



Student Recruitment & External Relations Procedures

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Revision history

Version	Type (e.g. replacement, revision etc...)	Date	History (reason for changes)
1	Combination of processes to reflect new department structure and support new Policy		Supports new Policy that replaces: <ul style="list-style-type: none"> • Communications Policy • Photography, video and media consent Policy and forms • Social Media Policy • Use of Bradford College Brand Identity Policy

Monitoring and review

This procedure will be reviewed by SLT and the Head of Student Recruitment and CMT Committee every year in line with the Student Recruitment Policy.

1. Student Recruitment & External Relations Procedures

The purpose of the Student Recruitment & External Relations policy and subsequent procedures detailed below is to ensure that Bradford College achieves its strategic objective, to Grow the College income through student recruitment. **The Vice Principal Recruitment & Communications** will deliver recruitment through:

- Effective marketing campaigns and website/social media
- Strategic schools' liaison and stakeholder engagement strategy
- Outstanding customer service at every level
- Positive management of brand and reputation

All of these aspects require collaboration and a single college approach to student recruitment.

The College will:

- Support all staff to deliver effective outreach to drive recruitment and reputation where needed, including:
 - remission time for curriculum staff to support recruitment activity and events (as per AWAMS agreed)
 - non-teaching staff time in lieu for recruitment or admissions activity as approved by HoD
 - a commitment from all HoDs to support admissions and enrolment activity with any staff that are available as identified in an annual calendar
- Provide an agreed framework for everyone to work to, that will support effective recruitment through budget and resource for Student Recruitment to grow college income.

This will be led by the Head of Student Recruitment & External Relations, in collaboration with HoDs and senior leadership team, through delivery of annual plans that are reviewed each quarter

- Overarching corporate marketing plan and schools strategy
- Department plans developed and co-resourced with each HoD
- Strategic sector and stakeholder engagement strategies delivered annually
- PR and communications annual calendar and reputation improvement plan

2.

The **Head of Student Recruitment** is responsible for:

- Ensuring all plans are developed in collaboration with relevant teams
- Ensuring KPIs for Student Recruitment are met at each PR
- Delivering marketing, schools and stakeholder engagement strategies provide the best ROI
- The college's brand and reputation is managed effectively
- Recruitment data is reported in a timely manner to inform business planning effectively
- New product development and business opportunities are identified and supported in a timely and effective way
- College recruitment targets being achieved
- Ensuring all college communications are GDPR compliant and advertising is CMA compliant

All Executive Leadership and wider SLT are responsible for the following:

- Strategic stakeholder engagement at events, meetings, boards as appointed
- Supporting all college led events as required
- Strategic insight into annual recruitment planning

All Heads of Curriculum Departments are responsible for the following:

- **PR and Communications**

- Ensuring their staff all follow Student Recruitment Policy and make sure any external communications with media outlets, press, TV, radio go through the Student Recruitment team to ensure the college reputation is managed effectively.
- Provide the Marketing team regular good news and student experience stories to promote their area throughout the year.
- Work with Marketing to plan, submit and win awards every year that can be used as kite marks of quality, eg. AoC Beacon, World Skills, local education awards.
- When running their own social media platforms, ensure any staff in their team doing this work have been trained by Student Recruitment in best practice and ensuring Student Recruitment have admin access to all accounts at all times.

- **Schools & Stakeholder Engagement**

- Work with the SEO team to provide Taster Day dates for effective recruitment so events can be well planned (FE, Adults, Higher Technical as applicable to their area)
- Share best practice and deliver engaging activity at all college open events
- Develop lesson in a box for schools and outreach/community tasters and competitions with the SEO team to promote curriculum

- **Marketing**

- Work with Student Recruitment to develop an annual marketing strategy and agree shared resources (impact to be reviewed quarterly)
- Provide insight into curriculum USPs, employer endorsements and kite marks of quality as well as support growth of alumni resource
- Where any sub brands or partnerships are developed, work with Student Recruitment (who will have final approval) on the development and implementation of these identities in line with College brand guidelines

- **Courses and Products**

- Ensure your course information is up-to-date and accurate on the master tracking document and wider descriptions on College website
- Work with Student Recruitment to add additional useful information to website such as staff and student case studies, employer endorsements and examples of student experience
- Provide a timely list of course to market in line with the prospectus production schedule
- Notify Student Recruitment of any planned new provisions as early as possible and any course closures as part of the PR/BP process

- No courses to be closed or cancelled unless approved through the Business Planning or Performance Review process
- **Events**
 - HoDs to ensure all of their staff are available to support recruitment events as required. Curriculum staff to attend all college Open Events and tasters throughout the year. Non-teaching staff to be appointed events to support on a rota as agreed by the HoD and Student Recruitment team.
 - Any events involving external parties to be approved by Student Recruitment at least 1 week prior to the activity taking place.
- **Admissions**
 - All curriculum HoDs to provide sufficient resource to support interviews and enrolment activity throughout the year at key times of recruitment.
 - All professional service HoDs to provide staff on a rota to support enrolment activity as required.
 - All curriculum HoDs to provide detailed criteria for entry onto courses, in order for correct IAG to be delivered by admissions. To be reviewed annually.
 - All curriculum HoDs to work closely with Admissions Lead to coordinate progression enrolment in a timely manner.
- **Social media and public spaces**

All staff are expected to represent the college in a positive manner, as per the staff contract, our values and code of conduct. This includes mentions on social media, and public commentary on any digital or published platform. Staff are reminded to:

- only comment within your own area of expertise to provide individual perspectives on non-confidential activities at the College.
- never represent yourself or the College in a false or misleading way. All statements must be true; all claims must be substantiated.
- use common sense and courtesy at all times when speaking on behalf of the College.
- seek guidance from the Head of Student Recruitment before participating in a what may be considered a sensitive subject online (for example, intellectual property rights, issues affecting the College's reputation, a crisis situation).

Supporting documents:

- Model release and consent form
- Bradford College Brand Guidelines
- Admissions and Enrolment guideline documents