

Recruitment Strategy Group

The University's Committee Structure aims to put the University in a position of strength to deliver the evidence base that will enable us to engage with the OfS and its conditions of registration: [Office for Students conditions of registration](#).

Individual Committees are expected to utilise a range of indicators, quantitative and qualitative intelligence and horizon scanning that will enable them to monitor and review trends and spot (early on) any issues that may affect compliance. In doing so, they are empowered to drive and effect changes accordingly.

Purpose and Scope

Newman is a University where institutional sustainability is almost wholly dependent on meeting student recruitment targets. Consequently, this is a key strategic objective that has short, medium and long-term implications for the wellbeing of the institution and is a key element on our risk register. The Recruitment Strategy Group (RSG) will maintain a sharp focus on meeting recruitment targets and will seek to integrate and maximise contributions from across the University towards this goal.

The purpose and scope of the RSG is to keep under review and ensure the effective implementation of University strategies to maximise student recruitment; to encourage the development of an integrated approach to recruitment and to ensure compliance with relevant regulatory requirements. This remit covers the entire marketing and recruitment cycle, inclusive of the applicant experience up to and including the enrolment onto taught courses at Newman.

Terms of Reference

- To develop, monitor and drive forward the University's strategies for the recruitment of students
- To monitor agreed recruitment targets and ensure appropriate awareness and ownership of recruitment across the University
- To monitor and evaluate the success of agreed strategies and related action plans as required

- To establish and disseminate good practice in recruitment, conversion and outreach activities as developed and owned by Faculties and Directorates
- To have a high-level oversight of statistical information regarding applications, acceptances and enrolments as managed by ROG
- To agree the profiling and prioritisation of budgets as apportioned to Faculties and Directorates for the purposes of marketing, recruitment and outreach activities
- To monitor and ensure compliance with other key statutory requirements as they emerge
- To conduct an annual review of the efficacy of the Group and its actions
- To set and monitor the work of the Recruitment Operations Group (ROG) and any other relevant task and finish groups as determined to be appropriate to enact the business of RSG

Reporting

The Group will report to the University Leadership Team (ULT).

Quoracy

50% plus one. Attendance of members will be monitored on an annual basis.

Frequency of Meetings

The Group will meet monthly throughout the year or as required.

Membership

Membership of the Group will be:

Pro Vice-Chancellor or his/her nominee – Chair
 Director of Communications and Marketing – Vice Chair
 Executive Dean, Faculty of Education
 Executive Dean, Faculty of Arts, Society and Professional Studies
 Chief Financial Officer
 Associate Deans
 Deputy Registrar
 Head of Admissions
 Deputy Director of Marketing and Student Recruitment
 Planning Manager or nominee

(Other members of staff may be invited to attend as required.)

Servicing & Arrangements for Papers

Senior Executive Assistant, Directorate