

The UCL Life Learning team

Maximising UCL's global reach and impact through an extensive portfolio of cutting-edge short courses for career enhancement and personal growth.

How can we help you?

The Life Learning team is a dedicated resource to provide you with advice, support, practical help and best practice guidance around short courses and CPD. We can help in the following areas:

Planning

- **Costing and pricing:** we can help you calculate the cost of your course, and choose an appropriate price, using our costing tools
- **Market research:** we can advise you on what to look at and why, help you develop questionnaires and conduct small pieces of research
- **Identifying your market and unique selling points (USPs):** we can coach you through this process

Developing

- **Pedagogy:** through our connections with CALT and the IOE we can provide you with the latest advice on structuring and developing a short course: face-to-face, blended or online
- **Awards and certification:** we can advise on options available for assessment and types of awards for 'Life Learners'
- **Funding:** Investment funds are available (through a bidding process) to enable you to develop a new course, explore new markets, or develop marketing materials

Marketing

- **Proactively promoting your course:** we can advise on how to market your course, your web presence and search engine optimisation (SEO), writing a marketing plan, and how to approach professional audiences
- **Marketing channels:** we can market your course through our [Life Learning course finder website](#), social media channels and other UCL channels we have relationships with e.g. the alumni office
- **Targeting:** working closely with UCL Consultants to build opportunities with the business community, we can help you explore different options and bespoke offerings

Evaluating

- **Quality and evaluation:** advice on course evaluation and recommendations on how to embed evaluation within your course
- **Feedback:** how to use feedback for marketing purposes
- **Evidencing impact:** advice on and assistance collating, writing and promoting case studies and testimonials

Contact Life Learning

E: lifelearning@ucl.ac.uk
T: 020 7679 9358 (09358)
Web: www.ucl.ac.uk/lifelearning
Twitter: [@UCLLifeLearning](https://twitter.com/UCLLifeLearning)



The UCL Life Learning team

Professor Andrew Eder

Associate Vice-Provost (Enterprise), Director of UCL Life Learning

Professor Andrew Eder leads the Life Learning team with a portfolio to facilitate the development of this activity across UCL. Having recently completed a ten year term as Director of Education and CPD at the UCL Eastman Dental Institute, Professor Eder was recognised for excellence and innovation in teaching and learning at UCL as a recipient of a Provost's Teaching Award in 2010.



Alison Pretlove

UCL Life Learning Coordinator

E: a.pretlove@ucl.ac.uk

T: 020 7679 9353 (09353)

Alison joined UCL in September 2013 from Kingston University where she worked as a Business and Enterprise Officer in the Enterprise Support Department.

Her main area of responsibility is to investigate and establish potential collaborations with external organisations to inform UCL's developing Life Learning portfolio.



Victoria Banks

Executive Assistant & UCL Life Learning Coordinator

E: v.banks@ucl.ac.uk

T: 020 7679 9358 (09358)

Victoria joined the team in September 2013 transferring from UCL Eastman Dental Institute where she worked as a Departmental PA and Programme Administrator for 6.5 years within the Continuing Professional Development unit.

Her role is to set up and streamline internal processes for Life Learning within UCL to allow for further growth and implementation of this area across the University. She also provides EA support to Professor Eder.



Asimina (Mina) Sotiriou

Senior Teaching Fellow (Quality Assurance)

E: a.sotiriou@ucl.ac.uk

T: 020 7679 9146 (09146)

Mina works across CALT and Life Learning on quality assurance for all LL courses. She has been working with UCL academic teams for the last two years to develop short courses and programmes both in UCLeXtend, the online public learning platform, and UCL Moodle.

She is creating pedagogical guidance and academic procedures to develop Life Learning courses and activities to ensure that the quality of the courses meets the UCL standard. She is also developing toolkits and training to help academics set up and run courses.



Dominic Black

Project Manager

E: d.black@ucl.ac.uk

T: 020 3549 5119 (65119)

Dominic has been working with UCL since 2012 managing the project that implemented the UCLeXtend e-learning platform.

In August 2013 Dominic joined the UCL Life Learning team to help manage project activities and the process of strategic and implementation planning.



Charlotte Harry

Website Editor

E: c.harry@ucl.ac.uk

T: 020 7679 9172 (09172)

Charlotte joined UCL from the Government Digital Service where she was a content designer on the award-winning GOV.UK website. She has a background in Higher Education and manages the content, editing, optimisation and user experience of the Life Learning website. She is also working on UCL's eXtend online learning platform.



Jenni Bozec

Marketing and Communications Coordinator

E: j.bozec@ucl.ac.uk

T: 020 7679 9021 (09021)

Jenni comes from a legal marketing background and is in place to help cement and strengthen the Life Learning brand and to give guidance to those planning courses in terms of identifying their market, channels for promotion and assistance with marketing planning.

