

FE MaXimizE: Summary Process Diagram

Results						
The Learner Journey						
Learner Impact	Enquiries and Advice	Conversion & Admissions	Enrolment & Induction	Support & Success	Affinity Marketing	
Marketing Processes	Proposition & Service Promise Utility and Brand					
	Marketing Management	Marketing Intelligence	Positioning, Branding & Reputation	Community & Stakeholder Relations	Employer Engagement	Portfolio Management
	Marketing Strategy					
Strategic Management	Corporate Planning					
	Vision, Values & Culture	People & Internal Communications		Data Management	Estate Management	
Context	Environment	Relationships & Partnership			Challenges	