ULSTER UNIVERSITY **CPF/21/04**

COLLABORATIVE PARTNERSHIPS FORUM **Agenda Item: 12**

27 January 2021

MARKETING ACTIVITY

To receive a report on marketing activity.

**ACTION**

For information.

**ULSTER UNIVERSITY CPF/21/04**

**COLLABORATIVE PARTNERSHIPS FORUM Agenda Item 12**

**27 January 2021**

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

**Access students online events**

In December we ran three online webinars aimed at Access students across the 6 colleges covering courses we run at each of our campuses. Although registration for each of the days were very healthy the numbers that attended on each day were not so good. But we did have good feedback from each of the webinars and it is an area that we will be developing and enhancing when we get back to some sort of normality.

**Principal Partnership Groups**

During December we also invited the Principals/CEO and Directors of Curriculum to meetings chaired by the pro-vosts. We covered how the University has responded to COVID, support for our students, our new Belfast campus development and CPD opportunities through our Education team. Each college was invited to their own individual session to give them a chance to bring any issues but also the chance to share ideas and resources. Four out of the 6 colleges responded, and we hope to bring forward ideas from the sessions over the next few weeks and are aiming to hold follow-up sessions in March.

**Virtual Applicant Days**

Due to the ongoing pandemic we will be holding our Applicant Information Days on Fri 12 and Saturday 13 February online. Content for the days is being worked on at present but all information on what will be covered can be found here - <https://www.ulster.ac.uk/applicant-day>.

Everyone who has made an application(s) will be invited to the online event. The event will be aiming to provide students with detailed information on their course options so they can made informed decisions about their CF/CI choices

There will also be talks from our student support team, accommodation, virtual tours of our campuses and much more.

**Presentations**

We are engaging with schools and colleges to find out about their future events and their willingness to have us visit their school or college to deliver our Ulster presentation.   
  
Through a few chats with careers advisors we have been told that they would always prefer us to come in and deliver our presentation in person but giving the ongoing situation this is not feasible. Therefore going forward for the rest of this academic year we will be running a dual approach where we will be setting up and running course specific webinars aimed at year 13 students but also trying to get dates secured with schools that will allow us to visit their school/college at the appropriate time.