

**Committee Terms of Reference:**

**MARKETING, RECRUITMENT & ADMISSIONS BOARD**

Reports to: Senate

Occurrence: at least three times a year

*Terms of reference last reviewed and revised: November 2022; and next due for review: Sept 2023*

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Members:

- Pro Vice-Chancellor Learning & Teaching (Chair)
- Academic Representation (3 representatives per Faculty (UG, PG and International) plus 1 Associate Dean for Welsh Medium Academic Provision)
- Director of Global Marketing & Student Recruitment
- Academic Registrar
- Head of Student Support and Careers Services
- Head of Planning
- Director of Information Services
- Head of Student Recruitment and Widening Participation
- Head of International Recruitment and Development
- Head of Creative Marketing & Media
- Head of Admissions Operations
- Head of Marketing Conversion
- Deputy Registrar (Academic Partnerships)
- Students' Union President (or nominee)

Members – to be agreed

Quorum: 10 members

In attendance:

- Ioan Evans
- Branch Officer, AU Branch of Coleg Cymraeg Cenedlaethol
- Marketing, Recruitment and Admissions Board Minute Secretary

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

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Remit:

The Marketing, Recruitment & Admissions Board is responsible for overseeing and monitoring the development and implementation of the University's marketing, recruitment and admissions strategies that drive recruitment of UG, PGT, home and international 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*.

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Terms of reference:

1. To consider and recommend for approval by Senate:
  - a. The University's marketing, student recruitment and admissions strategies
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 Taught admissions.
3. To receive reports for information, and advise Senate as appropriate on:
  - a. The key performance indicators around marketing, student recruitment and admissions
    - i. Recruitment Targets
    - ii. Leads/enquiries
    - iii. Applications and admissions KPI
    - iv. Enrolments

- b. The development and review of all policies in core areas relating to marketing, recruitment and admissions.
  - 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 the UK Quality Code Section *Admissions, Recruitment and Widening Access*.
  - f. The monitoring and oversight of the University's performance in widening participation and social inclusion.
  - g. Establishing and disseminating good practice in marketing, recruitment, admissions and widening access activities.
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#### Operation

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