

THE AWARDS 2021

Outstanding Marketing/Communications Team

Institution name	University of the West of Scotland
Submission title or project name	Revolutionising the applicant experience - Scotland's first personalised digital prospectus
Nominee/key personnel	Marketing and Student Recruitment directorate
URL	https://www.uws.ac.uk/study/undergraduate/create-a-personalised-digital-prospectus/
Submission	<p>As part of its ambitious, student-centred, sustainable and digital-first marketing approach, UWS has implemented an innovative, personalised undergraduate digital prospectus – a first for a university in Scotland.</p> <p>The prospectus delivers content meeting the needs of today's prospective applicants, revolutionising the applicant experience, while supporting the university's commitment to sustainability.</p> <p>Following extensive research and implementation, the digital prospectus was launched based on feedback from students revealing a one-size-fits-all paper prospectus was no longer what they wanted.</p> <p>As a widening access institution, it's a key priority at UWS - embedded in our Strategy 2025 - to ensure we're providing opportunities for everyone and reaching a wider audience, while helping UWS to deliver on sustainability targets. The new prospectus has meant UWS has been able to provide potential applicants with a tailor-made document, designed around them, straight to their inboxes.</p>