UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.4

Graduate Prospectus and associated materials policies and procedures

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

Overview

1. The UCL Graduate Prospectus is one element, albeit an important one, of an integrated suite of communications via a range of channels aimed at prospective graduate taught and graduate research students.

2. The Prospectus' target audience comprises two main groups: current undergraduate students and those from other backgrounds who may be employees, graduate students, researchers, and those seeking a change of career

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 Graduate Prospectus is published online at www.ucl.ac.uk/graduate (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 appear in the Graduate Prospectus.

8. Degree programmes are advertised 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. Detailed content about UCL's graduate research programmes is given in the online edition only.

10. 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.

11. 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.

12. A full redesign of the printed prospectus is undertaken approximately every 3 years but may be sooner as dictated by market requirements. This is informed by market research undertaken with the target audience as well as seeking the opinions of key stakeholders.

13. No printed prospectus is planned for 2020 due to the COVID-19 pandemic impacting on the opportunities to meet prospective students face to face at open days and fairs, where the printed prospectus is primarily used. This will be reviewed in 2021, and a decision will be made on whether to continue with the production of a printed graduate prospectus in the long-term.

Additions to UCL's graduate programme portfolio

1. Proposed new graduate taught degree programmes and teacher training programmes are included in UCL's Graduate Prospectus/supplement once formal approval has been given by the Programme and Module Approval Panel (PMAP) - see Chapter 7: Programme and Module Approval and Amendment Framework.

2. To ensure a new postgraduate taught programme or teacher training programme is included in the printed Prospectus, notification of PMAP's approval must be received by 1 June to ensure inclusion in UCL's printed Graduate Prospectus/supplement. For programmes created for September 2021 entry, this is 1 June 2020.

3. In addition:

   a new graduate degree programme will only be advertised once it has been added to SITS and entry requirements (including English language requirements) have been set and verified by the Head of Graduate Admissions. For the printed Prospectus, these will need to be in place by 1 August;

   a new teacher training programme will only be advertised once it has been added to SITS and 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 August;

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

Production timetable

1.   Prospective graduate students and prospective trainee teachers start researching postgraduate education options at least 12 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 in the UK and overseas.

2.   Production of the UCL Graduate Prospectus is undertaken annually, commencing in May for publication in September (12 months ahead of the intended year of entry). For September 2021 entry, publication is scheduled for September 2020.

3.   The list of programmes running each year will be drawn from SITS.

4.   All academic departments offering new and existing teacher training programmes are contacted by their faculty marketing teams in May to review/update the information held in the SRM prospectus database for the next recruitment cycle.

5.   All academic departments offering graduate taught and graduate research degree programmes are contacted by their faculty marketing teams in June to review/update the information held by SRM for the next recruitment cycle.

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

7.   Information provided by academic departments is audited and verified by Fcalty Marketing teams for compliance to UCL's house style for student recruitment communications and the Competition and Markets Authority's (CMA) guidance on information provision to prospective students.

8.   Imagery is reviewed annually and a process to gather any new imagery will be run in June. 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.

9.   Entry requirements for new and existing graduate taught and research programmes are gathered by UCL Graduate Admissions in July for inclusion in the Graduate Prospectus and Teacher Training supplement.

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

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

12.   Relevant sections are sent to faculty marketing teams and other Professional Services teams for approval in August.

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

14. Tuition fees for graduate programmes and teacher training programmes are obtained from UCL Student Fees for publication in the Prospectus as soon as these have been set by the institution (or other fee setting body).

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

18. Hard copies can be obtained at recruitment events that UCL holds/attends in the UK and overseas.

19. 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