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Newsletter

University of
Kent

Bringing you the latest news from Enrolment Management Services at the University of Kent

Autumn 2018



Enrolment Management Services

Director's update

Firstly, I want to begin by thanking everyone for their continued hard work and dedication during what has been a very tough recruitment round. I want to record particular thanks to colleagues in EMS who have worked countless hours (and far too many weekends) to get us to our current position.

This was the most demanding recruitment round Kent has had in all the years I've been here. It seems we entered a perfect storm: the well-known demographic dip, combined with aggressive expansion from some of our 'competitors', severely affected the volume and quality of applicants in clearing and therefore our ability to undertake late recruitment. This challenge will continue in the coming year for 2019 entry.

With pressure on resources we will need to work smarter in order to ensure our success. This will require us to work in a more co-ordinated manner to ensure our limited resources are deployed to best effect. David Nightingale, Senior Deputy Vice-Chancellor and Provost, has set up a working group to review and oversee the University's recruitment and admissions activities and it would be of value to hear your ideas about how we can improve on the work that currently takes place across the University.

I am aware of how committed staff are to Kent and to its continued success, and I look forward to your input to how we can fully utilise our resources to meet the challenges ahead.



THE awards 2018: Double-shortlisting for Kent

Some good news! Kent has been shortlisted in two categories of the *Times Higher Education Awards 2018*: **Outstanding Support for Students** and **Outstanding Research Supervisor of the Year**.

It is the second time we have been shortlisted in the student support category, following our win last year in recognition of the Student Success (EDI) Project. Congratulations to all the staff who have been recognised in these awards and we will be eagerly anticipating the results which are announced at the end of November.

Read more in the News Centre:
www.kent.ac.uk/news/kentlife/19139/double-shortlisting-for-kent-in-times-higher-education-the-awards-2018

League table update

We are all aware the University has fallen in the league tables this year. Our overall ranking in *The Times Good University Guide* has been affected by a low score in student satisfaction, which was based on data from the National Student Survey (NSS), and a substantive change to how we report our student:staff ratio.

While this is disappointing ahead of the new recruitment round, the guide did recognise our TEF gold award, and also praised the University's Student Success Project, describing it as 'outstanding' for its work on promoting student equality, diversity and inclusivity.

We have much to be proud of at Kent and our strongest assets are the quality of teaching we provide, the personal, academic and employability support we offer, our locations/facilities and our research. It is essential that all of our recruitment and conversion activities demonstrate these strengths to our applicants, to show them why they should be making Kent their firm choice.

Competition and Markets Authority (CMA)

I would like to take this opportunity to remind all staff that your marketing and recruitment materials, both print and online, must comply with CMA regulations, and your course and scholarships information must only be published via the programmes plant and the scholarships finder.

We are developing training materials which will be available to colleagues, academic staff and student ambassadors. In the meantime, a general overview is available online: www.gov.uk/government/publications/higher-education-consumer-law-advice-for-providers

News you can use

I urge you all to regularly look at the Office for the Vice Chancellor's website: www.kent.ac.uk/ovc/ There are regular blogs from Executive Group and a new fortnightly leadership bulletin which gives an overview of a number of high level and strategic communications, including an update on the refresh of the University strategy.

Mary Hughes

Academic Registrar

E: academicdivision@kent.ac.uk



News

Outreach and Community round-up

Summer 2018 was hectic, but enjoyable for the Partnership Development Office (PDO) and we ran over 100 events for students from the University's partner schools and colleges.

The events included in-school workshops, large subject-specific campus days, parent evening talks and summer schools. There were four residential programmes on campus during this period:

- one for further education students from partner colleges
- a three-day programme for year 12 students
- a four-day summer school for 80 year 10 students
- the residential element of the SUCCEED programme, aimed at supporting students targeted by Kent and Medway Collaborative Outreach Programme (KaMCOP).

A big thank you to our ambassadors!

We couldn't run our events without the support and enthusiasm of our undergraduate and postgraduate student ambassadors.

As in previous years we recruited a summer core team of ambassadors who provided the backbone of the ambassador team in this period but, overall, 74 individual ambassadors worked on our summer events.

Successful ambassador recruitment round

Recruitment for new ambassadors has taken place and just over 100 new ambassadors will join the central scheme in the next few weeks, once they have completed their training and DBS checks. There are now nearly 60 ambassadors (all students who have come to the University from partner schools and colleges) employed on the stipend ambassador scheme. These ambassadors receive a scholarship, paid monthly, and work on outreach activities supported by an extensive programme of support and training and an individual mentor.

It was an amazing experience where I met new people, made friends, had so much fun. The people made it an easy going experience. I enjoyed the campus and experienced uni life. I'm now excited for uni.

Year 12 student
Summer School participant



Outreach curriculum

The outreach team continue to revise and redevelop the University's secondary school outreach curriculum. The curriculum spans all year groups and introduces younger students to the concept of higher education, building their knowledge as they progress through secondary school. It also provides direct curriculum support for students in specific subject areas and most subject-based activities are delivered by staff and ambassadors from Kent's academic schools. The revised curriculum is available at www.kent.ac.uk/outreach

Partner Schools' Teaching Experience Scheme (PSTES)

Building upon work with ambassadors and the University's partner secondary schools, the PSTES is designed to provide valuable, paid and tailored work opportunities to students interested in a career in teaching. Students are able to try both assisting and tutoring in a real classroom setting, enabling them to gain a realistic view of teaching before committing to it as a career.

The experience is combined with intense training (including enrolment on the accredited Introduction to Teaching module), mentoring and opportunities to shape the work around their personal interests. The final stage of this scheme has the potential to lead to a graduate direct-entry teacher trainee post in one of the University of Kent Academies Trust (UKAT) secondary schools.

See https://blogs.kent.ac.uk/soc-employability/files/2018/02/partner-schools-teaching-experience-scheme-final_web.pdf

Applications are currently open:
<https://ap.heat.ac.uk/apply/form/22351/pstes-application>

Graduate Secondary Teaching Scheme (GSTS)

The GSTS provides an opportunity for exceptional Kent graduates to continue with postgraduate academic study at Kent, while working towards a teaching qualification at one of the UKAT secondary schools. Funded by a stipend, students undertake either a Master's or PhD study for half of their time, while working towards their teacher training qualification (QTS) in years one and two, and compulsory newly qualified teacher (NQT) year in year 3. The scheme offers a guaranteed three- or five-year employment placement.

See <https://www.kent.ac.uk/outreach/scholarships-and-funding/gsts.html>
Applications for 2019 entry are currently open:
<https://ap.heat.ac.uk/apply/form/22351/gsts-application>

University Entrance Diploma goes from strength to strength

Now in its second year, the University Entrance Diploma (UEd) is available as a one- or two-year option, and recruits in September and January. The programme helps students to develop independence, autonomy and confidence, while gaining the skills and subject knowledge needed to make a success of higher education. Based at the Historic Dockyard Chatham, students can access the library and other facilities offered by the Medway campus. See www.kent.ac.uk/courses/part-time/access/ued for further details.

Greater Access to HE for adult learners

The Adult Learning team has expanded its Access to HE programme, enabling adult learners to take the Diploma at Brompton Academy in Gillingham or at Hartsdown Academy in Margate. Classes are run in the evenings and are targeted at adults who live in low participation neighbourhoods. The team also runs a range of short courses in the areas around Margate and Gillingham to encourage adults to consider a return to learning.

To find out more about the work of the Partnership Development Office, please email outreach@kent.ac.uk

News

Admissions

As we had anticipated, the summer has proved to be a challenging time for admissions.

Although confirmation and clearing ran smoothly for undergraduate admissions, it was apparent early on in confirmation that the increased competition from Russell Group universities, who were accepting students at much lower A level grades, would continue to put pressure on those subject areas more reliant on insurance and clearing recruitment to fill remaining places.

International applications for 2018 did not convert into the numbers we had hoped for. This was due in part to a stiff UK competitive environment, as well as competition from the US and Australia in key South East Asian markets. Our recent drop in league table position was also being felt in the Far East clearing fairs in August.

Clearing update

This year, the clearing website was launched in the new Kent theme with a new layout, content and navigation. Overall the traffic to /clearing/ has increased on 2017, and trends suggest that users are accessing the course vacancy page as quickly as possible.

Kent received just over 3,000 clearing applications this year. Of these, around 770 students were accepted, which represents around 15% of total undergraduate intake. This is slightly down on 2017 when we received 3,600 applications and accepted 900 students, which represented 17% of the total undergraduate intake.

Results day

The clearing call centre was based in the Jennison Building from 13-24 August. EMS ran two days of training for the 38 student volunteer telephone operators, and then everything was in full swing as from results day on 16 August. Due to earlier call volumes last year, the call centre opened from 7.30am until 7pm.



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The clearing call centre received **5,789 telephone calls** across the main clearing days on Thursday 16, Friday 17 and Saturday 18 August.

Clearing Open Day

This was held on Saturday 18 August at both the Canterbury and Medway campuses to meet and greet applicants who had applied during clearing and wanted to visit the campus ahead of making their final decisions. We welcomed 200 students to Canterbury and 20 students to Medway during the events.

Thank you!

We would like to extend our thanks to all the staff and students who have been involved in clearing this year – it went very smoothly due to the hard work of everyone involved.

The year ahead

Looking forward to the next cycle, existing challenges will remain and will likely become more acute as we face having to redouble our efforts in order to both attract and convert more applicants for both undergraduate and postgraduate study.

The political uncertainty surrounding EU applicants continues as the Brexit deadline approaches, with government assurances over home tuition fees for EU nationals post-Brexit coming late in the day for the coming 2019 recruitment cycle which kicked off in early spring.



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Sector update

UCAS published its 15 October 2018 application deadline figures on 25 October:

Applications for most 2019 medicine, dentistry and veterinary science/medicine courses, as well as all courses at the universities of Oxford and Cambridge, were up 7% at 65,870 by the deadline, of which English applicants were up 9% to 41,210. Looking forward, this bodes well for the new Kent and Medway Medical School, with medicine applications reaching a five-year high of 22,340.

At this early point though, only around 10% of this year's cohort have applied. We will have to wait until the main deadline on 15 January 2019, and the cycle to progress further, to understand what the overall patterns of demand will look like for Kent. No doubt there will be changes in interest in specific subjects, and we will be looking to see the impacts of efforts to widen participation and access across the University.

Steven Holdcroft

Head of Recruitment and Admissions



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News

- 1 The Clearing Hotline room
- 2 World Languages Day at the Medway campus
- 3 Kent's stand at a UCAS fair in Derby

Recruitment & Marketing

The spring and summer terms were very busy for the Recruitment team, attending 35 UCAS higher education fairs around the UK to promote Kent to thousands of prospective students who plan to start their studies in 2019.

UK and EU events

In addition to the large volumes of UCAS visitors, we delivered a range of presentations in schools and colleges across the south-east region and attended fairs in Sussex, Kent and Medway, Manchester, Birmingham and many counties in between. In total, the team have attended 232 school events.

The team have also attended 18 postgraduate education fairs to raise the profile of our postgraduate courses. We have also welcomed 28 schools to the Canterbury campus as part of the visits we host throughout the year. These events provide a fantastic opportunity to showcase the University and its facilities to students who are at the stage where they are considering their future options.

Along with our trips around the UK, the team have also visited a number of European countries, meeting prospective undergraduate and postgraduate students at education fairs in Romania, Greece, Cyprus and Italy. We have also undertaken individual tours to international schools and delivered conversion talks to our current applicants at the Ambassador's Residence in Athens. In total the team have attended 86 events across the EU.

Applicant Days

Applicant Days continue to be important conversion events: **54%** of Canterbury applicants and **52%** of Medway applicants who attended an Applicant Day went on to make Kent their firm choice university. The team is currently preparing for the next round of Applicant Days, which run between November and April.

Open Days

We had beautiful weather for both the summer and autumn Open Days, and all the events went very well.

Summer Open Days

71% of booked visitors attended the Medway Open Day and **63%** attended Canterbury. The impact of the England World Cup quarter-final match taking place on the same day as the Canterbury Open Day was not as great as we had anticipated; some visitors did leave campus a little earlier, but there were some who decided to stay

and watch the match on campus as it was being shown in Gulbenkian and KBar.

Autumn Open Days

57% of booked visitors attended the Medway Open Day. **60%** attended the first Canterbury event on 6 October and **60%** attended on 20 October. This is on a par with 2017, and thankfully this year we didn't have Hurricane Brian to contend with! In total, we have welcomed over 4,300 prospective students and their families to our 2018 general Open Days. All visitors are asked for their feedback in a post-event survey, which is still being collated. We use this feedback (the majority of which is overwhelmingly positive) to enhance and improve the events.

I would like to thank all of the academic schools and professional service departments involved in Open Days for your continued support of these important recruitment events.

Open Days are a key factor when prospective students are choosing their universities. In *The Sodexo International University Lifestyle Survey 2017*, UK students stated that the one single factor that influenced their choice of university more than anything else was a good experience at an open day.

Marketing

We have continued to work with Crafted Atom on this year's Clearing campaign and will be meeting with them in the next few weeks to review this. The campaign ran from the beginning of July until the middle of August and included:

- Google AdWords general campaign – Crafted Atom
- Film Clearing advice with Recruitment Officers (YouTube and Facebook)
- Animated advice video (including YouTube and Facebook)
- Mature learner Facebook campaign.

Market research

We are continuing with our market research for several academic schools. The reports cover existing programmes, some of which are not recruiting well, variations on current programmes to update them for future recruitment, and investigation of new subject areas, mostly at postgraduate level.

Any schools or centres that would like research conducted should contact their Faculty Marketing Officer to start the process:

- Humanities – Amy Barron
- Sciences – Emma Goates
- Social Sciences – Fiona Holden.

The Recruitment and Marketing Forum convenes twice a term at Canterbury and once a term at Medway. Dates for this academic year will be confirmed shortly. For more information, please email marketingoffice@kent.ac.uk

Team update

As many of you will know, Cordelia Mason is currently on secondment at KMTV in Medway and Emma Nevill has joined the School of Architecture. We have therefore welcomed two new Marketing Officers to the team: Amy Barron and Emma Goates.

Amy graduated from Lancaster University in 2013 with a BA in Philosophy, and then continued at Lancaster to attain an MSc in Management with Marketing. Following graduation she worked as a marketing manager for an FMCG eco-friendly cleaning company for three years, and then as a marketing consultant for an American company in the adhesives industry.

Emma graduated from Newcastle University in 2007 with a BA in History. After enjoying being part of the university's charity committee, she went on to work for high-profile charities in London including Unicef and Barnardo's while also completing the CIM marketing diploma.

Overview 2017-18

School events

232 (presentations, HE Fairs, parents/supporter evenings)

European events

86 undergraduate and postgraduate events, including the Council of International Schools (CIS) tour

Postgraduate events

18 (postgraduate only, either UK or EU)

UCAS Applicant Days

62 (Canterbury/Medway)

Selection Days

18 (Canterbury/Medway)

Interview Days

13 (Canterbury/Medway)

At Kent Days

24 (Canterbury/Medway)

School visits to campus (UK and EU)

28 (Canterbury/Medway)

Campus tour days at Canterbury

2101 visitors consisting of 618 prospective students and 775 guests

Campus tour days at Medway

162 visitors consisting of 80 prospective students and 82 guests

Michelle Rowe

Recruitment and Marketing Manager

News

Scholarships and funding



The Scholarships Unit is proud to announce a particularly successful academic year for scholarship funding at the University of Kent.

Research Councils UK Studentships

We are able to confirm that Kent has secured 14 Consortium of the Humanities and the Arts South-east England (CHASE) AHRC Research Council Studentships in addition to several independent AHRC-funded projects. We have also been able to secure a further 10 South East Network for Social Science (SenSS) ESRC studentships, our largest SenSS consortium cohort yet.

In 2017, a successful bid from the University awarded Kent a new Engineering and Physical Sciences (EPSRC) Doctoral Training Partnership (DTP) grant, and an EPSRC National Productivity Investment Fund (NPIF) award to support two further studentship research projects.

Undergraduate scholarships

The Scholarships Unit is currently confirming a number of scholarships for undergraduate students starting their Bachelor degrees at the University of Kent in the 2018/19 academic year:

- **Kent Scholarship for Academic Excellence:** 631 awards.
- **Partner Scholarship:** 55 awards.
- **Ambassador Stipend:** 30 awards.
- **The First 500 Scholarship,** in commemoration of the original University of Kent cohort, has also been awarded to support a new undergraduate scholar.

Postgraduate scholarships

This academic year, we are once again able to confirm the University's continued commitment to leading research and supporting the very best international candidates:

- We are pleased to welcome 93 new Vice Chancellor's Graduate Teaching Assistantship (GTA) awardees, along with several school-funded PhD awards.
- We have excelled in the number of Chevening Scholarships we have been able to award, with 18 confirmed students – our largest cohort so far for Kent.
- We have recently confirmed our 2018 awardee for the prestigious US-UK Fulbright Commission Scholarship award.
- The Scholarships Unit submitted a successful bid on behalf of the University and awarded our first Commonwealth Shared Scholarship since 2015, supporting an international scholar in the field of international development.

Promote your scholarships!

Please inform us of all awards so we can ensure all potential students and applicants can easily access funding information.
Email us at scholarships@kent.ac.uk

US student loans

To date we have processed US Federal and Private student loans for 109 students for the 2018-19 academic year totalling in excess of \$3.6 million. Students are still making their applications for US loans, so this number will rise.

And finally...

Supporting the success of many of these bids and the University's provision of scholarships to the very best candidates at Kent relies on the continued hard work and dedication of the members of the Scholarships Unit.

I would like to take the opportunity to thank the entire team for their ongoing commitment in developing new scholarship initiatives and maintaining high levels of student satisfaction in the surrounding administration of awards. I'd also like to welcome the newest member of our team, Judith Spinks, who has joined us as Scholarships and Foreign Loans Clerical Assistant.

Stephen McLaughlin
Postgraduate Funding Officer

Publishing



Summer is always a very busy time for the Publications Team with a series of deadlines including the Open Days, International Recruitment shipping dates and getting things produced for student recruitment for the coming year.

This year has been especially busy due to the work the team has been doing on the migration of the school sites (see the Digital Communications update) in addition to the publications needed.

A new look

The team produced 28 new subject brochures for several schools and centres ahead of the summer Open Days. Work started back in October 2017 to update the content of the brochures to ensure we are giving potential students the information they need. The design of the brochures has been refreshed, with some aspects being rolled out to other publications, such as the Accommodation brochure. The Graduate Prospectus underwent the same changes as the Undergraduate Prospectus; increased size and a cleaner, fresher layout.

Don't have a copy of the prospectus?

Request a copy from Despatch and Postal Services:
E: estates-postroom@kent.ac.uk
T: 01227 761404

The main publication produced for the **International Office** also changed, from being a full brochure to more of a top-level, ten-page information leaflet with an interesting folded finish. Other publications completed over the summer included the brochures for Brussels and KBS, both the undergraduate and postgraduate information packs and their contents.

Zarina Hawkins
Head of the Publishing Office

News

Digital Communications

It's been a very busy time for web projects and back in March we launched the brand new KBS website, the final of the three school pilot sites to sit in the new Kent web design.

Overview

- Launch of the final schools pilot site – KBS, March 2018
- Launch of the new locations websites, all campuses, June 2018
- Starting the schools migration project, April – now
- New Clearing site – July 2018
- New Getting Started site – July 2018
- New Student Recruitment site – October 2018
- User-testing
- Launch of digital guidelines website
- Facilitated two workshops on web content, delivered to schools.

Schools migration project

This began in April and saw the Publishing Office work closely with teams in Information Services and individual schools to migrate their old sites into the new look and feel, as well as into the new web editing tool, **Site Editor**. It's been a large and complex project, but we're proud to say that the sites are nearing completion and have started to launch.

New site updates

Alongside the school migrations we launched the brand new **locations pages** in June, covering Canterbury, Medway, Tonbridge and all four European Centres. The content for all locations was refreshed and streamlined, navigation improved and high-quality new video and imagery commissioned.

The 2018 **Clearing** site was also moved into the new Kent design working in tandem with a refresh of the Clearing vacancy list held in KentVision. In addition to the new Applicants site that went live last year, **Getting Started** was relaunched in the new theme with refreshed content, layout and navigation and the recruitment team's site, **Student Recruitment**, will be relaunching soon at www.kent.ac.uk/student-recruitment.



EMILY DENNIS
BA HISTORY

New digital guidelines website

As part of the migration project and our general web consultancy services, we worked on launching a new digital guidelines website kent.ac.uk/digital and delivered a series of web training workshops for schools to prepare them for their web migrations.

Migration success

We take a user-centric approach to all our web work and all sites are subject to evaluation after launch, combining a range of web analytical and user-testing techniques. As part of the migration, all sites have content improved, commissioned and cut down, with a greater emphasis on key user journeys and visual impact. We're happy to say that the new sites have been received positively and web analytics show increased engagement against key site tasks from our visitors.

Video service

We offer a video service to schools and departments which was extremely successful in the 17/18 academic year. Over the summer we cleared our backlog of editing and in total had filmed close to 100 students, providing much needed video content for web, social media and other communications. If you feel your area of work would benefit from some video content, please come and have a chat with us and we'd be happy to help.

Contacting the Publishing Office

Recruitment-based publications

E: publications@kent.ac.uk

Web/Digital queries

E: emsweb@kent.ac.uk

Conversion communications

E: c.saunders@kent.ac.uk

Team update

This summer we also welcomed Julianna, our digital intern, for 10 weeks. Julianna, a final-year film student at Kent, helped us immeasurably and kept us up-to-date with the latest filming techniques and styles, as well as leading on a number of video projects for us in the summer months. We're delighted to say that Julianna will be staying on with us for autumn and spring terms, allowing us to continue our video offering into the 18/19 year.

Sam Charman

Digital Communications Officer

Conversion communications

The University has a suite of central communications, which are sent to applicants at key points in the recruitment cycle. These consist of letters, emails and notifications and are managed by the KentVision team and EMS.

2019 school conversion communications

These communications are sent centrally on behalf of academic schools to undergraduate and postgraduate applicants once an offer is made, when an applicant accepts their offer and, for undergraduate applicants only, once they have attended an Applicant Day. The communications have been uploaded to SITS for the start of the 2019 recruitment cycle.

Updating throughout the year

It is possible to update the following elements of the conversion communications throughout the year:

- subject line
- body text
- sign off.

The opening and closing paragraphs are standardised and cannot be updated/tailored per school.

DATES FOR YOUR DIARY

Recruitment and Marketing Forum

Canterbury

27 November

Keynes College, Seminar Room 16

Open Events

Postgraduate Open Day (Canterbury)

Saturday 24 November