

International and Student Recruitment Plan 2022-23 (including Marketing and External Relations)

Objective
Achieve student number targets for Scottish and RUK UG and PG study for 2022/23 and 2023/24 with a particular focus on ensuring the University meets the overall SFC target. Embed a new team structure for UK Student Recruitment and Widening Participation, enabling development of detailed forward events and outreach plans. We will develop supportive outreach relationships with every secondary school and college in the Fife, Lothian and Borders region, building on existing relationships. And undertake a root and branch review of our student recruitment events at all levels, working in partnership with Schools, to ensure we use these opportunities to best sell our student experience. <i>(led by Vice Principal International)</i>
Increase international student recruitment on-campus, exceeding volume and income targets for 2022/23 and 2023/24 , with a particular focus on achieving diversity in the population. Following surge in demand from South Asia and West Africa, ensure diversity of recruitment activities are prioritised, including growth in enrolments outside most popular programmes, growth in undergraduate recruitment and growth in regional activity outwith South Asia and West Africa. <i>(led by Vice Principal International)</i>
Achievement of institutional targets for widening access in line with SFC Outcome Agreement for 2022/23 and working towards targets for 2023/24 including further strengthening partnerships with colleges in Scotland to ensure maximum progression of direct entry students, seeking to arrest pandemic-induced declines and rebuild direct entrant population to meet SFC Outcome Agreement targets. <i>(led by Vice Principal International)</i>
Meet the forecasted financial contribution from the University's Transnational Education (TNE) and Global Online activity through effective management and delivery of existing provision and make substantive progress towards the development of a new models of TNE delivery e.g. Franchise and International Centre, whilst enabling enhancements to the student experience of the Global Online student community. <i>(led by Vice Principal International)</i>
In the context of increasing international student numbers, ensure the provision of an excellent student experience from pre-entry through to successful completion of their intended course of study. We will expand the 'partnering' model used in Pakistan region in 2021 to West Africa in 2022 to enhance CAS issuance process and re-introduce in-person International Student Induction activity alongside online induction delivery – focussing online delivery with pre-arrival preparation. <i>(led by Vice Principal International)</i>
Increase the number of Edinburgh-based students gaining and international experience during their degree (non-compulsory) as outlined in the new Internationalisation Strategy. We will make a successful submission to the Turing fund for 2022/23, develop short-term mobility opportunities for individuals and groups in conjunction with Schools and Professional Services to expand the pool of students able to access mobility opportunities and ensure mobility opportunities are embedded into the curriculum design of new programmes at the approval stage <i>(led by Vice Principal International)</i>
Investigate feasibility of establishing a Foundation Pathway Centre at Edinburgh Napier , enabling growth of undergraduate level International student recruitment. If successful the objective would result in recruiting 500 students per year by 2028. <i>(led by Vice Principal International)</i>

Integrated Marketing and student recruitment activities to work cohesively in continuing to build our strong, data-driven, strategic approach for driving results against home and international University recruitment targets and enhance our reputation and appeal externally across the sector and competitive landscape. Drive, develop and implement a website roadmap for the effective governance, content maintenance and development, and journey optimisation across napier.ac.uk. *(led by Director of Marketing and External Relations)*

Deliver our communications with students and staff to ensure that they can easily access support; that we hear the student voice and two-way communications are easily achieved in the new digital platforms; students and staff are aware of the great work that is happening in ENU; and we are growing a sense of community and belonging. *(led by Director of Marketing and External Relations)*

Development of our visual identity to reinforce brand consistency across all materials, continuing to future-proof campaigns, visual brand development and development in line with the BVP and visual identity. We will deliver an updated brand hub for staff. *(led by Director of Marketing and External Relations)*

We will expand the number of alumni communications and events programme with a primary focus to broaden and deepen engagement throughout 2022-23 for identified key University Strategic projects. We will grow our network of alumni volunteers and steward this group to support alumni engagement and networking activities in the UK, at international priority markets, as well as online. Scholarship, Student Support, Bursary and Mobility Funding Growth programme established to grow sustainable annual income for disbursement to £500k by end of July 2023. *(led by Director of Marketing and External Relations)*