

COU09D051

**REPORT ON THE WORK OF THE RECRUITMENT AND MARKETING COMMITTEE  
AND THE STUDENT RECRUITMENT AND ADMISSIONS GROUP**

**JUNE 2009 TO JUNE 2010**

1. Considered the development of a PGR recruitment strategy for the University and established the 'task and finish' Research Admissions Working Group to make recommendations to the Executive Team on actions to support recruitment in this important area.
2. Considered process and parameters for confirmation and clearing 2009 with a particular focus on remaining within the cap imposed by the Government on Home/EU undergraduates. This was successfully achieved despite significant increases in the volume of applications.
3. Consideration of the implications for late arrivals due to the new UKBA system bedding in and the potential swine-flu pandemic. This was particularly important in the context of late-arriving pre-sessional students. Outcomes included information on the web-site, amendments to joining instructions, reviews of faculty policy for dealing with delayed students and preparation for practical support in terms of accommodation and language sessions.
4. Monitoring of introduction of new admissions CMS. Issues included development and release of appropriate course module information being made available to an external audience, the use of a PDF for new courses since modules that do not currently have students are not shown in Blackboard and the need for a disclaimer on the website to inform visitors that some modules may change or may not be available in the following academic year.
5. Review of Open Days which had reached capacity and decision to introduce a third Open Day.
6. Received reports and considered implementation of responses relating to market research and course review work in BIO, CHE, LAW, LCS, OT, ENV, ART and DEV
7. Review of Academic Practice Day and decision not to repeat this pilot as it did not bring sufficient additional value.
8. Discussion and decision for procedure for referring appropriate rejected students to INTO.
9. Consideration of BTEC Qualifications which do not contain formal examinations and therefore require additional support for students. As a result the prospectus wording were fully informed of the University's use of formal examinations.
10. Consideration and recommendation to PRC regarding fees for 2010/11 and International Fees.
11. Consideration of promoting UEA London courses in the PG prospectus.
12. Consideration and recommendation on representation of non-accepted courses e.g. General Studies, in our prospectus and faculty literature.
13. Discussion of changing condition of CONACYT (Mexican government) scheme for sponsored students.

14. Discussion of the impact of the web with presentations on the data emerging from Google Analytics and the attendance of colleagues from ITCS.
15. Agreement, after review, that our IB points tariff was consistent and logical in comparison with many competitor universities and should remain as it currently stands.
16. Consideration of an advice note from UKCISA (the UK Council for International Student Affairs) regarding students coming from foundation courses at other HE institutions who have to reapply for a visa before they are able to register for their course at the University leaving little time between when they receive their results and begin their studies. Many are rejected and have to reapply. Actions included discussions with 'vendor neutral' groups to see how they are advising students.
17. Consideration of developments in access courses which had been standardised nationally so the University needs to update its advice with a presentation from an access specialist (CAVA) and a further talk on the new Diploma being scheduled.
18. Discussion of the accommodation deadlines with an agreement that the PGT external deadline should be moved in line with the UG external deadline to the 26<sup>th</sup> August with the internal deadline remain as the 31<sup>st</sup> August.
19. Review of efficacy of PAD mailings with the discussion noting (i) the opportunity was cheap compared to other opportunities (such as advertising); (ii) the mailings were extremely well targeted compared to other opportunities.
20. Review of possible amendment of the way in which letters to applicants are amended in SITS. Agreement to ask for reconsideration of a proposal that would bring time delays and a further stage into the process.
21. Noted that our OFFA Report had been returned to OFFA by Louise Bohn and Mark Barlow.
22. Review of Postgraduate Open Day and preparation for the 2011 event.
23. Discussion of Fulbright Scholarships and agreement on cost distribution.
24. Faculty responses on the fast-track Foundation considered.
25. Review of the introduction of the final phase of the Tier 4 system.
26. Continued discussion on the development of an internationalisation strategy.
27. Commenced preparation for Clearing 2010 with development of early warning procedures on confirmation levels and an earlier CASM that previously.
28. Review of how funding from widening participation was spent during the students time at University; due to HEFCE cuts all faculties must be able to demonstrate how their money was spent.
29. Received reports from the Planning Office on a report which will mimic the Times Higher Education criteria and allow us to accurately outline our tariff scores.
30. Agreed that the regulations in the University Calendar do not reflect the matriculation of those international students who have completed their GCSEs abroad and have come onto programmes at the University. A solution was that Richard Harvey INTO students who don't matriculate should be signed off by both the INTO Centre Director and himself prior to starting the INTO UEA foundation programmes.

31. Noted that following the circulation of a letter from UCAS reminding the University of its commitment to following the Application and Recruitment Policy it was considered the University complied with the policy in all respects.
32. Received a presentation from David Sheppard (Academic Officer, Student Union) on the results of a survey which was sent to the whole student population with regards to unforeseen costs incurred during the students' course. The group discussed how cost information could be disseminated to students at the earliest possible stage, but textbooks and reading lists would be circulated to students during the first week of term.
33. Discussion of the possibility of making batched (PGT) offers next year. For a variety of reasons, the numbers of applications are expected to be at the same, or at an even higher, level for the next academic year. A working group was established.
34. Consideration of UCAS plans to stop providing paper copies of applications to institutions from September 2013 (2014 entry). UEA are looking to start paperless working one year in advance of UCAS so that systems are already in place when UCAS start.  
  
A working group has been set up to look at current processes and reports will be sent to the Tribal consultant to see how processes can be replicated in SITS/evision.
35. Consideration of widening the international deposit to PGR and UG students in line with possible best practice for Highly Trusted Sponsors with a decision to investigate the options further.