ULSTER UNIVERSITY

COLLABORATIVE PARTNERSHIPS FORUM

4 OCTOBER 2017

Agenda Item: 14

TITLE: MARKETING ACTIVITIES

Paper No: CPF/17/22

SUMMARY:

To receive a report on Marketing activity.

ACTION REQURIED:

For consideration.

**CPF/17/22**

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

**Prospectus**

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

**Open Days**

All colleges were sent and included in communications regarding Open Days across campuses.  Over 450 students (only includes those who registered) from further education colleges attended Open Days with further communication provided to students who had registered including subject related information. Communication will also be sent regarding subject specific information events.

**Applicant information events**

Students 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 (www.ulster.ac.uk/informationevents).

**Presentations**

Members of the Student Recruitment Team will give presentations to both 1st and 2nd year students 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 enrollment information
* Entry requirements
* Important contact information

2nd year content will include:

* Steps to proceed to University from College
* Student experiences
* Support available e.g. Partnership Managers
* What is University life like?