



Flexible Recruitment

.....without the acrobatics

10th June 2010

**Beverley Woodhams
Recruitment & Admissions**



Flexible Recruitment for UoG

Plan for the session

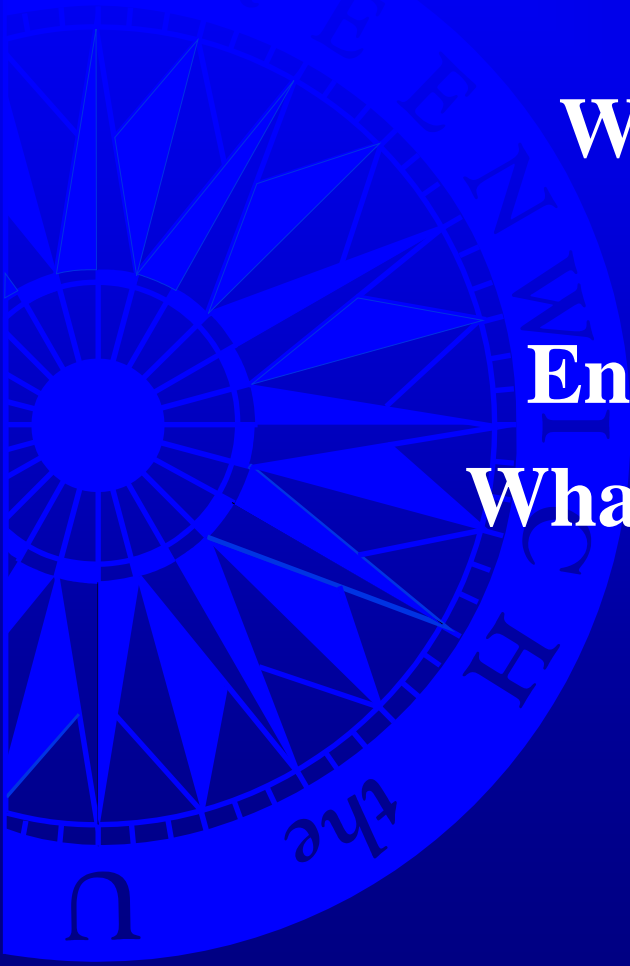
Who are our Students?

Where Are They?

Engagement & Activities

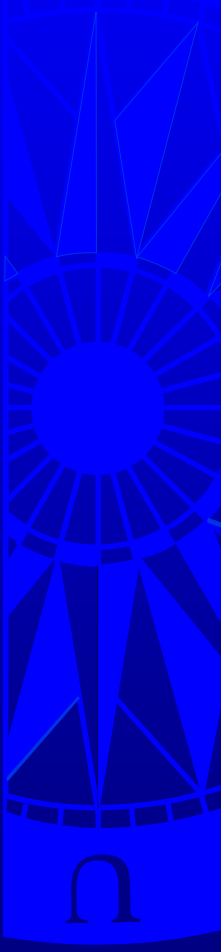
What Have We been Doing?

Current Project

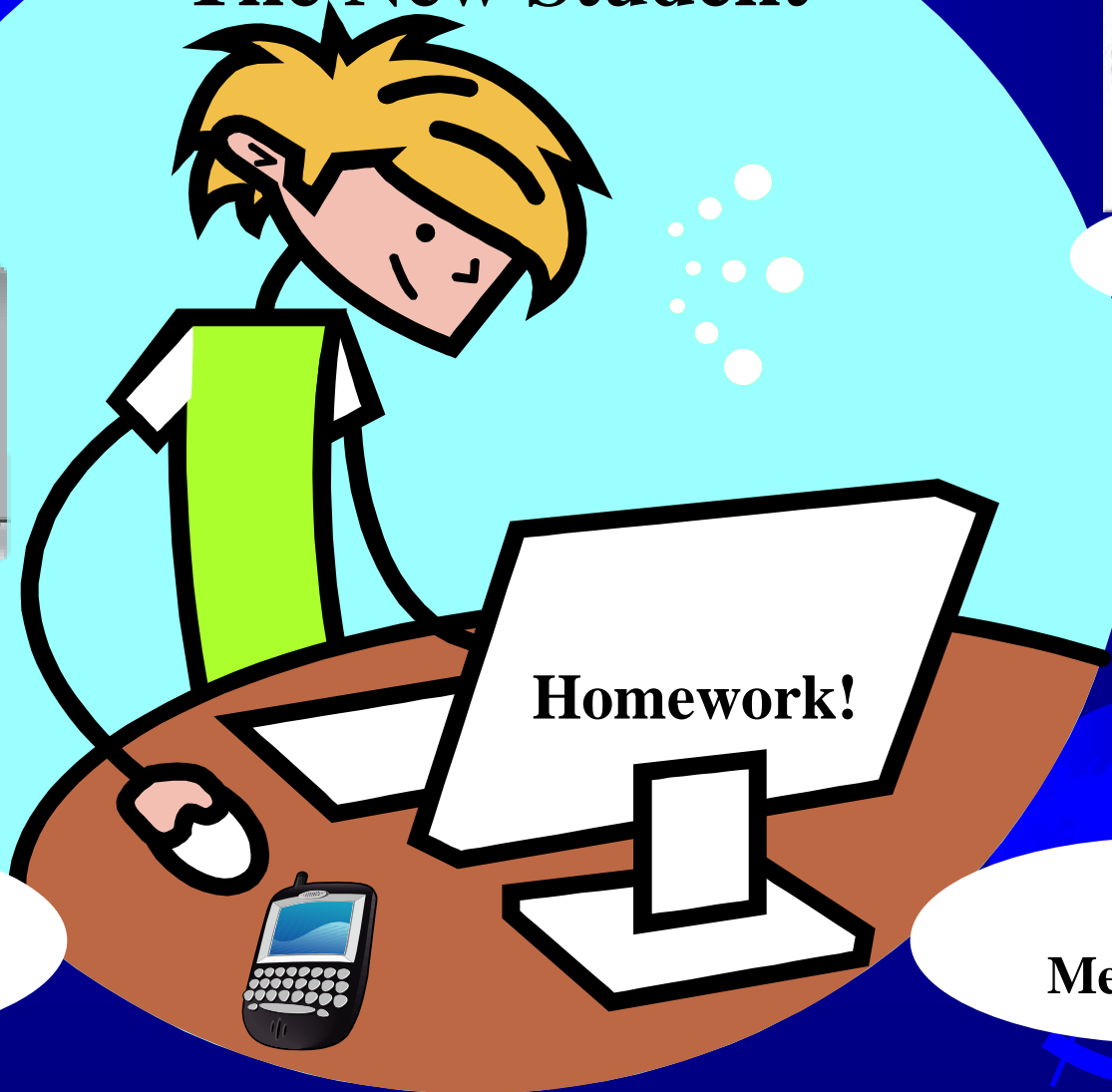


Flexible Recruitment for UoG

The Way we Were



The New Student



Music

Television

Homework!

**On the
Phone**

**Text
Messaging**

New Student (1)

HOMO ZAPPIENS

aka 'Mouse' Potato



Flexible Recruitment for UoG

New Students (2)



Where Are They?

Out There
In Here
Everywhere!

Retail
Business
Community Groups
Adult Education
British Forces
Public Service

HOW DO WE ENGAGE THEM?



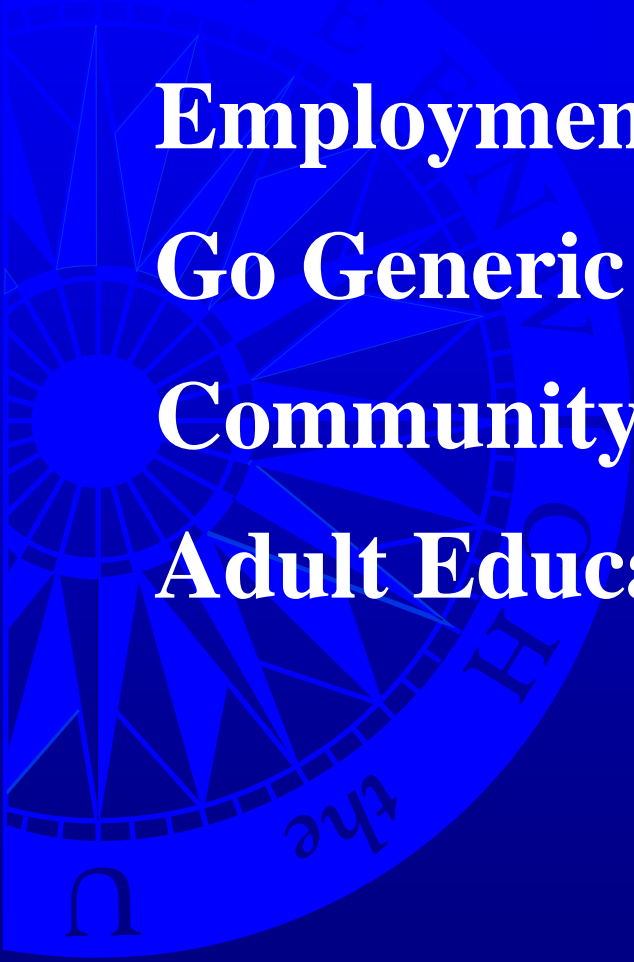
Engagement and Activities

Employment Focus (Not Engagement!)

Go Generic

Community Groups

Adult Education



What Have We Been Doing?

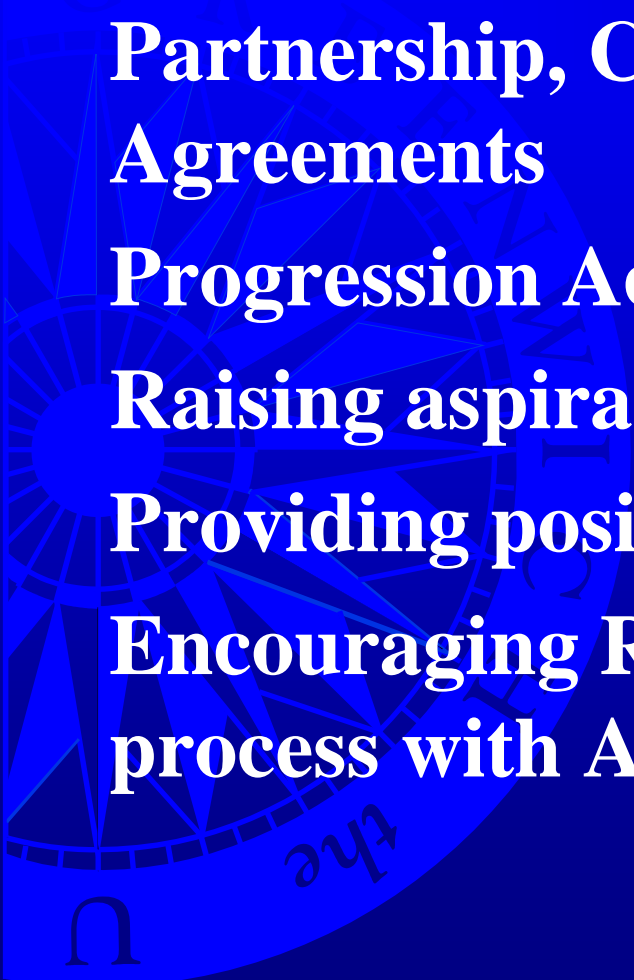
Partnership, Collaboration and Compact Agreements

Progression Accords

Raising aspirations of vocational learners

Providing positive role models

Encouraging R&A to review their admissions process with ALL students in mind.



Flexible Recruitment for UoG

Current Project

British Army

Initial Contact

Reconnaissance

Main Contact

Next Steps



Flexible Recruitment for UoG

Finally.....

**Prepare for Transition
Help during Registration
All-Year-Round Help**



Flexible Recruitment for UoG

SUMMARY

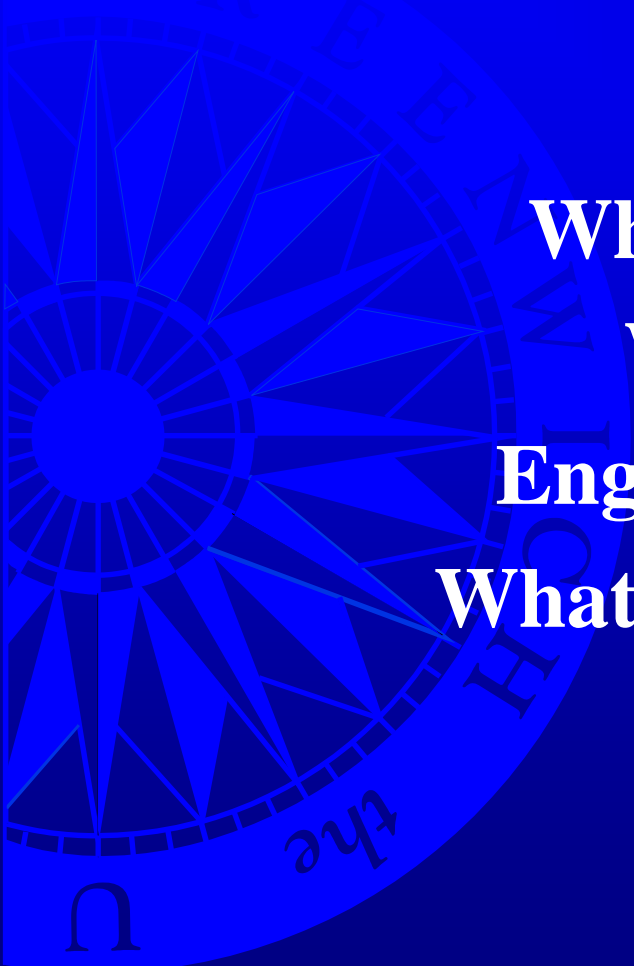
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What Have We been Doing?

Current Project



Flexible Recruitment for UoG

Your Turn!

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