ULSTER UNIVERSITY

COLLABORATIVE PARTNERSHIPS FORUM

23 January 2019

Paper No: CPF/19/06 Agenda Item: 10

TITLE: MARKETING ACTIVITY

SUMMARY:

To receive a report on current marketing activity.

ACTION REQUIRED:

For information.

Marketing and Communications 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 we also be the main number to handle any ongoing marketing campaigns.

**Marketing Collateral**

The Department continues to work on a range of collateral to support schools and college engagement activities.  Current focus is the Prospectuses and supporting publications in the run up to the UCAS Belfast event, and a range of faculty applicant and subject taster events.

**Prospectus**

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

Our own undergraduate prospectus for 20/21 entry will be available from third week of February.

**Open Days**

The University and in particular the Market Engagement team are currently working on revamping our Open days with a change of date and format. We are wanting to move the Jordanstown date to before the summer holidays, possibly around end of May start of June and then hold Magee and Coleraine during the week in early September. We are also proposing to pay for the buses to transport the students from their schools to Magee and Coleraine.

In the past Magee and Coleraine have had approx 500 students and their parents attending with Jordanstown having approx 10000 students. With these change of dates we are hoping to spread out the attendance of the students so more will come along to Magee and Coleraine and learn what goes on at each campus and subsequently hopefully increase applications and enrolments at each of these.

At this time we are still arranging dates as we are consulting with schools to try and find a date that would suit best considering exams and students finishing school and also considering pressures that exist internally such as allocation of space, resources, staff and work commitments.

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

**Applicant information events**

We are also changing the format of our Applicant information events. Instead of being held as previously on a course basis we are now holding them on each campus on the various dates –

**9Feb – Coleraine**

**23 Feb – Belfast**

**2 March – Jordanstown**

**9 March – Magee**

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/information-events.

**Presentations**

Our Market 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.

Requests for presentations to both 1st and 2nd year students are welcomed by the Market Engagement 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?