

UNIVERSITY OF  
BIRMINGHAM

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## Services for Schools and Colleges

Yvonne Williams

Head of Undergraduate Recruitment

# Student Recruitment and Outreach

- ❑ Providing a link between Schools and Colleges and Universities
- ❑ Raise awareness of higher education opportunities
- ❑ Offer information, advice and guidance to pre-applicants and applicants
- ❑ Information and resources for parents, teachers and careers advisers



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# Student Recruitment

- ❑ Aim to recruit high quality students to the University
- ❑ Raise the profile of Birmingham, encourage engagement with Birmingham and showcase all that we have to offer.
- ❑ Activities in schools and colleges throughout the UK, on campus and virtually
- ❑ Largely work with sixth form students, some activities in Years 10 and 11
- ❑ Support to Teachers and Careers Advisers

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# Outreach

- ❑ Aim to raise the aspirations among local students in order to widen participation in higher education
- ❑ Framework of activity from Year 7 to Year 13
- ❑ Masterclass programme
- ❑ Summer Schools
- ❑ Mentoring
- ❑ Campus quiz events
- ❑ A2B – 289 students in 2012
- ❑ Realising Opportunities



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# Schools liaison

- ❑ Over 400 school visits and 37 UCAS fairs
- ❑ Presentations –
  - applying to university
  - benefits of Higher Education
  - choosing a course and university
  - tips for applicants
  - personal statements
  - writing UCAS references
  - Student Life
  - Student Finance
- ❑ Careers Events in school
- ❑ CPD sessions in school

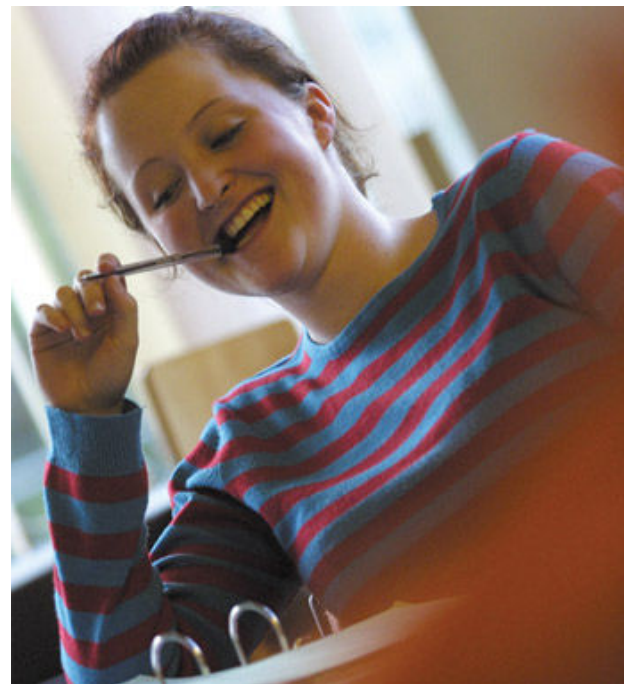


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# Our activities

- ❑ Year 10 Discovery Days
- ❑ School Visits to Campus
- ❑ Open Days – over 50,000 visitors each year
- ❑ Open Day Teacher's Forum
- ❑ Conferences for teachers and careers advisers
- ❑ Video Conferences
- ❑ Supporting academic engagement



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# Resources

- ❑ @Birmingham e-newsletter
- ❑ Schools and Colleges Update
- ❑ Videos giving advice and guidance  
[www.youtube.com/unibirmingham](http://www.youtube.com/unibirmingham)
- ❑ E-learning modules
  - ❑ Tips4Uni
  - ❑ Skills4Uni
- ❑ [www.twitter.com/unibirmingham](http://www.twitter.com/unibirmingham)



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