Recruitment Committee

25th November 2013, 3.30 pm
Room 4.03 Appleton Tower

Present: Henry Thompson HT (Convenor, Recruitment Officer)
Michael Rovatsos MR (Director of Teaching)
Neil McGillivray NM (Deputy School Administrator)
Kate Weston KW (Student Services Manager)
Teresa Ironside TI (Graduate School Manager)
Effie McDonald EM (Publicity Officer)
Joanna McGregor JM (Secretary)

Apologies: Barbara Webb BW (Director of Graduate School)
Effie McDonald EM (Publicity Officer)
Stuart Anderson SA

1. Convener’s Business:
1.1 Update on China
HT received a delegation of 10 students from Peking, which was deemed a success. They were very interested in summer internships, however this will be a slow process, and HT would like to see an internship MOA. HT is in contact with the International Office and will update any progress.

1.2 Marketing and Recruitment Slides
Now available at https://www.inf.ed.ac.uk/school-services/resources/marketing-and-recruitment-material/information-for-students

[Non agenda item – MOOC
In her absence, BW advised through HT that the planning is advanced for the MOOC for AI Planning, and should launch on 13th January. 20,000 have signed up already.
Action: HT to email Austin to thank him]

2. ‘Drop in’ Visitors
NM provided the past guideline for ‘drop in’ visitors, it was agreed that this can be reinstated. See attached document ‘A’. HT agreed to take on the responsibility of securing up to 6 Academics who are willing to be contactable for ‘drop ins’. HT and KW will discuss.

3. PG Open Day
EM has provided an update in her absence:
70 Registrations, which is 10 more than the previous year, 35 people attended, which is in line with conversion rates. The majority of students were UK based, predominantly Scottish. EM has a list of registrations and attendees, and will follow up with both by sending presentation slides. EM will also follow up with staff to get feedback.
MR asked about virtual open day options, a pilot scheme was run by the University; however it is not known what the outcome was. HT will speak to EM.
Action: EM to review schedule for next PG Open Day with HT prior to next meeting
4. Matters arising from College Recruitment Committee

4.1 UG Conversion Rates, reasons for declines
HT attended the College Recruitment Committee meeting and established that The University pay to access information collected from a UCAS conducted survey, which does not provide the qualitative or quantitative information he was hoping for, and fails to help establish a particular ‘failing’ we might be able to ‘fix’. MR noted that there were a number of initiatives raised, however nothing solid.

4.2 Projected Growth
There is expected growth target of 30% from College however it was agreed that PGT and UGT cannot easily grow much beyond current levels without a qualitative change to teaching practices.

5. MSc Progression
KW provided progression information, see attached document ‘B’, confirming that evidence suggests that the MSc students who failed to complete their course did not fail due to language restrictions. HT noted that advice received from College colleagues was that for e.g. UG 2+2 candidates it would be best to go to China to speak directly with applicants to assess their suitability for programmes, which he aims to do in spring 2014.

6. Web Presence
NM advised that an Administrative Web Co-ordinator post has been advertised, he will keep the Committee updated. Further discussion will be held at the next meeting.

7. Outreach to schools and UK brainstorming
HT confirmed that there is difficulty regarding resourcing implications, and that an ‘outreach budget’ is required, NM agreed that resourcing is difficult. It was established that it is important to be aware of the differences and connections between recruitment and outreach.
HT and MR will discuss the possibility of an ‘outreach for recruitment’ proposal for the Strategy Committee to consider.

8. AOB
No further business. The next meeting will be scheduled by doodlepoll in the coming weeks.