



FINNISH NATIONAL  
AGENCY FOR EDUCATION

# **Warsaw**

# **14.11.2017**

Marcus Caselius  
Senior Adviser



# Content:

- What is Studyinfo.fi
- The road to one centralized admission system in Finland
- Challenges
- What we have learned?

# What is Studyinfo.fi

- Online since 2013, developing started 2011
  - Replaced 4 former overlapping online application services and two websites
- Same system for secondary, higher (HEIs) and adult education
- Data storage for different learning opportunities
- Application portal
- Application management
- Student admission system
- Register of verified competencies (completed degrees, academic credits, etc.)

# What is studyinfo.fi?

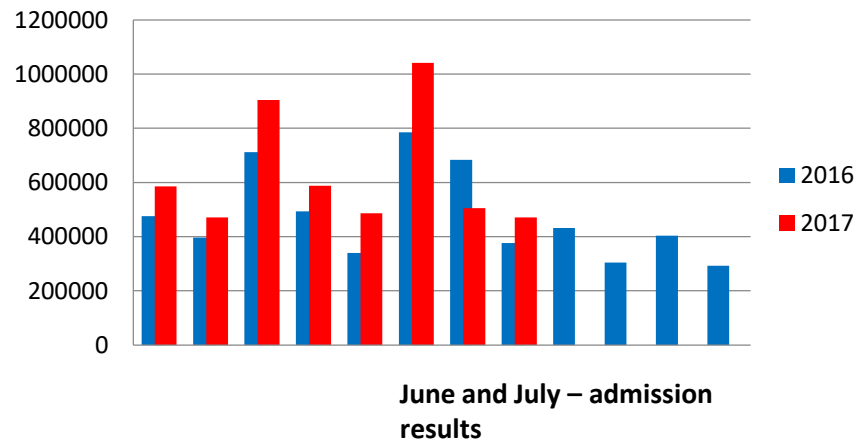
- Open source <https://github.com/Opetushallitus>
- Microservice architecture
- Goal is to migrate all the services to the cloud (AWS –Amazon Web Services) by the end of 2017

# Timeline 1.1.2016 – 31.8.2017

**Total 11,9 million visits**  
**Almost 33,9 million unique page openings**  
**The record day 1.7.2016: 189 486 visits/day,**  
**Unique page opening record 1.7.2016:**  
**437 237/day**

**Average 540 000 visits in a month**  
**Mobile usage:**  
**Smartphone 42,2 % and tablet 7,3 %**  
**Average visit 5 min 20 s**  
**Straight 38 %, through search engine 33 %, Other webpages 29 %**

Opintopolku.fi visitor amounts monthly:



# The road to one centralized admission system in Finland

- SADe-programme (Action Programme on e-Services and e-Democracy 2009 -2015) made it possible to replace old systems in a new and effective way
  - The Ministry of Education and Culture was responsible for the coordination of the Learner's online services
  - The Finnish National Agency for Education (2011-2015) was in charge of the implementation of the services
- Benefits:
  - Services aimed for prospect students and administrative clerks are combined in one portal
  - Information is current and constantly updated
  - Supports Lifelong learning
  - Data protection
  - Accessibility

→ Result: A customer oriented, consistent, compatible and cost-effective service

# Challenges

- Vast amount of information and education choices in one website
  - The same system for secondary, higher and adult education
  - How to find relevant information if you are not sure what you are looking for and where to apply?
- My Studyinfo –service is still under development
  - My Studyinfo Service at the moment supports editing the application and accepting the offered studyplace.
  - The applicant cannot follow entire application process via My Studyinfo- service
  - My Studyinfo does not alert on specific deadlines or missing documents etc.

# Education providers



Public Beta-version makes the development more transparent and enables the participation of all parties

WEB-ANALYTICS

MOBILE-FRIENDLY

STUDYINFO.FI

LOGGING IN SHAPES THE SERVICE

ACCESSABILITY

# Prospective students





# What we have learned?

- Even more collaboration with HEIs and prospect students
- Even more web analytics to support development
- Even more mobile
  - 2017 almost 50 % of Studyinfo.fi visitors use the service with phone or tablet
- Even more accessible



FINNISH NATIONAL  
AGENCY FOR EDUCATION

# Thank you

[marcus.caselius@oph.fi](mailto:marcus.caselius@oph.fi)

