Present: Ajitha Rajan (Committee Convenor, Postgraduate Admissions Officer)
Nigel Topham (Head of Graduate School)
Neil Heatley (Head of Informatics Student Services)
Kasia Kokowska (Communications and Outreach Manager)
Sarah Taylor (Communications and Recruitment Officer)
Heng Guo (Undergraduate Admissions Officer)
Amanda MacKenzie (Graduate School Manager)
Maria Wolters (Coordinator of Design Informatics) [MWo]
April Cunliffe (Informatics Graduate School Recruitment Administrator)

Apologies/Absentees:
Gillian Bell (Teaching Organisation Manager)
Don Sannella (Director of Internationalisation) [DS]
Stuart Anderson (Director of Teaching)
Paul Patras (Outreach Coordinator)

Ajitha Rajan was recently appointed as Committee Convenor, and Helen Pain will no longer be a member of the Committee.

Approval of Previous Minutes (21st February 2018, attached)
Minutes had previously been circulated with committee. Review of matters arising from minutes was conducted. [MWr = Martin Wright, Director of Professional Services]

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

AP	Details	Outcome
1	Ongoing: Check and revisit webpage content with view to equality and diversity.	Ongoing
2	AC to amend May 2017 minutes to spell Kasia Kokowska's and Sarah Taylor's names correctly.	Completed
3	ST to order fewer UG prospectuses than previous years.	Completed
4	ST to produce postcard handouts for UG open days to direct applicants to UG	Completed

	prospectus online and on mobile.	
5	ST to review content from a gender equality perspective.	Completed
6	KK to schedule a research photoshoot which will take place in Informatics Forum and include PGR students with an emphasis on diversity.	In progress – KK continues to work on it. **AP 1: KK to schedule photoshoot in Informatics Forum with 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already been decided to withdraw advertising from Postgrad.com, so AP7 does not apply	No longer relevant as advertising withdrawn.
8	AM to check feedback on how many students used Postgrad.com to find our programmes.	No longer relevant as advertising withdrawn. Most popular reasons for PGR students to choose Informatics was reputation of supervisors and reputation of the University.
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.	No longer relevant as advertising withdrawn.
10	NH to review the deposit conversion rate and discuss with College Admissions how many deposits can be accepted.	NH reported 471 PGT deposits, 417 students through the door. NH noted that there is trouble checking deposit rates as a variety of payment methods are used. NH noted that numbers are also inaccurate due to the English Language requirement leading to significant number of deferrals. College and Informatics are looking at techniques to better manage cohort.
11	NH to liaise with College Admissions about potentially providing PGT UK application deadline.	See previous point.

12	HP to act as point of contact for new member requests.	AR is now contact for new members. MWo, Design Informatics representative, asked to be member. This was approved by the committee. **AP2: AR to add MWo to list of members.** **AP3: AC to add MWo to members list on website.**
13	HP/MWr to offer students the opportunity to become representatives.	It was explained that this point was about introducing student representatives to this committee. No progress has been made on this. NH offered to invite UG students to join next meeting – he will put it to rep group. AR suggested that an international student attend for their perspective on international admissions process. There is a Student Staff Liaison Committee meeting in a few weeks' time, so AM will ask Patrick Hudson and Alex Lascarides to put this to the meeting. **AP 4: NH to invite UG students to join next committee meeting.** **AP 5: AM to ask Patrick Hudson and Alex Lascarides to invite SSLC attendees to next committee meeting.**
14	MWr to update draft with decisions put forward by Recruitment Committee as detailed in Item 2(b).	Ongoing: MWr was not present to report on progress. It was suggested that MWr should report to Recruitment Committee via an attendee, if he is unable to attend in future. **AP 6: MWr to update draft remit with decisions put forward by Recruitment Committee as detailed in Item 2(b) of February 2018 minutes.** **AP 7: MWr to report to Recruitment Committee via an attendee, if he is unable to attend in future.**
15	MWr to reflect on discussion and on how feedback from this Committee will be presented to other committees such as the School Strategy Committee.	NT is currently the representative to the Strategy Committee, which was noted to be inappropriate – NH will ask MWr to be representative. DS gave his China 2+2 report to Strategy Committee, so MWo believes he should be a member of Strategy Committee. It was noted that this is for the Head of School to decide. NH will ask MWr about this. NH noted that process of reporting to Recruitment Committee needs tightening up, and requires more frequent meetings – it should be 3 times a year. Purpose of Recruitment Committee also needs clarifying. NT noted that as Recruitment Committee meets so infrequently, it cannot make day-to-day decisions. NH noted that the role of the Recruitment Committee is to augment ongoing strategies, and help make decisions before applications open. 33 people have paid a deposit and deferred from 2018/19 to 2019/20.

		AP 8: NH ask MWr to be Recruitment Committee representative at Strategy Committee. **AP 9: NH to ask MWr if DS could be member of Strategy Committee.**
16	HP to report this Committee's actions back to the Equality and Diversity Committee.	AR will now perform this role.
17	HP to review Decliner's Survey to see if there is anything which the School can improve on.	NH noted that usually the response to this survey was that the applicant did not have financial resources. AR will ask College for full information to be sent through for review. **AP 10: AR to ask College for full information to be sent through for review.**
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.	Completed: ST has split the talks up, to give students options of which talk to attend.
19	HP to provide updates on outreach activities and credit-bearing teaching courses at next meeting.	HP asked AR to check with Alan Bundy. AR will follow up. **AP 11: AR to request updates on outreach activities and credit-bearing teaching courses from Alan Bundy.**
20	MWr to clarify role of Internationalisation Officer.	Ongoing. MWo noted that informally Don believes the role is to increase diversity. **AP 12: MWr 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.	DS has sent report on China 2+2 [Appendix 1]. AR summarised that there is no need for Informatics role with 2+2, so it will be discontinued. AR noted that Tiejun Ma and other new academic staff will take part in visits to universities. AR read out DS's note to the Committee [Appendix 2]. AR will follow up on Item 2 of this note. MWo is interested in South Asia, India and Middle East, and Latin American scholarships – these countries provide high numbers of applicants to Design Informatics. MWo, AM and AC attended EU recruitment event to see if this EU applications could be encouraged. Brexit was noted to continue to affect applications – there is so far no news on Brexit plans in this area. AC asked if there is policy for Brexit, committee members noted there has been no Brexit policy update since 1 year ago from the central University body. KK will follow up with Neil Bradley to enquire

| | | where to send applicants who have questions about Brexit. **AP 13: AR to make further enquiries about Item 2 of DS's note [Appendix 2]** **AP 14: KK to follow up with Neil Bradley to enquire where to send applicants who have questions about Brexit.** |

1. Marketing and Advertising
a) UG: School prospectus, informatics entry into University 2019
   ST noted that this is ongoing. AR said there is so far no news about Gathered Field deadlines, so there is no information to include in web pages.

b) PG Prospectus
   ST noted that this is ongoing.

c) Other communication and marketing
ST reported that Service Excellence is changing how staff market programmes, due to feedback at workshop. Service Excellence is trying to streamline processes, to make them clearer for staff and students. As there are many enquiries going to a lot of different departments, AM asked if there should be one professional services contact and one academic contact. ST noted that she gave this feedback to Service Excellence. Apply links were not something AM was familiar with, which ST had also fed back. ST noted that it is difficult to check how information is passed and to whom.

2. 2018/19 Intake
a) UG Data and Projections
NH stated that figures are still under discussion with College about how to recruit UG from application pool.

b) PGT Data and Projections
NH reported that discussions are ongoing with College Recruitment and Admissions about how it plans to limit PGT numbers. NH noted that Informatics will not be able to take 400 PGT students again. Although Informatics propose a target PGT figure each year, College have evidenced they cannot deliver this number. NH says Informatics are not opening applications until College have a strategy to deliver the target number. Informatics are aiming for 315 PGT students. Even with most enhanced admissions criteria, this now has no effect on numbers. Various strategies have been proposed, but no decisions yet. MWo mentioned that at strategy level, School of Informatics is not happy with the current Design Informatics student intake – 30 per year – but Design Informatics prefers this, as it is an appropriate number for the resources available. NT said there are now no options for PGT students to switch programmes to ones which are already full. MWo stated that more general Master's programmes are going to become more specialised to control numbers and reduce course choice. NH says this issue must be presented at the Board before the deposit deadline, so that all applicants are aware for next year.

AP 15: SA to present to the Board the plan that more general Master's programmes are going to become more specialised to control numbers and reduce course choice, before the deposit deadline, so that all applicants are aware for next year.

c) PGR Data and Projections

NT reported that around 80 PGR students are arriving this year (2018/9), a figure which may rise a little if more offers are issued, but is predicted to be around 85. This is similar to 2017/8. Applications have increased significantly – there were 20% more applications for 2018/9 than 2017/8. The geographical split is different from the previous year: UK applications are up 13%, International up 18%, EU down 19% on previous year. NT noted that it is too early in current admissions cycle to predict figures for 2019/20, but the assumption is that current trends will continue. AM noted that the present cycle could look different as CDT applications are expected to open in January if current bids are successful, so it is hard to predict figures for 2019/20. NT suggested there may be some trouble recruiting for CDTs in their first year, so the School may have to do substantial amount of advertising. CDT Data Science previously received extremely high numbers of applications. This time, some Data Science CDT applications could possibly be rerouted to NLP CDT. If a positive decision on the CDTs is made, the School will open admissions quickly.

3. Recruitment Committee Strategic direction - updates

AR said that she hopes that an agreement on Gathered Field deadlines could be reached – it was reported by other members that this will be discussed at Strategy Committee, in consultation with College.

AR mentioned the need for limits for different programmes – members noted that this would be decided at Strategy Committee.

AR asked if there was a need to strengthen application criteria – NH said this would not be possible – there are now such high numbers meeting top criteria, and College are not making offers to mid-quality applications.

4. UG Activities

a) Post application visit days (PAVDs) plans for forthcoming events

ST is currently working on this, but it is too early to finalise details.

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

ST noted that the dates for these depend on when the application deadlines will be. Open days are all set for 2018/9 by ST.

5. PG Activities

a) PG Open Days report and plans

ST reported that the next PG Open Day will happen on 14 November 2018, although there are few confirmed attendees so far – ST is considering using the remaining 'Find a PhD' mailshot to advertise this.

b) Virtual Open Days

MWo noted that Design Informatics deadlines will be in January and March/April. MWo will email ST about creating Virtual Open Days for this. Other VODs are not yet planned.

AP 16: MWo to email ST about Virtual Open Days for Design Informatics.

c) Conversion activities: report and plans
This was reported in the previous committee meeting, as noted above. The main feedback – to split up the talks - has been acted upon by ST.

6. Any Other Business
ST enquired what the entry requirements for UG 2019/20 will be. HG will look into this, ST to email HG about this. HG will check with Shay Cohen for entry requirements too.

AP 17: ST to email HG about entry requirements for UG 2019/20.
AP 18: HG to check with Shay Cohen about entry requirements for UG 2019/20.

7. Date for next meeting: Jan/Feb 2019
Will be decided via email nearer January.

AP	Details
1	KK to schedule photoshoot in Informatics Forum with emphasis on diversity
2	AR to add MWo to list of members.
3	AC to add MWo to members list on website.
4	NH to invite UG students to join next committee meeting.
5	AM to ask Patrick Hudson and Alex Lascarides to invite SSLC attendees to next committee meeting.
6	MWr to update draft remit with decisions put forward by Recruitment Committee as detailed in Item 2(b) of February 2018 minutes.
7	MWr to report to Recruitment Committee via an attendee, if he is unable to attend in future.
8	NH ask MWr to be Recruitment Committee representative at Strategy Committee.
9	NH to ask MWr if DS could be member of Strategy Committee.
10	AR to ask College for full information to be sent through for review.
11	AR to request updates on outreach activities and credit-bearing teaching courses from Alan Bundy.
12	MWr to clarify role of Internationalisation officer.
13	AR to make further enquiries about Item 2 of DS's note [Appendix 2]
14	KK to follow up with Neil Bradley to enquire where to send applicants who have questions about Brexit.
15	SA to present to the Board the plan that more general Master's programmes are going to become more specialised to control numbers and reduce course choice, before the deposit deadline, so that all applicants are aware for next year.
16	MWo to email ST about Virtual Open Days for Design Informatics.
17	ST to email HG about entry requirements for UG 2019/20.
18	HG to check with Shay Cohen about entry requirements for UG 2019/20.

Appendix 1

China 2+2 recruitment activities, Oct 2018

Since 2018/2019 arrivals are here already, this report concerns 2019/2020 recruitment.

Policy Committee have decided that, in view of strong growth in demand from overseas students, there is no need for 2+2 arrangements with overseas institutions unless they bring substantial additional strategic benefits to the School. I was instructed to review existing arrangements on this basis.

The university's 2+2 arrangement with the Southern China University of Technology was up for renewal this year. I have advised Edinburgh Global that Informatics wishes to withdraw from participation in this agreement, apart from continuing to deal with students who are recruited to Engineering-owned joint degrees. This arrangement accounts for much more than half of our 2+2 students (13 out of 19 students since 2014/15).

The university's 2+2 arrangement with Dalian University of Technology (4 students since 2014/15) runs until 2022, and I have indicated that we do not plan to renew our participation if circumstances remain as they are now. Our own 3+2 arrangement with Peking University (2 students since 2014/15) runs until 2021. I feel that this programme is worth retaining because of the extremely high status of Peking University in Asia, even though we get very few students through this route.

Tiejun Ma has indicated that he is willing to take part in recruitment visits to Peking University and DUT during his planned trips to China.

I have no current plans to initiate further 2+2 agreements, but note that some element of student exchange is likely to form a part of any future School-level overseas relationships.

Don Sannella
Director of Internationalisation

Appendix 2

Some additional information that may be of interest:

- I have managed to extract raw data for MSc applications from and offers to Chinese students, by home university, for 2017/18 entry. I requested this in the hope of gaining a better understanding of the relationship between our applications/offers and the ranking of the universities that applicants come from, in the belief that ranking of Chinese universities is a good indicator of applicant quality. I have cleaned the data and added some ranking information but have not managed to do more yet.
- As member of the College International Group I have been given access to a website giving current and historic application numbers to the College that is sortable by School, country of applicant, application status etc. I don't know if anybody else in Informatics has access or would be interested in using it to analyse trends etc.
- Despite our current surplus of overseas applicants, I am thinking about doing some targeted marketing in an attempt to increase diversity of our applicant pool. Sub-Saharan Africa is an example of a potential target market. The US, as a hedge against Brexit, might be another.

Best regards, Don