

Engaging prospective students to support their transition to university

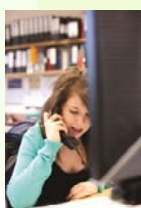
UK Team, Student Recruitment and Admissions Service, Rm 217, The Hub

Engagement of prospective students is necessary for a smooth transition to university. Here we highlight some of our Student Recruitment and Admissions recent additional initiatives to engage prospective students before arrival.

Phone call campaign

From December to March, a group of Student Ambassadors called over 8,000 UK applicants who received offers for undergraduate study. The aim was to convey the welcoming nature of the University whilst supporting each applicant's transition to university.

Preliminary feedback suggests calls were very helpful, to most, receiving an average score of 8/10 for the calls.



"The student who spoke to me was pleasant to talk to and alleviated some of my worries about travelling, accommodation and the studying."

"It was good to know that I could talk to current students about any queries. It made me feel a lot more calm about the transition."

Experience Science

This series of seven taster evenings is for local S4/S5 pupils, in collaboration with staff from geology, mathematics, engineering, computing science, biological sciences, chemistry and physics.

They introduce pupils to university teaching and facilities earlier and encourage applications for undergraduate study. As a result of attending, 65% of participants said they were more likely to apply to Aberdeen.

"It was very good to hear from the lecturer and see inside the labs."

"Thank you for giving people this opportunity!"



Parent and Applicant Information Evenings

These regional evenings held across the UK in February provided an opportunity for parents, and this year, applicants also, to meet with staff and a current student from the University. Talks were given on next steps, finance, student support and the transition to university life.



"It was very informative and useful as to the next steps in the application process and what to prepare for." (Aberdeen)

"Both my daughter and I gained lots more information but perhaps even more important was the real sense of the ethos and human face of the university." (Edinburgh)

Summer School for Access

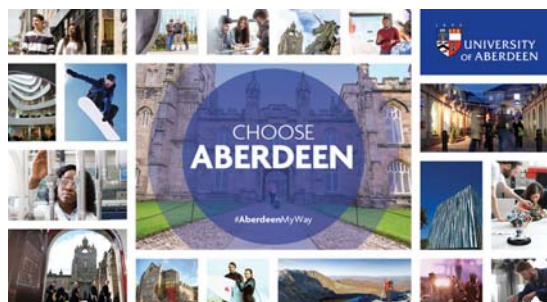
coordinated by the Widening Participation Team

The annual Summer School for Access is six week course that allows a variety of applicants to gain entry on to most of the University's undergraduate degree programmes. It is coordinated by the Widening Participation Team but academic staff are instrumental in its delivery. The course provides an excellent opportunity for students to begin to engage with the student experience.



"I would tell anyone considering applying that it is a life changing experience which will grow them as a person...The Summer School is pretty much the best thing I ever did!"

For any Summer School for Access queries please contact Chris Sojka, c.sojka@abdn.ac.uk



UK Team: Who are we?

The UK Team within the University's Student Recruitment and Admissions Services engages prospective students with the University. The team hosts events on campus, travels to events around the UK and communicates with prospective students via email, social media and telephone.

In addition to our University-wide recruitment activities, we enjoy working with colleagues from all Academic Schools within the University. Each has a 'named contact' within the UK team to help support School-led student recruitment activities within the UK. Please feel free to contact us as below.

Heather Broad, [h.broad](#): School of Geosciences, School of Medicine, Medical Sciences & Nutrition, School of Psychology

Alice White, [alicejwhite](#): Business School, School of Law, School of Social Sciences

Dr Amanda Wilson, [amanda.wilson](#): School of Biological Sciences, School of Engineering, School of Natural & Computing Science

James Wright, [j.wright](#): School of Divinity, History & Philosophy, School of Education, School of Language, Literature, Music & Visual Culture