

COU10D073

Title: Recruitment, Admissions and Marketing Committee
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REPORT ON THE WORK OF THE RECRUITMENT AND MARKETING COMMITTEE AND THE STUDENT ADMISSIONS AND RECRUITMENT GROUP (STAR)

JUNE 2010 TO JUNE 2011

1. Considered a proposal for the assessment of reporting of English language and study skills for UEA students with the language level now being represented as a percentage and not an IELTS score.
2. Considered the international recruitment report as well as the possible future risks presented by the changing of visa rules by UKBA and by closure of the KASP scholarship and changes to the Post Study Work Visa Scheme.
3. Noted that the OFFA report had been returned by Louise Bohn and Mark Barlow.
4. Considered the Home/EU fees paper and proposals for UG and PGT.
5. Considered the Home/EU fees and Browne Review in relation to deferred and international students.
6. Received an oral report on the successes of the University's Live/Learn campaign and the increase in traffic to the Open Day micro-site following the introduction of the campaign.
7. Received the equal opportunities monitoring report for the 2009 and 2010 entry.
8. Received reports and considered implementation of responses relating to marketing research in FMH, EDU, NAM, FTV, HUM, SCI.
9. Review of UG regulations and the proposal for a new academic model for many courses.
10. Received a presentation from Victoria Isherwood on the new Hong Kong qualifications and the introduction of a 3-year diploma.

11. Discussion on UG and PGT international deposits and an extension of the scheme to include of all UG and PGR students.
12. Discussion on INTO students duplicating records by completing UCAS as well as University application forms.
13. Continued discussion on the internationalisation strategy and the establishment of a working group led by David Richardson to which members of STAR would be invited to contribute.
14. Consideration of the accommodation planning and issues that arose at the start of the 2010-11 academic year and the preparation of faculty targets and clearing predictions.
15. Review of UG and PG Open Days and the plans for Open Day capacities going forward.
16. Consideration on whether A* offers should be introduced.
17. Discussion on the importance of online application forms in order to maintain response times to students.
18. Received recommendations from postgraduate choice research and the decliner's report.
19. A paperless working group was established as UCAS announced withdrawing applications from 2012, 2013 entries.
20. The Public Information About Higher Education Document was consulted on and returned by Ian Callaghan.
21. Consideration of the UCAS Qualifications Information Review and the University tariffs.
22. Proposal and recommendations made on the acceptance of UCAS Contextual Data by the University for research purposes.