

<b>Session Title:</b>	<b>Making Hybrid Engagement work; developments and opportunities for PG</b>
<b>Speaker(s):</b>	<b>Andrew Cooper, University of Liverpool</b>
<b>Chair:</b>	<b>Michelle Terrell</b>
<b>Reporter:</b>	<b>Hannah Goodwin</b>

<b>Speaker/Institution Bio/Information:</b>	Andrew Cooper Hybrid Delivery Coordinator at the University of Liverpool UK Student Recruitment, Admissions & Widening Participation
<b>Overview/Aim of session:</b>	To understand when we should hold in-person events vs virtual and how to ensure each activity is complemented by the other.
<b>Workshop Content</b>	<ul style="list-style-type: none"> <li>• Open days, applicant days (for UG) and recruitment events – the bread and butter of our work. If we think of student with an empty jar, we need to fill that up through events so they have all the information needed to make an informed decision.</li> <li>• We need to think of wider support opportunities for students. What are the concerns students are having (finance? Careers?) – fill the jar up.</li> <li>• But what about user journey? Best event but they won't come if they can't find it – easiest route to get there!</li> <li>• There should be no repetitive content between in-person and virtual.</li> <li>• There was an existing on-demand site for UG at UoL, the PG one was born out of lockdown and hasn't been given as much support.</li> <li>• The content should be new and different virtually – what is the difference to the taster session in-person vs what you offer online.</li> <li>• Aligning activities – PG virtual open day at UoL had 50% conversion rate of those who registered and then attended.</li> <li>• When holding PG Open Days, we often see a long introduction to PGR, PGT, student finance but does this take away the opportunity to attend academic talks? Short intro talk as hopefully</li> </ul>

	<p>students have already explored this and spend more time with academics.</p> <p>To-dos for hybrid event success:</p> <ul style="list-style-type: none"> <li>• Develop on-demand site,</li> <li>• Organise lecture drop-ins to promote your events to current UG students.</li> <li>• Mini faculty events – these may already be happening at your institution but the academic has failed to inform you. Reassure them you don't want to take over but talk to them about tracking the attendance at these events so we have the data.</li> <li>• Make use of alumni.</li> </ul> <p>Simple wins:</p> <ul style="list-style-type: none"> <li>• Simplify things – don't over complicate things – simple ways to point you in the right direction.</li> <li>• Simplify subject info.</li> <li>• Processes may be complicated at the back of house internally – but keep simple forms front end.</li> <li>• Data, data, data! – may have only 5 people turn up to your webinar but the recording had 50 views, and had X conversions – data shows the benefit and can help with academic buy-in.</li> <li>• Stay connected with HELOA and each other! Sharing best practice!</li> <li>• Let's use each other – eg local uni that doesn't do the same masters as us, can we work with your careers team?</li> </ul>
<p><b>Case Studies/Examples:</b></p>	<p><b>Task: in groups, discuss how you can embed hybrid elements in your activities.</b></p> <ul style="list-style-type: none"> <li>• Northumbria don't offer hybrid, either virtual or in-person but have started offering a virtual session before a PG open day to help students prepare for their day.</li> <li>• Uni of Manchester – currently hold a virtual webinar which is an online version of in-person talk given at PG Open Day.</li> <li>• Keele tried to provide experiences for in-person and overseas students.</li> <li>• Bristol: Make the most of your on demand content and make is visible on the website. Making sure activity is adaptable to your institution.</li> </ul> <p><b>University of Liverpool – Map the Journey</b></p> <ul style="list-style-type: none"> <li>• Data-driven to plan when to run engagements. When can we speak to our own students? With cost of living, students are taking longer to make the decision – you might speak to them at an event in late 2023 and then won't start until 2025 –</li> </ul>

	<p>playing the long game.</p> <ul style="list-style-type: none"> <li>• Create specific department plans based on best practice. Map into this – when is the best time to speak to students. Speaking to final years...but don't forget 2<sup>nd</sup> and 1<sup>st</sup> years. School asked Andrew to speak to Year 13s about PG – how do I stand out against everyone else doing a UG.</li> <li>• 2<sup>nd</sup> years – speaking to careers team, what soft messaging can you put out there. Think about exam/revision time.</li> </ul> <p><b>What to the students want to see?</b></p> <ul style="list-style-type: none"> <li>• Student ambassadors asked at University of Liverpool – but bear in mind they are already engaged... They said – they want to see facilities and speak to staff as they have seen the general content on the website. Want to know about reputation, careers etc – so this means we should keep in-person events?</li> </ul> <p><b>2024 in-person event schedule at University of Liverpool:</b> 13<sup>th</sup> March – 30 min welcome talk 5:30pm, from 6pm meet rep from department and have tour of facilities with 6:30pm – 8pm information fair</p> <p><b>Get ready module at University of Liverpool</b> There was an existing resource for transition from UG to PG – differences between UG and PG – but is this a useful resource? Track this and work with other teams to see how useful it is. Could we send this as part of the comms journey? Assumed knowledge can be a downfall! Don't assume current students know what you're talking about.</p> <p>Keele – talks about offering a regional discount Liverpool region – collaborating on showcasing the area and all the universities there – mutually beneficial.</p>
<p><b>Scenarios/Roundtable discussions:</b></p>	<p>Who can you gain support/resource from? (Not academics!)</p> <p>Who does both international and UK – have conversations with your IO about how you can work together to target specific audiences.</p> <p>Offering different sessions at different times – times that suit the students!</p>

<b>Questions and Answers:</b>	n/a
<b>Summary</b> <b>Key takeaways:</b>	<ul style="list-style-type: none"><li>• Think about the user journey of an applicant and when they would like to receive information – then work out if that information is best served virtually or in-person.</li><li>• Create department specific plans based on best practice and use these to inform your event plans and schedule.</li><li>• Make sure your virtual content and in-person activity complement each other and don't duplicate.</li><li>• Keep things simple for the user.</li><li>• Use your data! An event may have small conversion rate but all registered users are leads.</li><li>• Let's connect – speak to your careers teams, alumni and share best practice with HEI colleagues – you may be able to target students at other local universities that don't offer the same courses.</li></ul>