ULSTER UNIVERSITY

COLLABORATIVE PARTNERSHIPS FORUM **CPF/20/07**

30 September 2020 **Agenda Item 9**

MARKETING ACTIVITY

To receive a report on marketing activity.

**ACTION**

For information.

**ULSTER UNIVERSITY CPF/20/07**

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**30 September 2020**

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

**Virtual Open Day**

This year for the first time we ran our Open Day virtually. Below is information on the event. Students can still access all of the material by going to <https://www.ulster.ac.uk/vod>.

**Event Overview**

This multi-channel online event took place from 10am on Saturday 5 September 2020 and consisted of a livestream welcome fromUU alumniCool FM’s Pete Snodden and Rebecca McKinney. The welcome covered student life at Ulster, introduction to each campus by the Student Outreach and Recrutiment Team and a Q&A with 4 current students highlighting their experiences of university life.

Following the welcome viewers had the opportunity to choose from a range of pre-recorded subject presentations along with the choice of 3 headline talks; COVID-19, Careers of the Future and The Economy in 2030. The last section allowed viewers to find out more about the full student experience with talks on UCAS, Applying from ROI and Student Wellbeing to name but a few. In addition, viewers had the opportunity to take a guided virtual tour of each campus.

**Attendance**

The event generated 6,436 visitors to the web site and almost 3,000 views on our social channels for our welcome video.

**Microsite**

The microsite was developed with a home page timeline with a tile for each of the activities allowing viewers to scroll through the relevant content at their leisure. The site was divided into 6 sections with the following tabs.



The site also included a section for downloads which housed the UG prospectus and other useful online resources such as the Parents’ Guide. A section for ‘How to make the most of your day’ was developed to ensure viewers had clear instructions on how to access the resources available to them and highlight the time of each activity which in turn enabled viewers to plan their morning.

The event proved to be very successful and something we will be building on going forward. Hopefully we can get back to having students and parents on campus soon but we now see that these events will also be supported by virtual events.

**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. Currently this information is being collated. Colleges have been in touch concerning their own events which they are also running virtually and UU will be represented at these events.

**Applicant Events for 21/22 entry**

These have proved to be very successful and we aim to continue this format going forward. We are hoping for the applicant events to be on campus but are making plans for these to be done virtually. Dates for each of the campuses are below –

Colearine – 6 Feb

Magee – 13 Feb

Belfast – 27 Feb

Jordanstown – 6 Mar