|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Conversion framework for maximising UK/EU undergraduate student recruitment** |

|  |  |
| --- | --- |
| **Key** | **Admissions or Student Communication & Marketing Team** |
| **Key** | **Schools** |
| **Key**  | **Student Recruitment and International Development Division**  |

 |

|  |  |  |  |
| --- | --- | --- | --- |
| **STAGE 1:****APPLICATION TO** **OFFER** | **STAGE 2:****OFFER TO** **ACCEPTANCE**  | **STAGE 3:****ACCEPT TO CONFIRMATION**  | **STAGE 4:****CONFIRMATION TO REGISTRATION** |
| Processes are in place to ensure a fast turnaround time from application to offer to maximise conversion: the process should normally be no more than 3-5 working days from receipt of the application to an offer or equivalent (i.e. invitation to interview).This stage may include course specific tests (e.g. UKCAT) and/or interviews. Interviews may be combined with Application Visit Days. Guidance for interviews can be found on the [RAID intranet](http://www.raid.manchester.ac.uk/student-admissions/application_assessment/interviewing/) | This stage focuses on efforts to ensure that your offer becomes the applicant’s first or second choice and that they make a firm acceptance of the offer made to them. The focus should be on providing offer holders with more specific and in depth information about their course. This should include personalised, timely and relevant communication with offer holders and course specific visit days.  | Your applicant has now chosen you as their first or second choice. This stage is about effective communication with the applicant during the confirmation of results period. | Your applicant has now confirmed their place at the University. This stage is about making the applicant feel that they are already part of the university and includes pre-arrival communications and welcome week activities.  |
| Acknowledgement of application from admissions team (24 hours from receipt of application)Formal offer letter to UG applicants from admissions team (not including offer conditions). For UG applicants the formal offer is transmitted via UCAS.  | Accommodation brochure (print) (1 week from offer)Manchester e-advantage (email): [Refer to Schedule of Applicant Communications 2012-13](http://enews.manchester.ac.uk/ukassets/images/441/Scheduleofconversioncommunications2012-13.pdf) | Crucial Guide (print)Manchester e-advantage (email) | IT sign up and confirm your placeRegistration informationWelcome websiteAsk Me campaignManchester e-advantage (email) |
| All SchoolsUG offer (formal): 3-5 days from receipt of application, unless interviews or additional tests are to take place.  | Head of School letter (print or email) (1 week from offer)School Letter (print of email) (3 weeks from offer)School e-bulletin: [Refer to Schedule of Applicant Communications 2012-13](http://enews.manchester.ac.uk/ukassets/images/441/Scheduleofconversioncommunications2012-13.pdf)All schools should provide course specific information to applicants and opportunities to visit the campus.Post application visit days should include:* + promotion of key features of the course via subject specific talk
	+ opportunities for academic engagement
	+ opportunities to speak to Student Ambassadors
	+ parents information/session
	+ campus and/or accommodation tours.

**RAID intranet resources available:*** [Social Media Guidance for University of Manchester Staff](http://enews.manchester.ac.uk/ukassets/images/441/SocialMediaGuidanceforUniversityofManchesterStaff.pdf)
* [Student Ambassador Toolkit](http://documents.manchester.ac.uk/display.aspx?DocID=14841). There is also a [PowerPoint presentation](https://livelink.manchester.ac.uk/cgi-bin/livelink?func=LL.getlogin&NextURL=%2Fcgi%2Dbin%2Flivelink%3Ffunc%3Dll%26objId%3D22301836%26objAction%3Ddownload) to help facilitate a student led session as part of a visit day.
* Parents Presentation for visit days available from Heidi.Page@manchester.ac.uk
* Post application visit day accommodation tours (on request): Please contact Rebecca.Lee@manchester.ac.uk for further information

Upcoming RAID resources to support academic schools:* Toolkit for post application visit days (to follow)
* Example PowerPoint templates for subject specific talks (to follow)
 | All Schools to maintain a personalised communication strategy.School e-bulletin | All Schools to maintain a personalised communication strategy.School e-bulletin Pre-arrival communication via post or emailStudent welcome week activities and student induction |
| **Further University-wide recruitment activity:**Wednesday Accommodation Tours & Guided Visits: <http://www.manchester.ac.uk/undergraduate/opendays/other-visits/> (under review for conversion activity) University wide Open Days (June & October): <http://www.manchester.ac.uk/undergraduate/opendays/> Schools and Colleges visits (both on and off campus): <http://www.manchester.ac.uk/undergraduate/schoolsandcolleges/> uided Visits: ent and Widening Participation Team University of Manchester Aspiring Students’ Society: <http://www.umass.manchester.ac.uk/>  |  |