

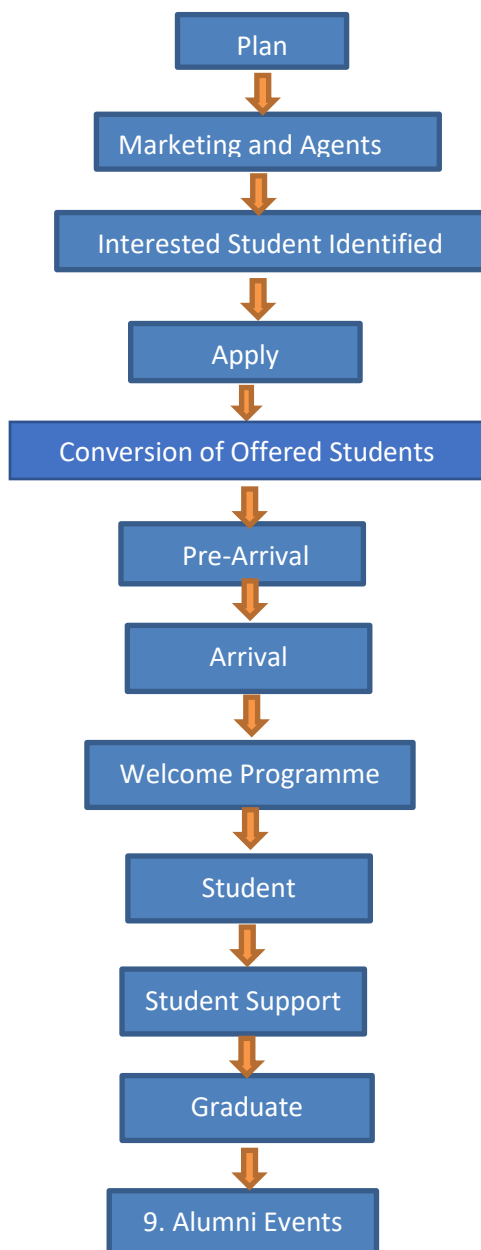
## Full Degree Business Processes

### PURPOSE

The Full Degree team key business processes relate to activities associated with the recruitment, admissions and retention of full time Non-EU students on taught Postgraduate and Undergraduate programmes. The processes incorporate marketing, partner engagement, agent engagement, student recruitment, query management, conversion activities, pre-arrival support, enrolment, welcome programme, registration, student support and alumni engagement for non-EU full time students.

### PROCEDURE

Process Map - Figure 1.1 Full Degree Process Map



## **1 Planning**

The International Recruitment Manager, International Partnerships Manager and two Recruitment Coordinators develop market specific activity plans on an annual basis. These are developed with reference to the institutional strategic plan UL@50 and the divisional business plan. The business plans contain information about non-EU student recruitment targets and results, previous years' trends, budgets spent and information from external sources. Trends in international education are closely monitored and plans are adapted on an annual basis taking market trends into account. Data sources for activity plans include Education in Ireland, ICEF Monitor, The IC, British Council, ECCTIS etc. Activity plans are reviewed twice a year, at the end of the autumn semester and again at the end of the spring semester and tweaked if needed. They are reviewed in conjunction with up-to-date application report and trends are noted and plans amended if needed.

## **2 Marketing, Recruitment & Partnership Development**

The International Recruitment Manager, International Partnerships Manager and two Recruitment Coordinators are involved in developing and implementing the marketing, partner engagement and recruitment strategy across six target regions – The Americas, India, China, Middle East, Africa and South East Asia.

Developing additional multi-layer university partnerships with the aim of creating pathway articulation agreements will contribute greatly to achieving the international student recruitment targets that are set out in the UL@50 strategy.

Regional promotional activities include: school and university visits, in-country representative promotional visits, in-country alumni promotional visits, attendance at education fairs and ministerial missions, often in conjunction with Education in Ireland and the Department of Foreign Affairs. All promotion activities have taken place virtually since March 2020, due to Covid-19.

Marketing activities aim to further raise awareness through social media channels, paid and organic digital marketing campaigns, subscriptions to online programme advertising platforms, print and online brochures and effectively managing communications through the CRM. In order to reach and exceed student recruitment targets, staff work closely with a network of 3<sup>rd</sup> party education agents and also leverage alumni for student recruitment purposes.

On campus activities include: Receiving visits from university counterparts and faculty, diplomatic visits, government agencies and sponsorship bodies, high school counsellors, education agents, prospective student and parent visits. Regular attendance at virtual future student information webinars for international students.

The management of the Agent network is crucial to the success of the recruitment team. A dedicated resource to look after this and to provide training and best practice advice to agents is recommended.

## **3 Query Management**

The Administrators and Senior Administrators respond to queries from prospective student leads, current students and alumni in an effective and timely manner. Queries come through by email, phone, website and social media. Leads are generated through in-house and external digital ad campaigns, programme advertising platforms, traditional ads and attendance at education fairs.

#### **4 Applications**

Applications for non-EU undergraduate and postgraduate programmes are now managed by GPS (Graduate Professional Services). This move took place in October 2021 and regular communication takes place in the form of weekly meetings with ULG (UL Global) and GPS. These weekly meetings will continue for 2021 and the volume of them may be reduced in 2022. A Service Level Agreement (SLA) is in place for the management of this process.

#### **5 Pre-Arrival Communication**

The Senior Administrator and Administrator provide pre-arrival contact support to offer holders by responding to queries sent to [international@ul.ie](mailto:international@ul.ie). They provide fee receipts, visa support and other letters, as required. Offer holders are invited to join a platform 'Campus Connect' where they have the opportunity to meet other international offer holders and UL Global team members, which helps with conversion. Pre-arrival countdown email communications are sent to new incoming students for 8 weeks prior to arrival, which helps with conversion and better prepares students for their arrival. General conversation communication content has been curated by the Senior Administrator and is sent to all leads as they are received by recruiters. Content includes student blogs, images, videos and alumni testimonials. General conversion communications are sent to all offer holders and deposit paid applicants from March through to August each year.

#### **6 US Financial Aid**

Through the process outlined above, US students may be entitled to financial aid. A support service is provided by a full time Senior Administrator, who provides information and support to US applicants who are eligible for US Federal Financial Aid Loans. US Federal Aid is heavily regulated and monitored by the US Department of Education. The systems operated and maintained by the US Department of Education have strict user access policies. There is a yearly financial aid audit carried out by PwC, which is submitted by the strictly enforced deadline of March 31<sup>st</sup>, 6 months after the end of the financial year in Ireland. The US Federal Aid process is clearly outlined on the US Federal Student Loan section of the UL Global website, which has a section dedicated to disclosure information for US students. Another member of staff is necessary for the process to be effective, and to manage the heightened process likely to come about through new US Medical Students from September 2022.

#### **7 International Student Welcome Programme**

The Full Degree Team is involved in the International Student Welcome programme. A fit-for-purpose on-boarding programme is provided to non-EU students during the week before the start of Semester 1. The programme allows international students to better transition to life in Ireland and at UL. It includes information sessions specific to international full degree UG & PGT students as well as a variety of social events that allow students to make connections.

#### **8 International Student Support**

During the students' period of study at the university, the team provides a number of supports, including the provision of support around immigration appointments and the delivery of visa workshops for non-EU students. The team also aid with any accommodation difficulties and other advice on integration. A project was carried out in 2021 with Clarion and resulted in students being able to self-generate many of the letters they need while studying at UL. Currently the team still

process visa support letters and cost of living letters while a solution is being worked on to add these to the student portal. The team also organises several cultural events for students, to celebrate diversity on campus, including Lunar New Year, Diwali and Thanksgiving, among others.

## 9 International Alumni Engagement

The International Recruitment Manager, International Partnerships Manager and two Recruitment Coordinators are involved in alumni engagement and in-country alumni gatherings within their regions. Alumni engagement events allows UL to raise its brand awareness in key region. It provides a network for international graduates and adds to the overall positive experience of studying at UL. Alumni Ambassadors are leveraged for student recruitment purposes to convey positive peer-to-peer authentic messages about their experience at UL, remaining in Ireland post-graduation and positive career outcomes. Engagement with the Alumni Relations Office is ongoing.

## RECORDS

All records are held in accordance with the University's Records Management and Retention Policy. Most records are held electronically on Fortis, Sharepoint, Radius CRM and SI. Other records are physically held in the office or on DSM for paper records. Specifics are listed in the relevant staff procedure manuals.

## PROCESS EFFECTIVENESS

At a minimum, the processes are monitored for effectiveness and improvement by taking input from internal and external audits, and staff input at any time.

Revision No.	Date	Approved by:	Details of Change	Process Owner
2	17.06.15	Deputy Director	<i>Changes to section 4 Application Process</i>	Amanda Glennon/Ellen O'Connor
3	13.08.15	Deputy Director	<i>Corrections to Revision History – process owners</i>	Amanda Glennon/Ellen O'Connor
4	05.11.20	Deputy Director	<i>Updated throughout</i>	Amanda Noonan/Caitriona Conway
5	03.02.21	Deputy Director	<i>Corrections to Revision History – process owners</i>	Amanda Noonan/Caitriona Conway
6	09.11.21	<i>International Recruitment Manager and International Partnerships Manager</i>	<i>Updated throughout</i>	Amanda Noonan/Caitriona Conway