

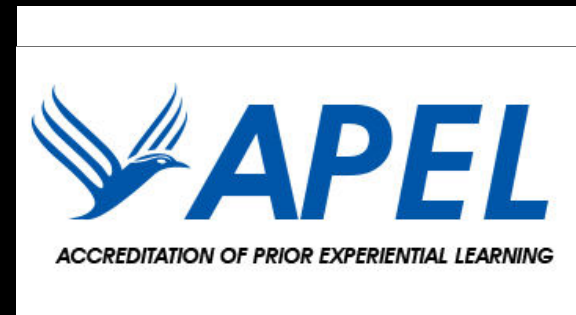
PRELIMINARY EVIDENCE TO INDICATE THE IMPORTANCE OF APEL BRAND AWARENESS: A QUANTITATIVE PERSPECTIVE

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3rd OUM Seminar Series 2018

5 July 2018

Open University Malaysia



*Letter of
Acknowledgement*

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APEL BRANDING

The main objective of this paper is to present some preliminary findings to indicate the importance of APEL brand awareness

APEL institutional branding process involves creating awareness and carving an image of OUM in the prospects' mind

This is done mainly through institutional visits

Free seminars are given before the APEL briefing is presented. Participants are given an opportunity to experience OUM's teaching and learning process

Branding aims to establish OUM's differentiated presence in the market in view of subtly attracting the prospects



SIGNIFICANCE OF APEL

OUM'S GENERAL PICTURE	Jan-15	May-15	Sep-15	Jan-16	May-16	Sep-16	Jan-17	May-17	Sep-17	Jan-18	TOTAL
APEL INTAKE	853	716	769	972	662	737	1174	667	693	1041	8284
TOTAL INTAKE	3227	2559	3206	3792	2665	3175	5258	3082	2958	4177	34099
PERCENTAGE	26%	28%	24%	26%	25%	23%	22%	22%	23%	25%	24%

Generalisations from MQA (2018):

OUM holds a total of 2685/4129 = 65% of the APEL market in Malaysia

Interesting facts in OUM:

Total admission from APEL to date in OUM is so far 22,000

APEL revenue is RM58 million per year (refer next slide, data of year 2016)

APEL fee and services waived per year is about RM612,000 (refer next slide, data of year 2016)

REVENUE FROM APEL AND ASSESSMENT FEE WAIVED

PERIOD	PROGRAM_DESC	NORMAL ENTRY	APEL	GRAND TOTAL	APEL CONTRIBUTION	NO OF STUDENTS FROM APEL	AVERAGE TOTAL PROGRAMME FEE (ASSUMPTION)	REVENUE FROM APEL	APEL ASSESSMENT FEE WAIVED	REVENUE FROM AP ASSESSMENT FEE FORGIVEN
MAY 2016	MASTER'S PROGRAM	732	104	836	12%	104	28000	2912000	370	384000
	OPEN MARKET - DIPLOMA	439	40	479	8%	40	11000	440000	155	62000
	OPEN MARKET - BACHELOR	1649	828	2477	33%	828	25000	20700000	250	2070000
JULY 2016	MASTER'S PROGRAM	482	100	582	17%	100	28000	2800000	370	370000
	OPEN MARKET - DIPLOMA	405	42	447	9%	42	11000	462000	155	65000
	OPEN MARKET - BACHELOR	1116	520	1636	32%	520	25000	13000000	250	1300000
SEPTEMBER 2016	MASTER'S PROGRAM	550	83	633	13%	83	28000	2324000	370	307000
	OPEN MARKET - DIPLOMA	510	69	579	12%	69	11000	759000	155	106000
	OPEN MARKET - BACHELOR	1378	585	1963	30%	585	25000	14625000	250	1462500
		7261	2371	9632	25%	2371		58022000		6120000

BRANDING VISITS BY APEL CENTRE

- 1) Persatuan Tadika Malaysia
- 2) Sumitec
- 3) JPK Cyberjaya
- 4) JPK Kuala Langat
- 5) Foodking
- 6) Immigration Department
- 7) Bank Rakyat
- 8) AIG
- 9) Syarikat Perumahan Negara Bhd (SPNB)
- 10) International Mutiara Grammar School



METHODOLOGY

Quantitative

Face to face
data collection.

Number of respondents in this
preliminary survey = 77

Questionnaire was distributed during the
institutional branding visit

Convenient sampling

Data normality will be justified by Kurtosis and Skewness whereas
Cronbach Alpha will be used to compute data reliability

Likert scale ranging from
1 - Strongly disagree to 7 - Strongly agree

PROFILE OF RESPONDENTS

N = 77

Mean age = 35

Mean working experience = 10 years

Male (27%) and female (73%)

Lower level management (31%), middle level management (61%), senior level management (8%)

Have you heard about OUM?
Yes (95%) No (5%)

Have you heard about APEL?
Yes (43%) No (57%)

PRELIMINARY FINDINGS

No	Items	Mean	Std. Deviation	Skewness	Kurtosis
		Statistic	Statistic	Statistic	Statistic
1	<i>Employees are sponsored for training programmes on the basis of carefully identified developmental needs in my organization</i>	5.01	1.40	-1.06	1.16
2	<i>The training session met my expectations</i>	5.45	0.97	-0.94	1.60
3	<i>Opportunity is provided for me to implement the skills learnt</i>	5.45	0.95	-0.94	1.39
4	<i>There is adequate emphasis on developing my capabilities through training.</i>	5.47	0.93	-0.46	0.05
5	<i>The training helps me in my future career</i>	5.47	1.06	-1.04	3.02
6	<i>I am satisfied with the training content</i>	5.57	0.91	-1.08	2.58
7	<i>I am willing to try or intent to use the skill/ knowledge after the training.</i>	5.62	0.87	-0.03	-0.68
8	<i>Training is relevant to my currently pursued job</i>	5.70	1.06	-0.85	0.91
9	<i>Continuous learning is given importance in my organisation.</i>	5.77	0.87	-0.50	0.32
10	<i>I am satisfied with the interaction with the trainer</i>	5.87	0.83	-0.73	1.03

Reliability Analysis
Cronbach Alpha = 0.90

	<i>Items</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Skewness</i>	<i>Kurtosis</i>
		<i>Statistic</i>	<i>Statistic</i>	<i>Statistic</i>	<i>Statistic</i>
0	I am familiar with the term APEL	4.31	1.340	-.527	.430
1	I know what is APEL A	4.43	1.352	-.731	.863
2	I know what is APEL C	4.45	1.372	-.750	.730
3	My organization supports my learning intentions	4.92	1.201	-.643	.472
4	I am aware of the assessment methods for APEL admission	5.12	1.158	-.860	1.221
5	I understand the admission criteria under APEL	5.14	1.121	-1.096	3.222
6	Having work experience complements my study	5.26	1.185	-.961	1.460
7	I know where to find information about APEL	5.26	1.174	-1.226	3.017
8	I believe I can put theories that I learnt into practice at work	5.42	1.018	-.611	-.050
9	I will inform my friends and family about APEL	5.51	1.108	-1.061	2.331
0	Having prior experience can make my learning easier	5.53	.940	-.486	-.346
1	I have the ability to be successful in my learning if I intend to pursue my studies	5.55	.897	-.309	-.653
2	The APEL briefing was clear	5.69	.990	-.584	-.316
3	My overall satisfaction with the even today	5.83	.965	-.642	-.039

**Reliability Analysis:
Cronbach Alpha = 0.92**

IMPLICATIONS

People know who is OUM but are not really aware about the APEL mechanism and the opportunity it provides

The market is not that familiar with the terms 'APEL A' and 'APEL C'

The market can be penetrated because continuous learning is given importance in their organisation.

The participants' satisfaction rate is high due to interaction with trainer. This proves the support from the cluster in delivering the free seminar is great

The idea of APEL is bought because the respondents believe that having prior experience can make their learning easier

APEL briefing was clearly given, as justified by the mean analysis

We get about 10 participants providing information to be further contacted after the APEL briefing (data will be given to LCs to close the sale)

More institutional branding will be conducted by APEL Centre. At least twice a month

Total of 40 invitation emails are out per week to randomly invite organisations to collaborate with OUM

To capitalise on APEL C as a subtle selling point in the branding exercise

To create more videos and incorporate it in youtube for public viewing in view of creating awareness

To enhance image of APEL by writing more research papers and building a good working relationship with MQA

THANK YOU EVERYONE!

