

Recruitment Activities Report: February 2018 by Sarah Taylor

1. Marketing and Advertising

UG Update

- School Prospectus – need to decide in the direction we want to go in terms of materials for Open Days, POV and other recruitment events. Examples of what we have. Thoughts about changing to having no actual prospectus and only handouts? Or having our literature at least all look all visually consistent.
- University Prospectus – Updates were submitted in December for 2019 entry. Programmes ‘With business’ were removed.

PG Update

- Prospectus – Nick Barnes has been in touch for 2019 Prospectus. Sarah Taylor sharing and collating.
- Updating the FAQ’s/or just a general school brochure into potentially a similar brochure format at the PG prospectus. Meeting with Nick Barnes on Thursday to discuss. Any thoughts?

Other Communications and Marketing

- Photos - Need to commission photos for prospectus, web and recruitment materials which are more up to date, shows diversity and inclusive.
- Videos – a new series of videos – Kasia
- Website – currently updating the external webpages. Seago is working on restructuring web.
- Student Social Media/Recruitment Ambassadors – to take over our student social media accounts, respond on facebook/slack to queries, give tours to ad hoc visits etc.
- Alumni – setting up links with Alumni to be able to use at recruitment events. First event asking 2 Alumni to talk at POV.
- We have Postgrad.com advertising again this year. Within the agreement, we have two mailshots. Thoughts of when to target them? Who should help decide the content and sign off?

4. UG Activities

Post Offer Visit Days

Upcoming 2018 Dates

- Wednesday 28th March 2018 (registered to date: 13 (+ 3 SIMD20))
- Wednesday 4th April 2018 (registered to date: 19 (+ 2 SIMD20))

Update: Offer sent to SIMD20 students for offer of payment of travel. Offer holders Facebook Pages set up. Currently working on finalising the programme (below).

POV Programme 2018

Informatics Forum



- 11.00 – 11.20 Registration and refreshments
- 11.20 – 11.40 Introduction to Informatics
- 11.40 – 12.00 Student Life in Edinburgh
- 12.00 – 12:40 Lunch – opportunity to meet current students

Central Campus and Appleton Tower

- 12:40 – 13:30 Walking Tour of Campus (George Square and Appleton Tower)

Appleton Tower, Lecture Theatre 1

- 13:30 – 14:00 Studying Informatics at Edinburgh University
- 14.00 – 14:30 Careers/Alumni Talk (10 minutes for careers, 20 minutes for careers)
- 14.30– 14:45 Q&A Session (allowing for overrunning)

Informatics Forum

- 14:45 – 16:00 Information Stands/Tea and Coffee (information stands will be available societies and current students – suggestions are welcome)
- 14:45/15.00 – 16.15 One-to-one meeting with an Academic (numbers so far POV1x4 POV2x2)

UG Open Day

Upcoming 2018 Dates are

- Friday 8th June 2018
- Saturday 22nd September 2018
- Saturday 6th October 2018

Numbers from 2017 (registered attendees): Friday 9th June 2017: 145, Saturday 23rd September 2017: 252 and Saturday 7th October 2017: 201

UG Conversion Activities

- Should we set up a virtual POV for those who can't attend? We can have our Social Media Ambassadors conduct a follow up session for any questions?
- Will send different targeted dotmailers to those who did and didn't attend.

5. PG Activities

Postgraduate Open Day

- November 2018 Open Day
- Feedback from PG was that the MSc and PhD talks should be separate. Issues with more with availability of rooms.

Numbers from 2017: Saturday 15th November 2017 - Registered Attendees: 129, Actual Attended: 68



Virtual Open Days

PG Sessions from SRA

- Wednesday 28th February
- Wednesday 28th March
- Wednesday 25th April
- Wednesday 30th May
- Wednesday 27th June
- Wednesday 25th July
- Wednesday 29th August

PG Conversion Activities

- Offer holders facebook pages set up
- Informatics Virtual Open Day?