

## Marketing and student recruitment

Key partners	Background	Targets / Milestones	Activities 2006–08
<p>University of Brighton, University of Chichester, Northbrook College Sussex, The Open University in the South East, University of Sussex, Sussex Learning and Skills Council (SLSC)</p>	<p>The Sussex Learning Network aims to build on the positive work already underway in Sussex, through Aimhigher and individual institutions, in terms of the promotion of vocational learning opportunities at HE level. We are also concerned to promote the SLN, and our activities, in striving to involve key stakeholders across Sussex. This is specifically in relation to engaging partners in joint planning activity and working towards sustainability.</p> <p>As part of the successful funding bid to HEFCE, we were awarded 725 additional student numbers (ASNs). Numbers for 2006/07 have been allocated to the partner institutions, and numbers for 2007/08 are under discussion. These ASNs will support recruitment to courses in the seven curriculum strands, and enable providers to meet the increased demand for vocational learning in Sussex that we aim to stimulate. Our annual conference will also play a significant part in our marketing activities.</p>	<p>1 Raised awareness of SLN activities and active involvement of all identified key partners</p> <p>1.1 SLN brand established and marketing materials produced <b>September 2006</b></p> <p>1.2 Working group involving key partners established to explore issues relating to marketing <b>September 2006</b></p> <p>1.3 Advertising campaign designed and run <b>August 2006 and July 2007</b></p> <p>1.4 Assess the feasibility of an online and paper prospectus for vocational learning in Sussex <b>January 2007</b></p> <p>.....</p> <p>2 Take up of 725 additional student places supporting SLN curriculum developments</p> <p>2.1 520 additional student numbers for 2007/08 agreed across institutions and courses <b>January 2007</b></p> <p>2.2 205 additional student places taken up for 2006/07 <b>July 2007</b></p>	<p>We will continue to work with designers to ensure the development and implementation of the SLN 'brand'. This will include ensuring that newly recruited staff at partner institutions are aware of and make use of our 'corporate style'. Our annual conference will raise awareness of our activities externally, and facilitate communication and sharing of information between partners in the network. Issues explored during the conference will be followed up on our website so that they remain 'live' throughout the year.</p> <p>We will design a marketing campaign in conjunction with our marketing working group, ensuring that it fits with the individual marketing activities of each institution. The campaign will raise awareness of the SLN, and promote opportunities for vocational learning in Sussex, providing an element of information, advice and guidance via a phone line linking with the 'foundation degrees in Sussex' website (<a href="http://www.foundation-degrees-in-sussex.com">www.foundation-degrees-in-sussex.com</a>). The marketing pilot in 2006 includes an element of market research which the marketing working group will use to assist with their joint planning for the 2007 campaign, and this will be completed by December 2006. Additional student numbers for 2007 will be allocated via joint planning that will be both cross curricular and cross institutional, facilitated by the SLN core team working with individual curriculum groups and the overall curriculum team. We will complete this process by November 2006.</p>