



UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.5

Study Abroad at UCL and Summer School publications

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

Overview

1. Study Abroad at UCL and the Summer School materials, in their print and online versions, are the principal marketing tools in the promotion of UCL's affiliate and summer school programmes to prospective students.
2. Study Abroad at UCL's target audience comprises students seeking to study at UCL for a period of up to one year in order to gain credit towards the degree they are taking at their host institution in their own country. The target audience for the UCL Summer School comprises enrolled undergraduates and graduates looking for a shorter study abroad experience.
3. The Study Abroad at UCL and Summer School materials convey the ethos, values and atmosphere of UCL (as set out in UCL 2034), providing its unique selling proposition and differentiation from other HEIs. They are 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. The Study Abroad at UCL and Summer School materials are produced by UCL MarComms in collaboration with academic departments, faculties and other teams in Professional Services.
5. Editorial control of all content, imagery and design is held by MarComms.
6. The online version of Study Abroad at UCL is published at www.ucl.ac.uk/sag (within the Prospective Students website). The online version of the UCL Summer School content is published at www.ucl.ac.uk/summerschool

7. Core programme content is held in MarComms' database, ensuring a single source of information is maintained and can be published concurrently to both print and online editions.
8. The impact of Brexit on studying abroad within the EU is yet to be fully understood across the HE sector. The Head of Study Abroad and associated teams/departments are continuing to respond to this and update with any changes required.

A full redesign of both publications is scheduled to be undertaken every five years. This is informed by market research undertaken with the target audience as well as the opinions of key stakeholders.

Additions to UCL's affiliate programme portfolio

9. Proposed new affiliate programmes are included in Study Abroad at UCL once faculty approval has been granted and notified to MarComms.
10. To ensure a new programme is included in the printed version of Study Abroad at UCL, notification of faculty approval must be received by 1 June to ensure inclusion. For programmes created for September 2022 entry/January 2023 entry, this is 1 July 2021.
11. Any new programmes approved after the 1 July deadline, will be added to online version Study Abroad at UCL in its first year of recruitment, once all core programme content (including available modules available) have been obtained.
12. New modules for the UCL Summer School are approved by Summer School Board in May of each year.

Production timetable (Study Abroad at UCL)

1. Prospective affiliate students, their university counsellors/advisors start researching study abroad options at least 12 months prior to the intended start date of a programme. Publication of Study Abroad at UCL 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 overseas.
2. Production of Study Abroad at UCL is undertaken annually, commencing in June for publication in August (13 months ahead of enrolment to the autumn term/full-year or 17 months ahead of enrolment to the spring term).
3. All academic departments offering an affiliate programme are contacted in June to review/update the information held by MarComms for the next recruitment cycle.
4. Page planning is undertaken in early July to ensure all changes to programme provision are incorporated into the new edition.
5. A full redesign of the printed version of Study Abroad at UCL is undertaken every five years. This is informed by market research undertaken with the target audience as well as the opinions of key stakeholders.
6. Relevant sections are sent to academic departments, faculty tutors and other Professional Services teams for review in August.
7. Quotations are sought from UCL's approved print suppliers based on the projected pagination length and print-run.
8. In accordance with UCL's ethos, the publication is printed on FSC certified and carbon balanced 100% recycled uncoated paper.

9. Proofs of Study Abroad at UCL are distributed to senior staff (Director of Communications & Marketing, Director of Access & Admissions, Director of Student Recruitment, Liaison and Recruitment Manager, Design and Communications Manager or their designate) in August for review and comment prior to printing.
9. Outside of the above timeline, updates to core programme content can be requested, with details of the required change, to sag-updates@ucl.ac.uk
10. When the new online version of Study Abroad at UCL is published, the previous versions remains online at www.ucl.ac.uk/sag until the start of the academic year/term to which it relates.
11. Hard copies of each edition of the printed Study Abroad at UCL are held and retained in the institution's archive, maintained by the UCL Records Office.
12. Hard copies are distributed to partner institutions overseas shortly after publication and are available at recruitment events that UCL attends.
13. Hard copies are also available for use by other Professional Services teams, faculties and departments. Copies can be requested from cam.marcommspublications@ucl.ac.uk

Production timetable (UCL Summer School materials)

1. Prospective Summer School students begin their research for summer school programmes, ten/eleven months ahead of the intended date of study.
2. Production of the printed Summer School leaflet is scheduled for August of each year (in time to be distributed at the Autumn recruitment fairs in the USA).
3. Production of the Summer School website (including full details of each module) is scheduled for September of each year.
4. Applications for study open in December each year (eight/nine months ahead of the intended date of study) and a link to the application page from the Summer School website is provided when applications open.
5. Content for both the print and web publications is written by the Senior Liaison and Recruitment Officer (Summer School) in Student Recruitment in liaison with Summer School staff in CLIE.
6. Relevant sections are sent to Summer School Review Group for review in July.
7. In accordance with UCL's ethos, the publication is printed on FSC certified and carbon balanced 100% recycled uncoated paper.
8. Proofs of the Summer School leaflet are distributed to the Head of the Summer School, the Head of MarComms, the Director of Student Recruitment and the Executive Director of Marketing and Communications in early August for review and comment prior to printing.