

Postgraduate Home Student Recruitment and Admissions

EMMA PRICE UK POSTGRADUATE STUDENT RECRUITMENT MANAGER



Today's session

Postgraduate Taught Recruitment Activity

- Target markets
- Activity type

Postgraduate Taught Admissions

- Differences in UG and PGT processing
- Can we make changes?

Discussion point



What are the challenges of postgraduate home recruitment?

Postgraduate Recruitment

Continuing Students

- Students who enrol onto a postgraduate degree directly after finishing their undergraduate degree
- Your own undergraduate students
- Undergraduate students from other institutions

Returning Students

- Career changers
- Those looking to upskill
- Learning for fun
- Alumni

Discussion point



What does
postgraduate
recruitment
activity look like?

Postgraduate Recruitment Activity

External Market

- Recruitment Fairs
- Postgraduate Open Events
 - In person
 - Virtual
- Webinars
 - Subject specific
 - Support services
- Student sessions



Postgraduate Recruitment Activity



Internal Market

- Presentations
- Drop in sessions
- Information sessions
- University careers fairs
- Collaboration with internal stakeholders

Postgraduate Recruitment Activity

External Market

- Bursaries and Scholarships
- Digital campaigns
- Website
- Nurture tracks
- Out of home advertising
- Third party advertising

Internal Market

- Bursaries and Scholarships
 - Alumni Discount
- Internal communications
- Intranet
- Webpages
- Emails
- Telephone calls

Discussion point



How does the admissions process differ for postgraduate applications?

Postgraduate Admissions

No UCAS for PGT applicants

- No unifying system for postgraduate applications
- Very manual process
- No Clearing

Multiple entry points

- September and January entry points
- CPD / modular courses often have rolling monthly entry

Postgraduate Admissions

Improving PGT Home processes

- Simplified process for Keele UG students
- Removal of references



- Do we need a PGT Network?
- Do any already exist?
- Would you be interested in joining one?



Thank you

Email: e.price@keele.ac.uk

Keele University
Newcastle-under-Lyme
Staffordshire
ST5 5BG
+44 (0)1782 732000