

# Engaging with Potential Students from All Backgrounds: Lessons from the Pandemic

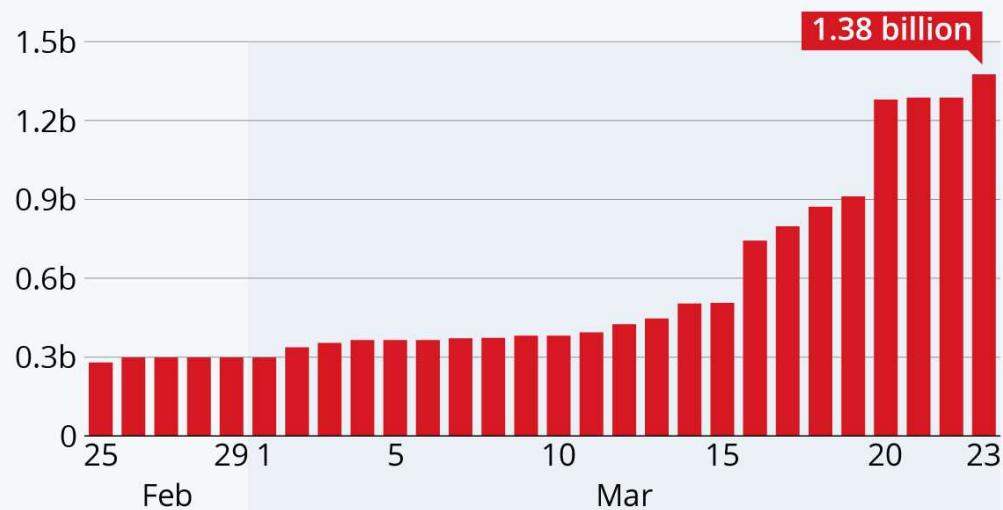
**Mark S Garratt - Global Director, International Student Recruitment**

**University of Law**

**March 2022**

## COVID-19's Staggering Impact On Global Education

Number of learners impacted by national school closures worldwide



Figures refer to learners enrolled at pre-primary, primary, lower-secondary, and upper-secondary levels of education, as well as at tertiary education levels.

Source: UNESCO



statista

- Over a billion students worldwide are unable to go to school or university, due to measures to stop the spread of COVID-19
- The pandemic is expected to have a huge impact on global education

# UK Pandemic Headlines

- Covid pandemic fuels deepening education inequalities in England
  - Learning loss regional variances
  - Digital Poverty
  - Mental Health
  - Child Abuse

Source: UK Education Select Committee

# How have UK Universities marketing and communications teams fared in the Pandemic?

- Mixed!!
- Ranged from panic and lack of strategic vision to calm level headed strategic approaches
- Winners were ***empathetic, culturally competent, authentic*** and ***integrated*** in their approach to students, parents and key stakeholders

# UK HEI Marketing and Communications *'Pandemic Exemplars'*

The  
University of  
**Law**



University  
of Glasgow



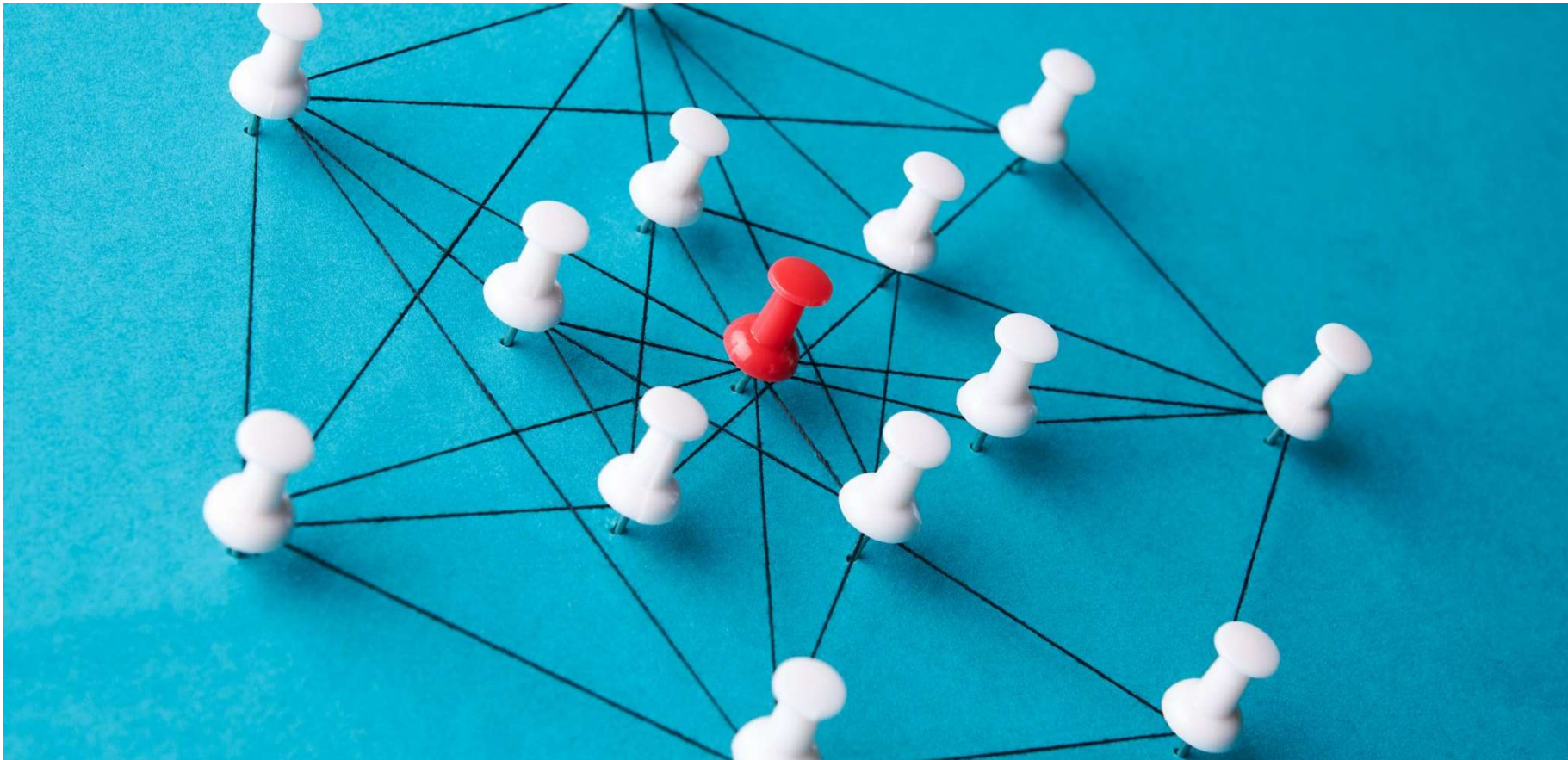
UNIVERSITY of  
BRADFORD



Prifysgol  
Abertawe  
Swansea  
University

The  
University of  
**Law**

# Connecting with under-represented groups



# Which groups are most under-represented?

- White working class boys
- Certain BAME communities, particularly the black community

# Approaches to target most under-represented groups?

- Culturally competent and segmented communications content and channels
- Integrated digital marketing and schools outreach
- Community/diaspora engagement