The Undergraduate Marketing and Recruitment team at City, University of London helps students on their higher education decision making journey. The team offers a range of activities for year 12 and 13 students throughout the year to help them make the most informed decision about their future. We organise visits to campus, Open Days, Taster Days and campus tours, attend higher education fairs and give talks and workshops in schools and colleges.

Our dedicated and committed staff work to deliver a range of exciting and engaging activities to help your students through their journey into higher education.

This guide sets out the range of current activities on offer. If you would like your students to take part in any of the activities listed please contact us at schoolsliaison@city.ac.uk.
About City, University of London

City is a unique place of study: we are located in the heart of one of the most exciting cities in the world; we combine a commitment to academic excellence with a longstanding tradition of preparing graduates for top-flight careers in business and the professions. Since its founding, City has cultivated strong links with business and the professions: many of our students undertake work placements as part of their degree and our courses, whether in Engineering or Health Sciences, Business or Law, are designed with the needs of industry in mind.

We are in the top four per cent of universities in the world (Times Higher Education World University Rankings); in the top 20 of UK universities (18th) (The Guardian University Guide); 27th in the UK in the (Times Higher Education) ‘Table of Tables’ alongside leading Russell Group universities; in the top 15 in the UK for graduate prospects (The Times & Sunday Times University Guide) and ranked first in London for student satisfaction (The Complete University Guide).

Meet the team

DOMINIC DAVIS
Head of Marketing and Recruitment (Undergraduate and Postgraduate)
Contact for Marketing and recruitment

KAT KNIGHT
Undergraduate Marketing and Recruitment Officer
Schools liaison activity including HE Fairs, talks and visits to campus

REBECCA DENT
Undergraduate Marketing and Recruitment Officer
Student Ambassadors

SABRINA NEERANJOHN
Undergraduate Marketing and Recruitment Officer
Campus tours, Taster Days and Open Days

AATHAVAN SELVARAJAH
Undergraduate Marketing and Recruitment Officer
UCAS conventions

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Student Ambassadors

We have over 150 student ambassadors who provide support and assistance for most of our activities, both on and off campus.

All of our ambassadors are current students or recent graduates. By giving their own first-hand experience of student life at City, the ambassadors can really support students to make informed choices about their study options.

If you would like a student ambassador to come to your school or college to talk to your students about student life please contact us. Please note that our ambassadors may represent us at HE Fairs to support prospective students.

Our activities – visiting City

Open Days

WHAT: City’s Open Days are great opportunities for prospective students to learn about the courses that interest them, take a tour of the facilities and experience a glimpse of life as a City student. Student ambassadors will be around campus throughout the day to help answer visitors’ questions. Staff, including academics, Student Centre advisors and admissions tutors, will also be on hand and happy to chat.

WHEN: For 2018 entry:
Friday 23rd and Saturday 24th June 2017
Saturday 16th September 2017

WHERE: On campus
To book a place at an Open Day visit www.city.ac.uk/open-day
If you would like to make a group booking for your students please let us know and we will be happy to help.

Campus tours

WHAT: Going on a campus tour will give prospective students the opportunity to explore the services on offer at City, including the library, Students’ Union, Careers Centre and a typical lecture theatre. Tours are led by current students so visitors can find out about their experiences at City.

WHEN: Every Tuesday at 11am and every Thursday at 2pm.
WHERE: On campus
To book on to a campus tour visit www.city.ac.uk/study/undergraduate/visit-us/campus-tours
Subject Taster Days

WHAT: City runs Taster Days in all of our subject areas for year 12 students. The courses provide students with a unique insight into what degree-level study is like before applying to university. The sessions are in the style of mock lectures, practical workshops and group work sessions designed to introduce students to a variety of academic disciplines.

WHEN: These events occur on specific dates between March and July.

WHERE: On campus

WHO: Academics who teach the programme will run the sessions on subject taster days. Visitors will also have the opportunity to meet current students who are studying that subject and find out about their experiences at City.

To apply to attend a Subject Taster Day visit www.city.ac.uk/taster-days

Applicant Days (on campus)

WHAT: Every applicant who applies for a course at City will be invited to an Applicant Day. On this day applicants will attend presentations about the university and the course that they have applied for, giving them all the information they need to make a decision about whether City is the right place for them.

WHEN: Once a student has applied to City they will be sent an invitation to attend.

WHERE: On campus

WHO: Visitors will get the chance to meet current students and find out about their experiences at City. Academics will be on hand and happy to chat to students about their chosen course. Representatives from student services including accommodation, careers and the Student Centre will also be available to talk to on the day.

School visits to campus

WHAT: School visits for year 12 and 13 students are an excellent opportunity to see what a city-based university is really like and to give students an insight into higher education. We are able to create a tailored programme for your school/college. Activities can include a campus tour and any of the presentations and workshops listed in this booklet.

WHEN: Throughout the year

WHERE: On campus

WHO: School visits will be delivered by members of the undergraduate Marketing and Recruitment team and student ambassadors.

If you would like to organise a visit to campus please email schoolsliaison@city.ac.uk

A typical programme can be seen below:

10.15 Arrival
10.30 Introduction to higher education and City, University of London
11:00 Choosing a course and the UCAS process
12:00 Lunch
12.30 Campus Tour
13:00 Student finance workshop or subject taster session
13:30 Personal statement workshop or subject taster session
14:15 Q & A with current students

It is also possible to include subject taster sessions as part of the visit if the students you are bringing are interested in a similar subject area.

UCAS higher education conventions

WHAT: UCAS organise around 50 conventions across the UK each year. Students will have the opportunity to speak to universities, colleges, charities, employers and gap year companies to gain advice and guidance on their future options.

WHEN: Events occur between March and July

WHERE: To find out which UCAS conventions you can meet us at visit www.city.ac.uk/study/undergraduate/visit-us/cityat-ucas-events

WHO: A member of the Undergraduate Marketing and Recruitment team or student ambassadors will be available for prospective students, parents, teachers and careers advisers to speak to.
Our activities at your school or college

Higher education fairs

We will always endeavour to attend higher education fairs and careers events for Year 12 and 13 students at schools and colleges when requested. We are able to send a member of the team or student ambassadors.

**WHAT:** We deliver presentations and workshops about higher education to groups of year 12 and 13 students and/or their parents/guardians. The presentations and workshops are designed to encourage and support students through the application process, whilst informing them about what City has to offer. We have listed example presentations below. If you would like something more specific we are happy to tailor them to your requirements.

**WHEN:** Throughout the year

**WHERE:** School or college

If you would like us to attend an event at your school or college please email schoolsliaison@city.ac.uk.

Offer holder events (at schools and colleges)

**WHAT:** If you have a number of students at your school or college who hold offers to study at City we are able to send someone to chat to students and answer any questions or concerns they may have about starting university.

**WHO:** A member of the team or current student ambassadors will come along to talk to your students.

If you would like us to attend an event at your school or college please email schoolsliaison@city.ac.uk.

**WHEN:** January-May

**WHERE:** School or college

Presentations and workshops

**WHAT:** We deliver presentations and workshops about higher education to groups of year 12 and 13 students and/or their parents/guardians. The presentations and workshops are designed to encourage and support students through the application process, whilst informing them about what City has to offer. We have listed example presentations below. If you would like something more specific we are happy to tailor them to your requirements.

**WHEN:** Throughout the year

**WHERE:** School or college

If you would like to organise a presentation or workshop on campus or at your school or college please email schoolsliaison@city.ac.uk.

Programme of presentations and workshops

<table>
<thead>
<tr>
<th>Title</th>
<th>Type of activity</th>
<th>Duration</th>
<th>Who for</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to higher education</td>
<td>Presentation</td>
<td>30 mins</td>
<td>Year 12</td>
</tr>
<tr>
<td>Where can a degree take me?</td>
<td>Presentation</td>
<td>30 mins</td>
<td>Year 12</td>
</tr>
<tr>
<td>Choosing a course/university</td>
<td>Presentation or Workshop</td>
<td>30 mins or 1 hour</td>
<td>Year 12/early year 13</td>
</tr>
<tr>
<td>The UCAS application process</td>
<td>Presentation or Workshop</td>
<td>30 mins or 1 hour</td>
<td>Year 12/early year 13</td>
</tr>
<tr>
<td>Personal statements</td>
<td>Workshop</td>
<td>30 mins or 1 hour</td>
<td>Year 12/early year 13</td>
</tr>
<tr>
<td>Student finance</td>
<td>Presentation or Workshop</td>
<td>30 mins or 1 hour</td>
<td>Year 12 or 13</td>
</tr>
<tr>
<td>Interview technique</td>
<td>Workshop</td>
<td>1 hour</td>
<td>Year 13</td>
</tr>
<tr>
<td>Intro to City, University of London</td>
<td>Presentation</td>
<td>30 mins</td>
<td>Year 12 or 13</td>
</tr>
<tr>
<td>Studying in London</td>
<td>Presentation</td>
<td>30 mins</td>
<td>Year 12 or 13</td>
</tr>
<tr>
<td>Student life</td>
<td>Presentation or Workshop</td>
<td>30 mins or 1 hour</td>
<td>Year 12 or 13</td>
</tr>
<tr>
<td>Subject talks</td>
<td>Presentation</td>
<td>30 mins</td>
<td>Year 12/early year 13</td>
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<tr>
<td>Subject workshops</td>
<td>Workshop</td>
<td>1-2 hours</td>
<td>Year 12</td>
</tr>
<tr>
<td>Reference writing and the UCAS process</td>
<td>Presentation</td>
<td>30 mins</td>
<td>Teachers/Careers advisors</td>
</tr>
</tbody>
</table>
Introduction to higher education
Introduction to universities/higher education This presentation gives an introduction to higher education, outlining the benefits of further study. It gives a general overview of university study and life, addresses some of the common concerns students may have and provides guidance on key decisions that students will need to make.

Where can a degree take me? This presentation outlines the benefits of higher education. Students explore the variety of careers available within a specific field and aims to open their eyes to the possibilities available.

Applying to university
Choosing a course/Choosing a university This session encourages students to begin researching where and what they would like to study. It gives guidance on the different factors students should consider when making decisions about university.

The UCAS application process Students will find out essential information about the UCAS admissions process and how to make the best of their application. Students will learn about the steps involved in the UCAS application, some do’s and don’ts, key deadlines and how best to research courses. This includes some real application examples.

Personal statements An interactive workshop in which students will learn how to structure a personal statement, what should be included and useful hints and tips. Students will also analyse some real personal statement examples.

Student finance This session covers all the information regarding student finance such as tuition fees, maintenance loans, bursaries, scholarships and loan repayments. Students will also get an overview of living on a student budget.

Interview technique An interactive workshop helping students to prepare for their higher education interviews. This workshop tells students how to prepare, what to expect and how to impress the interviewer.

University life
Studying at City, University of London This presentation covers all of the key information about opportunities and services that are available to students at City.

Studying in London This presentation aims to address concerns and preconceptions that prospective students may have of studying in London. It covers all aspects of life as a student in London including living in London, safety in London and student life in London.

Student life This presentation is delivered by one of our student ambassadors, who will provide an insight into life as a student at university in general, and specifically life at City. Prospective students will discover what awaits them at university including accommodation, societies, fresher’s week, budgeting and more.

Subject talks
Subject talks If you have a group of students all interested in studying the same subject it may be possible to organise for an academic to talk to your students about the subject.

Subject workshops We are able to run subject workshops for groups of students all interested in studying the same subject at university. These can be run both at your school or college and at City. These sessions will give students a taste of what studying at university is really like.

Next steps
Making the transition This presentation highlights the differences between school/college and university. Students will receive advice on what to take to university, budgeting and settling in. In the workshop students will take part in a budgeting activity.

For staff
Reference writing A presentation for teachers and careers advisors. This presentation tells you what universities are looking for in a reference. It also covers how best you can support your students throughout the UCAS process.
How to book activities

Contact the Undergraduate Marketing and Recruitment team by email schoolsliaison@city.ac.uk, or by telephone +44 (0)20 7040 3161, stating what you wish to book and any dates you have in mind.