

COU11D068

Title: Recruitment, Admissions and Marketing Committee
Author: Daisy Mailey – Secretary to RAM
Version: Final
Circulation: Council – 2 July 2012
Agenda: COU11A007
Status: Open

REPORT ON THE WORK OF THE RECRUITMENT AND MARKETING COMMITTEE JUNE 2011 to MAY 2012

Council are asked to note that their appointed representative Mr Frank van den Berg attended his first meeting on 31st March 2011. It has been proposed that he should feedback his observations to Council via PVC Academic, Professor Tom Ward.

The Committee discussed the White Paper outlining the three period of consultation prior to the collective response being submitted by the Pro Vice-Chancellor (Academic)

The Committee received governmental guidelines on the application of scholarships for asylum seekers and refugees; the University will adapt a policy in the line with these guidelines.

The proposed PGT fees for 2012-13 were reported and a sub-group was formed to put forward recommendations to the Executive Team; it was agreed that a minimum fee of £5000 for 2012-13 be applied, subject to the Dean or Head of School supporting the application of premium fees. The Year in Industry fee will rise from £900 to £1200 in line with competitors.

Under discussion was the integration of administrative areas across the University and the work of the new service areas.

The Committee received the OFFA agreement for 2012-13

AAB scenarios were put forward by the BIU and HEFCE targets for 2012 were fed back to the Committee.

Proposed alterations to faculty's offers were put forward for discussion and prior to being publicised for the Open Days.

The Committee received and discussed the Corporate Plan and the key elements relating to recruitment, marketing and communications activities.

The Committee received an oral report on the activities of the Internationalisation Executive and its engagement with the Corporate Plan, the Science without Borders programmes and the China Strategy Board.

The Governance of the RAM Committee and the reestablishment of the Student Admissions and Recruitment Executive were discussed.

Presentations were received on the activities of Recruitment, Marketing and Admissions for 2012-13 and an oral report on international recruitment was put forward for discussion.

An oral report was received on the activities and outcome of the Executive Team Branding Day in February 2012 from the Head of Marketing and Communications.

An update of the planned activities surrounding the 50th Anniversary of the University was received by the Committee.

The committee considered an equality and diversity data report from the admissions office.

PGR and the 5-year plan of the PGR office were considered with attendance by Alison Rhodes, Director of University Services.

The Committee received an oral report on the Open Day marketing campaigns for 2013.

Daisy Mailey
20/4/12