UCL Academic Manual

Chapter 1: Admissions, Registration and Student Conduct

Annex 1.1.5

Student Recruitment Communications Production

*Contact: **Ian Bartlett**, Head of Publications and Marketing Services (PAMS), Communications and Marketing*

Procedure

1. The Director of Communications and Marketing is responsible for the overall production of student recruitment communications.

2. Student recruitment communications produced by Publications and Marketing Services include the Undergraduate and Graduate Prospectuses, student residential accommodation information and the Study Abroad Guide, plus detailed degree programme information. Materials are produced in print or web format (or both) as appropriate.

3. All student recruitment communications, whether they are for use on the web or in print, must be produced in accordance with the guidelines for quality control as set out on the PAMS website (**www.ucl.ac.uk/pams**).

Undergraduate Prospectus

4. Departments are asked to supply material for the Undergraduate Prospectus by the end of October. Editing and revision should be complete by the end of November. The proofs should be ready for audit in late December/early January and go to print in January with a view to a production date of 15 February. The proofs are scrutinised by the Director of Communications and Marketing, the Dean of Students (Academic), the Director of Access and Admissions and by other members of UCL. Relevant parts are sent to departments and Faculty Tutors for final checking.

Undergraduate Programme Information

5. A database of marketing information based on individual degree programmes is maintained by PAMS staff. This is updated annually as part of the Undergraduate Prospectus production process. The database content is used to populate the Undergraduate Prospectus website and is also used to produce leaflets for individual programmes which may be ordered by departments for use as required.

This information is available for academic departments to use on their own websites to ensure consistency across different sections of the UCL website.

Graduate Prospectus

6. Departments are asked to supply material for the Graduate Prospectus in March and editing and revision should be completed by mid-May. The proofs should be ready for audit in June and go to print in July with a target publication date of mid-August. The proofs are scrutinised by the Director of Communications and Marketing, members of the PAMS team and by other members of UCL. Relevant parts are sent to departments for final checking.

Graduate Programme Information – replacement materials

7. A database of marketing information based on individual degree programmes is maintained by PAMS staff. This is updated annually as part of the Graduate Prospectus production process. The database content is used to populate the Graduate Prospectus website and is also used to produce leaflets for individual programmes which may be ordered by departments for use as required.

This information is available for academic departments to use on their own websites to ensure consistency across different sections of the UCL website.

Prospective Students website

8. The Prospective Students section of the UCL Web site (**www.ucl.ac.uk/prospective-students**) is accessible from the UCL home page by clicking the link titled Prospective Students.

9. Information contained on the Prospective Students site includes:

- Details of all undergraduate and graduate programmes of study
- Information for prospective international students
- Information for prospective graduate research students
- Information about financial matters – scholarships, fees, etc.
- Applications and admissions procedures
- Information on student life at UCL

- Outreach activities and information for widening participation target groups of prospective students

Accuracy and consistency of information

10. All information on the Prospective Students website is updated regularly and is fully audited by the PAMS team before publication on the Web. In general, there should be consistency between web and print versions of communication materials. However, where it is desirable for the information to be more up-to-date, the more immediate nature of the web does allow alterations to be made

Departmental websites and links

11. Rather than provide sections on their own web sites which duplicate the core student recruitment information on the Prospective Students site, academic departments are advised to:

a) for degree programme information, use data from the PAMS database of degree programmes which can be displayed via a simple code source in Silva. Please contact PAMS for details of how to achieve this.

b) for other student recruitment content, provide links from their sites to appropriate sections of the Prospective Students site.

This ensures that information viewed by web site visitors is consistent, accurate, well-maintained and appropriately linked to other relevant information.

12. Sections to which departments should link are:

- Undergraduate and graduate degree programme information (i.e. the Undergraduate and Graduate Prospectuses)
- Information for prospective graduate research students
- International students' information
- Student residential accommodation information
- Scholarships and funding information
- Applications and admissions information
- Outreach information

13. These are all easily accessible from the Prospective Students site. Should staff encounter difficulty with the purpose of a particular page or section, they should contact **Ian Bartlett** in Publications and Marketing Services (ext: 37106).

14. Departments' websites should provide content which complements the Prospective Students website. The information should be easy to navigate to and around, and should include:

- Detailed information about undergraduate and graduate taught degrees, such as overall structure and module details

- Departmental research activities

- Academic staff details and key staff contacts

- Details of any unique features which make the department attractive to potential students.

15. Where departments provide information which is not available on the Prospective Students site, it should be accurate, frequently maintained and should display the following:

- date last updated

- contact details of person responsible for maintaining the page

- departmental ownership.

Further Information and Advice

16. Advice for departmental colleagues on production of student recruitment communication materials is available from the Publications and Marketing Services team. This includes good practice for student recruitment communications, consideration of appropriate media, content planning and communications planning. Publications and Marketing Services can also provide advice to departments concerning web-based student recruitment matters. Advice on technical aspects and more general information about the UCL web site should be directed to and Mobile Services (**www.ucl.ac.uk/isd/staff/websites/web-services**).

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