



UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.1

Market Research Policies and Procedures

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Access to Data and Data Protection

1. The Data and Research Team receives UCL data from Portico Services or the Student Data Services team. Any data received is stored on the shared UCL drive and not removed or kept on personal drives. Furthermore, data is kept separately from analytical tools where possible and names of individual students are removed.
2. Data purchased by the Student Recruitment team will remain the responsibility and property of the Student Recruitment team, and often does not have permission to be shared in its raw state outside the team.
3. Any external purchased data will be dealt with according to contractual obligations and this will be upheld by the Data and Research Team. Any queries on appropriate use of purchased data must be directed to the Market Research Analyst.

Market Insight

4. The Data and Research Team will produce benchmarking analyses as required by CAM into the performance of UCL in recruitment, predominantly through the lens of country of domicile, with additional ad hoc analyses completed where appropriate and beneficial to the institution.
5. These analyses are not designed to identify individual students, but to understand trends and performance, and areas for improvement. No data analysed is used for identifying current or prospective students, but is for informing direction and understanding performance during the cycle of recruitment.
6. The Data and Research Team also produces scorecards informing the wider internal UCL community of the student recruitment activity throughout the year. These are distributed to senior management and other stakeholders, although can be shared more widely within the internal UCL community.

Publications and Media Research

7. Publications research sits within CAM's redesign processes, as set out in annexes 1.1.3, 1.1.4 and 1.1.5.
8. These research projects will be agreed prior to the beginning of an academic year, and ideally six months in advance of the research deadline.
9. Publications and media research will be conducted according to the requirements of the team, but generally is used to identify the enquirer, offer holder, and/or student needs and wants in publications, alongside other, predominantly external, stakeholders, including school counsellors and university representatives.

Faculty Research

10. In order for departments to request market research, the Request for Proposed Programme Market Analysis document (available on the internal CAM website) must be completed and submitted at least one month prior to any deadlines for the submission. Good practice is to submit at least six weeks in advance of deadlines.
11. In order for research to be comprehensive, all elements of the request must be completed to a suitable level of detail, including module proposals and identified competitors.
12. CAM is only able to conduct secondary research into programme markets. It is generally advised that departments undertake additional, primary research, particularly when proposing innovative and unique programmes with few identified competitors.
13. The majority of the analysis will be completed using HESA and other purchased data. Due to contractual obligations data must be presented in rounded numbers and the original datasets cannot be shared outside CAM.
14. The Data and Research Team are able to provide advice and recommendations into the good practice and techniques to employ primary research where required and as agreed by CAM