UNIVERSITY OF BIRMINGHAM

Birmingham Professional Forum

Lee Sanders, Registrar and Secretary
23 June 2015
Agenda

- **Introduction** - Lee Sanders

- **Digital First** – Paul Madden, Director of Marketing

- **The Global Community project** – Lily Badger, Customer Service Manager, Pritchatts Park

- **Circles of Influence and beyond** – Kerrie Holland, Deputy Head of Alumni Relations

- **Strategic Framework update** – Olivia Kew-Fickus, Director of Strategic Planning

- **Questions**
Is not just about new technology
An approach when tackling strategic challenges

- How can we do what we do today digitally?
- Can a digital approach improve the way we use existing resources?
- Where can we innovate and create a sustainable competitive advantage?
Personalised video email
People like you said yes

Influence the offer holder

Dear Paul

Selecting which University to accept as your first choice is one of the most important life changing decisions you will ever make. Find out why others have said yes to Birmingham and what they think about the University and city now that they’re here.

Best regards

Roderick Smith
Director of Admissions

• Simple design
• High engagement
• Subject personalisation
• Mobile usage
• Time
UG conversion activity 2015

Personalised direct mail
See yourself at Birmingham

Influence the offer holder

Influence the influencer

- Social sharing
- High engagement
- Subject personalisation
- Iconic Birmingham
UG conversion activity 2015
Developing engaging content
Innovate to be more

Evolutionary – over the next 1-2 years
Differentiating – over the next 3-5 years
Revolutionary – an aspirational north star
Thank you
The Global Community Project

Lily Badger
Customer Service Manager
Pritchatts Park

More information:
www.birmingham.ac.uk/undergraduate/accommodation/Living-with-us/Pritchatts-House-Global-Community.aspx
Circles of influence and beyond

Kerrie Holland
Deputy Head of Alumni Relations
Introduction

• Fundraising Universities
• At Birmingham
• Circles of influence
A proud history
Circles of influence

- 2009 to date
- £160m target
- Our donor’s generosity
What now?

- Closing the Circles of influence campaign
- Celebration!
- Next year and beyond
- Get involved at www.uobpartofit.com
Strategic Framework update

Olivia Kew-Fickus
Director of Strategic Planning
Questions?

Feedback and topic requests can be sent to: internalcomms@contacts.bham.ac.uk

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