

# **DIRECTORATE FOR THE STUDENT EXPERIENCE**

**Notes of *Student Recruitment Communications Group* held on**

***16 October 2013***

**Circulation** To: SRCG Membership

Cc: David Benko, Alan Ferns, Mark Hagon, Mike Pigram, Pia Pollock.

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**Attendance:** Paul Govey (Chair), Marianna Bebu (Secretary), Jayne Golden, Andy Simmons, Alyssa Philips, Fiona Brown, Jane Naylor, Neil Condron, Fran Halliwell, Paul Uncles, Sue Hubbard, Shelley Gordon, Tammy Goldfeld, Antoinette Perry, Michelle Sharples, Richard Screaton

1. **Apologies:** Charlotte Alcock, Kate Scott, Bernard Strutt, Marieke Mollitt, Kate Tidman
2. **Minutes from the previous meetings**

The minutes from the previous meetings (16 May and 11 September 2013) were agreed as a true record.

1. **Matters Arising from notes of last meetings**

**16 May 2013**

Item 1: Publications update. PG highlighted an update of the three current publications – including the Accommodation Brochure, Manchester Advantage and Undergraduate Prospectus (2015) will be discussed.

Item 6: Terms of Reference and SRCG Membership. PG will redistribute the revised Terms of Reference and membership of the Student Recruitment and Communications Group.

Item 6.2: Offer Letter Working Group. PG discussed the offer letter format and stated the process is currently awaiting the check of legalities (small print).

**11 September 2013** - **Special Note**

Structure and architecture of the new corporate website. PG highlighted this item would be

discussed in more detail (item 6). AS added a series of specific meetings are continuing to

take place with content owners and it has been positively received.

1. **Publications update –** Paul Govey

The Student Communications and Marketing team are currently project managing the Accommodation Brochure, Manchester Advantage and 2015 Undergraduate Prospectus. PG informed colleagues the Accommodation Brochure is being project led by Sebastian Rees who is on secondment from the School of Mathematics.

* 1. **Accommodation Brochure 2014**

PG provided an update on behalf of Sebastian for the accommodation brochure which is included below. The group discussed the use of augmented reality and considered the ways this could be interlinked between different marketing publications in the future. Questions were raised about the use and governance of videos and PG suggested it would be worthwhile to come forward with an action plan with a perspective from a stakeholder group. PU added he feels the refresh of the accommodation brochure has been a positive experience to date.

*The re-design of the 2014/15 Accommodation Brochure started on the 6 September 2013 and has a projected delivery date of the 1 November. The brochure has a 60,000 print run and is distributed to all offer holders as part of the conversion schedule.*

*New elements include augmented reality, dynamic maps, an update to the content of the iManchester App to include off campus residences and the re-design of a 'Cultural Spaces Map' from the 2013 Crucial guide.*

* 1. **The Manchester Advantage**

MB updated the group on the developments of the Manchester Advantage. The publication is used as a conversion communication which is sent to all international offer holders (22,000 were produced in 2012). MB highlighted the aim of the publication is for recipients to recognise the achievement of being made an offer and also to inform them about what Manchester has to offer as a University and city to live in.   
  
The aim of this year’s Manchester Advantage is to refresh the text (including staff and student profiles), design and photography to help with the modernisation of the publication. FH and FB added it would be a good idea to include augmented reality for future international publications.

PG added it would be worthwhile to consider sending the Manchester Advantage to home offer holders as part of the communication conversion strategy, budget permitting, and members of the group agreed. MB stated how the text has been copyedited by NC and is currently with the international team for review.   
  
The sign off deadline will be towards the end of November with an aim of going to print in early December.

* 1. **The Undergraduate Prospectus (2015)**

JG is project managing the Undergraduate Prospectus for the 2015 intake which should be available along with the pocket guide by mid-February. A detailed update is provided below:   
  
JG highlighted the key elements and dates of the project are:

1. To update both marketing content and course information – currently underway
2. Source and arrange suitable representatives for student profiles – currently underway
3. Identify need for new photography and other visual creatives
4. Copy editing of all content to ensure consistency of language, tone and messages – early November
5. Establish design concept and templates, including the front cover design – late November
6. Proofreading and sign off – pre Christmas
7. Print and distribution – post Christmas

The current UG prospectus has undergone extensive market testing with its intended audience and the results proved to be very positive. Based on the feedback featured in the report (see attached document), the team does not envisage a huge amount of change to be made to the 2015 edition in terms of design, layout, size, pagination, content etc.

**Action:** PG to provide the group with an in-depth report on the 2014 UG prospectus as complied by Janice Ellis.

**Action:** PG to discuss testing of the International Prospectus with Janice Elliss and Fiona Brown.

1. **Review of e-advantage conversion campaign –** Paul Govey

PG informed members the review of the e-advantage is being undertaken by an external agency, Reading Room. It is hoped the new look will be completed by the start of the campaign, however at the moment it is currently in phase one of the process. Currently Reading Room are looking at previous data from Campaign Master to record an analysis which will be reviewed. PG stated the analysis will help to consider timescales, future campaign ideas and engagement.

1. **Phase 2 web project update –** Andy Simmons

AS stated the web project is due to become live by the end of April (30th). Since the last meetings, there has been major progress across the project areas.

**Information and architecture:** AS informed colleagues the proposed site structure as shown in the last meeting (11 September) will be going ahead. There have been further meetings with international, undergraduate/postgraduate recruitment and widening participation which have supported this plan. This project stream is being undertaken by SRMS.

**Design:** The company, Absolute Media, will be designing the site structure of the new cooperate website. AS informed colleagues, at the Marketing Network events (14 / 20 November), ideas will be shared. AS highlighted that at some point, Schools will need to incorporate the new design to match with the corporate site. The team are looking to produce new style guidelines and will be agreeing on a general direction for this.

**Developments:** The Reading Room are currently working on the developments of the website, which include compatibility with mobile devices.

**Content:** Website content is being organised for greater search engine optimisation. Project being undertaken by MediaCom.

1. **Update from Groups and Task Forces**
   1. **Course Content Working Group –** Andy Simmons

AS stated the basic objective of the project is to organise the undergraduate and postgraduate course profiles for it to be rationalised in terms of tabs/interim design and updates. In addition there will be integration with the DEAF project requirements, but at present that project is delayed due to issues with the opening up of the CAS authentication.

* 1. **Visa communications –** Paul Govey

PG informed colleagues there are currently no further updates. Visa updates will continue to be sent to staff in the form of bulletins as and when needed. PG noted there have been issues for some students with regards to ATAS and PBS Task Force is due to meet on 5th November.

1. **Items brought forward from Faculties / Schools and Teams**

There were no items brought forward from Faculties, Schools and Teams.

1. **Issues to be raised at Recruitment and Admissions Management Group**

PG to provide an update of the communications and publications which will be summarised in a document for the RAM group.

1. **AOB**

**Resource:** PG addressed the issue of resource including the advertised post of Student Marketing Manager and the post of Student Marketing Officer which will be fulfilled by Susanna Woodhead (to be Susanna Crossland) on the 18th November. The Marketing Network will also provide colleagues with an update on the central marketing team structure.

**SRCGroup representation:** PG highlighted as new roles are appointed, a clear representation of Faculties and Schools for the Student Recruitment Communications Group is needed. PG will review membership of the groups.

**Future Open Day dates:** Future undergraduate open day dates have been circulated on behalf of AP below:

* 2014 20 and 21 June

4 October

* 2015 19 and 20 June

3 October

* 2016 17 and 18 June

8 October

* 2017 23 and 24 June

7 October

**Date of Next of Meeting**

Thursday 23 January, 2.00 – 3.00pm in the Rutherford Room, Rutherford Building