

International Students: Application to Enrolment

International Team, Student Recruitment and Admissions Service, The Hub.

Engagement of prospective students is necessary for a smooth transition to university. Here we highlight some of the conversion activity undertaken by the international office to ensure a positive experience for international students prior to their arrival in Aberdeen.

1-2-1 English Language Support

Over 4000 international applicants for September 2016 were offered free English language support from current University of Aberdeen students.

These sessions provide the applicant with a personalised English language support programme and a chance to hear about the university from a current student.

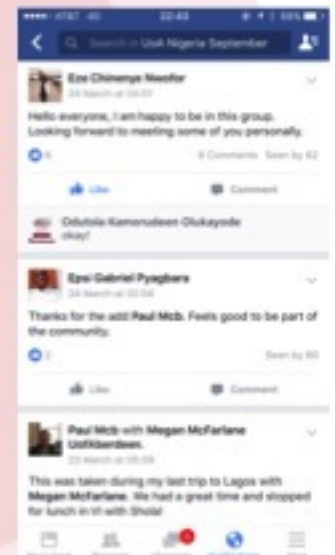


'Good day, I just want to say thank you for the English language support session. My tutor Lydia Makin is very wonderful and nice, been learning a lot from her. Just want to say thank you.'
- Nigerian Offer Holder, 2016

Facebook Groups

Applicants were encouraged to join Facebook groups for both their School or programme and also for their home country, creating a community of students before their arrival, and a chance to meet with academic staff and fellow students virtually.

'Thanks for the add. Feels good to be part of the community.' - Ghanaian Offer Holder, 2016



Academic Webinar Series

The School of Law provided a webinar series for Chinese applicants over the month of March.

Not only did this demonstrate the School's academic excellence, but it provided an opportunity for applicants to speak directly with future lecturers.



International Conversion Activity

The International Office sits with the Student Recruitment and Admissions Service and is based on the first floor of The Hub. Responsibilities are split by market, with the addition of the Applicant and Student Experience Team who work to ensure a smooth transition from the initial enquiry, to application, to acceptance and then registered student.

Conversion activities are coordinated by the International Conversion Officer, Megan McFarlane, who works closely with colleagues within the recruitment team and across the university community to provide a positive and engaging experience for potential students.

Conversion Call Campaign

From February onwards conversion calls have been conducted in key international markets by Student Ambassadors.



The purpose of these calls has been to encourage applicants to accept their offer, answer questions about life in Aberdeen, and link the applicant with Programme Coordinators in order to provide academic value to the application process.



Please direct any questions about international conversion activity to megan.mcfarlane@abdn.ac.uk