

Kingston University London

EQUALITY IMPACT ASSESSMENT REPORT

EC/4b(iii)

Title and purpose of policy or area being assessed

(Scope of equality impact assessment eg. Admissions process / disability & dyslexia provision / Student Complaints procedure)

UK Marketing Strategy

Aims and objectives of policy or area

The UK Marketing: Marketing Strategy provides a backdrop to the Education Liaison, Education Development and Student Recruitment & Events team's Operational Plans and sets out the strategic direction for the area within the context of the External Affairs and Academic Development departmental plans and the wider University Strategic Plan.

Policies / strategies included in area of assessment (if different from above)

- KU Student Ambassador Scheme
- Education Liaison – Working with External colleges, First into HE and Compact Scheme, care leavers scheme
- UK Student Recruitment and Events

Executive member of senior manager responsible for this policy or area

Alison Cahn, Mike Hill

Faculties and Departments involved in the assessment

External Affairs / Academic Development

Data / Evidence used

Qualitative and Quantitative data reviewed in the equality impact assessment

KUSA

SITS / KUSA Application Forms

Education Liaison

KU compact scheme data

KU Undergraduate profile

UK applications and progression data

UK Recruitment and Events

Profile of current UG population

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Involvement and Consultation

- *Outline of how staff and students were involved in the development of the assessment area or will be involved in the resulting actions*
- *Details of consultation undertaken to develop actions*

Current Ambassadors used in the design of new recruitment and selection procedure. Student consultations held (we need to outline what these are)

Summary of Findings

(Result of investigation of evidence, involvement and consultation including examples of existing good practice and how proposed actions will be disseminated)

KUSA

- KU Student Ambassador profile was identified as being unrepresentative of all groups, particularly Asian and Mature students.
- Equality issues were not considered in either the recruitment or training of KU Students Ambassadors

Education Liaison

- Potential for improvement in conversion rate of applications to admissions for students eligible for Compact Scheme

UK Recruitment and Events

- Not enough information about who is requesting personalised prospectuses, attending pre application days or participating in pre application online events in order to compare enquiry data with application data.

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Actions / Recommendation				
Issue	Action Required	Responsible Dep / Fac	Executive Lead	Target date
Education Partnerships				
KU Student Ambassadors	Advertisement to include welcoming applications from Asian or Mature students	External Affairs		Current Recruitment round Feb/March 2010
	Equality Information to be collected on new equality monitoring form to assist longitudinal analysis of KUSA profile	External Affairs		
	KUSA selection day activity to incorporate equality and diversity considerations for potential applicants	External Affairs		
	Recruitment panel to include members from underrepresented groups	External Affairs		
	Recruitment briefing for panel to include equality issues	External Affairs		
Education Liaison				
Compact Scheme	Review of Compact Scheme	Academic Development	Mike Hill	Spring 2010
	Review of whether right students are being reached	External Affairs / Academic Development	Alison Cahn / Mike Hill	Spring 2010 and ongoing
	Review of colleges we work with and whether they are the right ones	External Affairs / Academic Development	Alison Cahn / Mike Hill	
	Review of Care Leavers recruitment and provision	Academic Development	Mike Hill	Summer 2010
UK Student				

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Actions / Recommendation				
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Recruitment				
Personalised prospectus	Online order form to include collection of ethnicity, disability and vocational qualifications	External Affairs	Alison Cahn	Spring 2010
Pre Application open days	Online order form to include collection of ethnicity, disability and vocational qualifications	External Affairs	Alison Cahn	Spring 2010
Pre Application online events	Online order form to include collection of ethnicity, disability and vocational qualifications	External Affairs	Alison Cahn	Spring 2010

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Date

10 March 2010

Authorised by

Mike Hill & Alison Cahn