Good Practice in Student Recruitment Communications

Contact: Communications and Marketing Team:
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).
- 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); 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).
- 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).

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.