

Department of Earth and Environmental Sciences
Recruitment and Outreach Committee

Minutes

Tuesday 5th October 2021, 2pm

1. Welcome:

Present: Rhian Jones, Mike Burton, Jon Pittman, James Allen, Katie Joy, Bee Mistry Bhudia, Lauren Davies, Michael Atherton, Bill Sellers, Bart von Dongen, Russell Garwood, Cecilia Medupin, Joe Phelan.

Apologies: Dave Topping, Katherine Harrison, Kevin Taylor, Phillip Manning

2. Review of Previous Actions:

[ACTION]: MB and BvD to contact Claire Robinson about reviewing provision and considering programme alterations for the Foundation Year: roll over to next meeting

[ACTION]- RJ contact WP committee and suggest how we can support MDAS students throughout the course of their degree : KJ to contact Paul and discuss IDs for students who successfully completed MDAS- alert advisors to keep an eye on them- how did MDAS go and how did it impact- is there anything we can do for them? **[ACTION]**

[ACTION]- RJ look at setting up sub-group with a focus for Bart, Mike, Dave, Kevin meet to discuss how 2+2 data sciences are promoted (maybe Bee/IO).

Discussions emerging from this group are ongoing- BvD has a couple of actions.

3. More B.A.U

RJ noted that there should be a specific request on what academics are required to do for Explore you Planet.

RJ also informed the group there has been discussion with a donor to create new scholarship/support for Environmental Science Students. The form that this contribution will take is yet to be decided.

4. Review of last year's Admissions cycle (BMB)

[BMB asked what trends were identified, and if is there anything we need to do differently this cycle.](#)

[Action]: BMB and JP produce timetable for this cycle's recruitment/conversion activity]

- **UG**

Interviews

Strong benefit that we run interviews in the department, something that differentiates us from our competitors.

Zoom interviews were judged as successful, particularly due to those disadvantaged by the cost and requirements of travel to Manchester

BMB agreed that there should be help with costs for travel to our on-campus open days.

RJ noted should be funds available, and effort needed to be made to make sure students/offer holders know about them.

Home

Home conversion rate was very high (c.32-41%).

Important to note it was a very a-typical year

Many MDAS participants successfully completed the programme. More work needs to be done to actively market MDAS students at interview- do they need the grades?

EU and International

Considerable drop in applications from EU for UG- 25 to 3 Home status and 5 OS this year

A difference was noted in applications from China between UG and PGT- UG courses and MPEC were affected differently by the pandemic.

- **PGT**

International Diversification

Downward trend for Home PGT apps and accepts, with an increase in students from other countries. This year we have students from Indonesia, Kazakhstan, Thailand, S Korea, Saudi Arabia, Nigeria, Chinese, India, Kuwait, UK. Also a big increase in interest from India.

MPEC reaching maximum amount, but Geosciences need more recruitment.

Could we provide additional support in terms of GAs or lecturers with language skills?
Could we attract more students from specific key countries?

Most applicant activity for the PGT programmes occurred before January. Important for UK to have bigger presence on social media? We will also need to advertise our programmes on Earthworks, FindaPhD etc., linking up with additional activity across the cycle (open days etc.)

5. A review of last year's marketing and recruitment activity – thinking about what we want to continue doing, stop doing and start doing (including pre-applicant marketing).

- **What do we need to start doing?**

Paid Advertisement activity can benefit from starting earlier in the cycle.

A return to (in person) offer holder days-there are preliminary plans to hold one in Feb and one in April.

- **What do we need to continue doing?**

Earthworks advertisement for PGT Geoscience courses.

The blog needs to be kept current. It's an excellent resource for careers, student experience, course content etc. and we need to maintain the emphasis on it.

6. Targets and priorities for the forthcoming recruitment cycle

BvD would be interested to see cost benefit of our activities- how much does each activity we run benefit us?

- **PGT- Geoscience Programmes:**

Focus on increasing UK applicants to Geoscience PGT pathway, with a particular focus on Sustainable Energy Geoscience MSc but promoting all pathways as an integrated offering (highlighting change to a single Petroleum MSc).

There are opportunities, as other UK MSc providers have moved away from Petroleum.

- **PGT- MPEC and Data Science**

May be an opportunity to recruit more non-Chinese recruits to MPEC from traditional science background.

Data Science Pathway may be expanded and the relationship to EES altered.

- **UG Pathways**

More work needs to be done to maintain the position of strength recruitment has been in for the last two cycles. Decision has been made to keep entry requirements the same for next cycle, which is positive in the light of two years of A level grade inflation which will probably get reversed.

The availability of a Geology degree through our Earth and Planetary Sciences Degree could be made clearer in order to attract Geology applicants.

7. Look at how we want the international team to support us

BMB noted that IO would be invited to attend meetings in a few months, to discuss how the International team can support International Diversification.

Actions

[ACTION]: MB and BvD to contact Claire Robinson about reviewing provision and considering programme alterations for the Foundation Year.

[Action]: KJ to contact Paul Connolly and discuss IDs for students who successfully completed MDAS.

[Action]: BMB and JP produce timetable for this cycle's recruitment/conversion activity.