



BISHOP  
GROSSETESTE  
UNIVERSITY

***THE Awards 2019 – Excellence in Registry Services***

Institution/Nominee	Bishop Grosseteste University
Title	'Get More' - Admissions at BGU
Key personnel	The Admissions Team at Bishop Grosseteste University
Submission	<p>BGU's Admissions Team designed 'Get More' with the intention of increasing undergraduate enrolments through three objectives; increasing the application to offer rate, the speed of offer making, and the offer acceptance rate.</p> <p>Our barriers included the often-complex relationship between Professional Services and Academic Staff (a universal issue in Higher Education) and a limited budget available to develop a conversion plan.</p> <p>Leading a collaborative project with Programme Leaders and Academic Heads of School, an Admissions matrix was developed to add clarity and consistency to offer making, successfully achieving our first two objectives.</p> <p>An innovative conversion strategy, entwined with key messaging, allowed the Admissions Team to support each applicant as an individual, successfully increasing offer acceptances.</p> <p>BGU's Admissions Team have set a precedent for future improvements in HE by unreservedly valuing each student – key to negating 'bums on seats' media – and have enthusiastically built success into the future of BGU.</p>