

Addressing the potential of potential students

How to make a 534-year-old interesting to young people

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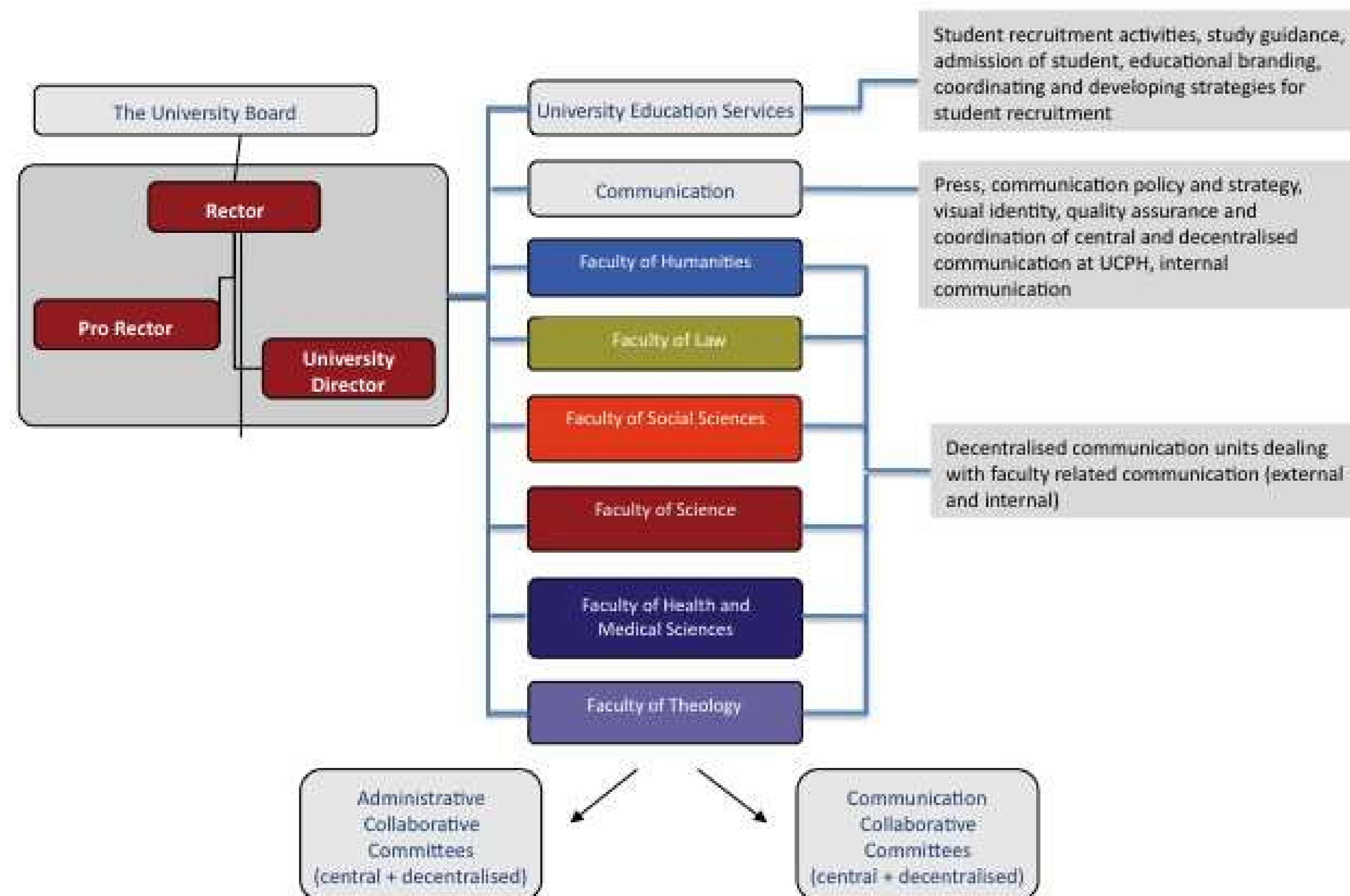
The task

"Education marketing must provide a realistic picture of the educational content and help to clarify the expectations of potential students as to what the university's educations contain"
University of Copenhagen Strategy.

This emphasis on communicating educational content and providing input to the potential students' process of choosing a study programme and career, influences how the work is organised. The task of carrying out the university's common marketing of study programmes is assigned to the University Education Services.

Basic targets

- Provide sufficient numbers of qualified applicants
- Support a long term, sustainable admissions strategy
- Give a sound basis for choice of study programme
- Help adjust expectations as to what university education involves
- Deliver information using relevant media
- Present the university among other institutions of education



Centralised or decentralised?

Much PR and communication is conducted decentralised at University of Copenhagen (UCPH). The common campaigns for recruiting new bachelor students are the responsibility of University Education Services.

We communicate as one institution using the common logo and university colours and we channel web traffic to The Guidance and Admissions Office's website.

The role

Our role is to make sure that the target group is familiar with the University of Copenhagen, the study programmes, the daily life as a student in Copenhagen and to address the potential barriers that may constrain qualified potential students from applying. We emphasise that with determination and effort you can succeed.

UCPH is the oldest university in Denmark and often seen as an old and conservative institution mostly focused on research. It is our role to highlight the development that UCPH has gone through in recent years to become a more student-oriented university.

We also emphasise the close relation between science and education. At UCPH a student can experience the first taste of what it feels like to make a scientific discovery.

Communicating to potential students

Fundamental to student recruitment activities is a solid insight into the needs of the target group. This insight is obtained through the University Education Services' direct contact with students during study guidance and administrating the admission process. Further insight is obtained through surveys among new students, focus groups and workshops with potential students as well as testing and evaluating new communication strategies and products.

As a result we have changed our approach in relation to recruitment campaigns and in our communication with potential students. UCPH delivers high quality education and a strong brand the expectation is that we deliver solid and serious communication.

At the same time UCPH is a modern university with a vibrant study environment in a capital with many possibilities. During the last years UCPH has succeeded in changing a more conservative communication strategy towards a more open, embracing strategy using films showing honest and authentic student-to-student communication and trying new media solutions.