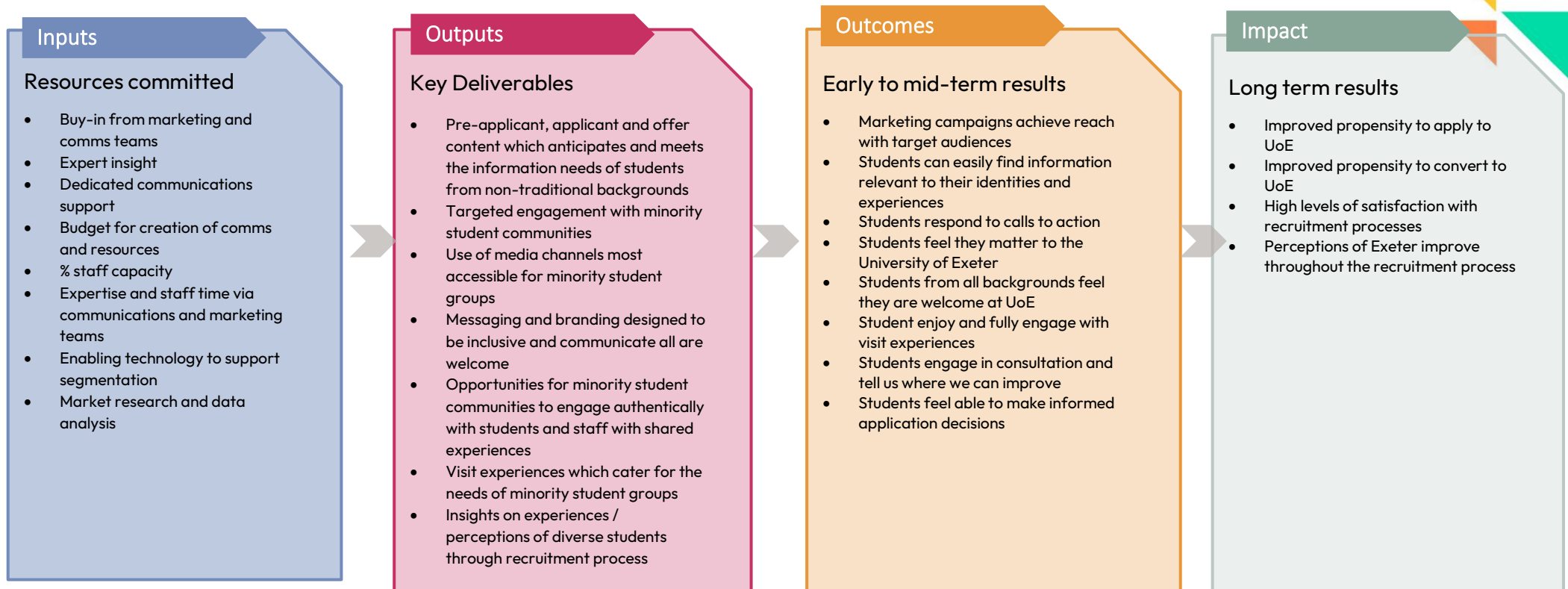


Theory of change: Targeted and inclusive communications and marketing



Assumptions (related to individuals who take up the activity)

- Access to relevant information may be a risk to equal opportunity for some stakeholders
- Students especially those experiencing gaps in outcomes may be least able/likely to engage
- Challenges posed by multiple messages, information sources and channels
- Stakeholders overwhelmed with information and lack time/opportunities to engage
- Students may feel excluded if they don't see their experience represented and catered for
- Students may be cynical of University marketing and doubt its authenticity
- UoE unknown to % of those we wish to engage

Assumptions (related to early changes in attitude or behaviour by activity)

- Students who receive communications are encouraged to find out more
- Stakeholders can easily find information about support, initiatives and progress to inform decision making
- Students are not inadvertently excluded by generic messages and representation which is alien to their lived experience
- Students respond positively to calls to action
- Students visit experiences make them feel welcome
- Students feel encouraged to apply / convert

Assumptions (related to benefits and possible unintended consequences)

- Improved brand recognition amongst hard to reach / non typical student communities encouraging future engagement
- Positive perceptions of UoE as providing an inclusive and positive student experience affecting propensity to apply and convert
- Good channels of transparent two-way dialogue improve recruitment experience and process design, providing competitive advantage