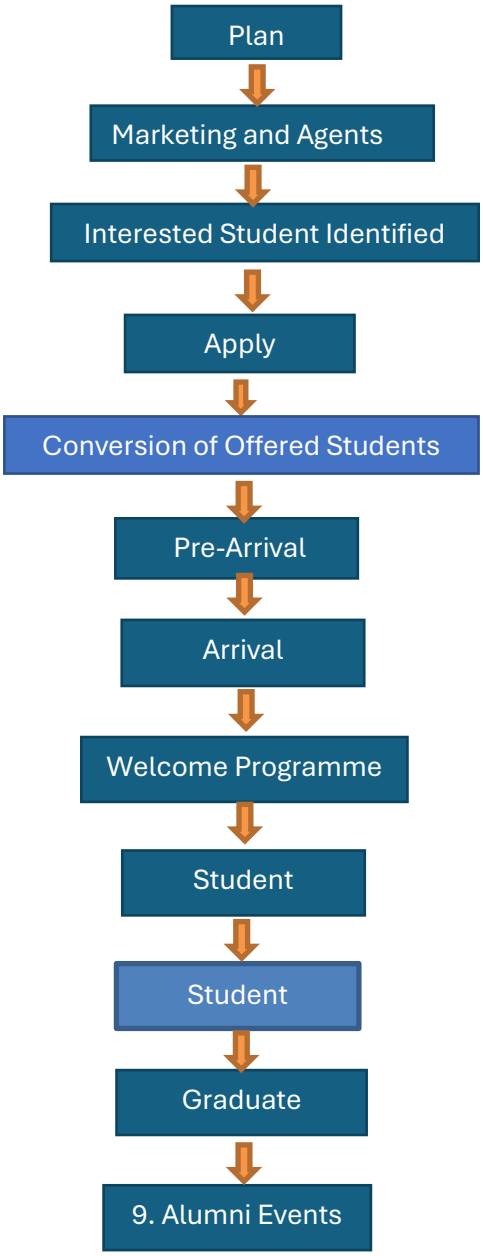
Full Degree Business Processes

PURPOSE

The Full Degree team key business processes relate to activities associated with the recruitment and retention of full time EU (Non-Irish) and 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, welcome programme, student support and alumni engagement for EU (Non-Irish) and non-EU full time students.

PROCEDURE

Process Map - Figure 1.1 Full Degree Process Map



PROCESSES

1 Planning

The International Recruitment Manager, International Recruitment & Partnerships Manager and three Recruitment Coordinators develop market specific activity plans on an annual basis. These are developed with reference to the current institutional strategic plan UL@50 and the divisional business plan. The business plans contain information about EU (Non-Irish) and 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 PIE, The IC Global, British Council, ECCTIS and various Ed Tech company insight reports. Activity plans are reviewed twice per 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, as required.

2 Marketing, Recruitment & Partnership Development

The International Recruitment Manager, International Recruitment and Partnerships Manager, three Recruitment Coordinators and a Partnerships Officer are involved in developing and implementing the marketing, partner engagement and recruitment strategy across five target regions – Europe, India, China, Middle East, Africa and Southeast Asia. The Americas management moved to the Study Abroad and Americas Manager in November 2025.

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. 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 3rd 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 Global Agents and Financial Aid Officer manages the Agent network, and this network is crucial to the success of the recruitment team.

3 Query Management

The three 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 managed by GPS (Graduate Professional Services). This move took place in October 2021 and regular communication takes place in the form of bi-monthly meetings with UL Global and GPS. A Service Level Agreement (SLA) is in place for the management of processes between UL Global and GPS.

5 Pre-Arrival Communication

The Senior Administrator and Administrator provide pre-arrival contact support to offer holders by responding to queries sent to ulglobal@ul.ie. They provide information on accommodation, visa applications, visa support letters and other letters, as required. Offer holders are invited to join a platform called 'Campus Connect' where they can 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. The Recruitment Team conduct a number of Pre-Arrival virtual webinars for offer holders in the months leading up to orientation to ensure all queries of incoming international students are addressed in advance of enrolment.

6 US Financial Aid

Through the process outlined above, US students may be entitled to financial aid. A support service is provided by an Executive Administrator and a Senior Administrator, who provide 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 Bender and Ciccotto, which is submitted by the strictly enforced deadline of March 31st, 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.

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 EU (Non-Irish) and non-EU students during the week before the start of Semester 1. The programme allows

international students to better transition to life in Ireland, Limerick and at UL. It includes information sessions specific to international full degree undergraduate and taught postgraduate 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 provide 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 work in conjunction with the Student Engagement Team to support and assist with the organisation of 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 Recruitment & Partnerships Manager, two Recruitment Coordinators and the Recruitment Senior Administrator are involved in alumni engagement and In-country alumni gatherings within their regions. Alumni engagement events allow 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 through the Alumni Ambassador programme, which conveys 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 stored on SharePoint for the time required by the process. ULG operates in accordance with the University's Records Management and Retention Policy. Any personal data that is used as part of this process is processed in accordance with the General Data Protection Regulation (GDPR) / Data Protection Acts 1988-2018, the University of Limerick Data Protection Policy and privacy notices.

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	*Changes to section 4 Application Process*	Amanda Glennon/Ellen O'Connor
3	13.08.15	Deputy Director	*Corrections to Revision History – process owners*	Amanda Glennon/Ellen O'Connor
4	05.11.20	Deputy Director	*Updated throughout*	Amanda Noonan/Caitriona Conway
5	03.02.21	Deputy Director	*Corrections to Revision History – process owners*	Amanda Noonan/Caitriona Conway
6	09.11.21	International Recruitment Manager and International Recruitment & Partnerships Manager	Updated throughout	Amanda Noonan/Caitriona Conway
7	07/02/2024	International Recruitment Manager and International Recruitment & Partnerships Manager	Updated throughout	Amanda Noonan/Niamh Kavanagh
8	03/12/2024	International Recruitment Manager and International Recruitment & Partnerships Manager	Updated throughout	Amanda Noonan/Caitriona Conway
9	05/12/2025	International Recruitment Manager and International Recruitment & Partnerships Manager	Minor revisions made	Amanda Noonan/Caitriona Conway