

SUBJECT FOCUSED, STUDENT DRIVEN: WHAT WORKS IN FACULTY RECRUITMENT EVENTS

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OVERVIEW

- Why Subject-Specific Events Matter
- Crime Scene to Court: The Example
- Tailoring Content for Different Audiences
- Balancing Academic & Recruitment Input
- ACTIVITY: Designing Cross-Faculty Events
 - Using Data to Measure Impact
 - What Doesn't Work
- ACTIVITY: Working with Academics – Challenges & Solutions
 - Lessons Learned & Best Practice

WHY SUBJECT-SPECIFIC EVENTS MATTER



Engages students more deeply



Supports teacher/adviser
priorities



Shows real pathways into HE



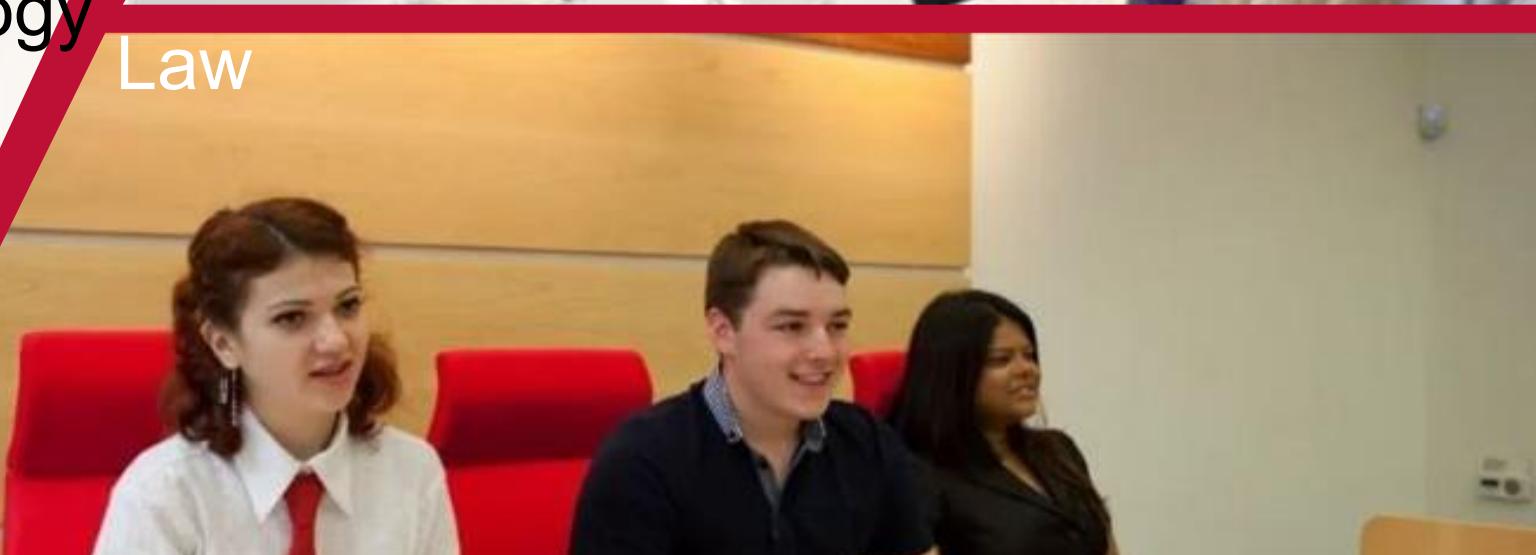
CRIME SCENE TO COURT: THE EXAMPLE

Professional Policing

Forensics

Criminology

Law



TAILORING CONTENT FOR DIFFERENT AUDIENCES

Building meaningful content
through school engagement



Collaborating with academics to
develop insight-informed
workshops



Adapting content for GCSE and A-
level learners.



BALANCING ACADEMIC & RECRUITMENT INPUT



Pre-event planning



Recruitment framing – Call to Action



Avoid “lecture mode”

Time	Activity	
9.00am	Arrival and Registration	
9.30am	Event Briefing and Case Video	
9.45am-10.35	Group 1 – Policing	Group 2 – Forensics
10.40am-11.30am	Group 1 – Forensics	Group 2 – Policing
11:30 – 12:15pm	Lunch	
12:20pm- 13:10pm	Group 1 – Criminology	Group 2 – Law
13.10pm – 14.00pm	Group 1 – Law	Group 2 – Criminology
14:00pm – 14.15pm	Career Pathways and Next Steps	

ACTIVITY: DESIGNING CROSS- FACULTY EVENTS

- In pairs/small groups (2 minutes):
- List subjects that naturally link
- Note existing joint events
- Create one new taster idea
- Be ready to share!



USING DATA TO MEASURE IMPACT



22



58



1,025



963

FEEDBACK

1. Overall, how would you rate your experience of this event?

Excellent: 45%

Good: 45%

90% of all students rated our events 'Good' or above.

2. How useful was this event for encouraging you to consider Higher Education?

Very Useful: 44%

Useful: 47%

91% of all visitors found our events useful in considering HE

3. As a result of the event, how likely are you to apply to the University of South Wales?

Very Likely: 18%

Likely: 42%

60% of all visitors were more likely to apply to USW because of the event.

WHAT DOESN'T WORK

- 🚫 No clear CTA
- 🚫 Too academic
- 🚫 No interactivity
- 🚫 Too much in a short period of time
- 🚫 Academics – sometimes!



ACTIVITY: WORKING WITH ACADEMICS – CHALLENGES & SOLUTIONS

- 5 minute talking groups
- List challenges working with academics
- Write any strategies that help
- We'll share ideas afterwards.



LESSONS LEARNE D & BEST PRACTIC E

-  Student-first mindset
-  Academic
-  collaboration
-  Narrative-driven
-  tasters
-  Clear calls to action

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THANK YOU
FOR LISTENI

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