UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.9

Student recruitment

6. There are three categories of subject-specific or general student recruitment communication sent out by Student Recruitment and MarComms: enquirer; departmental application acknowledgement; conversion. These are sent out to enquirers, applicants, and offer holders respectively.

7. The number of s

Enquirer emails

14. Enquirer emails are sent out to all enquirers. Enquirers are prospective students who have expressed an interest in UCL by submitting their data, but who have not yet made an application.

General enquirer emails

15. The general enquirer emails are sent out to all enquirers irrespective of the subjects they are interested in studying.

16. Enquirers receive a series of three emails:
     Thank you for your interest in UCL (+24 hours after registering their interest).
     Application information (+7 days after registering their interest).
     Fees and funding information (+14 days after registering their interest).

17. The content of these emails differs according to the level of study that the enquirer is interested in.

18. Copy for the general enquirer emails is written by Student Recruitment and MarComms.

24. Copy must be submitted by faculties using the templates provided by MarComms.

25.

- General conversion emails (+14 days after the offer was made)

34. The content of these emails will differ according to the level of study for which the prospective student has an offer.

35. Where applicant data is concerned, an application is always associated with a department. Therefore conversion emails can be sent according to an

43. Departments are encouraged to send these emails via the CRM in order to ensure consistency of style and appearance. This is done by contacting the CRM Manager in MarComms.

Management of registrations for student recruitment events

Good practice in this context means the following:

Use of the CRM and its associated product *Gecko Forms* to manage registrations for all student recruitment events organised by UCL, e.g. open days; public presentations; webinars
Sending a registration confirmation to registrants via the CRM
Sending an event reminder to registrants
Recording of attendees or participants at the events and ensuring that attendees are recorded in the CRM
Sending a post event email to attendees
Sending a post event email to registrants who did not attend

MarComms can create registration forms for Departments and Faculties to manage their events.