

Building Cross-University Relationships to Ensure Student Recruitment is a Collaborative Effort

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The University of Buckingham

OR ALTERNATIVELY;

**‘RECRUIT MORE
STUDENTS OR WE’RE
ALL F##KED!’**

A polite request; for this session we're using Chatham House Rules

**WHAT HAPPENS AT
HELOA CONFERENCE,
STAYS AT HELOA
CONFERENCE**

A BIT ABOUT ME...



**University of
Buckingham**

**University of South
Wales**

Swansea University

Head of Student Recruitment and Admissions,
March 2024 - now

Head of UK Student Recruitment, *February 2023 –
January 2024*

Recruitment and Admissions Manager, Medicine,
Health and Life Science, *November 2021 – February
2023*

Recruitment Manager, Medicine, Health and Life
Science, *September 2016 – November 2021*

UG Recruitment Officer, *October 2012 – September
2016*

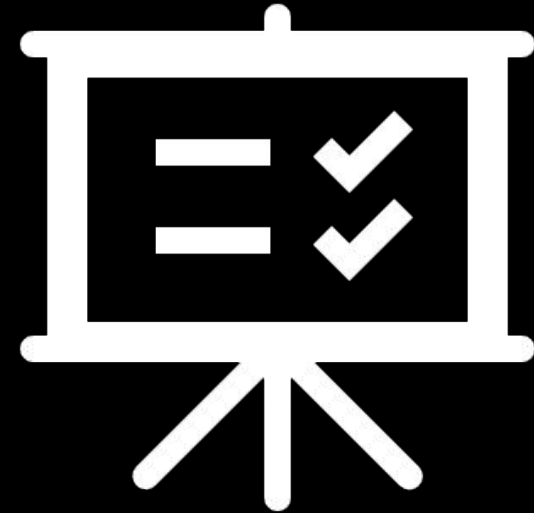
Recruitment Assistant (PG and Student Ambassador
Scheme), *September 2011 – September 2012*

Graduate Placement, *February 2011 – August 2011*

HELOA member since 2012
Associate Members
Representative *December 2024 -
now*
HELOA Wales Cymru Committee
2014 - 2018

WHAT WE'LL COVER

- Working with:
 - Academics
 - Marketing teams
 - Professional services
 - Students Unions
 - Senior leadership teams
- Scenarios
- Q&A/Therapy session



ACADEMICS: THE GOOD

- They understand the need for recruitment and outreach, and are willing to do it!
- Proactively engage with us, and understand that they may need to create content that reaches the audience
- The risks: burnout, taken advantage of, over-reliance. It can all fall apart very quickly
- How we work together

ACADEMICS: THE BAD

- Sometimes make you question your life choices
- Can fixate on completely the wrong area
- 'Freebies'
- 'I'm going to deliver a session for schools, find me schools'
- The risk: can negatively affect your recruitment
- How we work with them

ACADEMICS: THE POTENTIALLY CLINICALLY INSANE

- Make you wonder how they make it through life
- Will test your diplomacy and patience
- Surprises!
- The risks
- How we work with them



TEAM

(or whatever we're called this

- Be clear with what you need, we're not mind readers
- Being behind a screen does not mean not working
- Share, support and shadow
- How we work together

**YOUR STUDENT SUPPORT TEAMS
ARE:**

OVERWHELME

D OVERWORKE

D OVER BUDGET

PROFESSIONAL SERVICES

- Estates
 - Security
 - Cleaners
 - Maintenance
 - Catering
- Meet the teams actually doing the job if you can

PROFESSIONAL SERVICES

- Finance
- Registry
- Library
- Admissions

STUDENTS UNIONS

- When it works, it's wonderful
- Work with them to show the benefits
- Training
- Be aware of the risks (and maybe have a back up plan!)

SENIOR LEADERSHIP TEAMS

- Find your allies
- Prove that you're not just a cost!
- Data, data and data
- Beware of the VC wanting to talk to every open day visitor
- Open days: fill their time

SCENARIOS

ONE

Applicants who come to a Psychology Applicant Day are less likely to accept their offer than those who don't.

How are we working with the department to improve this?

TWO

Your Head of Computing insists on delivering outreach sessions at Eton. You have never received an application from them.

How are we working to improve this?

THREE

Everyone seems to have an opinion on how to improve schools and colleges engagement.

How do we ensure this is taken onboard, while not tearing up our well thought through strategy?

FOUR

Everyone in the Sociology department has relied on the HoD to deliver to subject session on open days for as long as anyone can remember.

Now they're not available for the open day next weekend.

How are we working with the department to fix this?

FIVE

SLT member: 'Aren't UCAS exhibitions just a chance for 17 year olds to steal pens and bags, why do you need so much budget?'

How can we as a team explain the work we do?

KEY TAKEAWAYS



BUILD THOSE
RELATIONSHIPS AT
EVERY LEVEL; IN
PERSON
WHEREVER YOU
CAN



BACK UP WITH
DATA OR
EVIDENCE



THERE'LL ALWAYS
BE THOSE WHO
DON'T GET IT;
ACCEPT IT AND
MOVE ON

ANY QUESTIONS?

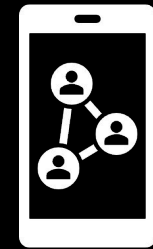
WANT TO KEEP THE CONVERSATION GOING, OR JUST COMPARE NOTES?



I'm here all
conference



Email me;
james.kerr@buckingham.ac.uk



Or find me on
LinkedIn