of outside agencies to assist with advertising (on and off-line), search engine optimisation, social media, public relations management, content management, e-marketing, production of marketing collateral, events, attendance at senior management and governors' meetings, representing the organisation at sixth form recruitment fairs and events, as well as offering advice and consultation on an ad hoc basis

MTM also offers specific media office support, working on your behalf to make the most of opportunities to contribute to publications and online platforms and offer assistance when composing letters to parents – **just discuss your requirements with us, in confidence.**

MTM Media Release Set-up

Get your media release operation up and running to achieve editorial coverage in relevant media.

- Audience: identify target audience, match to suitable media (newspapers, magazines, online news portals, professional organisations), compile media contacts list for distribution
- Content: agree key messages and supply content guidelines
- Design: media release design for Word, email or digital communications platforms (eg Mailchimp)

MTM Media Release Subscription

Media release set-up plus the creation, design and distribution of six media releases per year (usually one per half-term). Additional media releases also available.

- Media release set-up
- Content and design: original content written from information supplied, with additional interviews or research as needed
- Distribution and handling of media enquiries, if required

MTM Business Media Release

Communication of important business news.

Creation, design and distribution of one in-depth media release on a business-related topic (eg merger, acquisition, expansion, closure), written, designed and distributed to relevant media.

- Audience: identification of target audience and suitable media (newspapers, magazines, online news portals, professional organisations), and curation of media contacts
- Content: content conveying key messages written from information supplied with additional research as needed
- Design: media release design for Word / email / digital communications platforms (eg Mailchimp) if needed
- Distribution: production and distribution to agreed contacts
- Handling of media enquiries, if required

MTM Letter to Parents

Tailored communication, sensitive to issues, in house style.

- Based on information supplied with additional research or interviews carried out if needed

MTM Articles for Publication

Make the most of opportunities for coverage in relevant publications with articles that are read and enjoyed by your target market.

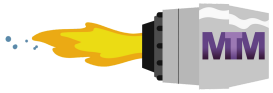
Advertorial or editorial, readable and informative articles written with style and to suit the publication or platform, in line with key messages. Opportunity must be pre-secured.

- Articles written for publication or online content
- Based on information supplied
- Additional research or interviews also carried out if needed
- Written to brief, style and length by professional journalist

MTM PR Consultancy

Liaison with editors of suitable publications and platforms to secure opportunities for media coverage to raise the organisation's profile.

- Agreement of key messages and identification of stories
- Positioning head or senior leadership as thought-leaders
- Writing and distributing content



ALUMNI

Many past pupils are delighted to maintain a connection to their old school, and also to play a role in providing opportunities for pupils who have followed in their footsteps. MTM can help you grow your organisation's alumni network and encourage and support engagement.

A school alumni network gives past pupils an opportunity to **maintain their connection** to their old school and schoolmates and many look forward to regular get-togethers and the chance to take a trip down memory lane. Some are keen to make a contribution of their **time, expertise or money** to help their old school grow and thrive for the benefit of current and future pupils, so development and professional fundraising is now accepted as an important activity.

MTM's data research and surveys support **alumni networking, development and fundraising** by helping to connect you to past pupils who may well be prepared to participate.

We also offer **feasibility studies** to provide you with the factual information you need to decide on a future **capital project** that would be a suitable focus for fundraising.

All of **MTM's** products and services are totally bespoke, **so please do get in touch with the friendly MTM team to discuss your school's alumni, development and fundraising goals.**

MTM New Alumni

How do you encourage school-leavers to join your alumni organisation? Which events would they engage with?

Our researchers get in touch with recent leavers to find out how they would like to continue to play a role in their school's community. We make sure contact details are up-to-date and find out how alumni prefer to communicate with the school.

- Targeted perceptions survey and database update

MTM Alumni Engagement

Would you like to attract more past pupils to take part in alumni and fundraising events?

Our researchers chat to past students to find out about their most fondly remembered school traditions, activities, events and even members of staff to give you the information you need to arrange alumni events that are more likely to be well attended. We also update their contact details via our own third-party platform.

- Targeted perceptions survey and database update

MTM Fundraising Intelligence

Which of your school's stakeholders are most likely to be in a position to make a donation to your capital project?

MTM's research identifies the alumni, current and past parents and staff members who are most likely to be receptive to an approach to contribute to fundraising.

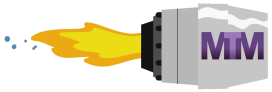
- Socio-economic analysis, mapping and travel time analysis, perceptions surveys, database update via targeted surveys

MTM Feasibility Study

Which new facilities will bring the most benefit for your school, its students, staff and other stakeholders?

We research the market to ensure that there is support and a demand for a potential future facility, then calculate the potential return on investment in terms of income, but also admissions, enhanced reputation and resilience to competition.

- Demand and supply analysis, future market projections, perceptions survey, return on investment calculation, assessment of the impact on positioning, recommendations



HIGHER EDUCATION

The UK's higher education sector is growing. MTM can provide the information to inform decision-making and ensure that your organisation develops in the most effective and sustainable directions.

MTM offers the information growing higher education providers need to increase their student population and expand successfully. Our qualitative and quantitative market research gives a clear picture of the organisation's current **position** and offer the insight needed to make important **decisions for the future**. We know that every provider is unique, so our projects can be tailored to suit you – **please do chat to our friendly team to discuss your needs.**

MTM 3-60

The view from the mountain top – all the information you need to fully understand your higher education provider's position in the market and to identify the best opportunities for future recruitment.

MTM 3-60 is a complete demand and supply analysis, showing where your university or college sits in relation to its competitors, identifying under-accessed pockets for recruitment, giving insights into the future student market and recommendations on how to capitalise.

- Market position, full catchment analysis, roll trends analysis, population projection

MTM Commutes

How far are your students prepared to travel to reach your campus?

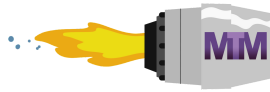
We map the home locations of your current and prospective students to let you know which areas you are currently recruiting from strongly, and which areas you could aim to access in future.

- Travel time analysis

MTM Student Living

Do new student residences fall within your students' typical daily travel time?

- Student accommodation construction and planning insight



HIGHER EDUCATION

MTM Non-joiners

Why did some students visit but not join? Why did they go elsewhere?

- Telephone interviews with students who did not choose your provider – essential in order to improve conversion rates from offer to acceptance of a place

MTM Early Leavers

What were the factors that caused students to leave your provider before the end of the programme of study? What could you have done to keep them?

- Telephone interviews with students who left before the end of the programme of study – essential in order to improve retention rates

MTM Current Students

How satisfied are your higher education provider's current students? What do they think you do well, and what not so well? Where can you improve?

- Online survey or telephone interviews with current students

MTM Post-grads

Why did post-graduate students choose to study with your higher education provider rather than the others? What was their experience of the admissions process? And has their choice lived up to expectations?

- Online survey or telephone interviews with post-grads

MTM Alumni

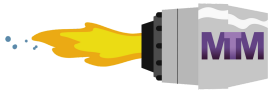
What are past students' lasting impressions of their experience of studying at your higher education provider? Which aspects were they satisfied with, and which did they wish had been better? Would they recommend you to a friend?

- Online survey or telephone interviews with past students

MTM Staff Wellbeing

How high is staff morale at your university or college? Knowing this allows senior leaders to understand concerns and avoid the loss of good staff to other providers.

- Online survey or telephone interviews with members of staff



INTERNATIONAL STRATEGY

If your organisation is considering setting up an establishment overseas, MTM can help ensure that it has the best chance of success.

Our data research, surveys and analysis equip you with the **facts, context and insights** you need to make informed decisions and to familiarise yourself with the market you are entering.

Chat to the friendly MTM team to find out more.

MTM Market Awareness

Do you know how well your organisation is known in your new international market? What is it already known for?

When conducting **MTM's** market awareness surveys, our experienced researchers interview families who would be reasonably expected to know something about your organisation.

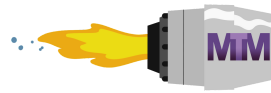
They discover what families already know about you, whether or not they would consider using your organisation, or recommend you to friends, and the reasons for their views.

MTM Product Viability

How well will your new product or service be received in the international market?

Launching a product or service in new markets abroad can be expensive and risky.

MTM's viability surveys provide you with the information you need to help you gauge how successful your new initiative is likely to be, before taking the decision to invest.



MTM AND YOU

MTM exists to provide solid data, insightful analysis, clear recommendations, strategy and support to enable education organisations to plan for future stability and success, and to uphold their responsibilities to students, parents and other stakeholders.

Over more than three decades, **MTM** has built a true understanding of the business of education. This, coupled with unparalleled skills and experience to support education business leaders to make the decisions that will ensure that their organisations are steadfast and successful in the long-term, makes us uniquely placed to .

Rather than engaging **MTM** as a supplier, we like to think we're part of the team. We take time to understand your requirements, your aims for your project and your ultimate goals. Communication is continual throughout our work with you and, at the end, we are more than happy to present the findings in person, or virtually, to give you the level of detail you need and to answer any specific questions. We really want to help you to get the most out of your **MTM** project, so we are also happy to recommend the next steps that can add further value and move your organisation forward in the right direction.

We really appreciate our clients' feedback and are constantly adapting our products and services to keep up with the education sector as it evolves, and to ensure that we are providing our clients with exactly the information and support they need to be successful.

To find out how **MTM** can be instrumental in your organisation's future success, please get in touch for a chat.

The MTM team is looking forward to hearing from you!

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