

ULSTER UNIVERSITY

Paper No CPF/18/16

COLLABORATIVE PARTNERSHIPS FORUM  
18 April 2018

Agenda Item 12

MARKETING ACTIVITY

To receive a report on marketing activity.

**ACTION**

For information.

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**Agenda Item 12**

Employability and Marketing continue to support the working group in collaboration with the colleges.

**Contact Centre**

As well as activity outlined from previous Forum meeting (see below) the Market Engagement team are currently setting up a centralised 'Contact Centre' to field inbound enquiries and coordinate outbound recruitment activity for all markets. The objective of the Centre is to provide a one point-of-contact which will benefit students from FE sector in providing relevant advice and guidance on course provision and progression. Further details to follow.

**Marketing Collateral**

The Department will also look to update existing marketing literature (traditional and online) to promote progression to courses at Ulster. This will include updates to Associate Student material – and will utilize current Ulster students progressing from FE.

**Prospectus**

Assistance is provided to Colleges with queries regarding prospectuses. This work will continue as colleges approach deadlines for print and distribution.

**Open Days**

All colleges will be sent and included in communications regarding Open Days across campuses.

Dates are as follows:

- Jordanstown: Tuesday 4 – Thursday 6 September
- Coleraine: Saturday 22 September
- Magee: Saturday 29 September

Communication will also be sent regarding subject specific information events.

Confirmed dates so far include:

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**Applicant information events**

Applicants (or those made offers, as applicable) will be invited by text, email and hard copy postcard (where applicable) to a range of applicant information events. This information will be circulated to colleges and included on a dedicated landing page

([www.ulster.ac.uk/informationevents](http://www.ulster.ac.uk/informationevents)).

**Presentations**

Requests for presentations to both 1st and 2nd year students are welcomed by the Student Recruitment Team. These are generally delivered at the beginning of semester 1 to promote the progression to University and the key factors these students need to consider.

1st Year content will include:

- Overview of Ulster University and developments
- Advantages of being an Associate Student at the University of Ulster e.g. access to library and info resources, sports centre membership, accreditation, opportunities
- Application, registration and enrolment information
- Entry requirements
- Important contact information

2nd year content will include:

- Steps to proceed to University from College
- Overview of Ulster University and developments
- Application, registration and enrolment information
- Entry requirements
- Student experiences
- Support available
- What is University life like?