Student Recruitment Marketing Group (SRMG)



Agenda

*To*: Paul Govey (*Chair-Head of Student Communications and Marketing*); Victoria Root *(Student Marketing Intern)* Kate Scott (*MBS-Marketing and Recruitment Coordinator*); Fiona Brown (*Head of International Office*); Neil Condron (*University Communications and Marketing – Editorial Coordinator*); Charlotte Alcock *(FLS-Recruitment, Admissions and Marketing Officer);* Fran Halliwell (*Senior International Officer*); Sue Hubbard (*MACE-Student Recruitment & Admissions Manager*); Shelley Gordon (*MHS-Postgraduate Recruitment Project Officer*); Jayne Golden (*Stuent Communications and Marketing Officer);* Susannah Crossland *(Student Communications and Marketing Officer);* Antoinette Perry (*Humanities - Marketing Manager*); Markus Karlsson-jones (*Alumni Officer-Online Communications*); Jane Naylor (*University Communications and Marketing-Design Manager*); Alyssa Phillips (*Undergraduate Recruitment & WP Manager*); James Power (*MHS- Postgraduate Recruitment Officer*); Rowena Roberts (*University Communications and Marketing-Publications Editor*); Richard Screaton (*Senior Alumni Officer*); Michelle Sharples (*University Library- Marketing and Communications Manager*); Andy Simmons (*University Communications and Marketing-Content Manager*); Bernard Strutt (*Head of UK/EU Student Recruitment*); Kate Tidman (*MHS Communications Manager*); Paul Uncles (*Accommodation General Manager*); Marieke Mollitt (*Student Communications Manager*); Claire Hughes (*Manchester Doctoral Centre Manager*); James Tallentire (*Marketing & Communications Manager – Faculty of Enigneering & Physcial Sciences*); Janet Willis (*Careers & Employability*); Laura Jewkes (*Marketing & Communications – Library*); Lucy Wainwright (*PA to Prof Aneez Esmail, Prof Colin Hughes & Mr Julian Skyrme*); Marie Gray (*Head of Communications and Marketing – Humanities*); Rachel Knowles (*MHS – Communications*)

*Cc:* Ian Bradley (EPS); Mike Gibbons (Director *of Student Recruitment and International Development*); Ben Goldblum (FLS).

*Date:* Wednesday 23 January 2014, 2.00–3.30pm in the Rutherford Room, Rutherford Building

It is proposed that the following items will be discussed:

1. **Apologies**
2. **Minutes from the previous meetings – 16 October 2013**
3. **Matters arising from the Minutes not covered by the Agenda**
4. **Student Recruitment Communications Action Plan (Jan 14 update)** - PG
5. **Publications update** – Jayne Golden
6. **e-advantage templates** – Susannah Crossland
7. **Welcome Communications 2014**  - Marieke Mollitt
8. **Phase 2 web project update** –Andy Simmons
9. **Update from Groups and Task Forces**
   1. Course Content Working Group-Andy Simmons
10. **Items brought forward from Faculties / Schools and Teams**
    1. Consistent recruitment campaign messages – PG (+SRID)
    2. Prospects ChatLive – Antoinette Perry
11. **Issues to be raised at Recruitment and Admissions Management Group**
12. **AOB**
13. **Date of next meeting** – Wednesday 23rd April 2pm - 3.30pm, Rutherford Room, Rutherford Building