



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

# PG Open Days: Can they work alongside UG?

Cardiff Metropolitan University

Claire Brown & Katie Marshall-Gamston

# Who we are

Claire Brown

Head of UK Student Recruitment  
and Outreach

17 years experience working in home  
UG recruitment

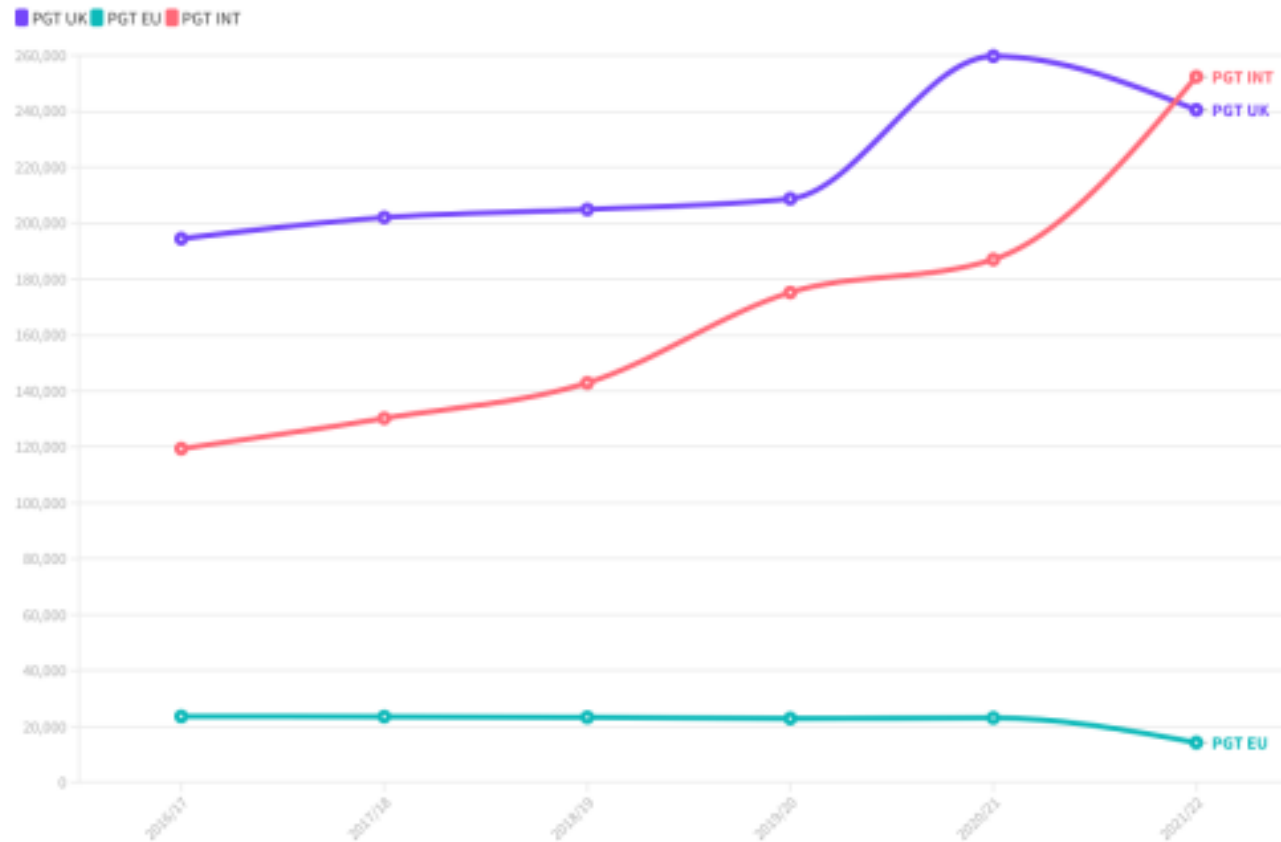
Katie Marshall-Gamston

Student Recruitment Events Manager

8 years experience working in home  
UG recruitment

# Who they are

UK First Year PGT by Domicile



Source: HESA

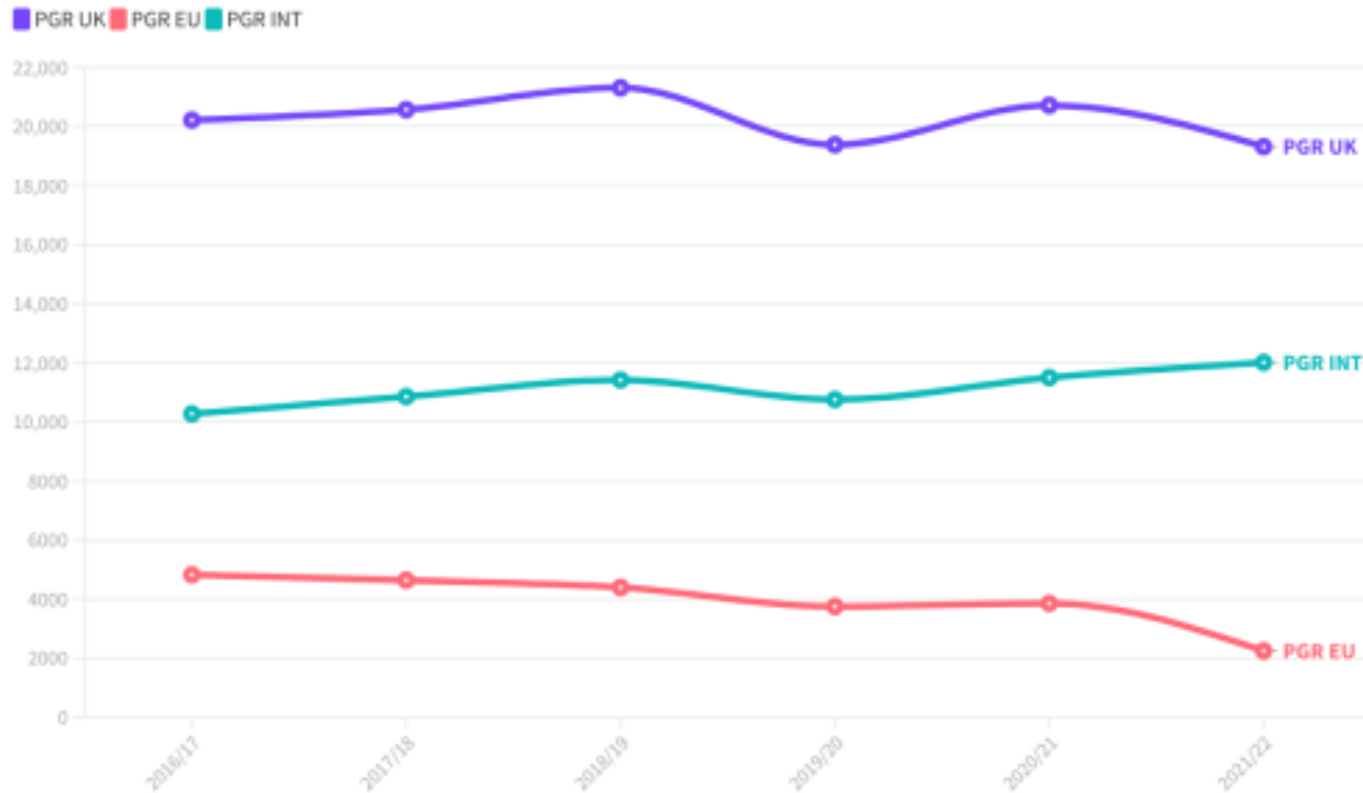
International overtook domestic PGT recruitment in 2021-22

Domestic enrolments fell back after a pandemic increase

EU student numbers fell by 38% as Brexit (eventually) impacted visas and funding

# Who they are

UK First Year PGR by Domicile



Source: [HESA](#)

Find  University

There isn't the same international growth at PGR

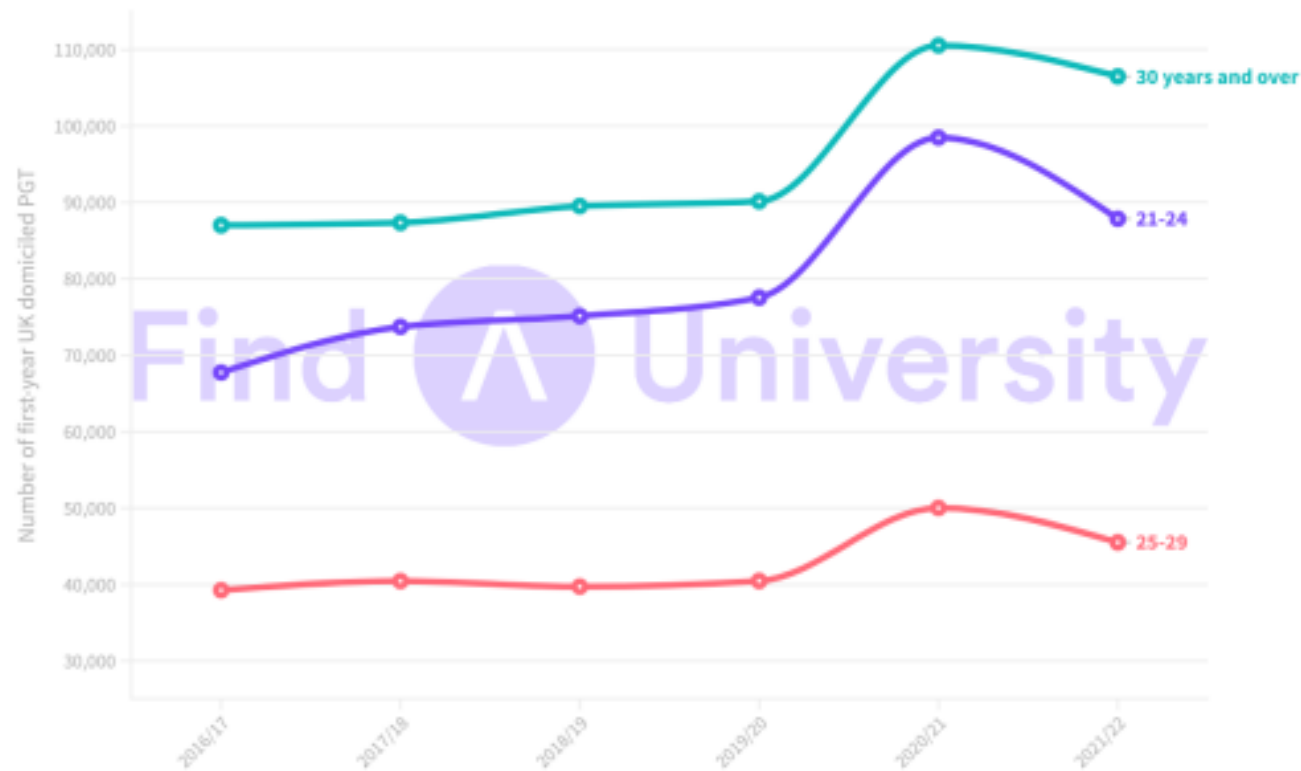
Domestic recruitment is less impacted by the pandemic

EU student numbers fall faster and further

# Who they are

UK PGT growth by age group

■ 21-24 ■ 25-29 ■ 30 years and over



Source: HESA

The pandemic had an outsized impact on older PGT audiences

This is a 'carrot and stick' effect

These audiences have proven more robust (21-24 enrolments fell by 11% in 21/22; 30+ only fell by 4%)

# Postgrad at Cardiff Met

- 90 postgraduate courses – predominantly PGT
- Around 3200 students
- 63% international focus



# Blended Open Days

## Undergraduate Timetable

- Welcome Talk
- Course Talk
- Finance Session
- Campus Tour
- Accommodation Tour

## Postgraduate Timetable

- Welcome Talk
- School PG Talk
- Campus Tour



Does it work for you?



# Feedback



## Academics

- No course talk
- Small PG numbers compared to UG



## Organisers

- Logistics difficult
- Double the classrooms needed



## Students

- Felt it was a bolt on to UG
- Wanted more course specific info

# Back to the drawing board

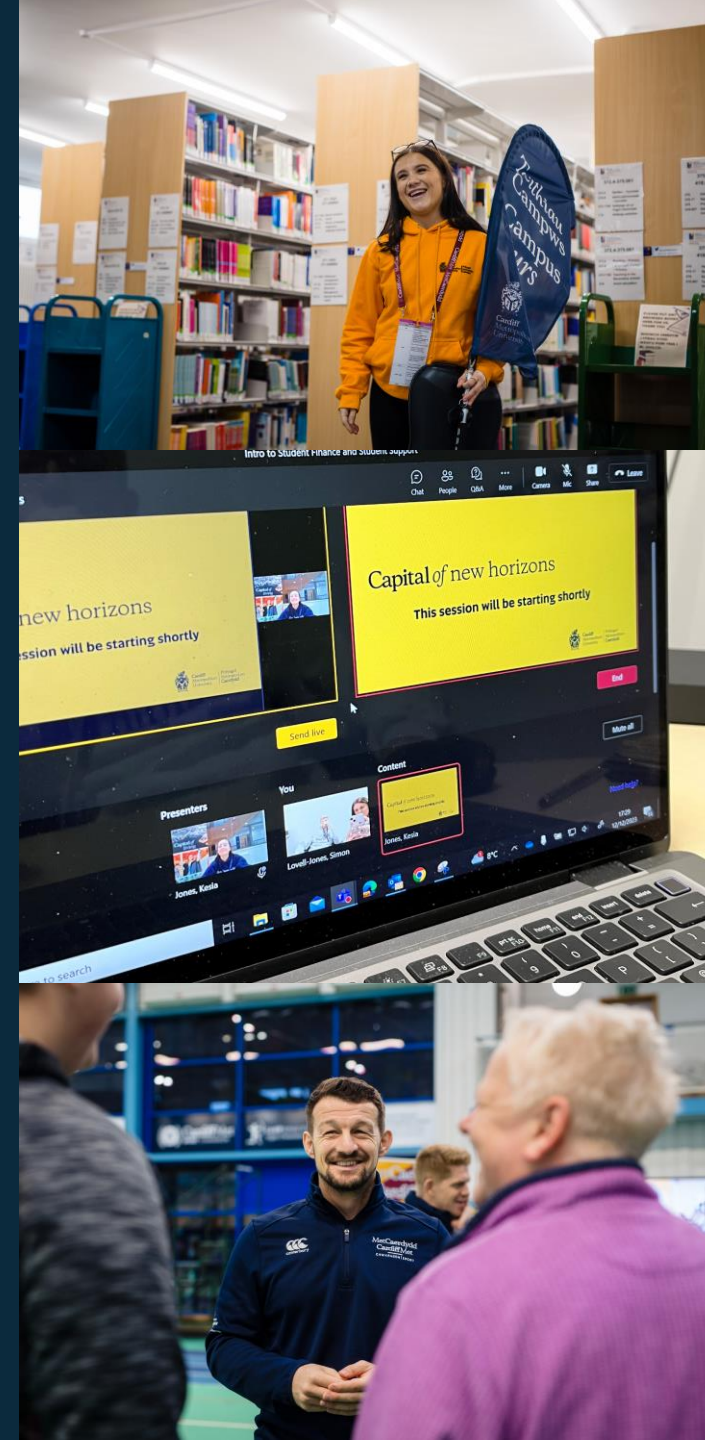
What do they want?

How do they want it?

When do they want it?

# What we could offer

- Personalised campus tours
- I:I meetings
- Space in lectures to discuss further study
- Pop up stands on campus
- Link with professional bodies
- Link with local businesses
- Team up with other universities
- Q&A webinars
- External HE events
- Open evenings



# Cardiff Met PG Events overview

