

Student Recruitment special

Meet the team

The Student Recruitment Office encompasses the work of three distinct teams: UK/Europe Recruitment; International Recruitment, and Widening Participation.

As we enter into a new year, in this *News&Views* special you'll learn more about the work of the office, the staff it employs and the services it offers.

Contact us:

W700, Tower Three, ext 6613. See: www.lse.ac.uk/studentrecruitment



Back row, l-r: Raoul Morley, Lucy Green, Hilary Webb, Katy Redfern, Gino Graziano, Niaomi Collett. Front row, l-r: Alice Else, Ian Fielding, Catherine Baldwin, Will Breare-Hall, Phil Moss

Open days

Websites, virtual tours, video clips and chat rooms are all useful in presenting an image of the School, but they are no substitute for the real thing – being on campus and experiencing the buzz of LSE. It is for this reason that the Student Recruitment Office organises two undergraduate open days, a postgraduate open evening, and a visit day for undergraduate offer-holders each year.



The June 2006, open day hosted 2,500 visitors in total, a combination of prospective students and parents (who, with the introduction of undergraduate fees, are accompanying their offspring to their chosen universities in increasing numbers). Some visitors travelled from as far afield as the USA, Hong Kong and Thailand.

Alice Else, student recruitment officer for the UK and Europe (and beacon of calm and reason), is responsible for co-ordinating the entire day, no mean feat for an event which takes in most areas of campus and one hall of residence, spans seven hours and has 30 speakers, from academic departments and central administration, making a series of talks throughout the day.

The entire Student Recruitment Office and a small army of student ambassadors ensure that visitors are registered in the Peacock Theatre and directed around campus to the relevant events. They organise and lead tours of the High Holborn hall of residence, check that speakers are in the right place at the right time, answer visitors' questions and, overall, ensure that the day runs smoothly.

Will Breare-Hall deploys all his powers of charm and diplomacy to ensure the crowds of expectant visitors remain in good spirits as they queue to attend Phil Moss' world-famous introduction to LSE speech.

As the students attend subject talks, given by academics from the School's undergraduate programmes, mums and dads are 'treated' to a presentation of the new fees and funding procedures, and have the opportunity to ask questions about student life at LSE.



Academic and student input into these events is key; prospective students do not visit the School to chat to administrative staff. Feedback from the events is consistently positive ranging from: 'an excellent opportunity to see what life is like at LSE, I got to see everything that I wanted and more', to: 'The most well organised, efficient and productive open day I have been to', with the occasional note of dissent: 'The introductory music was not very aurally pleasing.'

The next undergraduate open day will be held on Wednesday 21 March 2007. LSE is a vibrant, exciting and challenging community; let's show it off.



So... what is Widening Participation?

Have you heard the term WP or Widening Participation before? Are you wondering what the widening participation team actually does? Are we: social workers? anarchists? do-gooders? child minders?

In fact, it's none of these. What the widening participation team actually does is run 13 different projects which aim to raise the aspirations and/or attainment levels of local state school pupils between the ages of five and 19.

In some cases we design the projects ourselves from development to evaluation and in other cases we work with local teachers, LSE lecturers, or widening participation teams at other universities to create a collaborative project.

The projects we deliver run for differing lengths of time with differing aims. LSE CHOICE welcomes 100, 16-19 year olds to campus for a series of master-classes and a summer school which lasts for 18 months. At the smaller end of the scale is ACE (Aiming for a College Education). Twenty-five Year 9 pupils (13-14 year olds) spend half a day on campus following a series of generic activities designed to introduce them to higher education.

Recent research has shown that if a child has not considered going on to higher education by the time s/he is 14, then it is unlikely that they will go.

Projects like ACE, ACE high and mentoring aim to challenge pupils' preconceived ideas about higher education. With the younger age group, our aim is not to 'sell' university, but to give pupils a gentle introduction to the language and world of higher education that other pupils may have grown up with in their families.

We also work with academic departments on local departmental initiatives. For example, we work with the Government and International Relations Departments, the European Institute and DESTIN to organise a one-day politics conference for interested sixth form pupils.

If you would like to explore similar ways of working with local



L-r: Niaomi Collett, Gino Graziano, Katy Redfern.

schools, or would like to know more about what we do, please email us at: widening.participation@lse.ac.uk

When is widening participation?

LSE CHOICE

LSE Maths

School visits

Student shadowing

Campus tours

National mentoring scheme

Student tutoring

ACE

ACE high

Moving on

Politics group conference

Summer Schools

Higher education advisers information sessions

August-May

August-May

September-July

October-March

October-July

November-March

November-March

March

March

May

June

July

July

The General Course – study abroad at LSE

For over 95 years, LSE has been welcoming study abroad students to Houghton Street. The General Course, as the programme is known, continues to offer overseas students the opportunity to spend a year studying four courses selected from any of the School's academic disciplines.

It is this flexibility that gives the programme its name and differentiates General Course students from those seeking a degree. In every other respect, General Course students are fully integrated members of the student community, an increasing rarity in a sector dominated by semester-long study options. In the current academic year, 311 General Course students have been registered, an 18.7 per cent increase on the previous academic year. These students were recruited from 120 institutions in 17 countries and represent 45 nationalities.

Together with the associate dean, Dr Celia Phillips, members of the Student Recruitment Office's International Team administer the General Course. We produce the annual General Course brochure, answer queries, maintain relationships with hundreds of overseas institutions, and manage all aspects of the application process. Regular overseas visits complement this activity and facilitate direct contact with potential applicants and their advisers. Following the arrival of the General Course students at the School, the

International Team organises a range of bespoke social activities, ranging from a welcome party to a variety of trips and short breaks, designed to help ensure that the students' experience of the School, the UK and Europe is as enjoyable and memorable as possible. Over the last year, new initiatives have seen LSE student ambassadors greet arriving General Course students at Heathrow and the introduction of a free and streamlined online application. The establishment of new agreements with third-party recruiters has extended the programme's reach deeper into its principal North American market.

Despite operating in a highly competitive and price sensitive market, the General Course remains the UK's most popular, year-long study abroad programme, delivering an academically rigorous and rewarding experience. Indeed, many students enjoy their time at the School so much they look to return for graduate study in subsequent years – which the International Team is equally delighted to help them with.



Student Recruitment Office in numbers

In 2005/06:

30 countries were visited around the world

39 talks were given by WP staff at schools and colleges

56 education exhibitions were attended by staff

182 pupils attended the WP Yr 10 & Yr 11 Summer Schools

250 final year LSE students attended the LSE Graduate Information session

266 students contacted current LSE students through the 'Email A Student' scheme

350 student volunteers helped the WP team

1,700 emails were received on average per month

4,250 prospective students toured the campus using the LSE Explorer self-guided tour

7,200 students came to our Open Days and Evenings

125,000 miles were travelled by Student Recruitment staff

It's all about choice

In November 2006, LSE's widening participation manager was invited to an international symposium in Princeton to discuss the challenges facing the UK in widening participation, and how LSE contributes to the agenda. The focus of LSE's approach at the symposium was LSE CHOICE.

LSE CHOICE, the School's flagship widening participation programme for pupils in their final two years at school or college, is a collaboration between LSE, The Sutton Trust and The Goldman Sachs Foundation. The programme seeks to develop the most talented young people from London state schools, giving them the tools they need to successfully apply to LSE and other competitive Russell Group universities. A partnership of LSE academic colleagues, local schools and colleges, funders, teaching professionals, LSE Library, Careers and Student Recruitment Office staff has ensured the successful delivery of this programme on campus.

Market research

Alison Taylor joined the Student Recruitment Office as market research officer in January 2006.

Alison's role is to assist the direction and focus of the student recruitment strategy, as well as informing the overall strategic plan of the School, by providing valuable market research as LSE seeks to expand to 9,000 full-time students.

Although based in the Student Recruitment Office, Alison is also here to support departments by providing market research for departmental development plans and new programme development. This research could include:

- providing analysis of UCAS/HESA and other data to look at trends in demand for given subject areas, as

LSE CHOICE is a co-ordinated package of activities aimed at identifying and supporting talented young people within the state school sector, focusing on economics, government/politics, history, psychology and sociology. LSE CHOICE works by enabling up to 150 students in years 12 and 13 to benefit from a varied programme over the course of 18 months:

- 15 Saturday sessions
 - a week-long Summer School
 - a two day university session and University of London open day
 - A Level results drop-in session – to advise students on the options available to them if they have not met the conditions of their offer
 - university preparation session – to advise students shortly before they take up places at university
- The first cohort of CHOICE students are due to enter university in September 2007.

- well as student profiling in UK institutions
- identifying competitor institutions/programmes so that we are better placed to assess our position in the market
- identifying likely areas of threat/opportunity that may affect School recruitment, including developments within Higher Education, both nationally and internationally
- provision of advice and information based on a collection of HE reference sources and statistics.

If you would like to contact Alison regarding any aspect of her work, or have a request for information that Alison may be able to help with, then please contact her at alison.taylor@lse.ac.uk.

Liaison with UK Schools

One of the main activities of the SRO's UK/Europe Team is the management of the School's relationships with UK schools and colleges. We have developed relationships with over 200 schools and colleges within Greater London, the home counties, and further afield in the West Country, West Midlands and the North West. Staff from all the SRO's teams plus colleagues from Undergraduate Admissions visit over 100 of these institutions each year to deliver a range of presentations to prospective students, their parents and teachers. These sessions cover the study opportunities available at the School, student life and LSESU, the application process and writing the all important Personal Statement, together with promoting the School's Open Days, 'Email-a-Student' scheme and the new Undergraduate Admissions Criteria website. The UK/ Europe Team also publish the new termly newsletter 'Focus LSE' which keeps schools and colleges in touch with developments at the School, highlights



L-r: Lucy Green, Phil Moss, Alice Else.

an academic department in each issue and includes relevant information for students and staff. Copies are available to download from the SRO website. The UK/Europe student recruitment team are: Phil Moss, Alice Else and Lucy Green.

Departmental liaison

The following members of staff are responsible for liaison between the Student Recruitment Office and the School's academic departments and groups:

- Will Breare-Hall** (w.s.breare-hall@lse.ac.uk)
Accounting and Finance; Government; Social Policy; Sociology
- Alice Else** (a.else@lse.ac.uk)
Law; Mathematics; Media and Communication; Statistics
- Ian Fielding** (i.fielding@lse.ac.uk)
Economic History; Geography; Industrial Relations; Operational Research

- Phil Moss** (p.moss@lse.ac.uk)
Economics; International History; International Relations; Management
- Hilary Webb** (h.webb@lse.ac.uk)
Anthropology; Information Systems; Language Centre; Philosophy
- If you have any questions concerning the promotion of, or recruitment to, a particular programme please feel free to contact the relevant member of staff.

Contact us: W700, Tower Three, ext 6613
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LSE overseas

LSE's Strategic Plan refers to the benefits derived from having a high proportion of overseas students at the School, emphasising the rich diversity of perspectives this creates.

Maintaining this valuable diversity at a time when competition for international students is more intense than ever, demands that the School be proactive in its recruitment and promotion. Team International (a post modern re-interpretation of the International Team) is responsible for ensuring that prospective students from approximately 170 countries outside Europe receive the information and advice they require for application and admission to the School's taught and research programmes.

Whilst the majority of the Team's work is undertaken on campus, in-country visits are also undertaken in priority markets, for instance India. Visits bring the School to prospective students, their families and advisers, raising awareness and understanding of the institution and providing useful market intelligence. In India, schools, colleges and universities along with other relevant institutions, such as the British Council, are visited and databases containing the details of enquirers are utilised to invite prospective students to LSE-specific information and counselling sessions.

The School's local Indian alumni are also involved,



L-r: Ian Fielding, Will Breare-Hall, Raoul Morley, Hilary Webb.

not only to foster their links with the School but to encourage them to join the SRO's Alumni Recruitment Volunteers scheme and continue promotional work in the Team's absence. Back in the office the International Team works closely with other administrative offices, such as the Careers Service, those dealing with admissions and the offices of Development and Financial Support, to ensure prospective students receive all the information, advice and support they need. Targeted activity of this sort has resulted in a 22 per cent increase in registrations from India over the last three years.

The International Student Recruitment Team are Will Breare-Hall, Anna Debska, Ian Fielding, Raoul Morley and Hilary Webb.

Academic recruitment volunteers

The Student Recruitment Office is extremely grateful to those members of academic staff who offer to undertake recruitment activity on its behalf.

A recent example saw dean of graduate studies Dr Julian Fulbrook conduct a number of question and answer sessions in New York City. These attracted significant interest and were greatly appreciated by the prospective students who attended.

As a consequence of successes like this, we are seeking more members of the academic community who are willing to assist with our recruitment efforts, both in the UK and overseas. Staff participating in conferences, working with colleagues, and undertaking visits etc outside the School are encouraged to combine this activity with helping LSE reach more prospective students and further raise

awareness of the large and varied range of academic programmes on offer. The type of activity undertaken would be agreed upon on an individual basis but may include:

- meeting with academic staff at other institutions to promote LSE
- meeting with, and answering the questions of, prospective students and/or applicants.
- visiting international schools to meet with guidance counselors and prospective students.
- delivering presentations on academic life at LSE to prospective students.

Academic staff interested in learning more about opportunities for involvement in our activities should email Ian Fielding at: i.fielding@lse.ac.uk.

Recruitment events 2007

Each year, Student Recruitment Office staff organise and attend recruitment events and activities in the UK and overseas.

These activities can range from individual school

visits and presentations, through to attendance at education exhibitions.

These are the external events for 2007:

2007

January

- China
- Hong Kong
- Vietnam

February

- Belgium
- Cyprus
- Ireland
- Pakistan

March

- Berkshire UCAS Fair
- Hampshire/Isle of Wight UCAS Fair
- Malaysia
- Mexico
- Northamptonshire UCAS Fair
- Singapore
- South London UCAS Fair
- Sussex UCAS Fair

April

- Central London UCAS Fair
- Kent UCAS Fair
- Surrey UCAS Fair

May

- China
- USA

June

- Essex UCAS Fair
- Hertfordshire UCAS Fair

July

- Cambridge UCAS Fair
- East London UCAS Fair
- West London UCAS Fair

August

- Hong Kong
- Malaysia
- Singapore

September

- Canada

- Kenya
- University of London Open Day
- USA

October

- France
- Greece
- Italy
- Korea
- Norway
- Spain
- Taiwan
- Turkey

November

- Germany
- Graduate Open Evening
- Manchester PG Fair
- Oxford PG Fair
- University of London Graduate Open Evening

December

- Switzerland

