

**Minutes**  
**Recruitment Committee Meeting**  
**Tuesday 30<sup>th</sup> May**  
**2pm, IF, room 1.16**

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**Present:** Helen Pain HP (Convenor, Recruitment Officer)  
Nigel Topham NT (Head of Graduate School)  
Bjorn Franke BF (Director of teaching)  
Kasia Kokowska KK (Communications & Outreach Manager)  
Gillian Bell GB (Teaching Organisation Manager)  
Adam Lopez AL (UG Admissions Officer)  
Ajitha Rajan AR (MSc Selector)  
Neil Heatley NH (Head of Student Services)  
Amanda Mackenzie (PGR Admin Officer)  
Stacey Johnstone (Recruitment Administrator)

**Apologies:** Martin Wright MW (Director of Professional Services)

**Approval of Previous Minutes**

Due to staff changes the minutes from 1<sup>st</sup> November 2016 were incomplete.

- a) Marketing and advertising – UG prospectus has been checked
- b) 2016/17 intake and projection – UG has increased Scottish entry for 2017. PGT is discussed in item 3a.
- c) UG/PGT Activities - PGT activities: encourage people to come along, email existing students and teaching staff. Conversion: recruit more UK students.
- d) Equality and Diversity Committee - PGR: Contact MSc students in August re doing a PhD; newsletter to students; contact via Supervisors. More female presence in advertising. General Recruitment: strategy for increasing female intake – see 3b)
- e) HP confirmed we have a New Communications and Outreach Manager (Kasia Kokowska), Web and Social Media Co-ordinator (Ségolène (Ségo) Gallus) and Communications and Recruitment Officer (Sarah Nicol Taylor) due to start 19<sup>th</sup> June. Still recruiting for Academic Outreach and Public Engagement Officer.

**1. Marketing and Advertising:**

- a) UG 2018 brochures are complete and signed off.
- b) PG prospectus is still with Nick Barns awaiting review. HP agreed to review before final print.
- c) GB raised the issue of MInf being the second most popular programme for current student numbers yet poor for number of applications. She asked the committee for help in promoting the programme to applicants.  
NH recommended updating the website landing page to push MInf and case studies were also discussed as an option.  
'With Management' programmes were discussed and it was confirmed these degrees are no longer available and will be closed for applications even if they are still in the prospectus.

AP01: HP to review PG prospectus and sign off for final print.

AP02: KK, NH, HP, NT and BF to discuss and provide content to update website landing page

appropriately.

## 2. 2017/18 Figure:

- a) UG Data and Projections were discussed and it was noted Scottish student numbers were an issue previously but was now up 28%. EU was down as expected and final student numbers were still to be confirmed. AL noted Shay Cohen will be taking over UG admissions from August 2017.
- b) PGT Data and Projections were discussed. Currently there are 115 payments for the MSc so far. Our historic conversion would suggest that from those offers, we would get around 100 students. An intern will be employed to chase 'conditional firm' applicants to update numbers. Figures confirmed applications were up 30% but number of offers were down. There are a large number of rejections due to applicants not paying deposit but these can be reinstated should they contact us. It's not possible make a comparison to previous years as this is the first year deposits are being trialled but hope to have minimum 300 and maximum 350 student (NH).
- c) PGR Data and Projections were discussed. Increased number of applications in comparison to last year and expect spike in August. Graduate school budget is spent but additional government funded places are expected which will increase CDT numbers by approximately 6. Currently expecting to be on par with last year's figures, with EU applications slightly down. To date 68 offers have been made with 8 of those being declined. Still to select 1 candidate to receive the EPSRC DTA scholarship.

## 3. Recruitment Committee: Strategic direction – updates

- a) PGT selection. AR met with college admissions and discussed issues with Chinese and Indian university ranking when reviewing degree grading. College admissions agreed to 'hold gathered fields' for applicants in these categories and AR is working with them to review these applications on a case by case basis. College admissions have provided wording for website advising applicants of the 'hold gathered fields' stage and advised of a 6-8 month wait for feedback.  
College admissions suggested introducing a registration fee due to high numbers of poor/incomplete applications but NH raised an issue that many applicants would claim they cannot afford the fee and it could also potentially put off strong applicants that can apply to other institutions with no fee.
- b) Equality and Diversity. The issue with low female applicants was discussed in detail and it was agreed a specific scholarship for women would be promising. Ideally 10 £1K scholarships for both PGT and UG would be offered and available for 18/19 applicants. It was also agreed that the website landing page should be updated to appeal more to female applicants. PGR to have event specifically focused towards female applicants and promote potentially offer internships for female students.

AP03: 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.

AP04: AR, HP, NH and Comms team to discuss wording and update landing/recruitment webpages to be more appealing to female applicants.

AP05: NH to speak with contacts at SPS for feedback on recruitment webpages and report back.

AP06: NH to get approval for £20K female scholarship and update committee.

AP07: NH to ask graduate school about PhD scholarship for PGR female students.

**4. UG Activities:**

- a) KK confirmed the same UG events would run as in 2016.

**5. PG Activities:**

- a) It was confirmed the same PG events would run as in 2016.
- b) No further plans had been made for Virtual open days so this should be reviewed for next year.

AP08: Review virtual open days for 2018.

**6. Other:**

- a) Any other business – None

**7. Date of next meeting:**

- a) October 2017

AP	Details
1	HP to review PG prospectus and sign off for final print.
2	KK, NH, HP, NT and BF to discuss and provide content to update website landing page appropriately.
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.
4	AR, HP, NH and Comms team to discuss wording and update landing/recruitment webpages to be more appealing to female applicants.
5	NH to speak with contacts at SPS for feedback on recruitment webpages and report back.
6	NH to get approval for £20K female scholarship and update committee.
7	NH to ask graduate school about PhD scholarship for PGR female students.
8	Review virtual open days for 2018.