



UK COLLEGE
OF BUSINESS AND COMPUTING

Recruitment and Widening Participation: A Statement

Reviewed by	ND
Reviewed on	Dec 2019
Approved by	SMT
Next reviewed by	Dec 2021
Version	V2.2

Introduction

UKCBC is fully committed to attracting and supporting students from all backgrounds in their achievement of higher education qualifications at the college. The college recognises that each student is an individual with varying academic potential and personal commitments, however these are not barriers to the successful achievement of a qualification and future career opportunities. The college also embraces its role alongside the wider HE community and will contribute to the positive debate and commentary surrounding the benefits of HE and its opportunities.

UKCBC endeavours to provide meaningful information to potential students prior to their application, to enable informed and timely advice and continue to engage with students prior to enrolment and attendance at the college. Equally the academic support provided, enables the development and improvement of quality through a transparent and collaborative process.

UKCBC has generally recruited a significant proportion from within underrepresented communities resulting in a strong widening participation baseline. Furthermore, the college has responded to the demand from potential students in establishing campuses in North, East and West London, each with the capacity to serve its local population and employer community.

Links to QAA Quality Code

This document is designed to underpin the process of recruitment in the development and delivery of activity that specifically works to promote UKCBC and its higher education to communities that are traditionally underrepresented in higher education institutions. In doing so it takes reference from the Quality Code expectations for standards core practices and expectations for quality core practices: **Guiding Principles 1-6**

Additionally, this statement resonates with the definition of Fair Access published by the Office for Fair Access:

Equality of opportunity for all those who have the potential to benefit from higher education, irrespective of their background, schooling or income. This term is often used with reference to the uneven distribution of under-represented students between universities and colleges across the higher education sector, in referring to the universities with the most selective overall entry requirements where the pool of applicants from disadvantaged backgrounds is relatively small.

Links to other policies

The remainder of this statement will relate to the Management of Recruitment and Widening Participation at UKCBC. UKCBC recommends that this statement is understood in the context of the wider student support and marketing context and particularly in relation to the following policies:

- Public Information Policy
- Admissions Policy
- Academic Support and Improvement Policy

Scope of Recruitment and Definition of Widening Participation

Recruitment is the function of promoting UKCBC to a targeted market of potential students, providing them with materials and information with which to make an informed choice and make an application to study. Additionally, it involves the selection of potential students who progress with their application and ultimately enrol at the college.

Widening Participation is defined by the Office for Fair Access (OFFA) as

Removing the barriers to higher education, including financial barriers, that students from lower income and other under-represented backgrounds face.

OFFA continue to declare that **under-represented individuals** may be

- people from lower socio-economic groups or from neighbourhoods where higher education participation is low
- people from low income backgrounds
- some ethnic groups or sub-groups, including White males from economically disadvantaged backgrounds
- people with disabilities
- mature and part-time learners
- care leavers
- carers
- people from gypsy and Traveller communities
- refugees
- students with mental health problems, Specific Learning Difficulties and/or who are on the autism spectrum.

At UKCBC the recruitment function is informed by local market intelligence alongside national policy and data available from HESA and UCAS. Promotion and introduction is accomplished through a range of channels including but not constrained by

- Current/previous student referral
- Local employer sponsored students
- Student recruitment agents and partner colleges
- Localised marketing campaigns (transport infrastructure)
- Online marketing including Pay Per Click (PPC), content marketing, and social media

Delivering Widening Participation

UKCBC recognises that it is not a single department that can make widening participation a success but rather it can only be achieved where all staff embrace the ethos across the whole college and at each campus through:

- Specific marketing campaigns
- Detailed induction activity
- Review of curriculum to consider PT or flexible delivery models
- Tutorial support

- Academic skills development workshops
- Focussed Personal Development sessions
- Specialist support staff
- Increased academic support
- Employment preparedness sessions

However, UKCBC understands that the college can support further promotion of Higher Education opportunities within its current localities and is investigating additional mechanisms including liaison with school and colleges, local community groups and various education fairs This will highlight the benefits of higher education and the support available to potential students whether they choose to study with UKCBC or another HE institution.