



Increasing your local knowledge

## *React to Changes*

Those organisations that react more quickly to changes around them will be able to attract more and better students. You have to recognise that no matter what you choose to do, your organisation will be affected by changes. Metaphorically, you can lead the pack or get trampled by it. It is important for you to be aware of how to react to changes, including local, national and international, in order to provide the best possible service to potential students. These notes aim to raise your awareness about these issues.

### **UNDERSTANDING THE IMPORTANCE OF REACTING TO CHANGES**

Responsiveness and flexibility are key to every institution's success. Understanding and reacting to local changes at the earliest possible stage is vital to be able to successfully engage with students and address their needs. Having accurate and updated information is essential to achieve this. Each organisation needs to constantly ask how are students' needs changing, how can we meet these changing needs and what do our potential students think about existing products or services.

To achieve this, good communication links between various staff and departments are vital. Well thought through and timely communication is vital to keeping staff informed of any changes, such as changes in most popular courses or preferred delivery

methods. In order to continue engaging with potential students, all organisations must keep reshaping themselves, shifting and flexing to fit a rapidly changing world. That's the only way they can hope to survive in a fiercely competitive environment.

### **SUGGESTED QUESTIONS**

- Why is it important to be informed of any changes and how to react to them?
- How can you make sure you're regularly informed of changes regarding students' needs within your community?
- How can you make sure you're regularly informed of any local, national or international changes that may affect the students in your organisation?
- Discuss relevance
- Discuss how these issues may influence the way you engage with students

### **FURTHER INFORMATION**

- Local sources
- [Scottish Government – Universities and Colleges](#)
- [Scottish Government – Lifelong learning](#)
- [Scottish Government – News](#)