

Committee	Learning Teaching and Research		
Date paper prepared	22/08/2025	Date of committee meeting	10/09/2025
Subject	Discussion paper about student recruitment		
Author	Director of Curriculum and Student Experience		
Action requested	I. For discussion		
Purpose of the paper	The paper presents the challenges faced in recruiting students and growing the number of students.		
Summary of the paper	<p>The short paper poses the question – how do we recruit young people? It outlines our two key and interlinked recruitment methods:</p> <ol style="list-style-type: none"> 1. Website – strengths and many constraints 2. Engagement lead staff – strengths and constraints <p>Whilst the focus is on young people and those leaving school, the question and paper is applicable to all people (potential students) from here and across the globe. We are inhibited to grow student numbers due to the website, the underpinning systems and admissions resource.</p> <p>We ask the committee to discuss the issue of student recruitment, to acknowledge the strengths and to provide advice and support for the next steps.</p> <p>These questions may help to frame the discussion:</p> <p>What is our core purpose?</p> <p>Are we an anchor institution for our region? (UHI North, West and Hebrides vision)</p> <p>Do we connect to our rural and island Scotland? (UHI North, West and Hebrides mission)</p> <p>Further information (only 2 pages) is in the reading room “LTR_Student-Recruitment_further_info” and covers:</p> <ul style="list-style-type: none"> • who is responsible for student recruitment; • integral work-link between engagement leads and marketing; • current marketing work schedule. 		
Consultation	Consulted with relevant managers and marketing.		
Resource implications	Website improvement requires UHI direction and resource. Continued resource is required for engagement lead activity and admissions.		
Risk implications	The paper outlines risks, the main risk being the limited ability to grow student numbers.		
Link with strategy	Student recruitment links to the college vision and mission and to grow curriculum and student recruitment. It links directly to the tertiary curriculum strategy.		
<u>Equality, Diversity, and Inclusion</u>	Improvements to student recruitment could improve reaching more students and reduce the possibility of disadvantaging individuals.		

Island Community Impact	Not required for the discussion.
Paper status	<input checked="" type="checkbox"/> Open – The paper may be circulated to non-members of the committee and published online without restriction. <input type="checkbox"/> Restricted – The paper must not be circulated to non-members or published online until after the committee meeting. <input type="checkbox"/> Confidential - The paper must not be circulated beyond the committee members and should not be published online. Some information is considered commercially sensitive. [Please note papers may still be subject to Freedom of Information requests – see below].
Freedom of information	Open FOISA exemptions Scottish Information Commissioner (itspublicknowledge.info) If closed/ withheld, select date this will become 'open': Enter a date.