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Engaging Academic Staff in the Recruitment Process

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The National Higher & Further Education Marketing &
Communications Conference

Teaches
Marketing

Student
Recruitment
Remit

Academic



Northumbria
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What Professors say:

“You need to focus your time and effort on producing ranked journal publications that contribute towards our research excellence framework (REF) submission”



What Heads of
Department say:

*“This course did badly in
the National Student
Survey. We need to put
everything we can into
our modules this year to
boost our scores”*





What Line Managers Say:

“We will need your marking completed and moderated in 4 weeks, and don’t forget your course reporting”

What Universities say:

*“Administrative work
will not get you
promoted”*

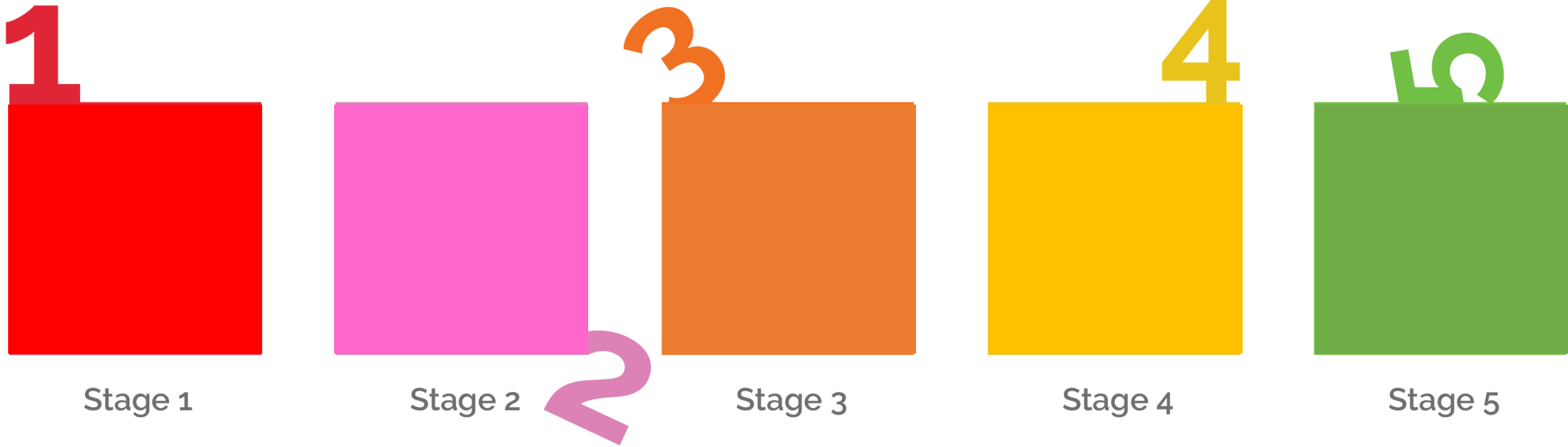




What you say:

“Erm, you do realise that if we don’t recruit students we are kinda screwed?”

A Five-Point Plan to Engage Academics





Acknowledge Engagement in
Student Recruitment

Step 1

UCAS Clearing

UCAS





Step 3

Use their wider
HE experience



Step 4

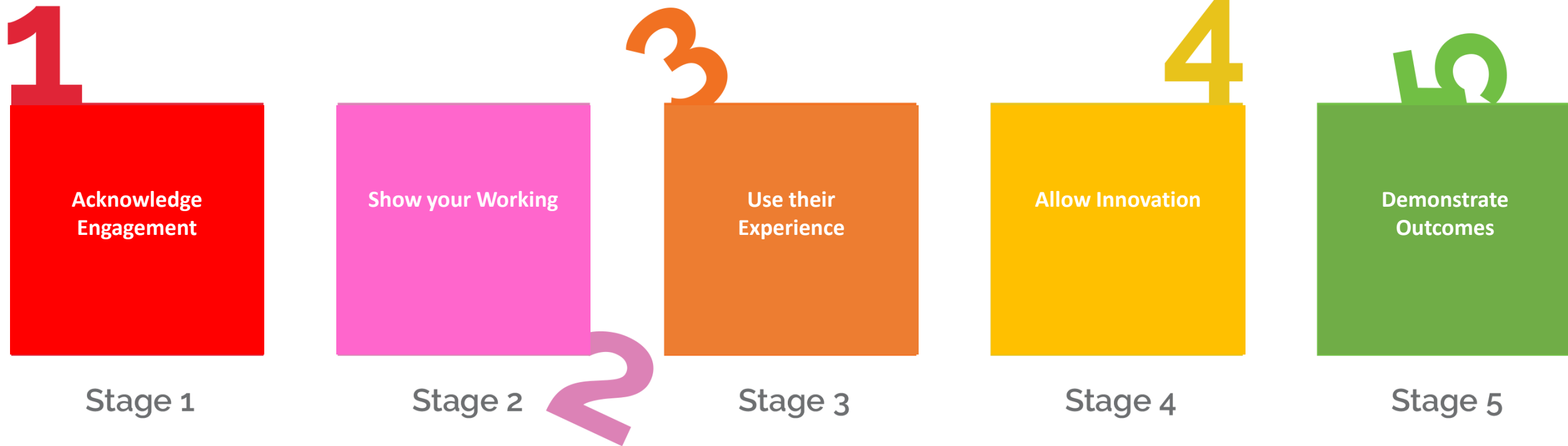
Allow Academics to Innovate



Step 5

Demonstrate
Tangible Outcomes

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Thank you for listening / tolerating....



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Any Questions?

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