Present: Helen Pain (Convenor, Student Recruitment Coordinator)
Nigel Topham (Director of Graduate School)
Neil Heatley (Head of Informatics Student Services)
Kasia Kokowska (Communications and Outreach Manager)
Ajitha Rajan (Postgraduate Admissions Officer)
Martin Wright (Director of Professional Services)
Vicky MacTaggart (Studentships and Teaching Support Manager)
Gillian Bell (Teaching Organisation Manager)
Amanda MacKenzie (Graduate School Manager)
April Cunliffe (Informatics Graduate School Recruitment Administrator)

Apologies: Sarah Taylor (Communications and Recruitment Officer)
Shay Cohen (Undergraduate Admissions Officer)

Approval of Previous Minutes (30th May 2017)
Minutes had previously been circulated with committee. Review of matters arising from minutes was conducted.

KK requested her surname and Sarah Taylor's surname to be changed as misspelled in the document.

Please find below a table of actions proposed at the last meeting and their outcomes:

AP	Details	Outcome
1	HP to review PG prospectus and sign of for final print	Completed: prospectus finalised and printed
2	KK, NH, HP, NT and BF to discuss and provide content to update website landing page appropriately.	Ongoing action: Check and revisit webpage content
3	AR and HP to confirm with college admissions to go ahead with 'hold gathered fields' option and work on updating wording on website and prospectus with their help.	Hold Gathered Fields: Completed, agreed a useful tool for admissions process
Wording on website: Ongoing action, continue to revisit and review.
4	AR, HP, NH and Comms team to discuss wording and update landing/recruitment webpages to be more appealing to female applicants.	Ongoing action: Check and revisit webpage content with view to equality and diversity.
5	NH to speak with contacts at SPS for feedback on recruitment webpages and report back.	Ongoing action: Check and revisit webpage content with view to equality and diversity.
6	NH to get approval for £20K female scholarship and update committee.	Completed
7	NH to ask graduate school about PhD scholarship for PGR female students.	Remove this action – limited funding
8	Review virtual open days for 2018.	Return to this item later

AP 1: Ongoing: Check and revisit webpage content with view to equality and diversity.

AP 2: AC to amend May 2017 minutes to spell Kasia Kokowska's and Sarah Taylor's names correctly.

1. Marketing and Advertising:

Kasia Kokowska presented the Recruitment Activities Report compiled by Sarah Taylor.

Please see Item 1 of Recruitment Activities Report by Sarah Taylor.

a) UG: School prospectus, informatics entry into University 2018 prospectus

It was agreed that paper copies of the prospectus were not often used and may be a waste of resources, as many students prefer to access the information online. Decision was made to reduce the number of print copies, but make these copies available for request and for events e.g. for Edinburgh Global. The prospectus will be provided online, and postcards will be created to direct students to these online resources, possibly with a QR code.

All programmes 'with business' were removed from University Prospectus.

AP3: ST to order fewer UG prospectuses than previous years.

AP4: ST to produce postcard handouts for UG open days to direct applicants to UG prospectus online and on mobile.

b) PG Prospectus 2018

Pictures were updated in materials. All changes to be removed have been removed from materials.

Sarah will collate feedback for Prospectus.

It was discussed that a robot will not be put on the front cover of the prospectus again this year, as it was for the last two years. Again, the theme this year is 'Drawn to Edinburgh' and so the image on the front cover will be a drawn image.

ST to review content from a gender equality perspective.

AP5: ST to review content from a gender equality perspective.

c) Other communication and marketing

Photos – KK noted that a photographer had previously been employed to do two photoshoots in Appleton Tower: one before students were in the building, and one was a tour he took while on a photoshoot for Jane Hilston. His feedback was that it would have been useful to be accompanied by a student. KK plans to schedule another photoshoot, which may involve a student accompanying the photographer. Additionally, KK will schedule a research photoshoot which will take place in Informatics Forum and include PGR students with an emphasis on diversity.

AP6: KK to schedule a research photoshoot which will take place in Informatics Forum and include PGR students with an emphasis on diversity.

Videos – KK reported that the team are commissioning a series of publicity videos and they will likely include two student experience videos.
Crack the Code video documents an outreach project which was delivered last year in collaboration with University's Widening Participation Team. The team have secured waivers from female high school students that took part in the activity and are featured in the video. In the video they talk about what Informatics is and what it means to study it, so the team can use it for recruitment purposes.

Website – KK reported that Sarah Taylor took responsibility for updating the recruitment pages on the external website, in liaison with ITO. On InfWeb we have ITO pages, some of which include recruitment info and/or info for prospective students. Ségo is liaising with Gillian and looking into revamping those. That includes establishing a user group to discuss requirements (the user group is actually broader and includes all web users, for the external web and InfWeb).

Social Media – Students to help take the lead on this. Summer Intern post to be used again this year, to respond to queries from students particularly on social media.

Alumni – Recruited alumni to speak at post-offer visit day this year.

Postgrad.com advertising – It was discussed whether the current activity is the best use of this resource. It was decided that we should refocus the resource to Postgraduate Research programmes, as Taught programmes already receive a huge amount of applications.

AP7: ST to discuss with IGS about refocussing Postgrad.com advertising to Research programmes rather than Taught programmes for next year.
Post-meeting update: It had already been decided to withdraw advertising from Postgrad.com, so AP7 does not apply
AP8: AM to check feedback on how many students used Postgrad.com to find our programmes.
AP9: NT and KK to discuss with Graduate School whether it is worth continuing to advertise with Postgrad.com. If it is not a good use of resources, consider withdrawing from this form of advertising.

2. 2018/19 Intake - see TC reports
HP presented reports from Teaching Committee.
a) UG Data and Projections
Since last year, Overseas applicants – Up by 50%, rest of UK applicants up by 5%, EU applicants up by 22% and Scotland applicants up by 15%
Continue to consider Scottish recruitment, particularly in IMD20 groups.
Female student applications are up 31% on last year

There is concern that too many offers may have been made; this is being reviewed.
The School has greatly increased retention in the last 3 years, so HP believes there is no need to decrease current offer level.

Scottish female students are due to be contacted about a £1000 scholarship/incentive to come to the University.

Amazon has been impressed by the last few female bursars that they have had, so have increased their bursaries from 1 per year to 2 per year. These are UK-wide bursaries.

b) PGT Data and Projections

HP reminded committee that this is the first year that the school has required deposits when conditional offers are made. It is also the first year when PGT have had clearer specification of requirements from students. This means that selectors are able to be more discriminating in their decisions. It is also the first year when the School has moved to Hold Gathered Field.

AR presented on PGT procedure and statistics – *see Recruitment Report for Teaching Committee meeting February 2018.*

AR presented that Hold Gathered Field is used for applicants who cannot receive an immediate decision – those who submit applications which are neither strong nor weak.

Deadlines are in January, March and May/June. If all places are filled by March, PGT will stop accepting applications. There is a high conversion rate, and Home students often apply later in the year than Overseas students, so it was discussed whether this will disadvantage Home students as places may fill up earlier in the year. NH noted that places are being held for exceptional Home students. AR plans to review the process at the end of this year. Now that there are clearer criteria, PGT admissions can be more consistent and deal with more in college – there is less work for selectors. There are many applications waiting in Hold Gathered, which will be returned to later on if places are not filled. The figures are healthy and AR will re-evaluate in March. AR has done training with selectors to help consistency. Places for PGT this year is minimum 300, maximum 350. NH to review the deposit conversion rate and discuss with PGT how many deposits can be accepted.

NH noted that around a third of applications this year have been female, but out of around 2,500 applications only 11 are Scottish female and 2 have offers. This is significantly down on last year.

UK applications are submitted very late in the year, so it was agreed that consideration should be given to creating a UK deadline to ensure that UK applicants can be managed earlier and are not disadvantaged by early offer-making to overseas applicants.

AP10: NH to review the deposit conversion rate and discuss with College Admissions how many deposits can be accepted.
AP11: NH to liaise with College Admissions about potentially providing PGT UK application deadline.

c) PGR Data and Projections

NT presented PGR applications statistics. 495 applications so far this year, which is up 20% on the same point last year. Female applications up 1%. No female UK applicants so far. EU applications down 8.7% on last year. Large increase on Overseas applications. 30 offers made so far, and more offers to be made over next few weeks.

2. **Recruitment Committee** Strategic direction

Remit and membership - *please see Martin Wright's Roles and Responsibilities paper and draft remit*.

MW presented his paper to clarify purpose of committee, roles. Sarah Taylor must be added. HP noted that Paul Patras should not be required to attend, as his remit falls mainly under Teaching Committee.

MW has added two student representatives as they bring new perspectives and it is good practice to include student representation. Their input can also then be passed on to other committees. MW will look at adding a PGR student representative.

MW noted that he has differentiated between membership and attendance. It was agreed that non-member individuals may attend the Committee based on the agenda for each meeting. It was agreed that members may vote on issues, but attendees may not. GB to attend meetings but is happy not to be a member. AM is to become formal member as Graduate School Manager.

NT raised the issue of how information from this committee is fed back to the School Strategy Committee. MW will reflect on this.

It was otherwise agreed that the Draft Remit would be used going forward.

AP12: HP to act as point of contact for new member requests.
AP13: HP/MW to offer students the opportunity to become representatives.
AP14: MW to update draft with decisions put forward by Recruitment Committee as detailed in Item 2(b).
AP15: MW to reflect on discussion and on how feedback from this Committee will be presented to other committees such as the School Strategy Committee.

Equality and Diversity
It was noted that the role of the Internationalisation Officer should be clarified, and that the actions of this Committee should be reported back to the Equality and Diversity Committee.

AP16: HP to report this Committee's actions back to the Equality and Diversity Committee.

4. UG Activities:
a) Post Offer Visit days (usually referred to as POVs or Post Application Visit Days (PAVDs)) plans for forthcoming events

HP noted her thanks to Sarah Taylor for her report.

KK presents Sarah Taylor's report - *please see item 4 of Recruitment Activities Report by Sarah Taylor.* KK noted that POVs are on 28th March and 4th April. Registration is now open.

College has decided that the School should pay for travel of SIMD20 applicants to POVs in light of Government targets.

The programmes are the same for both POVs. There are now Alumni talks as part of the POVDs. The programme includes talks from: DoT, Career Office, Alumni etc. In addition we will have stands, including societies. Some societies will present demos as part of their stand, e.g. EaRS (Embedded and Robotics Society).

b) Open Day: reports and planning for 2018/19 events

UG and PG open days are organised centrally. Some students arrange visits on an ad-hoc basis.

c) Conversion activities: report and plans - Decliner's Survey - brief summary
HP felt that the results of the Decliner's Survey largely could not be acted on as there were more general factors outside of the School's control. HP noted that the main reason for students declining offers is because they preferred another University.

AP17: HP to review Decliner's Survey to see if there is anything which the School can improve on.

5. PG Activities: (please see Item 5 Recruitment Activities Report attached).
a) PG Open Days report and plans
KK noted that there are far more students registering to attend Open Days than actually attend, which causes problems for event planning activities.

NT noted the issue that different information is required by PGT students in contrast to PGR students, which can lead to a compressed schedule as they are currently attending the same event. NT proposed that these strands are divided so that more detail can be given to both sets of applicants, and the Committee agreed. It was raised that there may be some students who wish to attend both groups, although the Committee noted that most applicants do not apply to both strands. Some talks would be general and aimed at both PGT and PGR groups.

AP18: ST to check whether students are applying to PGT or PGR and direct them to the appropriate talk, in order to make talks more detailed and shorter.

b) Virtual Open Days:
SRA Virtual Open Days were discussed. The University-wide VOD is very general. SRA are checking with schools whether individual virtual days should be run by schools. HP noted that VODs are usually quite late for PGT applications, and NT noted that PGR students are less likely to use VODs as they access specific information online and are

often in contact with potential supervisors. It was agreed that there is no particular advantage to having VODs for PGT or PGR.

c) Conversion activities: report and plans
KK noted that Facebook pages have been set up for offer holders, so that they can communicate directly with Informatics.

Informatics VODs were discussed. NH noted that there is increased interest from younger, school-age individuals. HP noted that there may be cause for targeting of younger audiences for UG VODs. NH noted that if demand falls for PGT programmes, the School could respond quickly with a VOD and other activities. HP and KK noted that VODs could be used as outreach activities.

HP reported that the School of Informatics students could participate in a University credit-bearing course to teach Informatics in schools in future – discussions are ongoing.

AP19: HP to provide updates on outreach activities and credit-bearing teaching courses at next meeting.

8. Other:
a) Update on Overseas/China (Don Sanella)
HP noted that overseas recruitment is going well. HP recommended that MW clarify the role of the Internationalisation Officer. GB requested that ITO receive a report on China 2+2 recruitment activities so that ITO can budget for their arrival.

AP20: MW to clarify role of Internationalisation Officer.
AP21: Don Sanella ITO to receive a report on China 2+2 recruitment activities so that ITO can budget for their arrival.

b) Any other business - None

8. Date for next meeting: May 2018

AP	Details
1	Ongoing: Check and revisit webpage content with view to equality and diversity.
2	AC to amend May 2017 minutes to spell Kasia Kokowska's and Sarah Taylor's names correctly.
3	ST to order fewer UG prospectuses than previous years.
4	ST to produce postcard handouts for UG open days to direct applicants to UG prospectus online and on mobile.
5	ST to review content from a gender equality perspective.
6	KK to schedule a research photoshoot which will take place in Informatics Forum and include PGR students with an emphasis on diversity.

7	ST to discuss with IGS about refocussing Postgrad.com advertising to Research programmes rather than Taught programmes for next year. **Post-meeting update:** It had already been decided to withdraw advertising from Postgrad.com, so AP7 does not apply
8	AM to check feedback on how many students used Postgrad.com to find our programmes.
9	NT and KK to discuss with Graduate School whether it is worth continuing to advertise with Postgrad.com. If it is not a good use of resources, consider withdrawing from this form of advertising.
10	NH to review the deposit conversion rate and discuss with College Admissions how many deposits can be accepted.
11	NH to liaise with College Admissions about potentially providing PGT UK application deadline.
12	HP to act as point of contact for new member requests.
13	HP/MW to offer students the opportunity to become representatives.
14	MW to update draft with decisions put forward by Recruitment Committee as detailed in Item 2(b).
15	MW to reflect on discussion and on how feedback from this Committee will be presented to other committees such as the School Strategy Committee.
16	HP to report this Committee's actions back to the Equality and Diversity Committee.
17	HP to review Decliner's Survey to see if there is anything which the School can improve on.
18	ST to check whether students are applying to PGT or PGR and direct them to the appropriate talk, in order to make talks more detailed and shorter.
19	HP to provide updates on outreach activities and credit-bearing teaching courses at next meeting.
20	MW to clarify role of Internationalisation Officer.
21	Don Sanella ITO to receive a report on China 2+2 recruitment activities so that ITO can budget for their arrival.