UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.2

Good Practice in Student Recruitment Communications

Contact: Communications and Marketing Team:
www.ucl.ac.uk/staff/communications-digital-and-marketing/cam-teams-and-contacts
and your Faculty Head of Marketing & Communications

Good practice is:

Ensuring all communications comply with the guidance on information provision to students issued to HEIs by the Competition and Markets Authority (see www.ucl.ac.uk/cam/resources/cma-advice).

Establishing a clear brief which considers who the communication is addressing (the 'target audience'), why it is needed, how it will be used (distributed), what it needs to convey/address and what the budget is.

Producing marketing materials for new programmes once formal approval has been granted by the Programme and Module Approval Panel (PMAP).

Ensuring that materials produced include the direct and associated fees and costs of study in order that potential students are clear about the whole costs associated with a particular programme of study.

Ensuring materials produced comply with the UCL visual identity and brand guidelines (www.ucl.ac.uk/staff/communications-digital-and-marketing/brand-and-visual-identity); a copy of the guidelines should be supplied with the creative brief when commissioning external designers.

Ensuring that printed materials are professionally printed by one of UCL's approved print suppliers (see www.ucl.ac.uk/procurement).

Considering the shelf life of any communication and, where relevant, the print-run is appropriate.

Understanding that communications may be perceived by the reader as an embodiment of institutional values.

Regularly reviewing and updating publications so that they are relevant to the intended year of entry to UCL.