

Committee Terms of Reference:
RECRUITMENT AND MARKETING BOARD

Reports to: Senate

Occurrence: at least three times a year

Terms of reference last reviewed: Sept 2018; last revised: Sept 2018; and next due for review: Sept 2020

Members:

- Pro Vice-Chancellor Learning & Teaching (Chair)
- Academic Representation (to be decided)
- Director of Marketing & Recruitment
- Academic Registrar
- Head of Student Support and Careers Services
- Head of Planning
- Centre for Widening Participation and Social Inclusion, Centre Manager
- Head of International Office
- Head of Communications & Public Affairs
- Students' Union President (or nominee)

Members – to be agreed

Quorum: 5 members

In attendance:

- Deputy Registrar (Admissions) (Secretary)
- Branch Officer, AU Branch of Coleg Cymraeg Cenedlaethol

At the discretion of the Chair other University officers, as may be appropriate, shall be invited to attend meetings.

Remit:

The Recruitment and Marketing Board is responsible for overseeing and monitoring the development and implementation of the University's marketing and recruitment strategies that drive recruitment of students to the University. The Board is responsible for ensuring that the University meets the expectation of UK Quality Code Section *Admissions, Recruitment and Widening Access*

Terms of reference:

1. To consider and recommend for approval by Senate:
 - a. The University's marketing and student recruitment strategy
2. To consider and have authority to approve on behalf of Senate:
 - a. Changes to the Academic Quality Handbook in relation to Undergraduate and Postgraduate admissions.
3. To receive reports for information, and advise Senate as appropriate on:
 - a. The key performance indicators around student recruitment
 - i. Leads/enquiries
 - ii. Applications
 - iii. Enrolments
 - b. The development and review of all policies in core areas relating to recruitment and marketing.
 - c. The delivery of applications and enrolments in line with the University's strategy.
 - d. The monitoring and review of admissions processes.
 - e. The published information and communications to prospective students and applicants, in accordance with the expectations of Section C of the UK Quality Code.
 - f. The monitoring and oversight of the University's performance in widening participation and social inclusion.
 - g. Establishing and disseminating good practice in recruitment, marketing and widening access activities.

Operation

The committee may consider matters referred to it by Academic Board, Collaborative Provision Board, or Faculty Academic Affairs Committees.

KRB 13/03/2019

AB Committees ToR 201819 DRAFT for consideration by Senate Oct18