

ULSTER UNIVERSITY

Paper No CPF/18/27

COLLABORATIVE PARTNERSHIPS FORUM
3 October 2018

Agenda Item 14

MARKETING ACTIVITY

To receive a report on Marketing Activity.

ACTION

For information.

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

Contact Centre

The contact centre is up and running with two members of staff employed full-time for 6 months. The main number enquiry line is now 028 90366 6565. They are making outbound calls concerning GB applications, postgrad recruit and will also be the main number to handle any ongoing marketing campaigns.

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:

- Coleraine: Saturday 22 September
- Magee: Saturday 29 September
- Belfast Tuesday 9 October

Our Jordanstown Open days have taken place and we had around 10000 students in attendance over the three days. Coleraine and Magee are taking place over the next two Saturday's and we are also organizing an information evening for any courses relating to Art and Design taking place in our Belfast campus.

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 <https://www.ulster.ac.uk/events>. Dates and times are currently being organised. This information will be displayed on the before mentioned web page.

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?