

Home Recruitment and Admissions Committee (HRAC)

Purpose: To provide strategic oversight of Home undergraduate and postgraduate recruitment and admissions performance.

Chair: PVC Education, **Deputy Chair:** Director of Student Recruitment and Admissions

Meeting Frequency: four times a year to align with UCAS cycle

Core Responsibilities:

- Monitor Home recruitment performance (applications, offers, firm accepts, enrolments).
- Oversee confirmation and clearing readiness and performance.
- Review admissions pipeline management and conversion performance.
- To oversight performance of key UG recruitment activities e.g.:
 - Open Days / Applicant Days
 - Campaigns
 - Conversion activities
 - Schools and Colleges Outreach and Access
- To oversight key messages re: student offer and develop plans for strengthening the articulation and presentation of the offer where appropriate
- Align intake targets with portfolio capacity and academic planning, whilst seeking to maximise student numbers.
- Be future focused and plan for local, national policy change that will impact home student recruitment.
- To review entry requirements and admissions policy (home and WP related) to ensure competitive positioning within the market
- Escalate emerging performance or capacity risks to UEB.