Good Practice in Student Recruitment and Student Recruitment Communications

A Code of Practice and a Guide to Student Recruitment and Student Recruitment Communications

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Section 1: Student Recruitment Good Practice

1. The Process prior to Application

1.1. Good practice in this context means the following:

1.1.1. Provision of accurate information through publication of the prospectuses in print and on the web.

1.1.2. Provision of clear information about how to make an enquiry by email; online form; phone; social media.

1.1.3. A friendly, helpful, and prompt response to enquiries from prospective students.

1.1.4. A person in each department readily available to answer prospective student enquiries.

1.1.5. Appropriate open days for prospective students.

1.1.6. Representation at appropriate recruitment events to give prospective students the opportunity to speak to a member of staff in person.

1.1.7. Appropriate presentations (in person or virtual) for prospective students.

1.1.8. Use of Customer Relationship Management software and associated products to manage registrations for student recruitment events.

1.1.9. Actively engaging with enquirers to promote LUNEX as a study destination and to provide them with the information they need to convert them to high quality applicants.

1.1.10. Supporting prospective students' advisers to help them research their options.

1.2. Good practice in student recruitment is based upon the collection of high-quality enquirer data from prospective students, allowing prospective students to be supplied with information that is tailored to their own circumstances.

1.3. Enquirer data should always be collected, stored, and processed in a way that is compliant with General Data Protection Regulation (GDPR).

1.4. All staff involved in student recruitment activities should endeavour to collect enquirer data whenever interacting with prospective students, e.g. at recruitment events. Enquirer data should be collected via activities and interactions that are managed at faculty level, as well as centrally.

1.5. There should be a consistent approach across all methods of collecting enquirer data. Standardised fields, options, and drop-down lists should be used wherever possible. Such an approach allows for consistency of data on prospective students which in turn permits comparison and analysis.

1.6. Prospective students visiting the LUNEX website, including departmental and faculty pages, should be encouraged to submit their data by completing enquiry forms. Data submitted via these forms will be automatically uploaded to the CRM.

1.7. Study Services can provide faculty staff, academics, or representatives of academic units with enquiry forms in various formats for use at events to ensure that enquirer data collected fits the format required by the CRM.

2. Engaging with Enquirers

Since enquirers are prospective students who have actively expressed an interest in LUNEX, it is important to engage with them to provide them with the specific information and encouragement that they need in order to apply.

In this context, good practice means the following:

2.1. Providing targeted, personalised information according to the enquirer's specified requirements to deliver an excellent prospective student experience.

2.2. Sending attractive and engaging emails to enquirers via the CRM.

2.3. Inviting enquirers to relevant events and activities, e.g. open days, presentations, webinars, and recruitment fairs.

2.4. Providing direct interaction with LUNEX students to receive first-hand testimonies.

3. Open Days

In this context good practice means:

3.1. Provision of relevant information about the open day including clear instructions on how to find the venue.

3.2. A programme of events made available in advance of the open day.

3.3. Information on what arrangements there may be, should parents or carers decide to accompany the visitor.

3.4. Ensuring that all staff and students involved are fully aware of their responsibilities and are available at the required times and venues.

3.5. A welcome point.

3.6. Well-briefed staff (academic and administrative).

3.7. Representation from professional service departments, faculties, and academic departments.

3.8. An informal tour of LUNEX.

3.9. The opportunity to meet current students.

3.10. Sending a follow-up email to attendees and non-attendees alike (these emails should have different content).

3.11. Open Days can also be performed as an online event.

4. Social Media

4.1. The Marketing department manages the central student recruitment-focused social media accounts.

4.2. The social media accounts are used to promote LUNEX as a desirable institution at which to study, as well as to connect with students and to provide them with relevant information about studying at LUNEX.

4.3. The ultimate focus of the social media sites is to drive traffic to the institution website where prospective students can gain more information and register their interest in studying at LUNEX.

4.4. Student Recruitment and Marketing assist with responding to questions from prospective students received via LUNEX's main general social media accounts.

5. Engaging with offer holders

Not all applicants who receive an offer from LUNEX will go on to accept the offer (sign the contract). Offer holders will often be in receipt of offers from multiple institutions. It is therefore important to engage with offer holders to provide them with the information needed to make an informed decision about whether to accept LUNEX's offer.

Good practice in this context means:

5.1. Provision of information highlighting the key benefits to the offer holder of studying at LUNEX / the Department / the Programme.

5.2. Information on scholarships and funding.

5.3. Information about the career benefits of a LUNEX education.

5.4. Providing direct interaction with LUNEX students to receive first-hand testimonies.

5.5. Appropriate offer-holder events (presentations, opportunities to talk to academics, current students, and alumni).

5.6. Attractive and engaging conversion emails.

5.7. Invitations to join social media groups for offer holders in order to foster a feeling of being part of the LUNEX community.

Section 2: Student Recruitment Communications

6. Policy and Good Practice

6.1. LUNEX uses a Client Relationship Management (CRM) system, SalesForce, as an integral part of its student recruitment operations. The CRM is managed by Student Recruitment.

6.2. Good practice in student recruitment means keeping in touch with prospective students at key points from enquiry to enrolment, and at each stage providing them with valuable information to help them in the decision-making process.

6.3. Student Recruitment keeps in touch with all prospective students by sending out student recruitment communications and as well as transactional or functional emails dealing with specific stages of the application process.

6.4. Student recruitment communications are sent by email via Microsoft Outlook.

6.5. Student recruitment can allow direct interaction with LUNEX students to provide candidates with first-hand testimonies.

6.6. In line with GDPR guidelines, student recruitment communications are sent only to prospective students who have actively given their consent to be contacted.

6.7. The CRM system is intended to be a central repository for all prospective student enquirer data.

6.8. The CRM system is used to send both automated and manual email communications to prospective students and offer holders as part of the student recruitment process.

6.9. Good practice when creating student recruitment emails includes the following:

6.9.1. Emails should be personalized.

6.9.2. Emails sent via the CRM should be targeted and specific to the individual. This helps to maximise the relevance of the information contained within the email and helps to ensure that value is provided to the recipient.

6.9.3. They should provide engaging copy setting out customer value proposition for the institution or department.

6.9.4. They should drive traffic to the website.

6.9.5. They should include testimonials or student views.

6.9.6. They should carry the signature of a named individual in the department or Head of Department.

6.9.7. They should use hi-res images unique to the department rather than using stock images

6.9.8. They should provide links to short, high value video content.

6.9.9. Emails should be image rich and text light

6.9.10. Emails should contain one call to action, copy for enquirer.

6.9.11. Application acknowledgement, and conversion emails relating to relevant academic subjects and departments are written by the respective departments, with Student Recruitment supplying targets.

7. Enquirer emails

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

General enquirer emails

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

7.2. Enquirers receive a series of three emails:

7.2.1. Thank you for your interest in LUNEX (+24 hours after registering their interest).

7.2.2. Application information (+7 days after registering their interest).

7.2.3. Fees and funding information (+14 days after registering their interest).

7.3. Copy for the general enquirer emails is written by Student Recruitment

7.4. Enquirers can be offered to get direct interaction with LUNEX students to receive first-hand testimonies.

Subject-specific enquirer emails

7.5. The subject-specific enquirer emails are sent out to enquirers who have expressed an interest in a specific subject of interest. They are sent out in addition to the general enquirer emails.

7.6. Subject-specific enquirer emails are sent out +3 days after enquirers register their interest.

7.7. Copy for the subject-specific enquirer emails is provided by the faculties.

8. Conversion emails

General conversion emails

8.1. General conversion emails are sent out to all applicants who have received an offer of admission (contract), but who have not yet accepted the offer. These emails are sent to offer-holders who have not accepted their offer 14 days after the offer was made. Applicants are also called.

Subject-specific conversion emails

8.2. The subject-specific conversion emails are sent out to all applicants who have received an offer of admission, but who have not yet accepted the offer. These emails are sent only to offer-holders who have not accepted their offer 18 days after the offer was made. The content of these emails will differ according to the level of study that the enquirer is interested in. Copy for the subject-specific conversion emails is provided by the faculties. They are checked and/or updated annually.

8.3. Offer-holders can be offered to get direct interaction with LUNEX students to receive first-hand testimonies.

9. Ad hoc emails

9.1. Good practice in student recruitment also means using the CRM to send out ad hoc emails to prospective students to provide them with additional information. Such emails include the announcements of new programmes, invitations to open days, invitations to recruitment events including fairs, presentations, and webinars, notifications of new scholarships and any delays to application processing/decision making.

10. Management of registrations for student recruitment events

Good practice in this context means the following:

10.1. Use of the CRM to manage registrations for all student recruitment events organised by Student Recruitment, e.g. open days; public presentations; webinars.

10.2. Sending a registration confirmation to registrants via the CRM.

10.3. Sending an event reminder to registrants.

10.4. Recording of attendees or participants at. the events and ensuring that attendees are recorded in the CRM.

10.5. Sending a post event email to attendees.

10.6. Sending a post event email to registrants who did not attend.