UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.3

Undergraduate Prospectus and associated materials policies and procedures

Contact: Communications and Marketing Team: www.ucl.ac.uk/cam/teams

Overview

1. The UCL Undergraduate Prospectus is one element, albeit an important one, of an integrated suite of communications via a range of channels aimed at prospective undergraduate students.

2. The Prospectus' target audience comprises two main groups: prospective undergraduate students and parents/guardians, teachers, advisers and friends of prospective undergraduate students.

3. The Prospectus conveys the ethos, values and atmosphere of UCL (as set out in UCL 2034), making its unique selling proposition and differentiation from other HEIs. It is also perceived as a physical embodiment of institutional values (in which paper, imagery, layout and accessibility contribute to an overall impression of the university).

4. UCL's Prospectus is produced by UCL MarComms in collaboration with faculties, academic departments and other teams in Professional Services including UCL Access and Admissions.

5. Editorial control of all content, imagery and design is held by MarComms. Responsibility for degree programme content updates, accuracy and compliance with CMA guidance with regard to the application of Consumer Protection Law as it applies to the promotion of degree programmes to prospective students rests with faculty marketing teams.

6. The online version of the UCL Undergraduate Prospectus is published at www.ucl.ac.uk/prospectus (within the UCL Prospective Students website).

7. Core degree programme content is stored in MarComms prospectus database, ensuring a single source of information is maintained and can be published concurrently to both print and online editions and other channels where appropriate. Underlying data about degree programmes is drawn from SITS. If a programme is not formally approved by PMAP and published in SITS, it cannot be advertised in the Undergraduate Prospectus.

8. Degree programmes are listed under one subject area; where joint programmes are offered, these are advertised under the admitting department's assigned subject area. Tagging can be used to ensure programmes are listed under alternative headings.

9. All career destination examples used are selected from the 'Destinations of Leavers from Higher Education' survey undertaken by the Higher Education Statistics Agency (HESA) which looks at the destinations of UK and EU students six months after graduation. To ensure currency of information and a wider range of appropriate destinations, the most recent three years of data is used.

10. All alumni quotes are sourced by the Office of the Vice-Provost (Development); where these are used to market a specific programme/department, preference is given to quotes from alumni graduating within the last 10 years.

11. A full redesign of the printed Prospectus is undertaken approximately every 3 years, though can be done sooner dependent on requirements of the market. This is informed by market research, undertaken with the target audience as well as seeking the opinions of key stakeholders.

Additions to UCL's undergraduate programme portfolio

1. Proposed new undergraduate degree programmes are included in UCL's Undergraduate Prospectuses once formal approval has been granted by the Programme and Module Approval Panel (PMAP) and the programme is shown as having been approved in SITS - see Chapter 7: Programme and Module Approval and Amendment Framework.

2. To ensure a new programme is included in the printed Prospectus, PMAP's approval must be received by 1 December when page planning commences. For programmes created for September 2022 entry, this is 1 December 2020.

3. In addition, a new undergraduate degree programme will only be advertised once it has been added to SITS and the UCAS code, entry requirements (including English language requirements) have been set and verified by the Head of Undergraduate Admissions. For the printed prospectus, these will need to be in place by 1 February.

Any programmes approved after the 1 December deadline, will be added to UCL's online Undergraduate Prospectus in its first year of recruitment, once all the core programme content (including UCAS code, entry requirements, tuition fees) have been added to SITS.

Production timetable

1. Prospective undergraduate students, their parents/guardians and teachers/career advisors start researching higher education options at least 18 months prior to the intended start date of a programme. Publication of the Prospectus is scheduled to coincide with this 'discovery phase' [the start of the recruitment cycle] and to ensure UCL

representatives have up-to-date information to effectively market UCL's offering when attending recruitment events/school visits in the UK and overseas.

2. Production of the UCL Undergraduate Prospectus is undertaken annually, commencing in October for publication the following March (18 months ahead of the intended year of entry). For September 2022 entry, publication is scheduled for March 2021.

3. The list of programmes running each year will be drawn from SITS. However, all Faculty Tutors are contacted in October to ascertain if there are expected major changes to the faculty's undergraduate offering (withdrawals/proposals) for the next recruitment cycle.

4. All academic departments offering undergraduate degree programmes are contacted by their Faculty Marketing teams in November to review/update the information currently held in the SRM Prospectus database for the next recruitment cycle.

5. Page planning is undertaken in early December to ensure all changes to programme provision are incorporated into the new printed edition.

6. Information provided by academic departments is audited and verified by Faculty Marketing teams for compliance to UCL's house style and the Competition and Markets Authority's (CMA) guidance on information provision to applicants and students.

7. Imagery is reviewed annually and a process to gather new imagery for the publication will be run in November. Departments may request copies of any new photographs taken for their programmes; these will be supplied after the Prospectus is published. All images supplied are used for a period not exceeding 5 years from the date of image capture.

8. Entry requirements for new and existing undergraduate programmes are gathered by the Undergraduate Admissions team and supplied in December for inclusion in the Undergraduate Prospectus.

9. Quotations are sought from UCL's approved print suppliers based on the projected pagination length and print-run.

10. In accordance with UCL's ethos, the Prospectus is printed on an FSC certified 100% recycled uncoated paper.

11. Relevant sections are sent to academic departments, faculty tutors and other Professional Services teams for approval in January.

12. Proofs of the Undergraduate Prospectus are distributed to senior staff (Faculty marketing leads, Director of Access & Admissions, Executive Director of Communications and Marketing, Director of Student Recruitment Marketing and MarComms, Head of Access, Head of Undergraduate Admissions, Head of MarComms or their designate) in February for review and comment prior to printing.

13. Tuition fees for undergraduate programmes are obtained from the UCL Student Fees for publication in the Prospectus as soon as these have been set by the institution/UK government.

14. Student accommodation information is supplied by UCL Student Residences including provision, facilities and costs.

15. Outside of the above timeline, updates to core degree programme content should be made via SITS and changes will be fed through to the online Prospectus.

16. Outside of the above timeline, updates to non-degree programme information such as tuition fees, accommodation fees, funding details can be requested, with details of the required change, to cam.publications@ucl.ac.uk.

17. When the new online Undergraduate Prospectus is published, the previous version remains online at www.ucl.ac.uk/prospectus until the start of the academic year to which it relates.

18. Hard copies of each edition of the printed Prospectus are held and retained in institution's archive, maintained by the UCL Records Office.

19. Hard copies of the Prospectus can be requested online by prospective students. Copies are distributed to schools in the UK and overseas shortly after publication and are available at recruitment events that UCL attends.

20. Hard copies are also available for use by other Professional Services teams, faculties and departments. Copies can be requested from cam.publications@ucl.ac.uk

21. The online Prospectus allows for greater depth of programme information than the print edition.