

# Marketing School Direct PGCE

Neil Burton  
Partnership Manager  
University of Leicester



# Short term

- School community contacts
  - Emails to parents (using all partner school contact lists)
  - Staff/pupil awareness (word of mouth)
  - **All** partner school websites (linked to your page)
  - Stand at all parent evenings
  - Displays in ‘community-use’ areas
  - School Facebook/Twitter communications
- Open evenings (linked to above advertising)
- Contacts with local universities
- Direct email to your (partner school) alumni completing undergraduate degrees



# University links in short term

- Careers sections – to make undergraduates aware of your course
- Specific departments – to target graduates with appropriate subject backgrounds (including education studies for primary)
- You have the power to approach ALL local universities, not just the ones you have provision with



## Longer Term Strategies

- Career development – appoint graduates to classroom support roles with PGCE in mind
- Keep in touch with ex-students
  - Newsletters
  - Part-time/vacation jobs/volunteering
- Make contact with undergraduate courses
  - Two-way flow
  - ‘Tasters’
  - Pre PGCE/QTS placements
  - Part-time posts/internships



# What SD partners can do now for 2016/17

- School websites
  - should *all* promote SD/ITT training
  - link to University of Leicester site  
<http://www2.le.ac.uk/departments/education/pgce/routes-into-teaching-1>
  - show training places/vacancies available
  - show benefits of training with you!
  - link to UCASTT details/search codes
- Hold information evenings
- Actively approach local universities



# What SD Leads could do in 2015/16

- Involve all of your schools in the marketing effort
- Market to your nearest targets:
  - TAs, parents, ex-students (Facebook group?)
- Build your local reputation for teacher training:
  - Visibility at all school events (sports days, PA events)
  - Presence at community events/through community organisations
  - Community magazines (LA/commercial)
  - Local jobs boards/newspaper websites
  - School Facebook/website/Twitter
  - Local/social PR – success stories?



# What SD Leads could do in 2015/16

- Keep track of future interest – capture data now and throughout year (web/social channels)
- Information evenings – throughout Autumn/Spring terms
- Work with us/DfE: RIT events, Train to Teach events
- Offer classroom experience in your school



# What UoL will do 2015/16

- More RIT events throughout the year
- Marketing advice
- Guidance on website design
- Department marketing/events/talks to students – throughout year
- UoL undergraduate volunteers
- Redirection of applicants

