

UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.6

Good practice for student recruitment content on departmental websites

Contact: www.ucl.ac.uk/staff/communications-digital-and-marketing and your Faculty Head of Marketing & Communications

Overview

1. Student recruitment information must be produced in accordance with the advice and guidance issued by the Competition and Markets Authority with regard to compliance with Consumer Protection Law as applied to higher education institutions. Further details are available at [Competition and Markets Authority \(CMA\) - advice for student recruitment](#).

2. The comprehensive suite of student recruitment content is produced across central and faculty/department websites. Content production is split broadly into the following phases:

<p>Discovery e.g.:</p> <ul style="list-style-type: none"> • What is UCL? • Where is UCL? • What degrees are offered? 	<p>CAM – Prospectus website Some Faculties</p>
<p>Engagement e.g.:</p> <ul style="list-style-type: none"> • Entry Requirements • Accommodation • Careers 	<p>CAM – Prospectus website Some Faculties</p>
<p>Detail e.g.:</p> <ul style="list-style-type: none"> • Study Experience • Facilities • USPs 	<p>Dept/Faculty websites</p>

3. Core student recruitment information for degree programmes (Discovery and Engagement phases in the diagram above) is contained in the UCL Undergraduate and Graduate Prospectuses, managed by MarComms and Digital in UCL Communications and Marketing (see [Annex 1.1.3 Undergraduate Prospectus and Associated Materials Policies and Procedures](#) and [Annex 1.1.4 Graduate Prospectus and Associated Materials Policies and Procedures](#)). This content acts as the 'single source of truth' for this information and separate production processes at faculty and departmental level which duplicate this should be avoided.

4. Detailed content about degree programmes (the Detail phase in the diagram above) should be the main focus of UCL Faculty and departmental websites as this content is best managed at this level within UCL.

Linking to Prospectus content

5. Prospective students need to find the information they need as quickly as possible and they may arrive at any UCL website page from a wide range of routes.

6. Prospectus content can be linked to from Faculty/departmental sites. The underlying aim is that students should be able to find the information they need easily and obviously.

Student recruitment content to include on departmental/Faculty websites

7. As explained above, this content should be focused on the 'Detail' phase of the student enquiry journey. A non-exhaustive list of the type of information this will include is as follows:

- Departmental facilities
- Programme staff details
- Study experience
- Assessment details