



Delivering a high quality student experience for part-time students from first point of contact to joining the alumni

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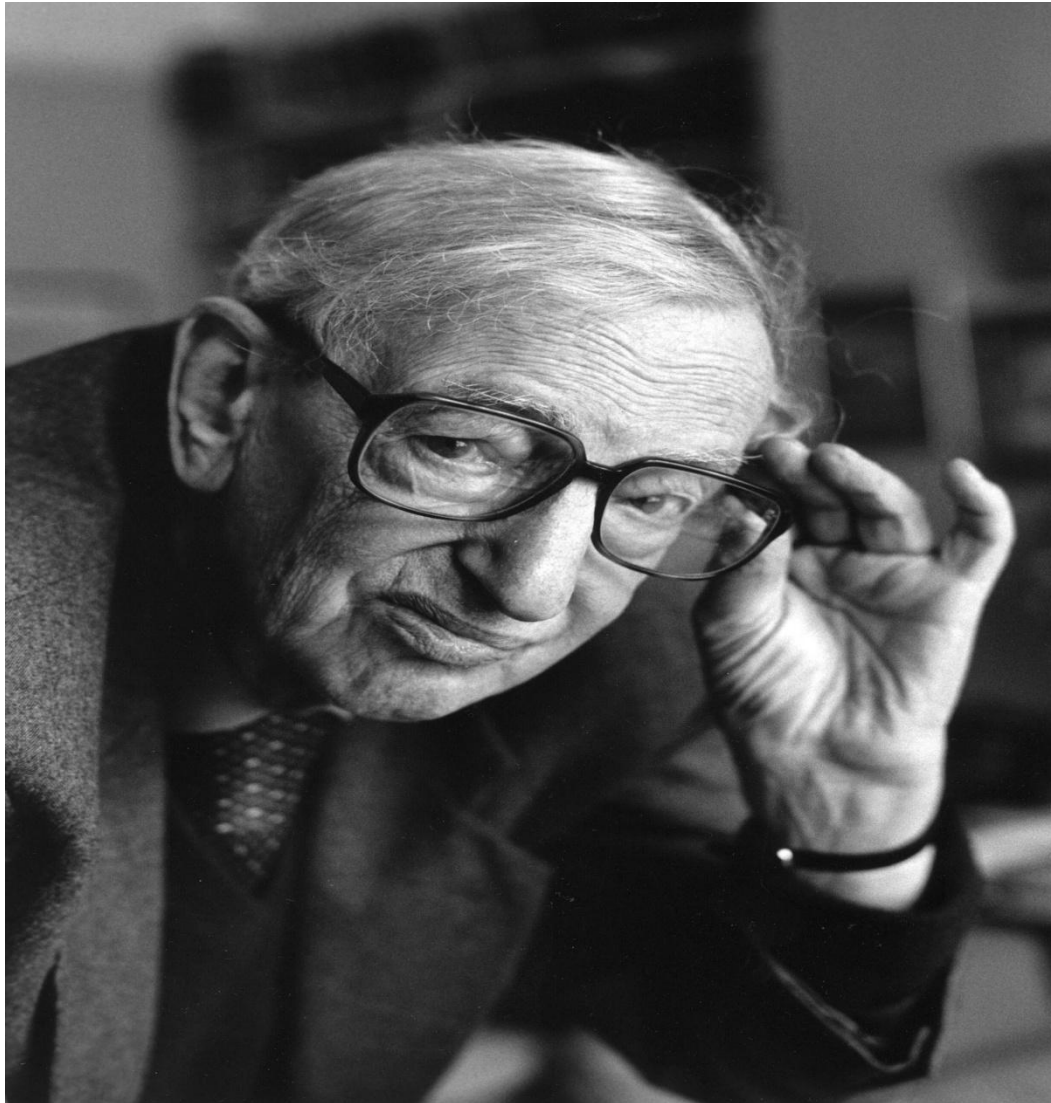
23 October 2012













The student experience at Birkbeck

Phase 1 2007 Crisis

Phase 2 2010 learning lessons

Phase 3 2012 SURVIVAL



The student experience at Birkbeck

‘Recruitment & Retention’ Phase 1

**2007
The ELQ crisis**

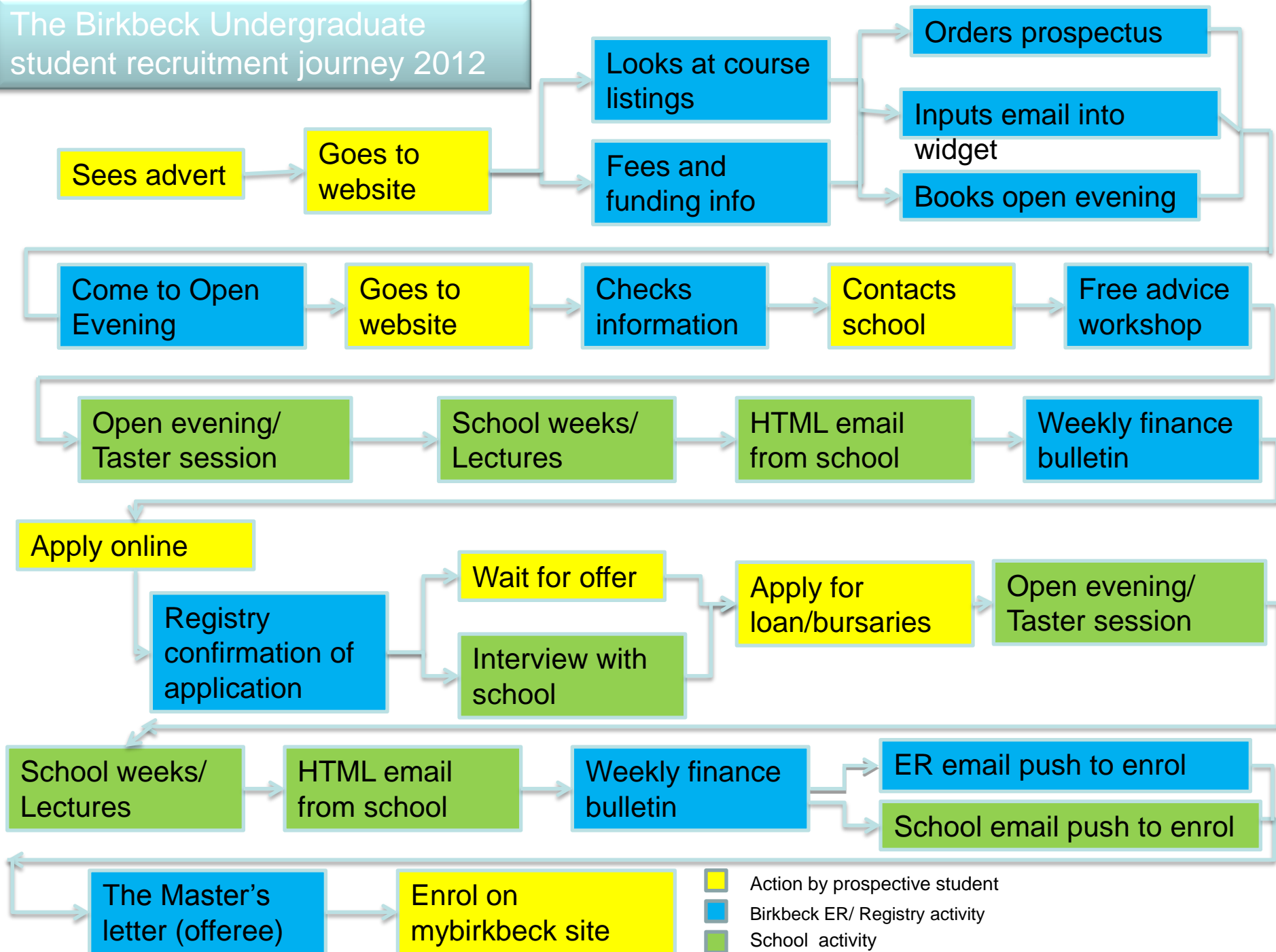


part-time student experience – what did it mean at Birkbeck in 2007

Student experience is about the whole student journey

- **From first point of contact to enrolment**
- **Retention alongside Recruitment**

The Birkbeck Undergraduate student recruitment journey 2012



Generate enquirers

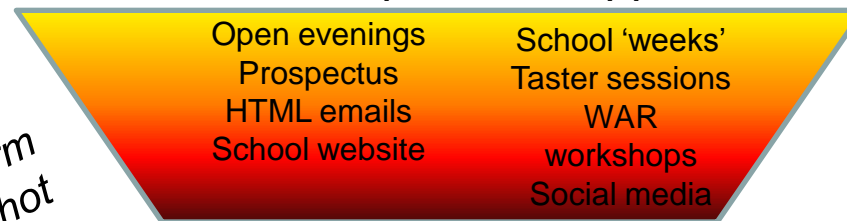


Convert enquirers to applicants

Cold to warm



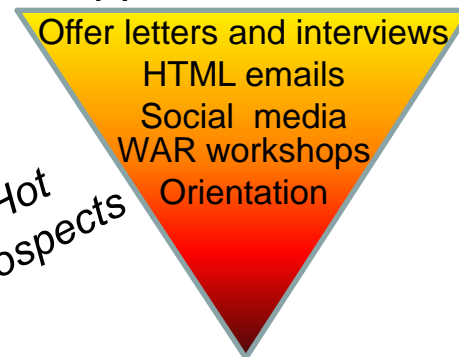
Warm to hot



Convert applicants to enrolments



Hot prospects



Enrollers





8 MINS.



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For Mark Elder, there are many ways to play it safe as long as you never play safe.

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3 February 2011



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Tube map



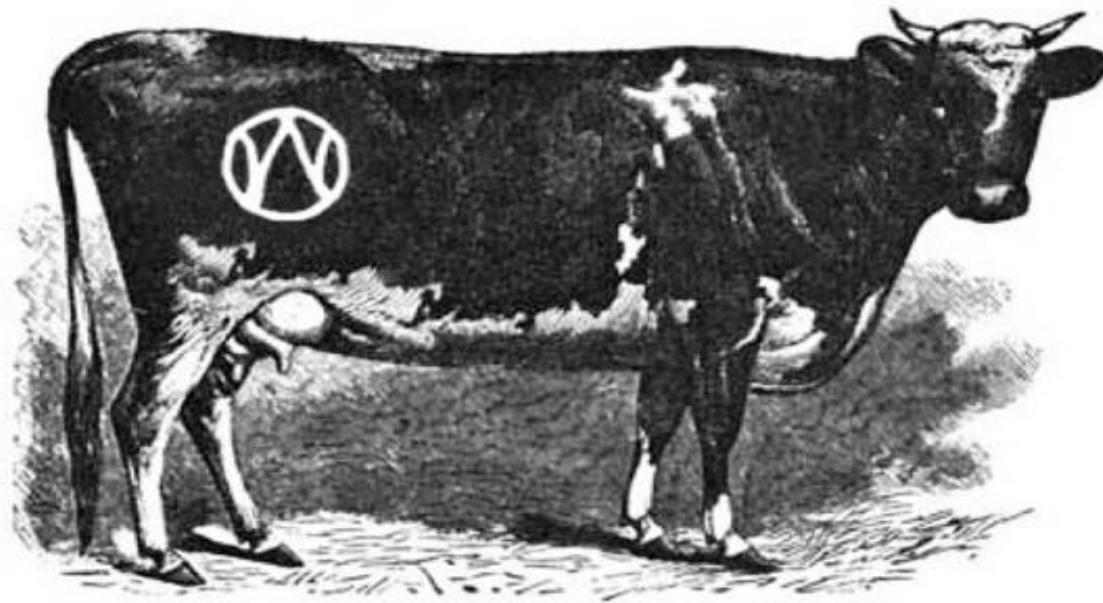
No smoking

Emergency alarm



Priority seat
Please offer this seat to
those who need it most











Get Ahead: Stay Ahead — My Birkbeck - Mozilla Firefox

Get Ahead: Stay Ahead — My Birkbeck



[My Birkbeck home](#) | [A-Z index](#) | [Schools and departments](#) | [Prospective students](#) | [Find us](#) | [Get help](#)

 **Get Ahead: Stay Ahead** |  **Information and advice** |  **Student support services** |  **Financial support and fees** |  **Student guides** |  **Sports, social life and catering services**

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Get Ahead: Stay Ahead

- How to use Get Ahead: Stay Ahead
- Achieving your goals
- Studying at Birkbeck
- Improving your study skills
- Support services at Birkbeck
- Accessibility

Related links

- [Get Ahead summer programme](#)




Get Ahead: Stay Ahead

Helping you get the best possible start to your course and supporting you during your studies

These interactive pages will help you:

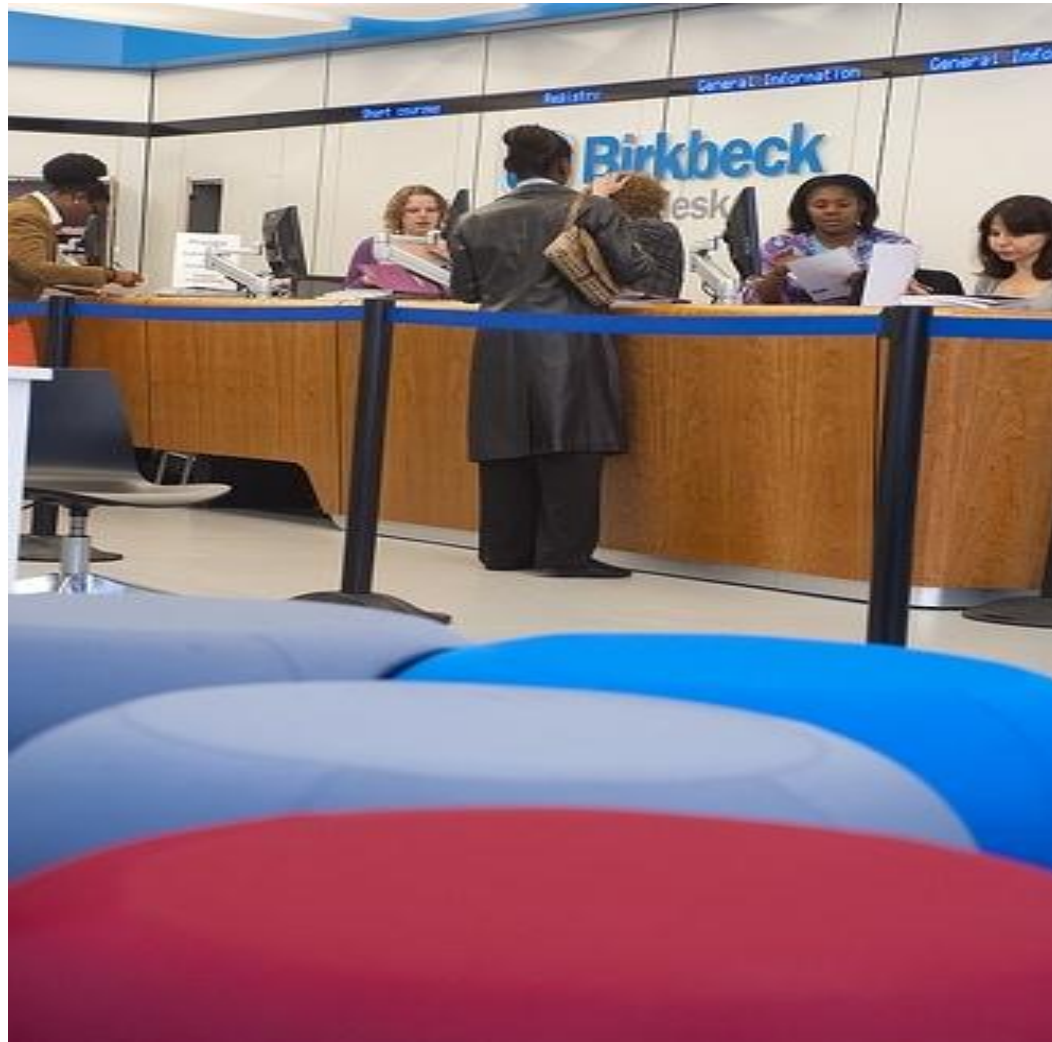
- consider how you can achieve your goals
- find out what studying at Birkbeck is like
- improve your study skills
- succeed on your course

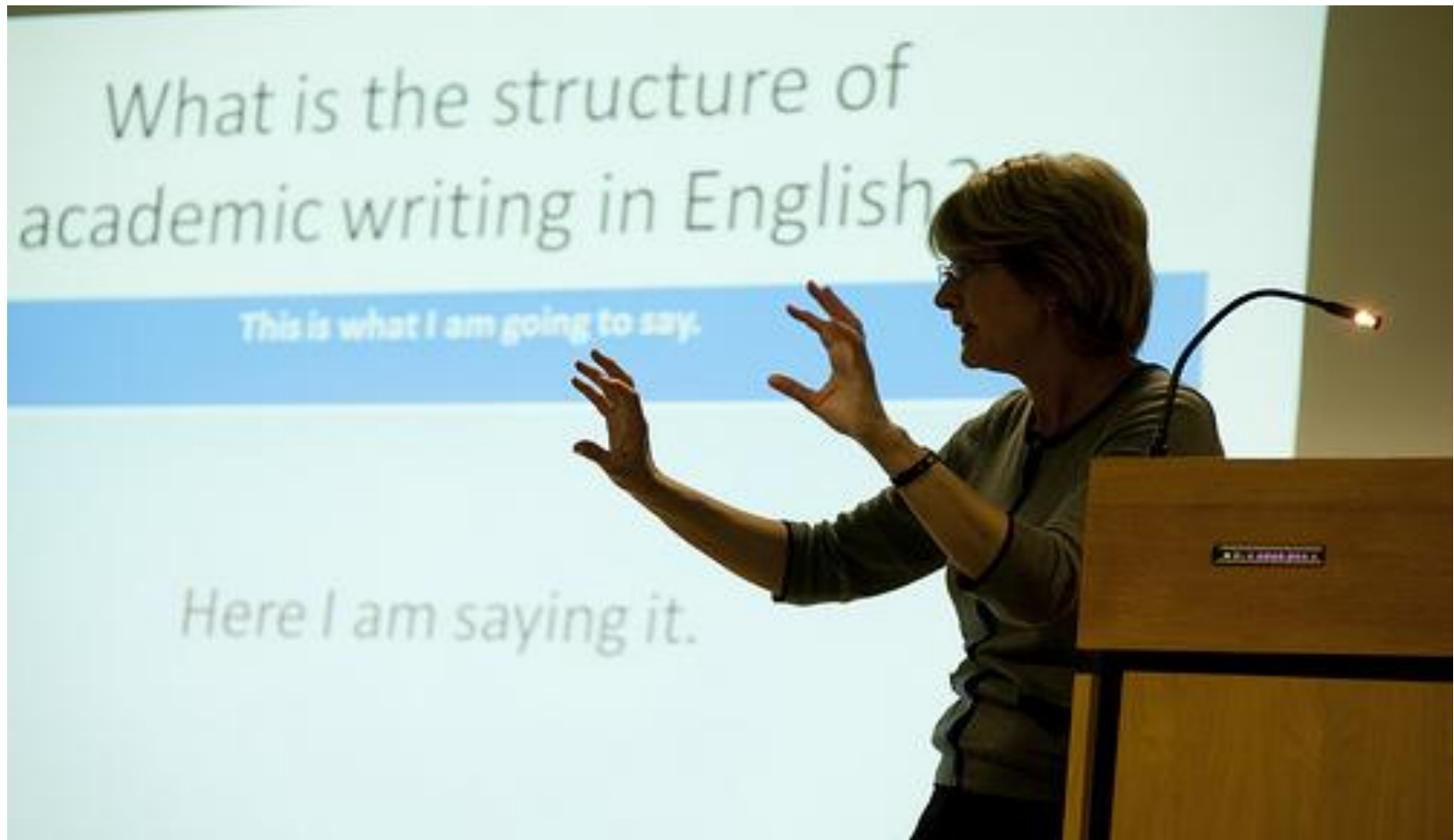


How to use this website

Done

start | Get Ahead: Stay Ahe... | EN | 16:58











The student experience at Birkbeck

‘Recruitment & Retention’ Phase 2

2010

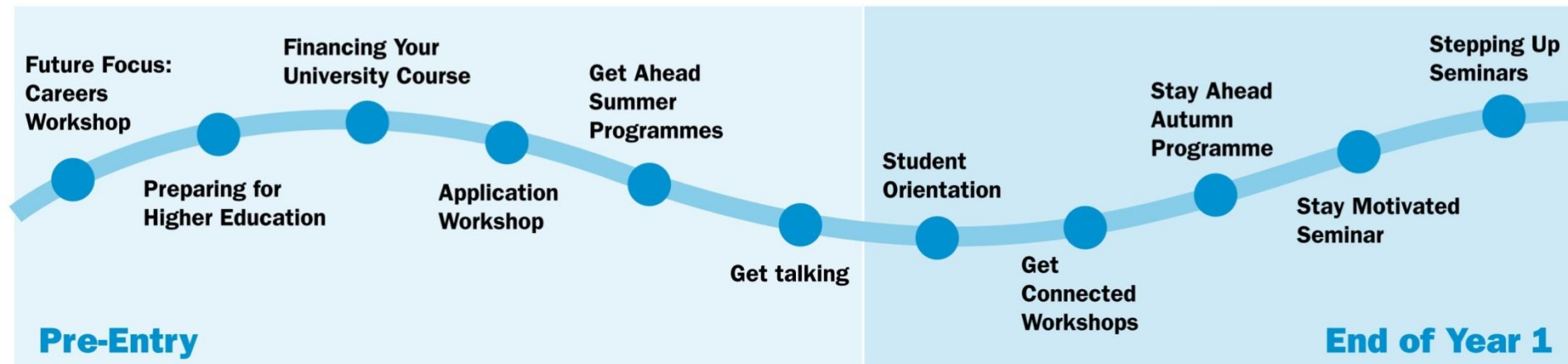


part-time student experience – what did it mean at Birkbeck in 2010

Student experience is about the whole student journey

- From first point of contact to enrolment
- Retention alongside Recruitment
- **Transition**
- **Year 1 (especially Christmas)**

Widening Access and Retention Events



Future Focus: Careers Workshops	Preparing for Higher Education	Financing Your University Course	Application Workshops	Get Ahead Summer Programmes	Get talking	Student Orientation	Get Connected Workshops	Stay Ahead Autumn Programme	Stay Motivated Seminar	Stepping Up Seminars
Provides an opportunity to consider study options and how these may affect future career choices.	Exploring the benefits of returning to study, identifying possible challenges and discussing what will be expected of students.	Everything students need to know about undergraduate tuition fees, student loans and Birkbeck's financial support packages.	Gives an overview of what Birkbeck expects from an application including practical writing exercises.	Undergraduate and postgraduate applicants and enrolled students can prepare and get ready for degree study at Birkbeck.	An opportunity for prospective students to ask questions to recent Birkbeck graduates about their experience of studying and Birkbeck.	Provides details of the services and facilities on offer in and around the College. Library tour included.	Emphasises the importance of collaborative learning and includes practical help working online and forming effective groups.	Programme of workshops and drop-in sessions to address challenges students face towards the end of the first term.	Allows for reflection on study experiences and enabling students to become more confident and effective learners.	Opportunity to reflect on the experiences of the first year, identify obstacles and develop strategies for overcoming them.





The student experience at Birkbeck

‘Recruitment & Retention’ Phase 3

SURVIVAL! 2012



“universities... have been forced to go with the flow and accept their survival is determined not so much by their solid foundations of scholarship and culture, as by their seamanship in the face of winds and currents created by governments, customers, sponsors”

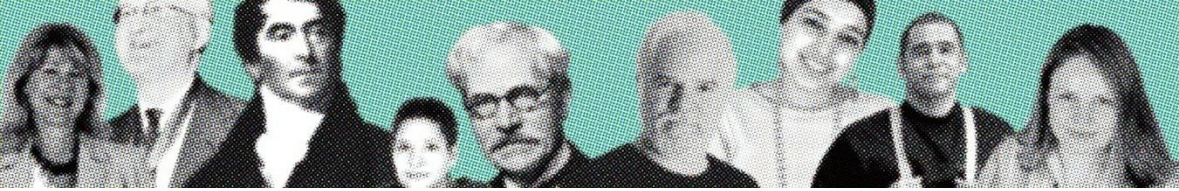
Professor Gareth Williams 2003



part-time student experience – what does it mean in changing times

Student experience is about the whole student journey

- **From first point of contact to enrolment**
- **Retention alongside Recruitment**
- **Transition to study**
- **Year 1 (especially Christmas)**
- **Year 2 - graduation**







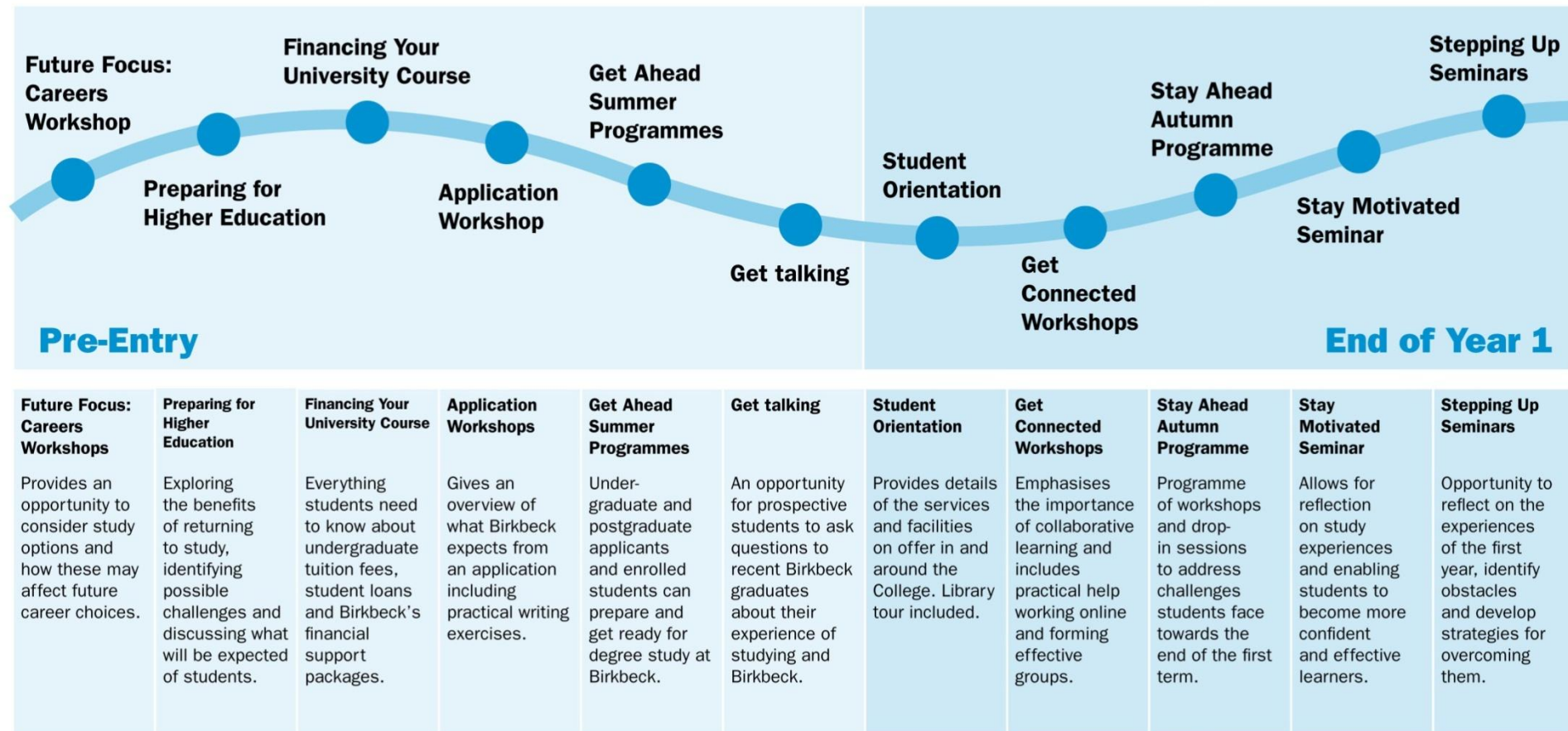


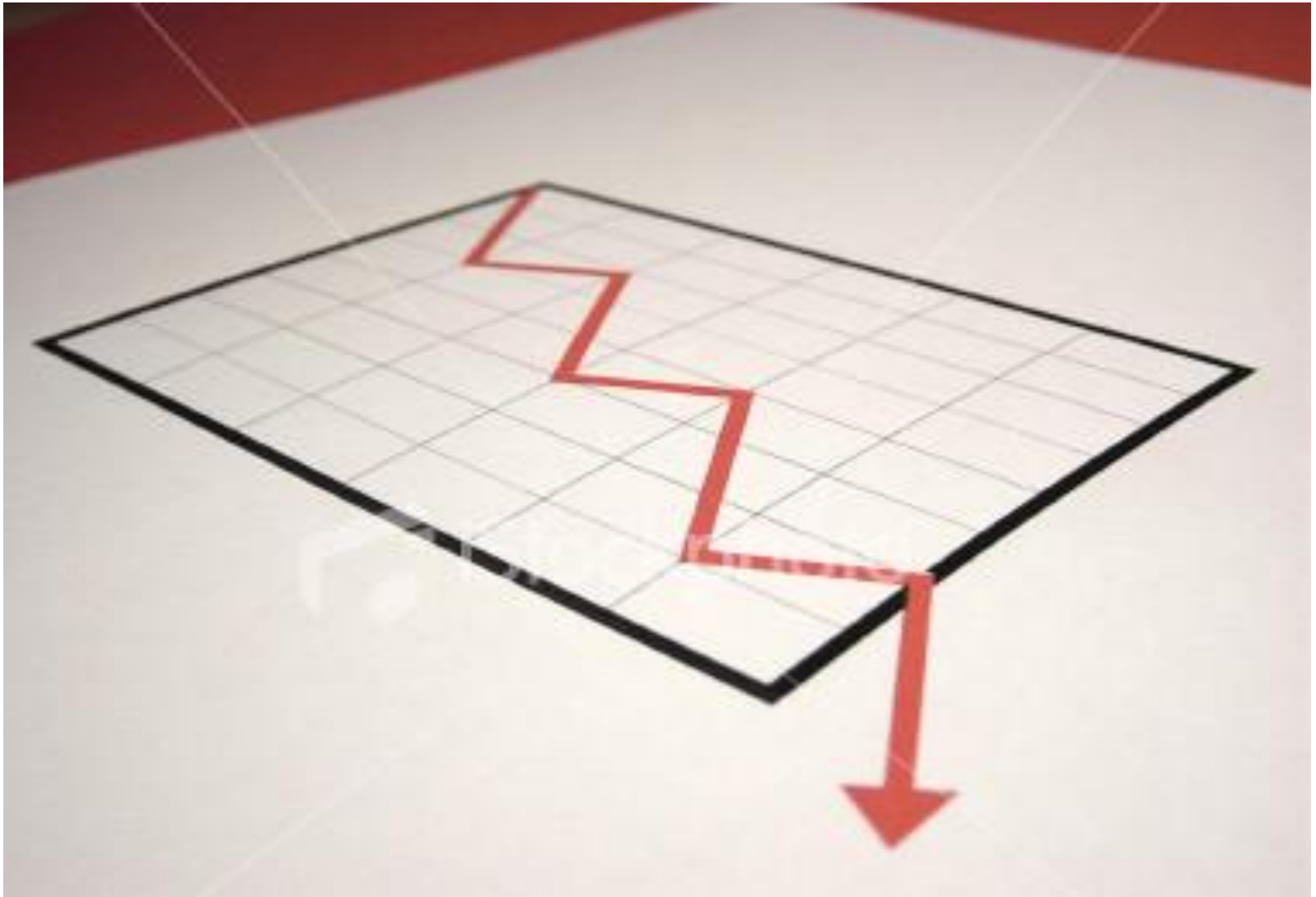


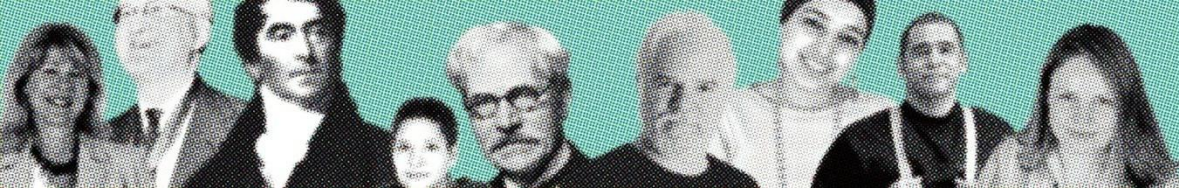




Widening Access and Retention Events



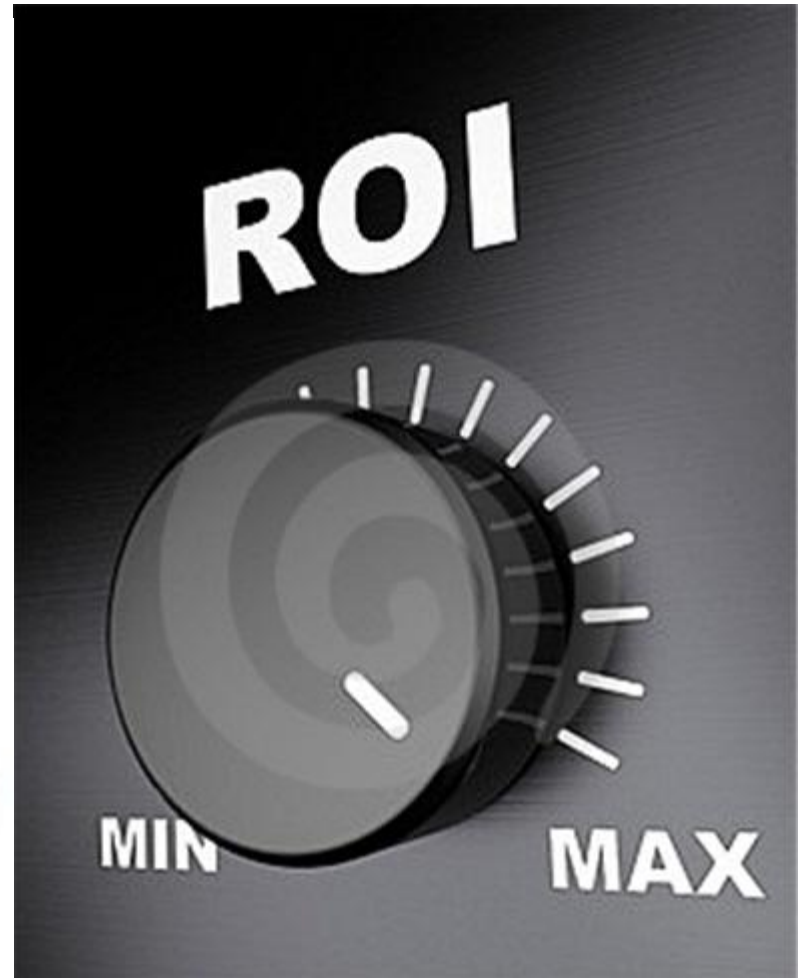




What do they need now?









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