



Marketing

Open University marketing and advertising activities focused this year on augmenting contacts with prospective students, improving and streamlining the process of responding to inquiries, and increasing the number of inquiries that result in registration for courses. To reach younger students, it was decided to adopt a new and youthful advertising approach. Emphasis was also put on the accelerated tracks that enable students to complete their studies towards a degree in 3-3.5 years, based on a structured program of study. This year we ran a special advertising campaign for the summer semester aimed at increasing registration and enabling new students to begin their studies in the summer.

Innovative Technologies

A computerized CRM system was installed in the Information Center this year to handle and track all new inquiries and the measures that the university takes in response. The system allows us to initiate contact with prospective students in order to encourage them to register, to consolidate activities on the overall organizational level and to produce reports on responses according to different cross-sections. Since the computerized system began operating at the beginning of June, we have observed increased collaborative activity on the part of the various departments, the study centers and the campuses with respect to prospective students.

New Call Center technology was integrated into the University Information Center. The system currently utilizes 20 service representatives and routes incoming calls based on parameters that define the caller. The system updates the callers as to their place in the queue and the estimated waiting time, and simultaneously reports on the number of callers waiting and how long they have been on the line. In addition to streamlining the work, monitoring it, and improving service, we hope that the system will also enable a reduction in personnel.

Openet – The Open University website

Openet, the Open University website, provides the general public with information about the Open University in Hebrew and English. The site mirrors the Course Catalog and the Guide to Prospective and Enrolled Students and contains descriptive information about most Open University units. Most of this information draws on the university's operational information databases. The site, equipped with a search engine, contains promotional and academic information, messages, and links to internal and external bodies. We take all necessary measures to ensure that the site is up-to-date and interactive, user-friendly, and that there is congruence between the content and its representation. Among the innovations introduced this year: access to special needs populations based on the W3C standard (standards for presenting information on the Web); and a special site for students living abroad with all information relevant to overseas students. To enhance information transmission, the University decided to develop a special site for prospective students within the *Openet* site.

Information brochures

This year, in addition to the annual publications, the Open University produced information brochures describing all the graduate programs we offer.

Open University broadcasts

Since 1992, the Open University has been broadcasting programs via cable TV that accompany the programs of study in all our academic fields. Members of the faculty serve as academic advisors with respect to selecting and translating programs. Open University programs are currently broadcast on Channel 8 (the science, nature and culture channel) and on the Academic Channel via cable. The broadcasts serve as enrichment materials for the courses and are also suited for the general public.