

<b>Session Title:</b>	<b>Approaches for UG to PG progression</b>
<b>Speaker(s):</b>	<b>Alice Bereton UoBristol</b>
<b>Chair:</b>	<b>Hannah Goodwin</b>
<b>Reporter:</b>	<b>Becky Barritt</b>

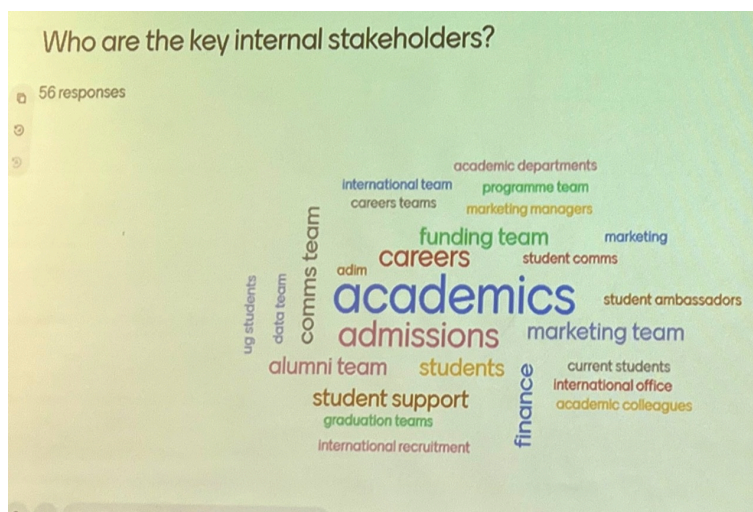
<b>Speaker/Institution Bio/Information:</b>	Alice Bereton - University of Bristol
<b>Overview/Aim of session:</b>	Where do you start and what does good look like?  How many students stay at your university and how many students should we expect to stay?
<b>Workshop Content</b>	<ul style="list-style-type: none"> <li>● TSR said 86% of UG are open to PG study but Savanta said 45% said are interested in PG study. Havas said 82% are interested in applying... who do we listen to?</li> <li>● Do 20% of your students continue with you?</li> <li>● Mentimeter questions - what percentage of your students continue to PGT? What percentage of Home PGT intake take an alumni discount?</li> <li>● Why target your own undergraduates? They are your warmest leads. Already engaged and enjoying studying at your university.</li> <li>● Two audiences, one goal. Decided and undecided. 23% interested in PG but wanted more information.</li> <li>● Financial incentives to continue with study are in your control.</li> <li>● You have lots of opportunities to engage with them.</li> </ul> <p>Feeders - top level activity</p> <ul style="list-style-type: none"> <li>● Use National Student Survey information and tap into weak points and show you are addressing concerns.</li> </ul>

- Faculties self feed, arts students got into arts PGT but there can be cross over.
- Cross selling interdisciplinary programmes
- Are students aware they can apply for a masters without a directly related UG programme? This could help cross sell as an option to them.
- Spot opportunities and talks to academics about what the messaging could be.

Get ambassadors to go into high performing UG lectures, do a shout out for Open Day, or give more information etc Opening students' eyes to the opportunities.

Working with the careers service - CPD for careers staff and crib sheets for them to help advise students.

Mentimeter - who are the internal stakeholders?



### Stakeholder engagement tips

- Need to highlight the mutual benefits.
- Streamline in the UG to PG admissions process, this helps user experience but also helps admissions.
- More information about alumni discount early on means less enquiries last minute.
- Academics get to keep their best students.
- Getting stakeholders involved in the process of making the content.
- Academic champions - engage the academics who are passionate about access.
- Direct progression report

### Alumni discounts

- £18k is estimated at being enough living costs. Loan doesn't cover this. FAU have said sector average discount is 20%.
- Bristol had 10% discount but feedback was that

	<p>this wasn't a decision making factor, so were only attracting those already going to come. When increased to 25%, applications increased and 40% of these said they wouldn't have joined without the discount. Feedback was positive as it allowed them to stay.</p> <p>Admissions</p> <ul style="list-style-type: none"> <li>• Improving processes for current students - feedback from UG was that they wanted quick and simple application. Admissions then submit details manually. Applications increased at Keele at 100% and enrolments by 40%.</li> <li>• At Bristol did results matching for current students as they had that data internally.</li> <li>• At Keele, removal of personal statement and references where they can. If they are good enough at UG, then they should be good enough at PGT.</li> </ul>
<p><b>Case Studies/Examples:</b></p>	
<p><b>Scenarios/Roundtable discussions:</b></p>	<p>Discuss activity to attract and divert progressors:</p> <p>Group One:</p> <ul style="list-style-type: none"> <li>• Open Day terminology – current students might not think an Open Day is for them as they are already there!</li> <li>• Faculty-run events – intimate/specific</li> <li>• Silos between current student comms/prospective student comms.</li> <li>• Have to balance political/academic responsibilities/strike.</li> <li>• Be careful with personalizing content – alumni discount.</li> <li>• Careers/industry part-time – incentive to carry on with degree in economic climate.</li> <li>• PhD pizza event – opportunity to talk to current students.</li> <li>• Loneliness, feeling “left behind” - can you use existing UG strategies.</li> </ul> <p>Group Two:</p> <ul style="list-style-type: none"> <li>• Invitation to join event</li> <li>• Presentation covering courses/progression opportunities</li> <li>• Catered</li> <li>• On the day offers</li> </ul>

- Additional tuition discount to those who attend the event/have an offer on the day.
- Next steps cafe – subject or faculty level
- Speed dating format with academics
- Informal offers
- Hit and miss with subject areas
- Progression pathways
- Careers network
- Rates into Teaching

#### Group Three:

- Bi-annual call campaign that covers PG promotion, careers, support.
- Presenting in final year lectures
- Fast-track offer process
- Open events
- Conversion comms
- Internal fairs, subject specific

#### Group Four:

##### What's done:

- PG Open evening, early afternoon
- Online PG open weeks, attracting international predominantly
- Market assets across campus as visible as possible. Digital and print.
- Attendance at freshers events/careers fairs
- Include assets in lecture tool kits
- Fasttrack to masters targeted comms
- UG to PG themed weeks
  - Alumni panel delivery
  - Engagement activity
  - CPD orientated engagement/further study
  - Imposter syndrome

##### Impact:

- Date: QR Codes, Click data
- Element of visibility being important

#### Group 5:

##### What is the activity?

- Alumni discount
- Targeting students where it might be the right fit/data driven insights leading targeting
- Working with admissions to improve processes – streamlining applications
- Using academic staff to form effective links with students

##### What was the impact?

- Fees vary – this means different things to different people
- Do current UG students know about alumni discount?

- Effective use of resource

## Group Six:

### Activity

- PG open events promoted through posters/current student comms
- Cuppa and chat drop-ins, 1:1 appointments
- Lecture shout outs – tied in with faculty, subject specific in a lecture
- Schemes to support / reduce application process (no / limited PS)

### Effectiveness

- Events had low attendance
- Lecture shout outs effective in terms of number – more effective as want to get detailed subject info from academics.

## Group 7:

- 10% or other discount to alumni
- Fee rate – needs to be priced competitively
- Fast-track applications
- Information stands @ graduation
- Call outs to recent graduates at clearing
- PG Open evenings, PG webinars
- Pitching the “levelling up” conversion courses
- Scholarship promotion – scholarships for continuing studies
- Wed afternoon sessions – focused on PG, open to everyone
- Landing page so that students were aware of marketing re. Progression
- Lectures to speak to their lecturers about their PG courses
- Joining on campus careers fairs
- Using existing student resource. Allows students to sign up for as many sessions as they like – low effort.

Some students it won't be right for them to progress at your university - you might not have the portfolio of course to support them.

If you academic is recommending their UG students go to other institutions- why? Look at your portfolio. Focus on the audience that PGT is right for.

Events ran for their own students - careers based. Scholarships, all offer alumni discount and one event delivered - if you attended the event you got an additional discount for attending. 10% usual and then attending the event got an extra 5% and on the day offer.

Run biannual calling campaign. Ring all final year

	<p>students to talk about careers, PG and platforms to help support their next steps. once in semester one and follow up in semester two, follow up email if they don't pick up. Has seen 40% increase in apps since they started the campaign.</p> <p>Informal conversion events - 1:1s, drop in with key stakeholders or with current students. Lecture shoutouts - collaborations with student unions.</p> <p>Loneliness might be a reason people don't stay, all their friends have left. Feel left behind when friends have graduated - we could use comms around making connections like at UG level.</p>
<p><b>Questions and Answers:</b></p>	<p>If you fastrack, how do you manage relationships if you reject?          At Bristol, rejections are low so worth the risk.          You've still reduced the admin element for them. Keele don't have great internal systems either so please be reassured - it has taken lots of effort. We've had to remind stakeholders how much work has gone into making the process simple.</p> <p>Alumni discount, do they get it automatically? Across the sector, seems like yes!</p>
<p><b>SummaryKey takeaways:</b></p>	