UCL Academic Manual

Graduate Prospectus and associated materials policies and procedures

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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 Student Recruitment Marketing (SRM) in collaboration with academic departments, faculties and other teams in Professional Services including UCL Access and Admissions.

5. Editorial control of all content, imagery and design is held by SRM.

6. The online version of the UCL Graduate Prospectus is published online at www.ucl.ac.uk/graduate (within the Prospective Students website).
7. Core degree programme content is held in SRM's database, ensuring a single source of information is maintained and can be published concurrently to both print and online editions.

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.

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 anonymity of individuals, 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 every 5/6 years. This is informed by market research, led by the SRM Market Research team, undertaken with the target audience as well as the opinions of key stakeholders.

Additions to UCL’s graduate programme portfolio

13. 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) and notified to SRM (see Chapter 3: Programme and Module Approval and Amendments).

14. 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 2018 entry, this is 1 June 2017.

15. In addition:

   a. a new graduate degree programme will only be advertised once it has been added to Portico 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;

   b. a new teacher training programme will only be advertised once it has been added to Portico 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;
16. 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 obtained from the relevant Professional Services teams.

17. Departments are asked to complete a graduate programme template document designed to capture all the information required for inclusion in the Prospectus.

Production timetable

18. 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/school visits in the UK and overseas.

19. 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 2018 entry, publication is scheduled for September 2017.

20. All graduate faculty tutors are contacted in May to ascertain if there are major changes to the faculty’s graduate offering (withdrawals/proposals) for the next recruitment cycle.

21. All academic departments offering new and existing teacher training programmes are contacted in May to review/update the information held by SRM for the next recruitment cycle.

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

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

24. Information provided by academic departments is audited and verified against information held within Portico, 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. Where the information differs, Portico is held as the UCL source of truth, and the academic department is advised of the discrepancy.

25. A photoshoot is held annually in June to gather new imagery for the publication. Departments may request copies of 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.

26. Entry requirements for new and existing graduate taught and research programmes are gathered by UCL Admissions in July for inclusion in the Graduate Prospectus and
27. Quotations are sought from UCL’s approved print suppliers based on the projected pagination length and print-run.

28. In accordance with UCL’s ethos, the Prospectus is printed on a FSC certified and carbon balanced 100% recycled uncoated paper.

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

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

31. 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).

32. Outside of the above timeline, updates to core degree programme content can be requested, with details of the required change, to pg-updates@ucl.ac.uk.

33. 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 k.grocott@ucl.ac.uk.

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

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

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

Graduate programme leaflets

37. Programme leaflets are generated for each graduate taught programme drawing upon data gathered as part of the prospectus copy call in June.

38. The programme leaflets can be ordered and printed using an approved UCL supplier for use by departments and faculties at recruitment events.

39. Updates to the content of the leaflet can be requested, with details of the required change, to pg-updates@ucl.ac.uk. N.B. All updates to the leaflets will be replicated to the programme information held in the online prospectus.

40. Departments may request changes to the front cover image where these are not deemed suitable [quality, resolution, size, UCL viewfinder etc.].