

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. Convenor'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.