ULSTER UNIVERSITY Paper No CPF/19/18

COLLABORATIVE PARTNERSHIPS FORUM Agenda Item 17

2 October 2019

MARKETING ACTIVITY

To receive a report on marketing activity.

**ACTION**

For information.

**ULSTER UNIVERSITY CPF/19/18**

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**2 October 2019**

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

**Marketing Collateral**

The Department continues to work on a range of collateral to support schools and college engagement activities. Work is ongoing on updating leaflets and marketing material for the faculties and discussions are taking place about the prospectus and how it can be more impactful and make it more interesting for students.

**Applicant Information Events**

For the first time we ran our Applicant Events across several Saturday’s (dates below)

9 Feb - Coleraine

23 Feb – Belfast

2 Mar – Jordanstown

9 Mar - Magee

These were a big success and will be a part of our engagement with students going forward.

**Open Days**

The University and in particular the Market Engagement team have been working on revamping our Open days with a change of date and format.

The new dates have been agreed and are listed below –

**Jordanstown campus**

Thursday 5 September 2019

Friday 6 September 2019

Saturday 7 September 2019\*

**Magee campus**

Friday 20 September 2019

Saturday 21 September 2019\*

**Coleraine campus**

Fri 27 September 2019

Saturday 28 September 2019\*

**Belfast campus**

Saturday 5 October 2019\*

Opens days run from 9.30am - 2pm

*\* Family days*

To register your schools/college for our Friday Open Days, visit

ulster.ac.uk/opendays

The information evening for any courses relating to Art and Design will continue to take place taking place in our Belfast campus in October.

Open Days have been a great success. We are running Friday Open Days at Magee and Coleraine for the first time. At time of writing Magee was a great success and we had 30 careers and guidance counsellors attend our seminar along with approx. 500 students. At the time of writing 600 students have registered for Coleraine from a variety of schools.

**Visiting Lecture Series**

We have also just launched a new initiative to help increase awareness and applications to our Engineering and Computing courses. Our ‘Visiting Lecture Series’ aims to support the teaching of STEM-related subjects – whilst highlighting higher education progression and career pathways.

During September and October, lecturers from the Schools of Engineering, Computing and the Built Environment will be available to deliver a session/period that will complement the A level or BTEC curriculum being taught in subjects such as Mathematics, Computing/ICT, Sciences, Technology for second year pupils.

We also intend to do this for Art and Design related courses.

**Presentations**

Our student engagement team have now also been allocated to counties and sectors throughout Ireland as per below –

Conan – Antrim, Derry and Dublin

Michael – Armagh, Fermanagh and the Colleges

Jonathan – Down, Tyrone and border counties

The team will now be client managers for these areas and going forward will be allocating resources to each school/college based on a variety of data that will enables us to provide a more informative and efficient service. The majority of these talks and events have been concluded for this academic year and although the new client management system will take time to integrate in, we believe this will have a positive effect for schools/colleges as well as the University.

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?