ULSTER UNIVERSITY Paper No CPF/19/11

COLLABORATIVE PARTNERSHIPS FORUM Agenda Item 12

10 April 2019

TITLE: MARKETING ACTIVITY

SUMMARY: To receive a report on marketing activity.

ACTION REQUIRED:

For information.

**ULSTER UNIVERSITY CPF/19/11**

**COLLABORATIVE PARTNERSHIPS FORUM Agenda Item 12**

**10 April 2019**

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

**Contact Centre**

The contact centre is up and running again after a delay of three months when the staff moved to other departments in the University. We have a new member of staff (Paula Kelly) who started on Mon 1 April. Paula will be 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. The prospectus has been printed and distributed around the schools. Work is ongoing on updating leaflets and marketing material for the faculties.

**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

All students who had applied through UCAS where invited to attend. The events where organised like an Open Day with student support, accommodation, clubs and societies and all the different faculties in attendance. Feedback from the staff and students that attended was extremely positive and this will be the new format for Applicant Events taking place from now on. The table below shows the number of attendees at each event and the breakdown that came from the colleges.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Coleraine | Belfast | Jordanstown | Magee |
| Total | 424 | 312 | 744 | 166 |
| Colleges | 20% | 28% | 26% | 28% |

**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**

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/open days

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

We are trying these new dates and format to try and encourage more students to attend Coleraine and Magee.

**Careers Teachers’ Summit**

In the past we have always held our careers teachers conference in Jordanstown or Belfast. This year we are holding it in the Coleraine campus to and will include a gust speaker as well as work shops. It will be held on -

Friday 7 June 2019

10am - 1pm

Coleraine campus

The Summit is also open to all teachers, guidance counsellors and colleagues from the careers service.

**Register online today at**

ulster.ac.uk/teachers summit

**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?