

SEN12D025

Title: *Recruitment Admissions and Marketing Committee*
Author: Ian Callaghan, Director of Planning
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Issue

To propose that the Recruitment, Admissions and Marketing Committee (RAM) (a joint Committee of Senate and Council) be disbanded and replaced by an Admissions Executive.

Recommendation

Recipients are invited to consider the contents of the report and the following recommendations:

- (1) That RAM should cease and that strategic Admissions discussions should in future take place at ET and ETR primarily through a standing item on the ET-R agenda.
- (2) That STAR should be renamed the Admissions, Recruitment and Marketing (ARM) Executive and in future be chaired by PVC-ACAD. Terms of Reference and membership should be reviewed. The new ARM Executive will report into the Executive Team (primarily via ET-R).

Resource Implications

There are no immediate resource implications from this proposal but it should be noted that the intention of this amendment is to secure the University's principal future income stream.

Risk Implications

There are significant risks to the University from failure to meet or exceed recruitment targets. Tuition fees alone accounted for 25% of the University's income in 2011/12 and this figure will grow as the new fee regime extends to all students. In addition HEFCE teaching funding is now entirely reliant on student numbers. On this basis the greater focus on admissions and marketing which will be provided by these more regular arrangements should act to identify potential risk sooner and enable action to be taken to mitigate identified risks.

Equality and Diversity

It is not anticipated that the recommendations will adversely affect any person with protected characteristics.

Timing of decisions

This paper is being presented to both Senate and Council. It is anticipated that, subject to approval by both bodies, RAM will be disbanded with immediate effect.

Further Information

Assistant Registrar VCO, Lisa Williams lisa.williams@uea.ac.uk Tel: 01603 (59)3612

Background

The changes to the funding model for Higher Education have placed the Admissions, Recruitment and Marketing processes centre stage in terms of securing a significant element of the University's annual income. To this end it is important that there be strong involvement of the Executive Team in the strategic direction of the admissions processes. Following discussions at the Executive Team away day the current arrangements for the Recruitment, Admissions and Marketing Committee and STAR have been reviewed and found to be sub-optimal and following the meeting of Executive Team (Resources) in April the Executive Team have brought forward the recommendations contained in this paper.

Discussion

It is considered that the proposed structure will greatly enhance the oversight of the Admissions processes which are fundamental to the income of the University. Reporting via ET will enable key updates to be provided to Council in a time appropriate manner and ensure that appropriate focus is placed on admissions both strategically and operationally.

Attachments

There are no attachments to this paper.