



UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.2

## Good Practice in Student Recruitment Communications

*Contact: Communications and Marketing Team:*

[www.ucl.ac.uk/staff/communications-digital-and-marketing/cam-teams-and-contacts](http://www.ucl.ac.uk/staff/communications-digital-and-marketing/cam-teams-and-contacts)  
and your Faculty Head of Marketing & Communications

### Good practice is:

- Ensuring all communications comply with the guidance on information provision to students issued to HEIs by the Competition and Markets Authority (see [www.ucl.ac.uk/cam/resources/cma-advice](http://www.ucl.ac.uk/cam/resources/cma-advice)).
- Establishing a clear brief which considers who the communication is addressing (the 'target audience'), why it is needed, how it will be used (distributed), what it needs to convey/address and what the budget is.
- Producing marketing materials for new programmes once formal approval has been granted by the Programme and Module Approval Panel (PMAP).
- Ensuring that materials produced include the direct and associated fees and costs of study in order that potential students are clear about the whole costs associated with a particular programme of study.
- Ensuring materials produced comply with the UCL visual identity and brand guidelines ([www.ucl.ac.uk/staff/communications-digital-and-marketing/brand-and-visual-identity](http://www.ucl.ac.uk/staff/communications-digital-and-marketing/brand-and-visual-identity)); a copy of the guidelines should be supplied with the creative brief when commissioning external designers.
- Ensuring that printed materials are professionally printed by one of UCL's approved print suppliers (see [www.ucl.ac.uk/procurement](http://www.ucl.ac.uk/procurement)).
- Considering the shelf life of any communication and, where relevant, the print-run is appropriate.
- Understanding that communications may be perceived by the reader as an embodiment of institutional values.
- Regularly reviewing and updating publications so that they are relevant to the intended year of entry to UCL.

- Consulting with colleagues in UCL Student Recruitment and others involved in student recruitment activity for advice on the appropriate channel for the audience.
- Ensuring communications convey UCL as a world-leading university (see UCL 2034).
- Ensuring that all content has been audited and complies with UCL's house style ([www.ucl.ac.uk/cam/brand/brand-resources/editorial-house-style](http://www.ucl.ac.uk/cam/brand/brand-resources/editorial-house-style)).
- Using a tone of voice that welcomes the reader and conveys our reputation for being friendly; relates factual information with clarity and conviction; provides a sense of excitement and challenge at undertaking study at a university engaged in pioneering academic activity.
- Ensuring that the author's details and date of publication are clearly displayed (e.g. UCL Student Recruitment Marketing, January 2020).
- Ensuring that where images of identifiable individuals are used, signed consent forms are obtained. These should set out how the image is intended to be used and within a defined timeframe.
- Ensuring that quotes/statistics/league tables are accurate, timely and the source cited (e.g. UCL is ranked 8 in the world [QS World University Rankings 2021/22]).
- Ensuring print media directs the reader to a website and also provides a clear contact point.