

**Manchester
Metropolitan
University**

Unlocking successful UG to PG progression strategies

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Overview

- The development of a UG to PG working group across several teams.
- The UG to PG focus aims to streamline the transition from undergraduate to postgraduate studies for current final year students or recent graduates.
- This initiative is designed to retain talented students, enhance their academic journey, and support their career aspirations.
- The Fast Track to Masters scheme - by offering a clear pathway and dedicated support, we aim to increase postgraduate enrolments and foster a culture of continuous learning.



Tracking UG to PG activity

- Fortnightly meetings in initial set up of group, moved to monthly once established.
- It fostered collaboration between recruitment, admissions, marketing, and academic teams.
- Rotation in chair and minutes, the chair then presents once a month at a senior campaign meeting.
- We reviewed previous UG to PG ‘campaigns’ to identify what worked and what didn’t.
- This included tracking student activity, awareness campaigns, and events.
- We also leveraged insights from the student communications team and academic intranet resources.
- Simple things like having a team's chat and meetings set well in advance gave the campaign gravitas.

Knowing our audience

2024 enrolment figures:

- 51% mature (25 and over) +6%
- 65% female -1%
- 39% BAME -14%
- 39% part-time +19%
- 61% full-time -19%
- 26% identify as having a disability +10%
- 15% identify as LGBTQ+
- **33% Man Met graduates**

What we did

The UG to PG campaign includes various activities such as:

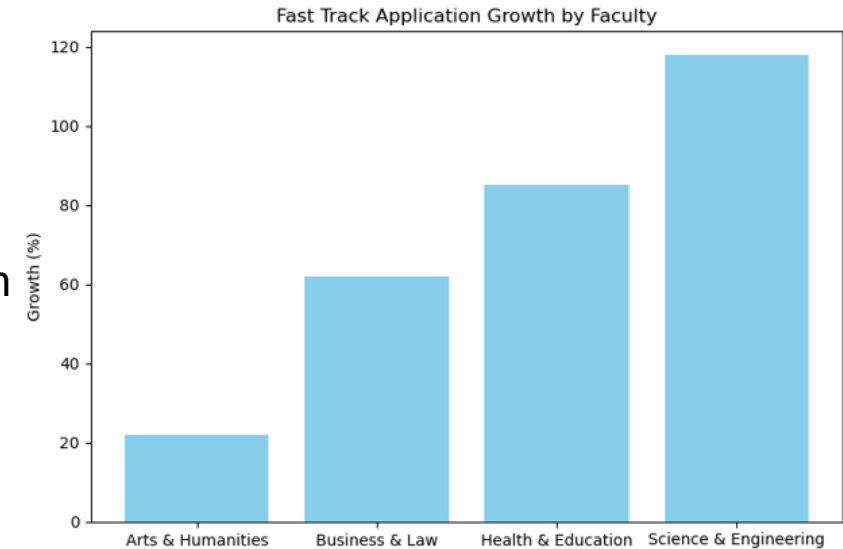
- Dedicated webpages
- Intranet pages for staff and academics
- Digital screens around campus
- Email communications
- Webinars
- Focus on current students attending our open days.

Fast track to masters

- Collaborative approach from Academic leads, Faculty planning, PGT recruitment team, PGT admissions team, PG campaign team and PG faculty marketing teams.
- The Fast Track to Masters scheme allows final year UG students to apply for relevant masters courses via a simplified process
- They are guaranteed conditional offer.
- The scheme includes two application windows (Jan and May)
- Added a new window before/during Graduation – students will receive an unconditional offer if they have met the entry requirements for the course.
- Also extended it to 2024 graduates who have been highlighted from the Graduate Outcomes Survey

Fast track success

- 2023/24 – started with one faculty before graduation
- Two more joined after graduation
- 2024/25 – Fast track scheme was at the ‘helm’ of the UG to PG campaign
- All four faculties were on board from the start
- Complex courses and different application routes considered.
- Academics involved from the start.
- Applications increase from 105% - accepts up to 25% in total
- Offer holders can accept their offer via email rather than a portal
- Courses that need an interview or have a portfolio requirement were included as well as MArch, Social Work and some LawCab courses.



What we've learnt

Key learnings from the UG to PG campaign:

- The importance of early and targeted promotion to drive applications
- The need for continuous monitoring and adjustment of campaign strategies
- The value of diverse promotional channels to reach a wider audience
- The impact of dedicated support and clear pathways on student engagement
- Buy in from the most senior leaders at the University

Next steps

Future actions for the UG to PG campaign:

- Continue promoting the Fast Track to Masters scheme
- Enhance digital and print promotional activities
- Monitor and analyse campaign performance data
- Adjust strategies based on key learnings and feedback

