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# Providing useful information for prospective students in the new recruitment landscape

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# Overview

- Recruiting students: theory v reality
- Five important questions:
  - 1. What do prospective students want?
  - 2. What information do they need?
  - 3. How do they want to receive information?
  - 4. What about Key Information Sets (KIS)?
  - 5. What are universities doing to improve information for prospective students?
- Five predictions for the next five years

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## In theory it seems very simple...

To recruit students universities *just* need to:

Understand what prospective students want from university

Identify what your university can offer that matches these needs

Communicate what your university can offer by providing accurate information

And students will flock to your university!

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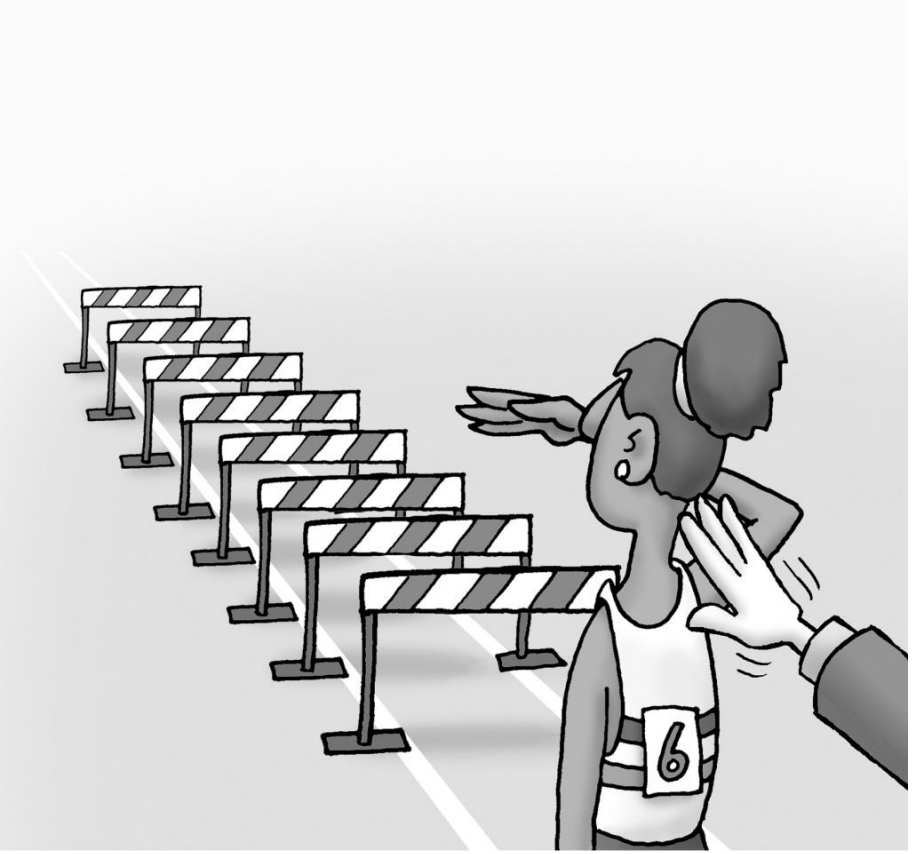
# In practice it’s far more complex and challenging for universities...



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# Providing useful information for prospective students. Five important questions:

1) What do prospective students want?

2) What information do they need?

3) How do they want to receive information?

4) What about Key Information Sets (KIS)?

5) What are universities doing to improve information for prospective students?

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# What do prospective students want?

- Good employability prospects - getting a graduate job matters
- A course that is right for them - curriculum content matters
- Positive personal experience of university - communications and visits matter
- But university reputation still matters
- What about fees and support?

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# What information do students need to make a decision?

NUS/HEA 2012 report top 5 most useful:

- standard of teaching
- satisfaction with course
- graduate employment statistics
- recognition of course by professional bodies
- satisfaction with support and guidance

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## How do prospective students want to receive information? What influences decision-making?

1) Printed prospectuses
2) University websites
3) League tables, university guides
4) University visits
5) Parents, friends or teachers

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# What about Key Information Sets (KIS)?

- Live from October 2012
- Limited awareness amongst 2013 intake
- Useful and easy to use
- Concerns of bias
- Use of KIS data by others

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# What are Universities doing to improve information for prospective students?

More activity

Better activity and interaction

Increased use of digital

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## Providing information for Prospective Students:
# Five predictions for the next five years

- More new cross-sector information sources
- Most universities will continue to print undergraduate prospectuses
- A KIS style scheme for Postgraduate courses
- More universities will be publically named and shamed (and probably sued) for deliberately providing inaccurate information to recruit students
- The information that universities provide prospective students will improve significantly

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