

SESSION DESCRIPTION

Thursday 16 Jan, 2.45pm

Delve into the world of postgraduate recruitment with two universities sharing valuable insight, experience and practical tips. This session will focus primarily on UG to PG progression from the internal market/continuing students. You will explore central and faculty activities, internal stakeholder engagement, incentives, streamlining the admissions process and benchmarking/evaluation.



UG TO PG DIRECT PROGRESSION

Emma Price and Alice Brereton

University of Derby and University of Bristol



WHERE DO YOU START AND WHAT DOES 'GOOD' LOOK LIKE?

- How many students stay at your institution for postgraduate study?
- How many students should we expect to stay?

DATA INSIGHTS

86%

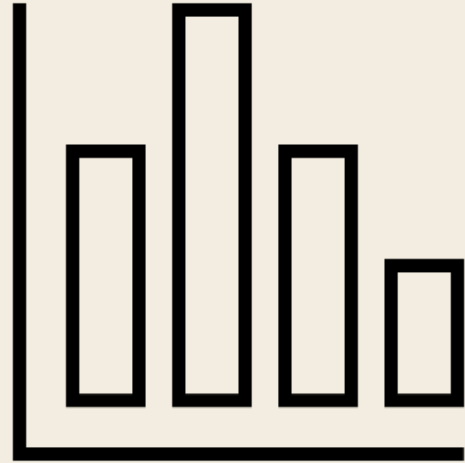
of undergraduate are open to
postgraduate study
(The Student Room)

45%

of current undergraduate students
are interested in postgraduate
study (Savanta)

Do 20% of your students continue their
studies with you?

WWW.MENTIMETER.COM



WHY TARGET YOUR OWN UNDERGRADUATE STUDENTS?

- They are your warmest leads
- Already engaged and enjoying studying at your university
- Financial incentives to continue their studies with you (alumni discount)
- You have **LOTS** of opportunities to engage with them

FEEDERS



WHY STAY IN BRISTOL?

Get a 25% discount on your tuition fees.

Build on your existing relationships with academics and industry.

Continue to explore and enjoy living in the exciting and vibrant city of Bristol.



Find out more about staying in Bristol:

bristol.ac.uk/ug-to-pg



ENHANCE YOUR CAREER PROSPECTS

Stay in the city you love and enhance your career prospects by further exploring your passion with a postgraduate degree.



Find out more about the available programmes and next steps:

bristol.ac.uk/ug-to-pg



25% OFF POSTGRADUATE TUITION FEES

Stay at Bristol and get a 25% discount on your postgraduate tuition fees for the duration of your programme.*



Find out more about the discount:

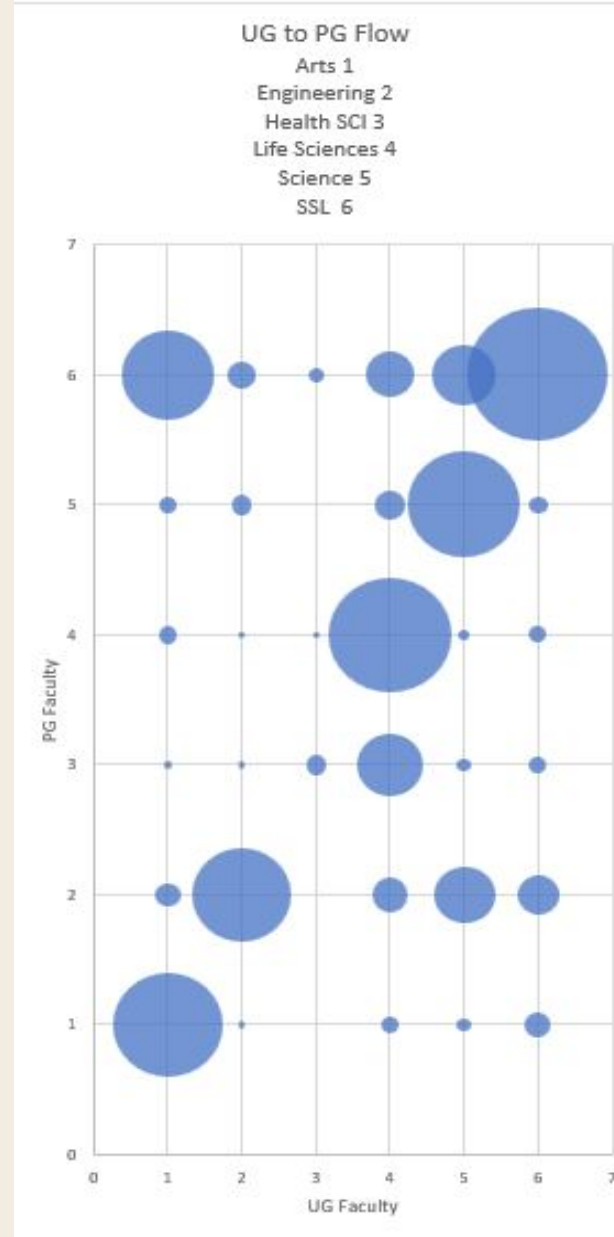
bristol.ac.uk/alumni-discount

*Exclusions apply. For eligibility criteria and terms and conditions, see our website.

- Example of a top-level table talker – but drill down to have more impact in your emails.
- Data allows you to tailor messaging and target specific audiences.
- Can you address any issues identified in internal surveys about UG experience?

FEEDERS

- No surprise that faculties self-feed.
- Review the opportunities and drill down to a subject level.
- Cross-selling/complementary subjects.
- Target feeder programmes
 - target high attendance final year & second year UG lectures.
 - ambassador drop-ins with appropriate CTA. (discount or events etc)
 - Tag onto the Careers session for a subject.



INTERNAL STAKEHOLDERS

Who are the key stakeholders?

- Academic Colleagues
 - Student Finance
 - Student Support
 - Careers
 - Student Union
 - Admissions
 - Alumni Team
 - Accommodation
 - Faculty Marketing Teams
- 

STAKEHOLDER ENGAGEMENT TIPS

- Highlight the mutual benefits
- Co- creation and raise awareness
- Engage faculty teams
- Academic champions
- Direct progression reporting
- Communicating PG funding earlier in the cycle.
- Alumni stories in material AND recruiting alumni

ACTIVITY

10 minutes to discuss:

- What activity do you currently run to attract and convert direct progressors?
- What had the greatest impact?

ALUMNI DISCOUNT

Institution	Broad Target Market	Value
Cardiff University	All Domiciles	20%
University of Derby	All Domiciles	25%
Durham University	All Domiciles	10%
Keele University	All Domiciles	20%
Newcastle University	All Domiciles	20%
Queen Mary University of London	All Domiciles	10%
The University of Leeds	All Domiciles	10%
The University of Liverpool	Home	£1,500
The University of Liverpool	International	£2,500
The University of Sheffield	All Domiciles	20%
The University of Warwick	UK Only	10%
The University of York	All Domiciles	10%
University of Bristol	Not Stated	25%
University of Exeter	All Domiciles	20%
University of Exeter	All Domiciles	20%
University of Glasgow	All Domiciles	20%

THE Knowledge
Partnership, April 2024

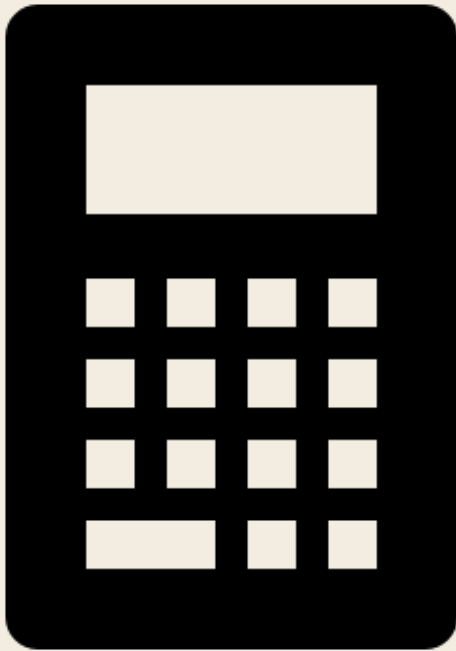
ADMISSIONS

Improving processes for current students

- Simplified application process
 - Emails an applications
 - Simplified forms
 - Integrated systems development
- Removal of personal statement?
- Removal of references?

Final takeaways

1. Data-led



2. Internal stakeholder engagement

