

## STUDENT RECRUITMENT POLICY

### Purpose and scope

- 1.1. This section of the Consolidated Academic Policies and Regulations (CAPR) explains the principles the College applies when recruiting students including how a prospective student gets information about Higher Education and the College; applies and receives an offer; and accepts/declines their place.
- 1.2. This policy applies to the recruitment of any student to the College on or after 1 October 2017 regardless of the date of any initial action that gives rise to it. This includes students recruited both to College awards and programme taught by the College for awards of other bodies.

### Definitions

- 1.3. 'Prospective student' (or 'prospect') is a person who is interested in Higher Education and gives permission for the College to contact them.
- 1.4. 'Applicant' is someone who has completed and submitted an application form to the College.
- 1.5. 'Direct applicant' is an applicant who has not applied through UCAS or is not recruited through a recruitment agent.
- 1.6. 'Application' is the stage in which a prospect fills in an application form that details their personal information, qualifications and work experience (if relevant), as well as their selected programme and mode of study. 'Apply' is interpreted accordingly.
- 1.7. 'Offer' is a written document produced by the College when a prospect applies and meets the specific academic, personal and professional requirements.
- 1.8. 'Non-standard entry' is the process of admitting a prospect who lacks the required academic qualifications but whose application the College will assess on other factors such as work experience.
- 1.9. 'Course Advisor' is a fully trained College employee responsible for informing the student about their options for Higher Education, assessing their ability to make an application, and advising the prospective student as to the most appropriate programme and mode of study.

### Introduction

#### *Overview*

- 1.10. The College is an inclusive institution. Through our policies, the College tries to ensure that all our students have the opportunity to achieve their potential through studying at undergraduate, postgraduate and doctoral level. In line with this goal, the College implements marketing and recruitment activities that reach a wide range of students in the UK and abroad.

#### *Principles*

- 1.11. Student potential is not necessarily evident through formal academic qualifications. So the College actively seeks out prospective students who may not have considered Higher Education.

- 1.12. To achieve this, the College applies a 'channel recruitment strategy' that seeks applications from direct as well as UCAS channels and third-party recruitment agents. This is to ensure the College reaches a wide range of prospects from different demographic, ethnic, and socio-economic backgrounds.
- 1.13. The situations of prospective students vary considerably. Prospects who apply directly to the College are therefore guided individually by a fully trained Course Advisor. This ensures they are aware of their options in Higher Education with the College and outside, and apply for the programme and mode of study that suits them best.
- 1.14. The College aims to offer clear information, advice and guidance to prospective students. The College wants to enable them to make informed choices. The College also wants them to apply to programmes appropriate to their interests, academic qualifications and potential.

### Procedures

#### 1.15. *Attracting prospective students*

Prospective students may find out about the College through:

- a) digital or printed media including the College or UCAS website;
- b) editorial coverage;
- c) advertisements;
- d) word of mouth;
- e) schools or community outreach activities.

1.16. All prospects interested in the College will be invited to register their interest and the College may ask them to come in for a consultation. In doing so, the College will ensure they give permission for all communications and processing of information in line with the Data Protection Act 1998, as amended.

#### 1.17. *Information, advice and guidance*

Information about the benefits of Higher Education and the programmes available at the College are published on its website and in its printed prospectus.

1.18. Prospects and applicants may meet a Course Advisor to guide them through the application process. They may meet their appointed Course Advisor several times to ensure they have all the information they need to make an informed decision about their application.

1.19. The College trains staff continually to ensure they are giving up-to-date information that complies with our policies and regulations.

1.20. The College invites prospects to apply if it thinks they will contribute to and benefit from their proposed programme and can meet its conditions. These may include personal information such as proof of UK residency, academic qualifications, proof of English language competency, and – for non-standard entry – references.

1.21. When an applicant has filled in an application form, they will meet a student finance officer to ensure they are eligible for a student loan or can self-fund.

### Advice

- 1.22. Advice for students on student recruitment, and the associated lower-level College rules is available from the Student Recruitment Team (courseadvisors@gsmlondon.ac.uk).
- 1.23. Advice for staff on student recruitment is available from their nominated Academic Policy Partner or Head of Recruitment.
- 1.24. If any staff development needs are identified, these may be discussed with members of the Staff and Educational Development Team.

### Fees

- 1.25. No additional fees or charges are associated with this policy.
- 1.26. The College is not liable for financial or other consequences arising from action under this policy.

### Legal and regulatory context

- 1.27. This policy has been informed by the UK Quality Code for Higher Education (UKQC), "Part A: Setting and Maintaining Academic Standards". The UKQC is the definitive reference point for all UK Higher Education institutions and sets out how academic standards are established and maintained and how the quality of learning opportunities is assured and enhanced.
- 1.28. The College may not be bound by the principles in paragraph 1.27 and this policy alone may not provide the procedure to meet all of these principles, some of which may be met by other College policies and procedures. It uses the principles as guidance only, to help it deal soundly with these matters.

### Enforcement, monitoring and review

- 1.29. If any person or body in the College refuses to comply with a request or decision made to enforce this policy, their refusal must be reported to the Academic Registrar, who will take such action to enforce this policy as they think necessary.
- 1.30. Each year, the College must receive a report that enables it to monitor, identify and act on any shortfalls in how these regulations are interpreted and applied. The annual report must include statistical data on recruitment; the channels; the outcomes, Departments and programmes to which they apply; the length of the process; and the equality characteristics (including sex, disability and ethnicity) by channel and separately of those who apply.
- 1.31. Every three (3) years, the College must review this policy to ensure that:
  - a) it remains up to date and continue to meet the expectations of the UK Quality Code, applicable legislation or guidance;
  - b) areas of improvement, or any concerns, raised by students, external examiners, or professional bodies have been addressed; and
  - c) opportunities to reduce unnecessary bureaucracy have been taken.

### **Schedule (not part of the policies and regulations):**

*Responsible Officer: Head of Student Recruitment*  
*Approved by: College Executive Group*  
*Version: 1.0*

*Date: 1 June 2017*

*Monitoring and Review Body: Faculty Board*

*Effective From: 1 June 2017*

*Next Scheduled Review: June 2020*