

**SCHOOL OF ORIENTAL AND AFRICAN STUDIES
STUDENT RECRUITMENT COMMITTEE**

Minutes

Thursday 2 November 2006

Professor Peter Robb (Chair)	
Professor Stephen Chan	Mr Terry Harvey
Professor Mike Hutt	Ms Sharon Page
Mr Sergio Carnevale	Ms Gopika Bashi
Mrs Sue Yates	Mr Michael Sherry
Mr David Atkins	

Apologies for absence: Professor Tom Tomlinson

1. Minutes of the meeting of 1 June 2006

The minutes of the meeting held on 1 June 2006 were approved.

2. Report on Admissions for entry in 2006

The Committee received a report from the Academic Registrar outlining the number of student registrations for entry in 2006, as at 27 October. It was noted that this was an interim report as a number of late registrations were still likely before the official count which would be taken in December.

It was noted that undergraduate recruitment had again exceeded targets with a total of 756 registrations (compared to 768 at the same time in 2005). Of these 112 were non-EU students compared to 99 in 2005. The School's undergraduate population was at its highest ever total. The number of JYA students had also increased compared to 2005 to a total of 40 FTE's. However the number of FT Masters students had seen a drop in numbers.

The Pro-Director reported that the School had undertaken to reduce funded student intake by 70 in 2006. However HEFCE had also granted an additional 30 funded places. This taken along with the under recruitment the School had experienced at Masters level had meant that the School was just within the funding tolerance band.

It was agreed that further measures would need to be taken with undergraduate admissions for 2007 entry to ensure that intake was effectively controlled. This would include reviewing A-level entry requirements and the use of more subject specific offers. It was further agreed that methods to ensure a more effective spread of recruitment across departments would need to be investigated. It was noted that approximately 10% of new undergraduate students changed courses within the first term. It was suggested that further investigation of this should be undertaken to see what effect this was having on departmental numbers. A review should also be taken of the admissions procedures for Masters students in improve the process and to aid the recruitment of more students. It was noted that the need for on-line admissions systems was clearly necessary as a tool for enhancing the capacity of the School to deal effectively with its admission processes.

Further measures such as better and more timely information to applicants including more details about accommodation and scholarship opportunities would also help to improve the take up of offers.

It was reported that the numbers of students registered in IFCELS programmes had been increased this year to a total of 271 compared to 223 in 2005.

It was agreed that a meeting of the Deans and Head of Finance, Pro-Director, Registrar and Head of Admissions and Recruitment should be convened in order to consider student admission targets for 2007 entry.

3. Marketing and Advertising

The Head of Marketing reported that plans were being developed to use more pre-planned advertising to decrease advertising costs. There would be a more co-ordinated approach to marketing and course advertising. This would include the redesign of adverts to create the same look and feel of material across the School.

More detailed monitoring of responses and requests for admissions materials is also going to be undertaken as a method of measuring the success of advertising activities.

4. Enhancing Core Income.

The Pro-Director reported that he had been tasked with increasing income through core activities in the coming year. In order to achieve this there would need to be a more targeted approach to student recruitment underpinned by a recruitment strategy, more detailed analysis of admission data and a process review of admission procedures.