ULSTER UNIVERSITY

COLLABORATIVE PARTNERSHIPS FORUM **CPF/20/04**

22 January 2020 **Agenda Item: 10**

MARKETING ACTIVITY

To receive a report on marketing activity.

**ACTION**

For information.

**ULSTER UNIVERSITY CPF/20/04**

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**22 January 2020**

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**

We are again running our Applicant Information Events this year. They proved to be extremely popular last year and For the first time we ran our Applicant Events across several Saturday’s (dates below)

8 Feb - Coleraine

22 Feb – Magee

29 Feb – Belfast

7 Mar - Jordanstown

As well as these events we are also organizing Faculty specific events for –

Computing & Engineering at Magee – 6 Feb, 6.30 – 8.30pm

Engineering at Jordanstown – 13 Feb, 6.30 – 8.30pm

Personalised Medicine Information Evening – 11 Mar, 7 – 9pm

Other dates TBC

**Open Days**

Open days are still in the planning stage and Jordanstown is the only one that has been confirmed. This is scheduled to happen across 3,4 and 5 Sept. When we confirm the dates for the other campuses we will let you know.

**One-to-One sessions**  
  
As part of our school engagement activity during UCAS application we are offering the opportunity to meet with any of your students that have applied to Ulster.

Each 10 minute one-to-one sessions will give students the opportunity to seek further advice on the choices they have made in respect to course structure, placement opportunities, accreditation and careers progression.

**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?