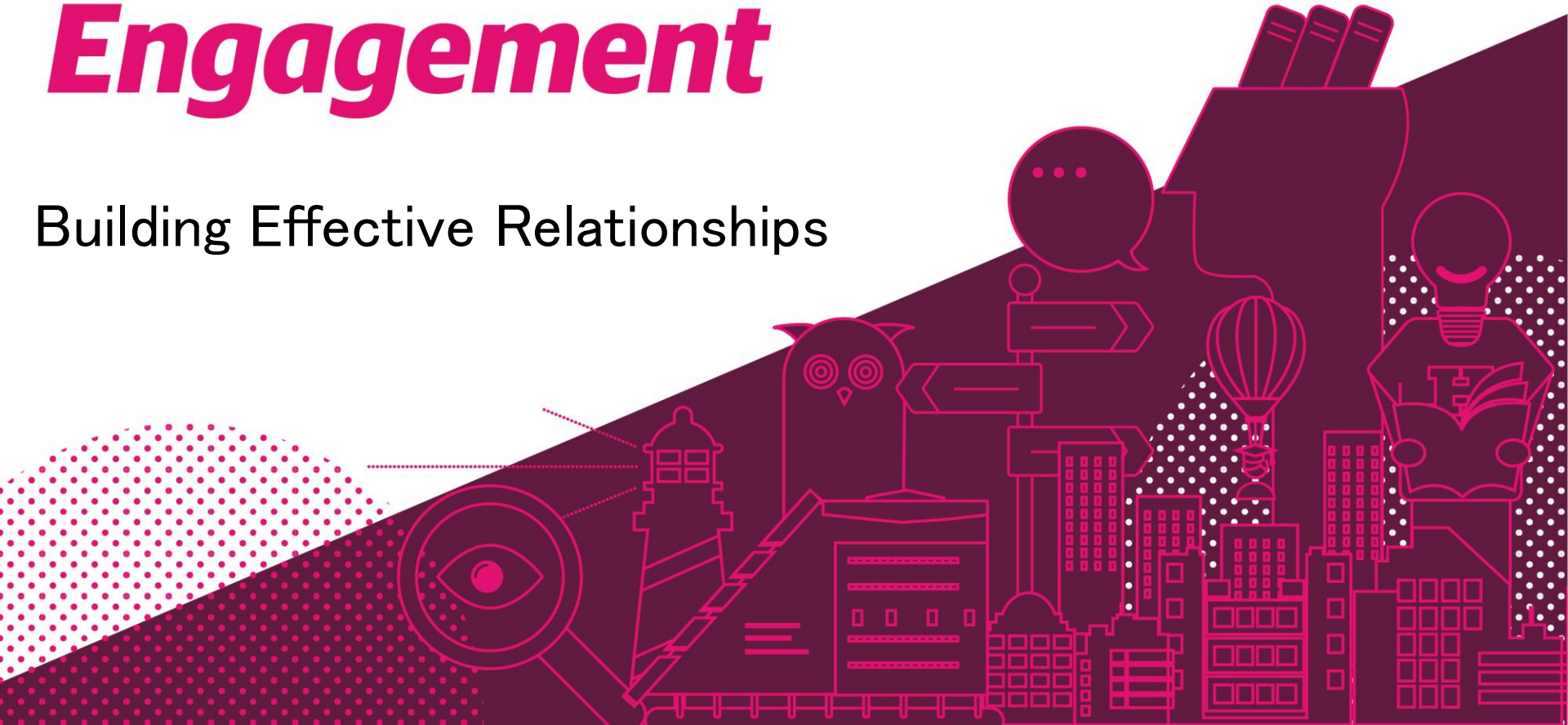


Schools & Colleges Engagement

Building Effective Relationships



Who are we?




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Schools and Colleges
Engagement Coordinators

Sheffield Hallam University
UK Student Recruitment



Session overview

- Who do we work with?
 - Why is it important to build relationships with key partners?
 - How can you build better relationships?
 - Top tips
 - Questions
- 

Who do we work with?

In your tables, use your flipchart papers to write down who you work with - both internally and externally to your university.

Internally

- Academics
- Team members
- Faculty contacts
- Student support services
- Admissions teams
- NCOP Teams
- Other university departments (marketing, events, facilities)

Externally

- Teachers and Advisors
- Careers teams
- Independent Career agencies
- Companies (HDA, Placement)
- Accommodation providers
- Car rental companies

Why is it important to work closely with these partners?

- ✓ We want to support students
- ✓ We want to see as many students as possible

BUT.... What do the schools benefit from our relationship?

"Because we are dealing directly with the university, it enables our students to get up to date information that we can't always provide. To know that you are on the end of a phone or e-mail for advice benefits us greatly."

"Our students benefit from being able to meet current university students, to hear an up-to-date impression of student life, and to ask them the questions they may not ask their teachers. Your outreach talks about applying to university complement our in-school guidance on applications well. It's important that students hear what the universities are looking for and how they use the applications".

"We really value the relationship we have with the team at Sheffield Hallam. They provide great guidance to our students on various HE topics and as a large number of our students apply to Hallam it is a relevant and useful link. Also the organisation and communication from the team is excellent and always reliable. "

What else can you offer to your contacts?

Enhancing your offer:

- Additional assemblies or workshops
- Faculty specific tasters
- Promoting useful events (selection events, masterclasses, special guest lectures, etc.)

Building your reputation:

- Rapport
- Knowledgeable (being the go-to person)
- Promotion of your institution (know your local market!)
- Recruitment is key

Academic Relationships

Sheffield
Hallam
University

School and college
engagement programme

The challenges

- Academic v School / College priorities
- Understanding schools
- The value of engagement and activity
- Managing expectations



Solutions

- Communication
- Trust
- Collaboration - use each others expertise
- Proactive v Reactive



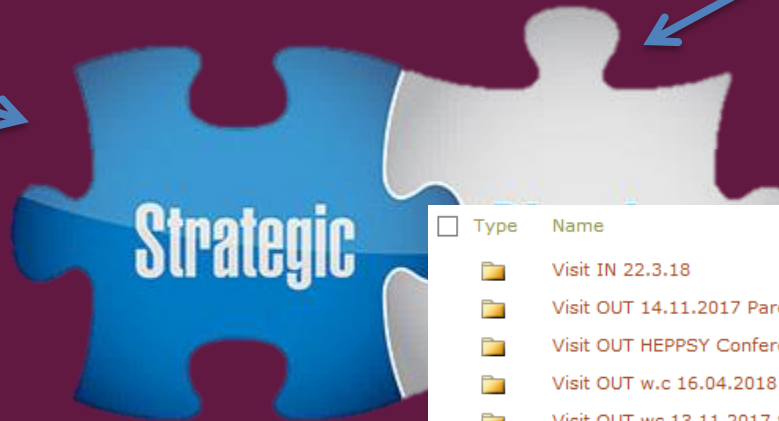
How do we work with our partners?

Know and understand your offer

- Post 16
- Pre 16
- Faculty
- Community

Organisation and forward planning:

- Visit folders
- Session information
- Presentations



<input type="checkbox"/>	Type	Name
<input type="checkbox"/>	Folder	Visit IN 22.3.18
<input type="checkbox"/>	Folder	Visit OUT 14.11.2017 Parents' Talk
<input type="checkbox"/>	Folder	Visit OUT HEPPSY Conference 06.11.2017
<input type="checkbox"/>	Folder	Visit OUT w.c 16.04.2018 UCAS and Personal Statements
<input type="checkbox"/>	Folder	Visit OUT wc 13.11.2017 Study Skills
<input type="checkbox"/>	Folder	Visit OUT wc 26.02 Why HE
<input type="checkbox"/>	Folder	Visit OUT wc 29.01 Cash Course

[+ Add document](#)

Understand your student population, linked to specific schools and colleges

- Popular subjects
- Previous trends

Keep open communication:

- Visits in to Uni for academic support
- Events out to promote any uni relevant activities i.e. open days, masterclasses, selection events, etc.

Activity - scenarios

Within your role, you will work with a number of different partners on a day to day basis. On your tables you have a scenario card.

There are **2** scenarios:

1. A large visit request sent in
2. An academic scenario

Work through the scenarios and on your table discuss:

A. What would you do to address the scenario, thinking about building effective relationships?

B. What techniques would you use to engage with that partner effectively to achieve the desired outcome?

Write your plan on the flipchart provided, you have 10 minutes to complete. Be prepared to feedback.





TOP TIPS

- **Early planning for the year ahead - September meetings**
- **Personal contacts across your partner institutions**
- **Professionalism**
- **Build rapport**
- **Gain trust and develop your knowledge**

Things won't always run smoothly but be flexible and prepare to adapt!

Learn from yourself and others to find the best way to build working relationships across different partners.

Keep open communication flowing to support each other.

Any Questions?

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