



UNIVERSITY OF
LIVERPOOL
MATHS SCHOOL
EDUCATION FOR 16-19 YEAR OLDS

Marketing and Admissions

David Hemsley
Assistant Headteacher

Kerry Wilde
Admissions and Exams Officer

Content

- Marketing- Why, Who
- Admissions- Why, Who, the timeline
- Marketing plan
- USPs
- Main marketing activities
 - Online
 - Other
- Marketing lessons learnt
- Admissions process
- Admissions+
- Future plans
- Questions

Who are we? Promotion Video

- Most strategies mentioned in this talk for marketing might appear in this video.....
- See if you recognise them later on.





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INTRODUCTION TO THE MATHS SCHOOL

Find out about
the school from
our staff and
students



liverpoolmathsschool.org/open-evenings

Marketing- Why?

- New school
- Get the message out
- Make applicants interested
- Build good relationships with schools for outreach
- Keep applicants warm!



Liverpool's newest specialist sixth form

Reach your potential with the
University of Liverpool Maths School

Find out more about the Maths School and our free
outreach workshops for GCSE students:

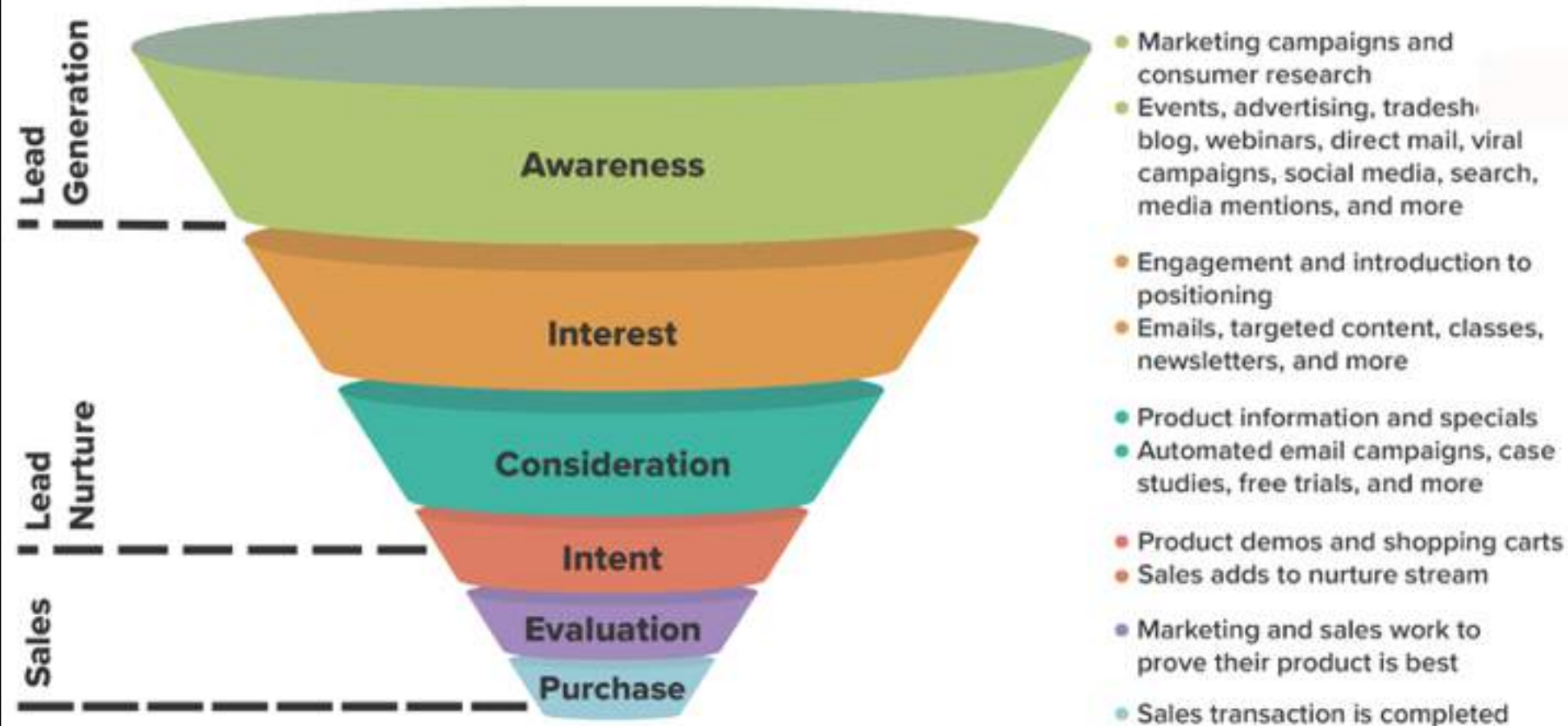
liverpool.ac.uk/mathematics-school



It's business!

The Marketing Funnel

SKYWORD



Marketing Funnel- Schools similar



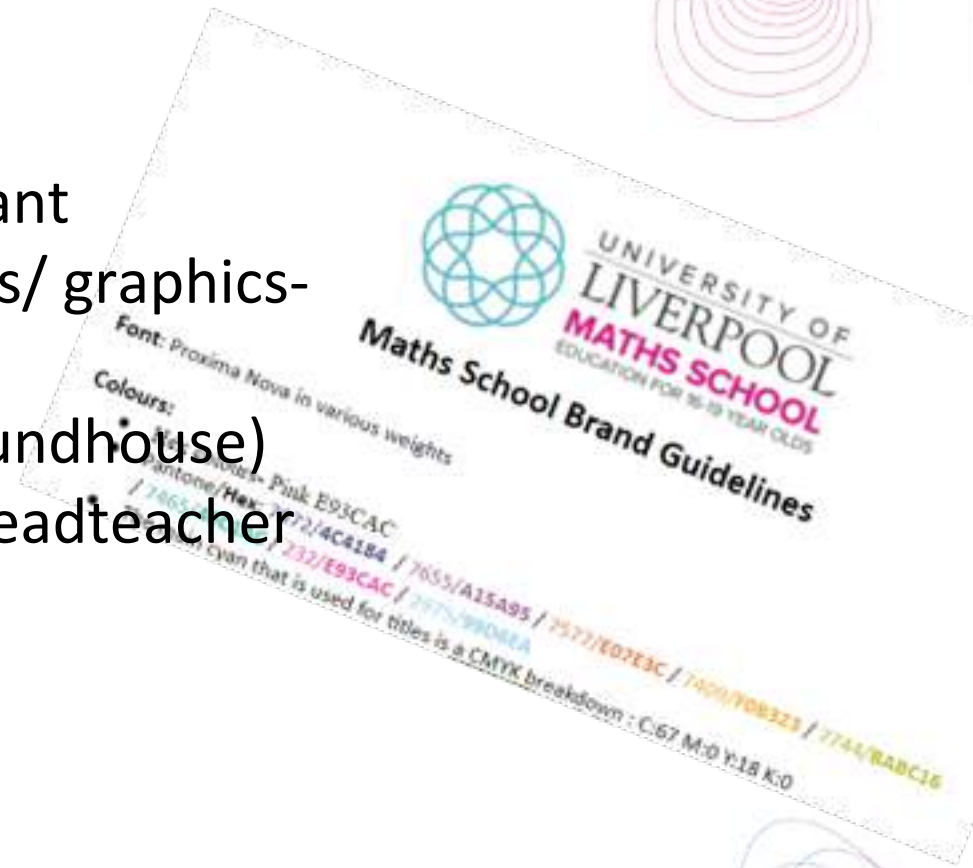
Marketing- Who?

Initially

- Consultants (external)
- Marketing plan from consultant
- Brand identity/ themes/ logos/ graphics- EPS and PNG
- External content (Mocha/Roundhouse)
- Social media- Consultants/ Headteacher

Now

- Marketing Team
 - Headteacher
 - Assistant Headteacher
 - Two administrators



Marketing Target Audience

- Year 11s
- Younger Years
- Y12 & 13 (Outreach)
- Parents/relatives
- Older siblings (pass on message)
- Teaching colleagues
- Industry and Education links

All to promote:

1. We are a Sixth form (WE EXIST!)
2. Our outreach for the region

Admissions- Why?

- Admissions policy important (selective entry)
- Collect data/application
- Schedule interviews
- Communicate to keep them interested
- Upload information to school MIS (in our case Bromcom)

Admissions- Who?

Last year

- Headteacher
- Administrator

This year (same as marketing team)

- Headteacher
- Assistant Headteacher
- Administrator (x2)

May have others involved in the interview process

Admissions Process- Timeline

| | |
|-----------------------|--|
| September 2019 | Applications open Monday 2 nd September |
| November 2019 | Early deadline for first round applications: end of 11/11/2019 |
| December 2020 | Aptitude test preparation session/s for those who meet the early deadline |
| January 2020 | Late deadline for first round applications: Friday 10/1/20 . The aptitude test will take place on Saturday 18/1/20 Invitations to interview will be sent during w/c 20/1/20 . Interviews will take place between 27/1/20 to 8/2/20 . In order to avoid the school day, interviews will take place from 4pm to 7pm on weekday evenings, and between 10am and 3pm on Saturday 1/2/20 and Saturday 8/2/20 . |
| February 2020 | A letter will be sent out to those applicants who are given a conditional offer during February half term. |

Admissions Process- Timeline

| | |
|----------------------------------|---|
| March 2020 | Deadline for second round applications should places remain; Friday 6/3/20 Second round of aptitude test. Saturday 14/3/20 |
| April 2020 | Interviews and offers for second round applicants. 21/3/20 to 3/4/20 |
| April 2020 to August 2020 | Late applications will be dealt with on a case by case basis if unallocated places remain. These applicants will be subject to the same process and standards as previous applicants. |
| August 2020 | Applicants holding offers will have places on results day (Thursday 20/8/20) where they have successfully met their offer in terms of GCSE (and equivalent) results Special consideration will be given to those falling just short and these decisions will be influenced by our widening participation agenda. |

Admissions

Tension between Widening Opportunities agenda and Equal Opportunities legislation.

Solution

Disadvantaged supported through marketing and outreach not admissions. Find these students and support them to make the standard.

Interview process sees talent not training for exams.

- Developed by a consultant- [LINK](#)

Unique Selling Points (USPs)

- Vital to focus marketing
- Use regularly so it is clear what we offer
- Applicants know them!

ULMaS USPs:

- Set up on branding 2019-20
 - Think Maths
 - Think Solutions
 - Prove yourself
- Added 2020-21
 - University feel
 - Challenging and Enriching
 - Immersive Curriculum with no fees

Unique Selling Points (USPs)

Why choose our Maths School?

1

Think Maths

I decided to study at the maths school because I loved the idea of being in a school full of like minded people who will challenge each other and work together to create a healthy environment.

*Simon, Year 12
previously from Alderholt School, Dorset*

By becoming an expert in the mathematical sciences you can achieve highly paid, stimulating careers that benefit human society. It is also great fun to learn mathematics at a high level; mathematics is full of intriguing, creative and satisfying challenges.

2

Think Solutions

You have fantastic teachers who are always happy to help with your work, or discuss topics far beyond the reaches of A-Level. You're given every thing you need to succeed, and a bunch of extra opportunities on top of that!

*Jack, Year 12
previously from The Upland Academy*

Problem solving is not only satisfying but makes problem highly enjoyable. We develop the skills to find creative and unusual independent thinking and analytical skills. Developing mathematical and scientific thinking is about much more than getting high marks in exams; discussion, reflection, justification and questioning are all crucial parts of the process.

3

Prove Yourself

It is so easy to make friends as everyone has similar interests. I am loving being challenged and the fact that the school goes beyond the curriculum to prepare you for university during the Aspiring Mathematician Programme (AMP) lessons.

*Harriet, Year 12
previously from Goddington School, Essex*

Our students are in a place with others who share their passion. The community feeling is supportive and students are able to be themselves, try new experiences and overcome difficulties fully in their subjects.

4

University Feel

The school feels more like a university than Sixth form because it provides us with the knowledge we need whilst also developing increasing levels of independence. This closes the gap between sixth form and university so when we leave we are prepared and have an advantage over others. Using teacher's first names helps underlie this difference to schools.

*Clayton, Year 12
previously from Holy Trinity Catholic High School*

We are an integral part of the University of Liverpool departments and facilities. The feel of the building itself is very university like in both the classrooms and the common areas. The mutual respect between staff and students, all on first name terms, helps students to develop maturity and independence in their approach to study.

5

Challenging and Enriching

I wanted to be surrounded by people who are like minded and constantly strive to be better. I wanted to be in a learning environment that showed me how to exceed my own expectations.

*Mark, Year 12
previously from Milton Keynes High School*

By getting the level of challenge right we enable students to develop quickly, make important connections between related ideas and feel fully immersed in their learning. Students work hard but enjoy their work because of their strong sense of growing mastery.

6

Immersive Curriculum With No Fee

The environment is perfect and what I've always dreamed to be a part of. When I saw U.S.M.A's opening for September 2020 I immediately wanted to apply! This is a perfect school for anyone who wants to study Maths, Physics and Computer Science.

*Steven, Year 12
previously from St Edmunds Preparatory School, Essex*

Our teachers have a strong sense of privilege in working with committed and talented students, as do students study the same subjects we can ensure the curriculum structure enhances their experience and brings depth to their learning. In spite of the small class sizes and personalised approach, there are no charges to study in our school.

Unique Selling Points (USPs)

4/

Why choose our Maths School?

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Drew, Year 12

previously from Merchant Taylors' Girls School

By becoming an expert in the mathematical sciences you can access highly paid, stimulating careers that benefit human society. It is also great fun to learn mathematics at a high level: mathematics is full of intrigue, creativity and satisfying challenges.

2

Think Solutions

You have fantastic teachers who are always happy to help with your work, or discuss topics far beyond the reaches of A-Level. You're given everything you need to succeed, and a bunch of extra opportunities on top of that!

Zoe, Year 12

previously from The Oldershaw Academy

Problem solving is not only satisfying but makes graduates highly employable. We develop the skills to find solutions and develop independent thinking and analytical skills. Developing mathematical and scientific thinking is about much more than getting high marks in exams: discussion, reflection, clarification and questioning are all crucial parts of the process.

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Hannah, Year 12

previously from Archbishop Blandish School

Our students are in a place with others who share their passions. The community feeling is supportive and students are able to be themselves, try new experiences and immerse themselves fully in their subjects.

Unique Selling Points (USPs)

Find out more Evergreen@hpschool.org | admissions@evergreenhpschool.org /5

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Camaron, Year 12,

previously from Holy Family Catholic High School

We are on campus and have links to University of Liverpool departments and facilities. The feel of the building itself is very university like, in both the classrooms and the communal areas. The mutual respect between staff and students, all on first name terms, helps students to develop maturity and independence in their approach to study.

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Nick, Year 12

previously from Made Decost High School

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Aiden, Year 12

previously from St Edmund Arrowsmith Catholic High School

Our teachers have a strong sense of privilege in working with committed and talented students. As all students study the same subjects we can ensure the curriculum structure enhances their experience and brings depth to their learning. In spite of the small class sizes and personalised approach, there are no charges to study at our school.

Skills needed in house- or paid for

- Social Media understanding!
- Relentless commitment to documenting activity!
- Photography- Bought a camera, use ipad mostly
- Video editing- Lumafusion
- Design/branding- Office Publisher



Why did you apply to join the Maths School?



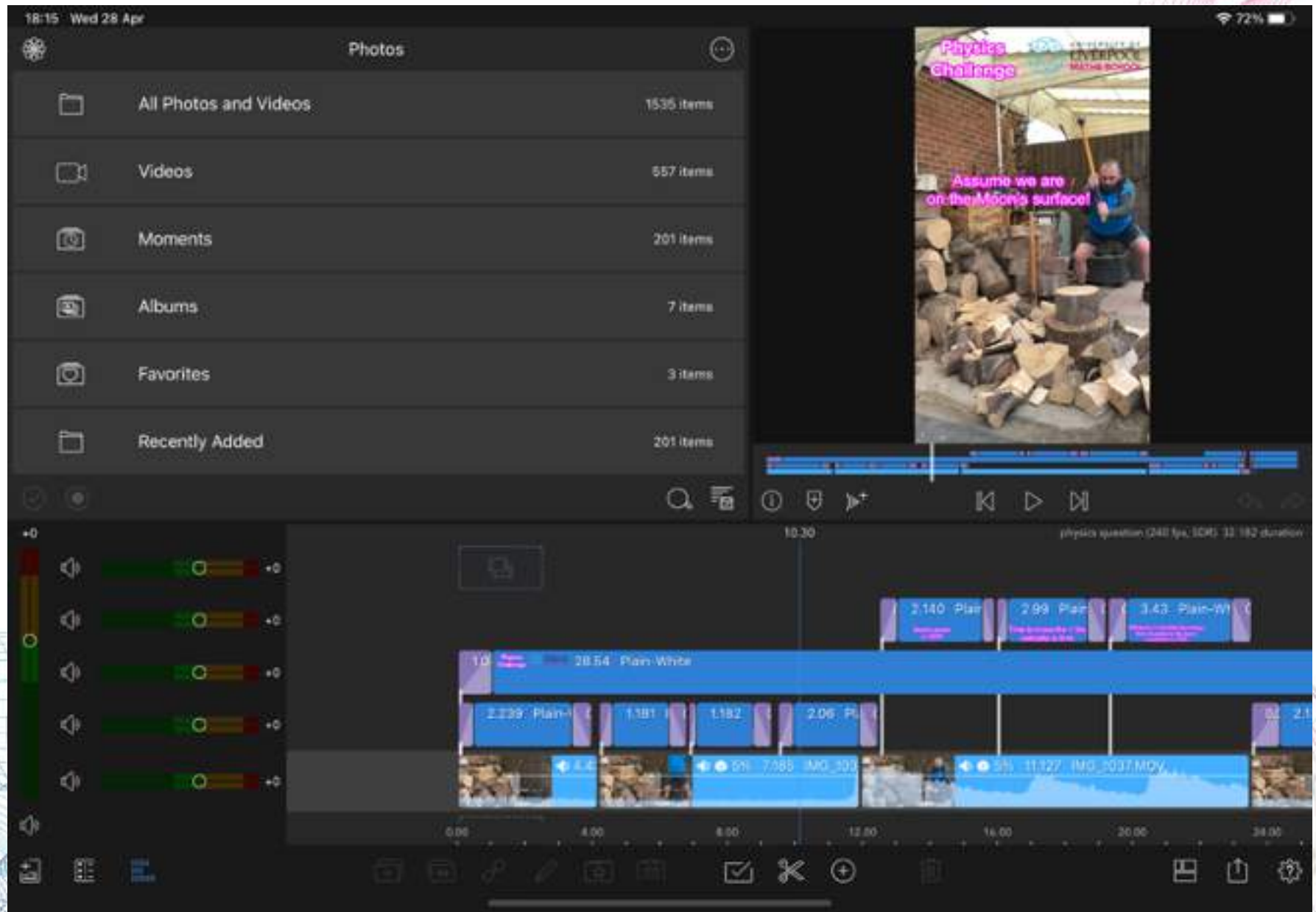
"I wanted to be surrounded by people who are like minded and constantly strive to be better. I wanted to be in a learning environment that showed me how to exceed my own expectations."

Nick, Year 12 2020-21

Apply for
September 2021

liverpoolmathsschool.org/apply

Lumafusion



Main Marketing Activities

Online

- Instagram
- Facebook
- Twitter
- YouTube
- TikTok
- Website
- Keywords on website- appear on searches

Include a call to action!

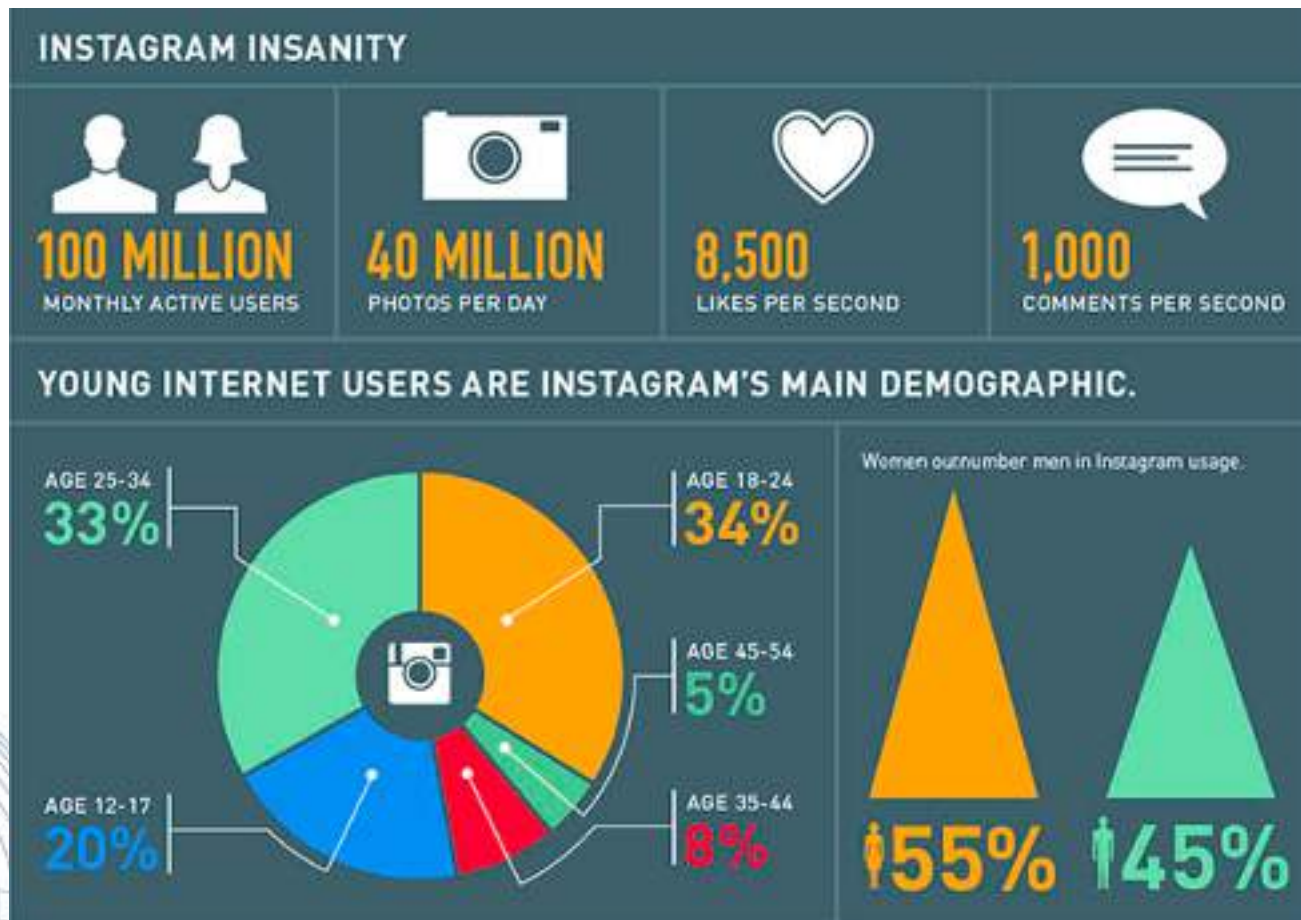
Main Marketing Activities

Other

- Promo video (long and short)
- Prospectus ONLINE
- Visits to schools/assemblies/talks
- Targeted postal mail to Careers/HODs
- Open Evenings ONLINE
- Taster sessions POSTPONED
- Outreach (if below Y12) ONLINE
- Careers/progression events ONE ASSEMBLY, more TBC
- Big Bang Fair CANCELLED
- Bus adverts
- Newspaper adverts (not done this year)
- Get student quotes

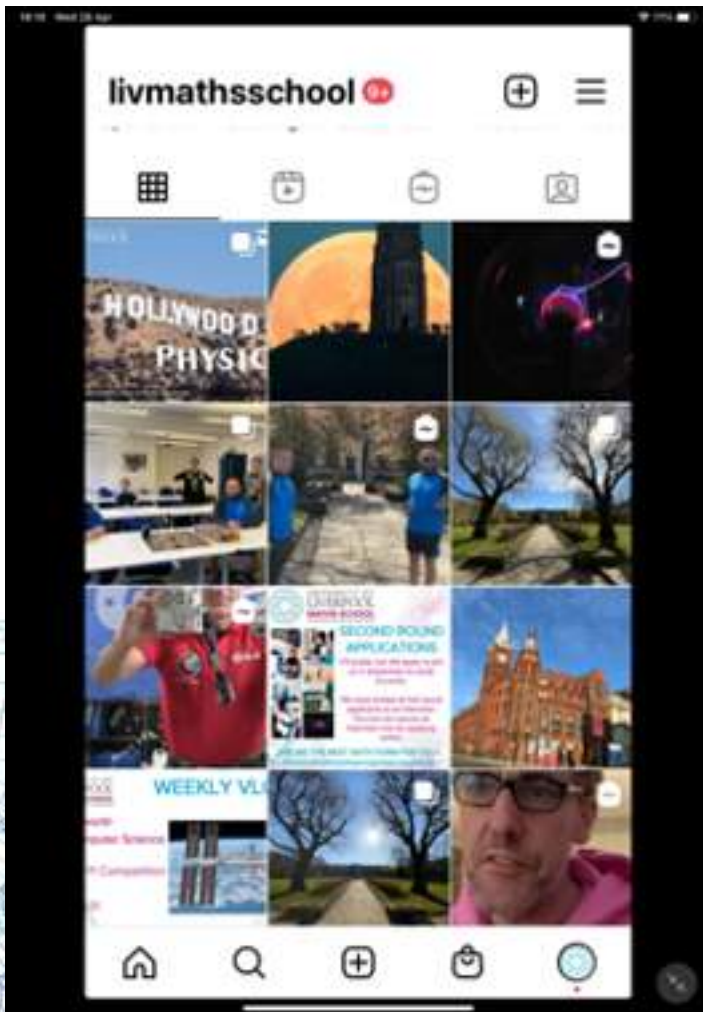
Instagram

- Ideal for young people
- Mostly used by girls



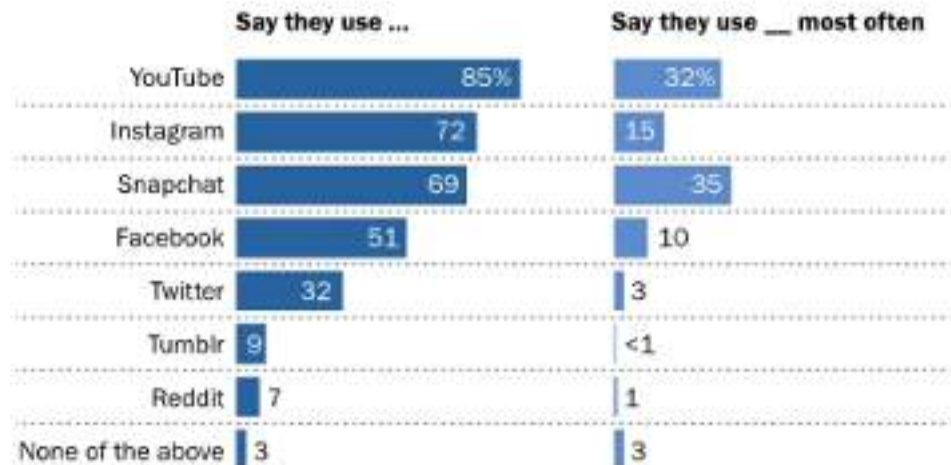
Instagram

- Ideal for young people
- Mostly used by girls



YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

Instagram Takeover

- Contributors for 5 days. Live interviews, recorded puzzles, challenges, history, music, art, fashion

What's on Today

Friday 2nd April

Interview: James Grime at 11am
Hana chats to James about zero and infinity on Instagram Live

Challenge: Emoji maths puzzle
Katie challenges you to create an emoji-maths puzzle

History: John Snow
James Grime delves into some mathematical history in Stories

Music: Jon Chase
Jon has a trigonometry rap for you in Reels

Puzzle: Set by James Grime
Can you solve the daily puzzle post?

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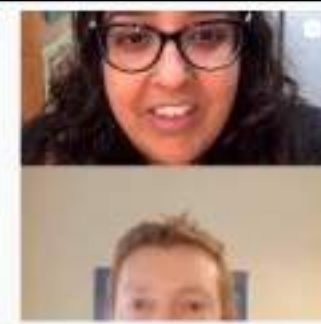
Daily Puzzle

Set by James Grime

Alice and Bob were in a 100m race. When Alice crossed the finish line, Bob was only at the 90m mark.

In the second race, Alice started 10m behind the start line. All things being equal, who will win this time?

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$a^2 + b^2 = c^2$

$= 25\text{cm}^2$

ic: That Day/Jeff Kable



What's on Today

Thursday 1st April

Interview: Hana at 1pm
Hana chats to James about @MathsGrime on Instagram Live

Challenge: Mathematical art
Hana challenges you to create mathematical art

History: Sophie Germain
Hana shares a video about Sophie Germain's work

STEM in Style: Takko Bortlett-Lashley
Takko shares a video about his work in STEM

Puzzle: Set by Katie Steekles
Can you solve the daily puzzle post?

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Daily Puzzle

Set by James Grime

A driver notices the odometer of his car reads 11051 miles. It is odd-numbered. It reads the same backwards as forwards.

Two hours later it shows an even number. How fast was the car moving in those two hours?

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What's on Today

Wednesday 31st March

Interview: Kit Yates at 11am
Hana chats to Kit about topology and maths on Instagram Live

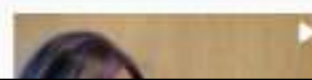
Challenge: Which one doesn't belong?
Hana challenges you to create your own

History: Florence Nightingale
Hana & Katie discuss the nurse and statistician

Music: Kyle D Evans
Hana & Katie discuss the singer-songwriter

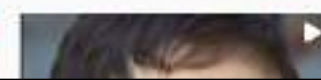
Puzzle: Set by James Grime
Can you solve the daily puzzle post?

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What's on Today

Tuesday 30th March



#capitaliseonpopularthings!

- Our most popular non promoted post #TheBatman



#capitaliseonpopularthings!

- Our most popular non promoted post #TheBatman



#capitaliseonpopularthings!

- Our most popular non promoted post #TheBatman



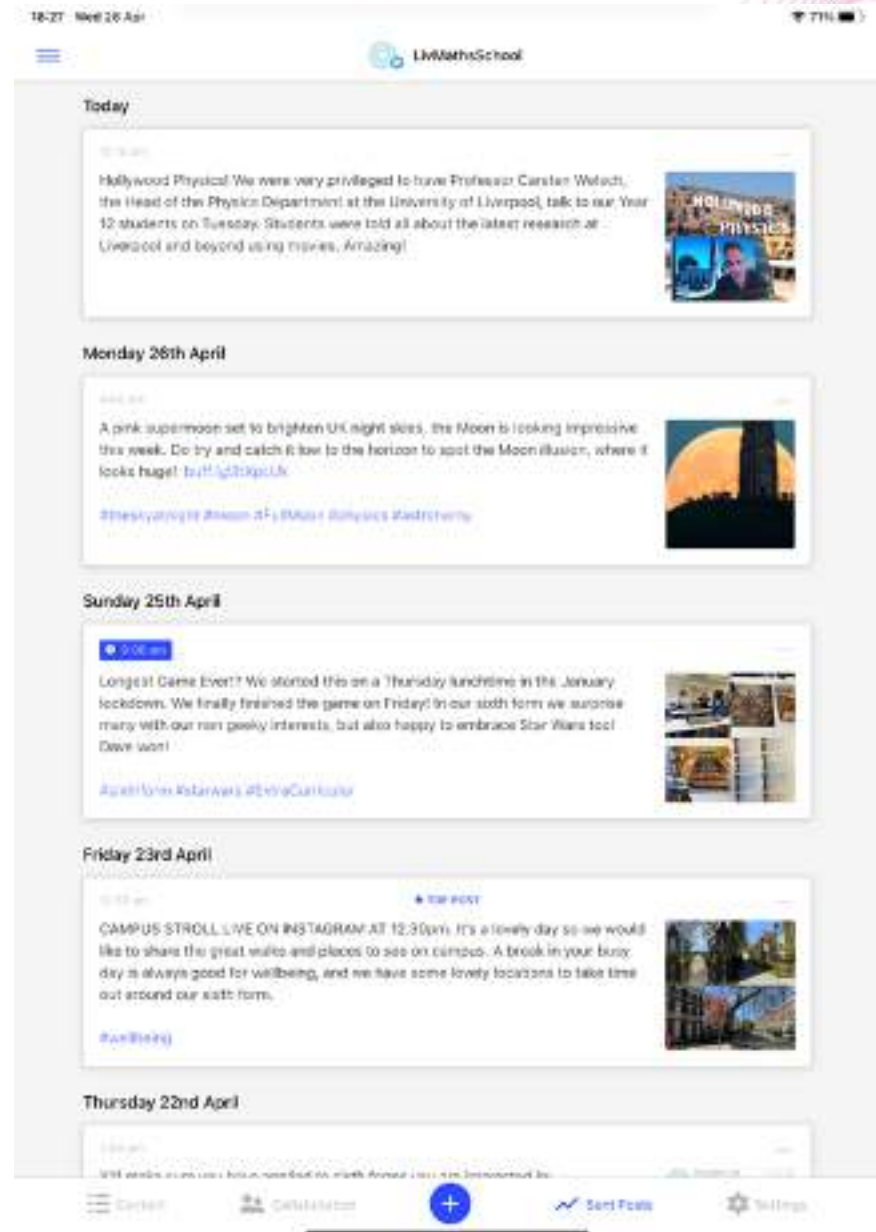
#capitaliseonpopularthings!

- Our most popular non promoted post #TheBatman



Buffer for Social Media

- Buffer- Insta, Twitter, Facebook in one!
- One post goes to all.
- Very useful
- Can schedule



Facebook

- Good for parents
- Can click links!
- Local groups (free books!)

 **Formby Bubble**
25 October 2020 at 10:28 · 

Dear Formby Bubble:
Free online lessons in Maths, Physics and Computer Science for pupils with enthusiasm and potential in science, technology, engineering and mathematics. Covering years 10 to 13 with more ages to follow. More information on the link below.
<https://m.facebook.com/LiverpoolMathsSchool/photos/a.948381212103780/1187555427284756/?type=3>



UNIVERSITY OF
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AN OUTREACH PROGRAMME

**FREE ONLINE LESSONS
FOR STEM ENTHUSIASTS**

Y12/13 Mathematics
Y12/13 Physics
Y10/11 Mathematics
Y10/11 Physics
Y10/11 Computer Science
Coming soon- lessons for KS2 and KS3

SIGN UP NOW AT
liverpoolmathsschool.org/outreach-reaching-your-potential

University of Liverpool Maths School 25 October 2020 at 08:15 · 

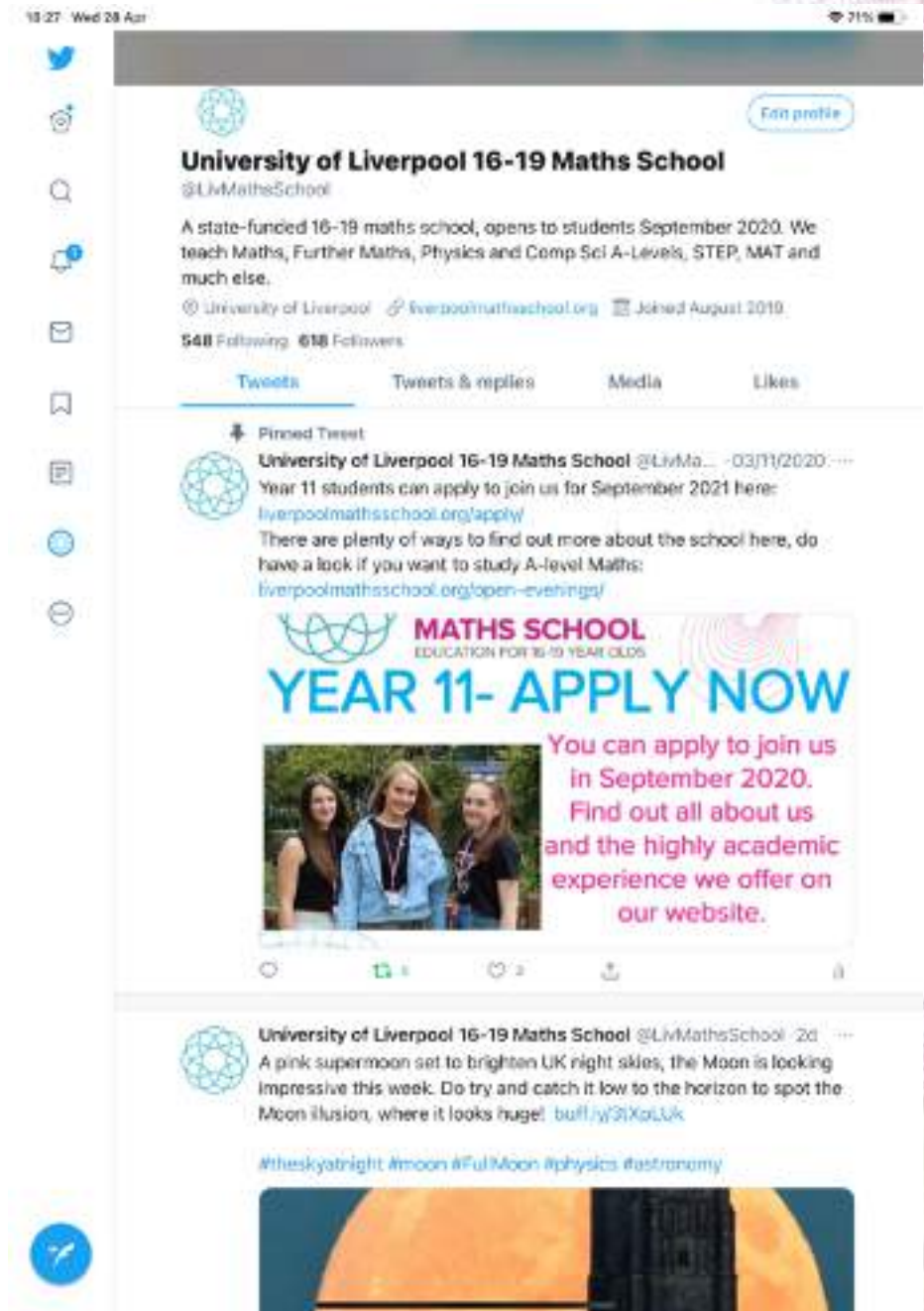
The University of Liverpool Maths School is a specialist sixth form based on the campus of the University of Liverpool with a mission to develop young mathematicians and scientists in the area. In addition to teaching our own 16-19 year old students we offer a range of activities to support students in the region who have a strong interest in mathematics, physics and computer science. Currently we have **FREE ONLINE LESSONS** for the following: Y13/12 Maths to help for University entrance exams and degree study, Y12/Y13 Physics for the same reason, Year 10/11 GCSE Maths and Physics lessons and Year 10/11 Computer Science Python programming lessons. Our offer will also extend to KS3 and KS2 soon. To find out more please visit liverpoolmathsschool.org/outreach-reaching-your-potential

16 shares

 **Dell Keena**
Taylor Keenan Rosie McGovern

Twitter

- Good for professionals/teachers/networking
- Can click links



Scrolling Pictures



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WHY STUDY A-LEVEL FURTHER MATHS?



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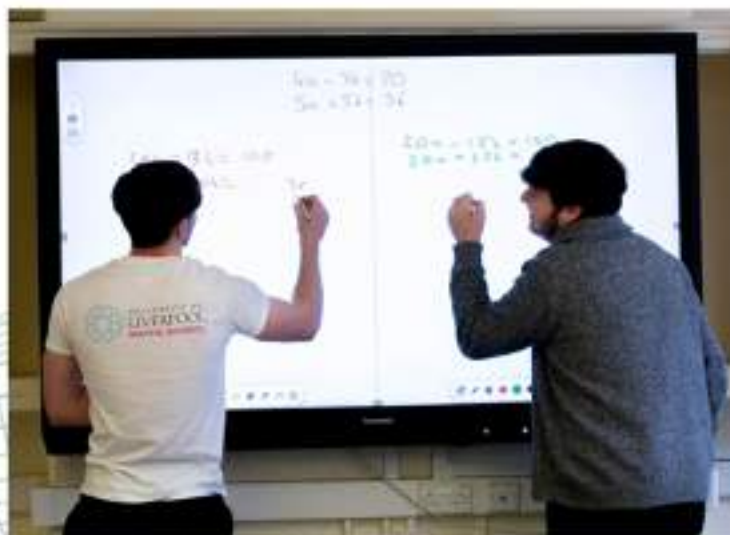


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**Maths is depth,
Further Maths is breadth**



A-Level Maths really deepens your understanding of the subject from GCSE.

A-Level Further Maths teaches you new topics and gives you a whole new and enriching experience in Maths.

liverpoolmathsschool.org

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Perfect if you enjoy Maths



If you love Maths
then A-Level Further
Maths will give you
so many rewarding
experiences and
develop new skills.

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Ideal for students who will study
mathematical degrees at university



University courses with
mathematical content
(maths, physics, engineering,
computer science) will be
much more accessible and it
WILL help with applications
to competitive universities
for these courses, including
entrance exams.

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Our Immersive Curriculum



All our sixth formers do the same subjects; Maths, Further Maths, Physics and Computer Science. We deliver the maths together and this enhances the delivery of both A-Levels within an integrated curriculum. All in timetabled lessons and taught by experts with double the maths lessons for one A-Level. We also go beyond both specifications with our Aspiring Mathematician Programme.

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IDEAL CLASS SIZES



Further Maths is very accessible in the way we deliver it and as the content comes mainly after A-Level Maths, and is taught to groups of 15. The students enhance the experience of others with the class dynamic and keep motivation high. This is hard with very small classes which is common for Further Maths classes.

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Aspiring Mathematician Programme

Scroll



We deliver so much more, beyond even the Further Maths A-Level specifications. This allows us to explore the challenging and interesting maths which Further Maths opens up to students. This includes more elegant and efficient ways of solving complex problems, research skills and university entrance exams.

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You get well paid

This is a recent survey of starting job salaries based on A-level studied. Further Maths study led to the highest salary.

| A-level | Lower quartile | Median | Upper quartile |
|---------------|----------------|---------|----------------|
| Further Maths | £19,200 | £25,500 | £31,500 |
| Economics | £18,200 | £23,900 | £29,800 |
| Physics | £17,200 | £23,700 | £28,800 |
| Maths | £16,800 | £22,500 | £28,000 |
| Comp Science | £16,600 | £22,500 | £28,000 |

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WANT TO FIND OUT MORE ABOUT OUR SIXTH FORM??

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Open Eve Info

ONLINE HEADTEACHER TALK
TOURS OF SCHOOL IN PERSON
TASTER DAYS IN PERSON

ONLINE LESSONS FOR Y10 and 11
ONLINE VIDEO INTRODUCTION
ONLINE TOUR OF THE SCHOOL

WEEKLY VLOGS

PROSPECTUS

**NEXT LIVE EVENT TUESDAY
12th JANUARY**

LINKS TO ALL THESE ARE HERE:
liverpoolmathsschool.org/open-evenings

YouTube

- Where people watch videos, we have a channel
- Can use targeted adverts- Google Ads
- Can play licensed music

The screenshot shows the YouTube channel page for the University of Liverpool Maths School. The channel has 105 subscribers. The page is divided into several sections: a left-hand navigation menu, a top header with the channel name and a subscribe button, and a main content area. The main content area features a 'Created playlists' section with five playlists: 'Outreach- Free lessons and support', 'Extracurricular', 'Maths Challenges', 'Why choose our Maths School?', and 'Weekly vlogs'. Below this is an 'Uploads' section with a 'PLAY ALL' button and a row of six video thumbnails. The left-hand navigation menu includes links to Home, Explore, Subscriptions, Library, History, Your videos, Watch later, Liked videos, and a 'SUBSCRIPTIONS' section with links to Music, Sports, Gaming, and Movies & Shows. At the bottom, there is a 'MORE FROM YOUTUBE' section with links to YouTube Premium and Movies & TV shows.

YouTube

Search

University of Liverpool Maths School
105 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Created playlists

- Outreach- Free lessons and support
Updated today
VIEW FULL PLAYLIST
- Extracurricular
VIEW FULL PLAYLIST
- Maths Challenges
VIEW FULL PLAYLIST
- Why choose our Maths School?
VIEW FULL PLAYLIST
- Weekly vlogs
Updated today
VIEW FULL PLAYLIST

Uploads ▶ PLAY ALL

- Weekly vlog- Student Voice
16 views • 2 days ago
- Weekly Vlog- ESAs: Astro Pi Competition
39 views • 1 week ago
- GCSE Advanced Maths Problem Solving: sign up fo...
29 views • 2 weeks ago
- Weekly vlog- Free Outreach Activity- STEMmaster
16 views • 1 month ago
- A-Level Physics Problem Solving: sign up for FREE...
33 views • 1 month ago

SUBSCRIPTIONS

- Music
- Sports
- Gaming
- Movies & Shows

MORE FROM YOUTUBE

- YouTube Premium
- Movies & TV shows

Google Ads

Video ads

OUR VIDEOS- CAN BE PAUSED OR ENABLED



Why choose our
Maths School?

Immersive
Curriculum

liverpoolmathsschool.org/open-evening

Skip Ad ▶

00:29

Ad #3
Apply Now
Join us

| Ad | Impressions | Cost ▼ | Avg. CPV ▼ |
|---------|-------------|--------|------------|
| Enabled | 6,538 | £83.08 | £0.03 |

VIDEO ADS

< 1 / 10

Video ads

OUR VIDEOS- CAN BE PAUSED OR ENABLED



Why choose our
Maths School?

Prove Yourself

liverpoolmathsschool.org/open-evening

Skip Ad ▶

00:31

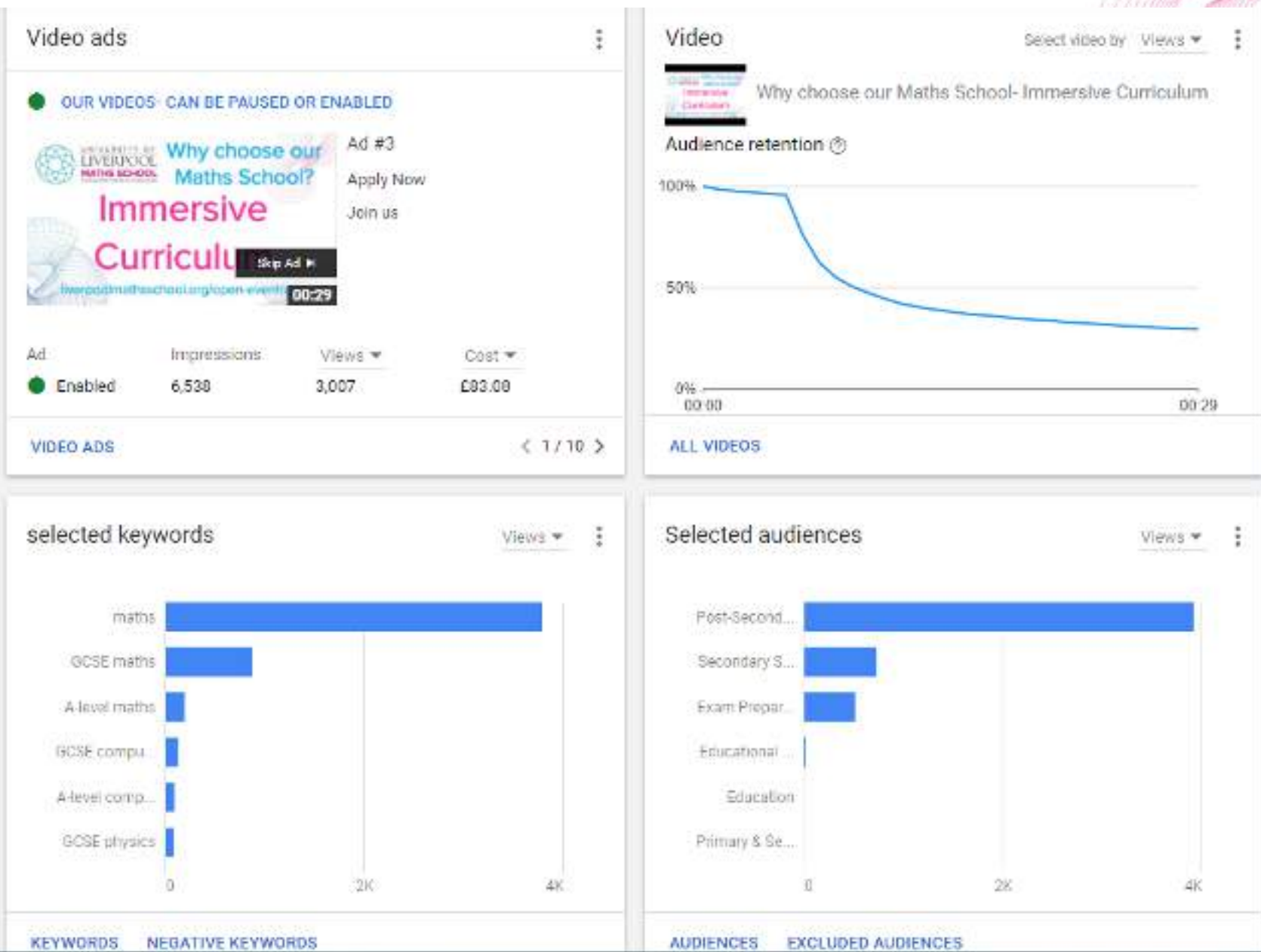
Ad #4
Apply Now
Our Sixth Form

| Ad | Impressions | Cost ▼ | Avg. CPV ▼ |
|---------|-------------|--------|------------|
| Enabled | 5,184 | £68.48 | £0.04 |

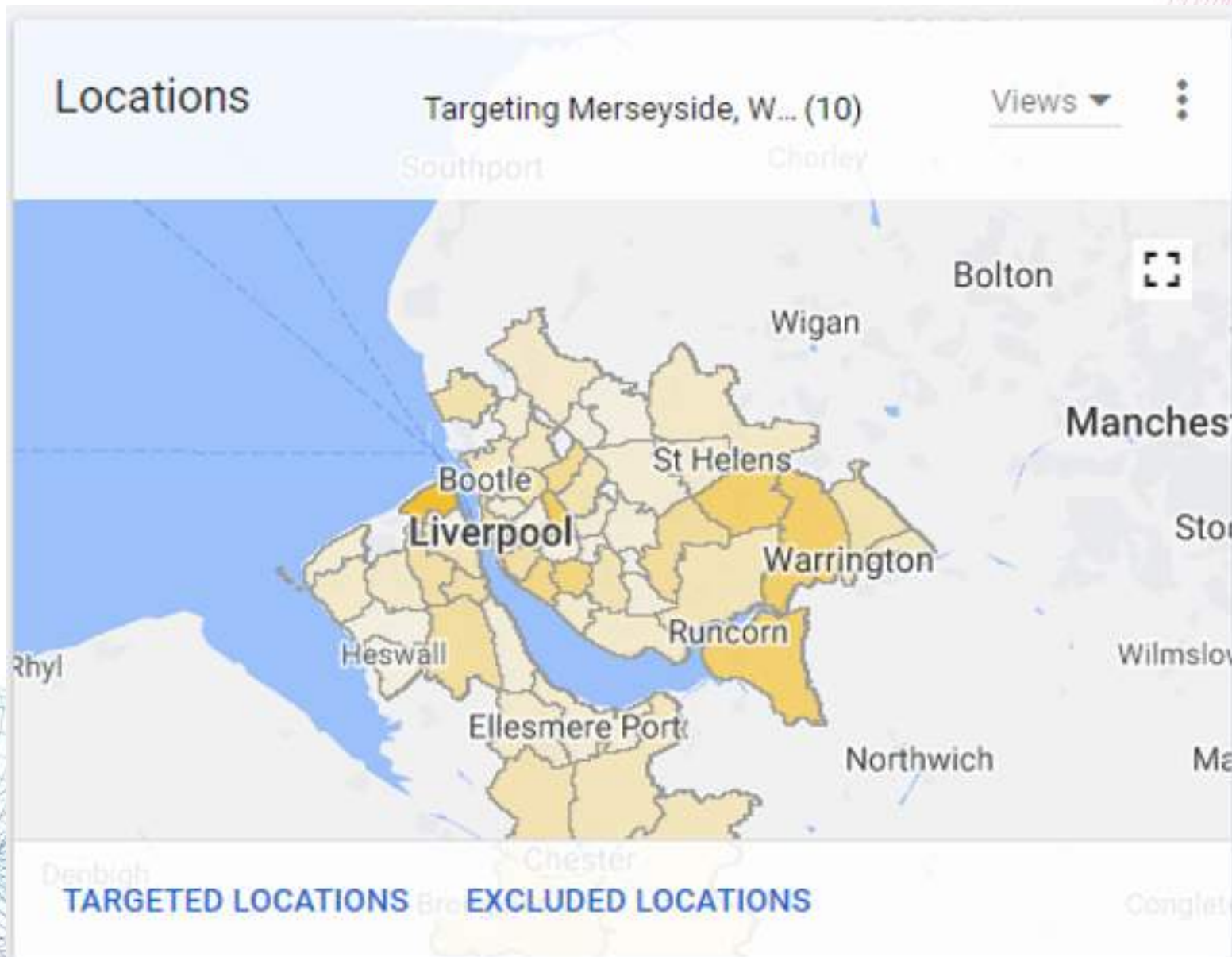
VIDEO ADS

< 2 / 10 >
















Google Ads



Google Ads



YouTube

| | | | | |
|---|--|---|--|---|
|  <p>WEEKLY VLOG</p> <p>Niall Thompson Head of Programmes</p> <p>An example of student voice</p> <p>10th April 2021</p> <p>www.liverpoolmathsschool.org</p> <p>2:39</p> |  <p>WEEKLY VLOG</p> <p>Steve Worsworth Head of Computer Science</p> <p>ESA's Astro Pi Competition</p> <p>10th April 2021</p> <p>www.liverpoolmathsschool.org</p> <p>6:40</p> |  <p>Free Online Lessons</p> <p>GCSE Advanced Maths Problem Solving</p> <p>David Hensley Assistant Headteacher</p> <p>For more information visit this link</p> <p>www.liverpoolmathsschool.org/subject-teaching-videos</p> <p>3:23</p> |  <p>WEEKLY VLOG</p> <p>Free Outreach STEMmaster</p> <p>Colin Thomas Head of Mathematics</p> <p>For more information visit this link</p> <p>www.liverpoolmathsschool.org/subject-teaching-videos</p> <p>4:19</p> |  <p>Free Online Lessons</p> <p>A-Level Physics Problem Solving</p> <p>Dr Aisling Duffell Head of Physics</p> <p>For more information visit this link</p> <p>www.liverpoolmathsschool.org/subject-teaching-videos</p> <p>2:34</p> |
| <p>Weekly vlog- Student Voice</p> <p>14 views • 2 days ago</p> | <p>Weekly Vlog- ESA's Astro Pi Competition</p> <p>39 views • 1 week ago</p> | <p>GCSE Advanced Maths Problem Solving: sign up fo...</p> <p>29 views • 2 weeks ago</p> | <p>Weekly vlog- Free Outreach Activity- STEMmaster</p> <p>76 views • 1 month ago</p> | <p>A-Level Physics Problem Solving: sign up for FREE...</p> <p>33 views • 1 month ago</p> |
|  <p>WEEKLY VLOG</p> <p>David Hensley Assistant Headteacher</p> <p>Testing and the return to school on 8th March</p> <p>10th March 2021</p> <p>www.liverpoolmathsschool.org</p> <p>3:27</p> |  <p>WEEKLY VLOG</p> <p>David Hensley Assistant Headteacher</p> <p>Testing and the return to school on 8th March</p> <p>10th March 2021</p> <p>www.liverpoolmathsschool.org</p> <p>12:57</p> |  <p>WEEKLY VLOG</p> <p>David Hensley Assistant Headteacher</p> <p>Reading for Pleasure</p> <p>25th February 2021</p> <p>www.liverpoolmathsschool.org</p> <p>2:50</p> |  <p>WEEKLY VLOG</p> <p>Colin Thomas Head of Mathematics</p> <p>Our Maths Curriculum</p> <p>18th February 2021</p> <p>www.liverpoolmathsschool.org</p> <p>9:12</p> |  <p>WEEKLY VLOG</p> <p>David Hensley Assistant Headteacher</p> <p>Half term message for students</p> <p>10th February 2021</p> <p>www.liverpoolmathsschool.org</p> <p>3:55</p> |
| <p>Weekly vlog- Why we are glad to all be back in sixth form</p> <p>71 views • 1 month ago</p> | <p>Weekly vlog- Testing and details on the return to...</p> <p>39 views • 1 month ago</p> | <p>Weekly vlog- Reading for Pleasure</p> <p>51 views • 2 months ago</p> | <p>Weekly vlog- Our Maths Curriculum</p> <p>66 views • 2 months ago</p> | <p>Weekly vlog- Headteacher's half term message</p> <p>65 views • 2 months ago</p> |
|  <p>Open Evening Event</p> <p>Question and answer session with students</p> <p>David Hensley Assistant Headteacher</p> <p>10th February 2021</p> <p>www.liverpoolmathsschool.org/subject-teaching-videos</p> <p>59:16</p> |  <p>WEEKLY VLOG</p> <p>David Hensley Assistant Headteacher</p> <p>Covid Testing in School</p> <p>10th February 2021</p> <p>www.liverpoolmathsschool.org</p> <p>9:33</p> |  <p>Free Online Lessons</p> <p>GCSE Physics Masterclass</p> <p>David Hensley Assistant Headteacher</p> <p>For more information visit this link</p> <p>www.liverpoolmathsschool.org/subject-teaching-videos</p> <p>3:11</p> |  <p>WEEKLY VLOG</p> <p>David Hensley Assistant Headteacher</p> <p>Wellbeing in lockdown</p> <p>24th January 2021</p> <p>www.liverpoolmathsschool.org</p> <p>11:40</p> |  <p>FREE ONLINE LESSON</p> <p>How to use desmos</p> <p>24th January 2021</p> <p>www.liverpoolmathsschool.org</p> <p>36:23</p> |
| <p>Sixth Form Open Evening live event: Question and answer...</p> <p>76 views • 2 months ago</p> | <p>Weekly vlog: COVID testing in schools</p> <p>89 views • 2 months ago</p> | <p>GCSE Physics Masterclass: sign up for FREE weekly live...</p> <p>96 views • 2 months ago</p> | <p>Weekly vlog- Wellbeing in lockdown video</p> <p>75 views • 3 months ago</p> | <p>Free maths lesson- How to use desmos</p> <p>95 views • 3 months ago</p> |

Followers since October (if known)

Instagram 150 to 500

Twitter 618

Facebook

YouTube 10 to 105

School website

- Hopefully a clearly signposted list of what we do



Twitter Facebook Instagram Phone 0151 6400397 Email reception@liverpoolmathsschool.org

MENU

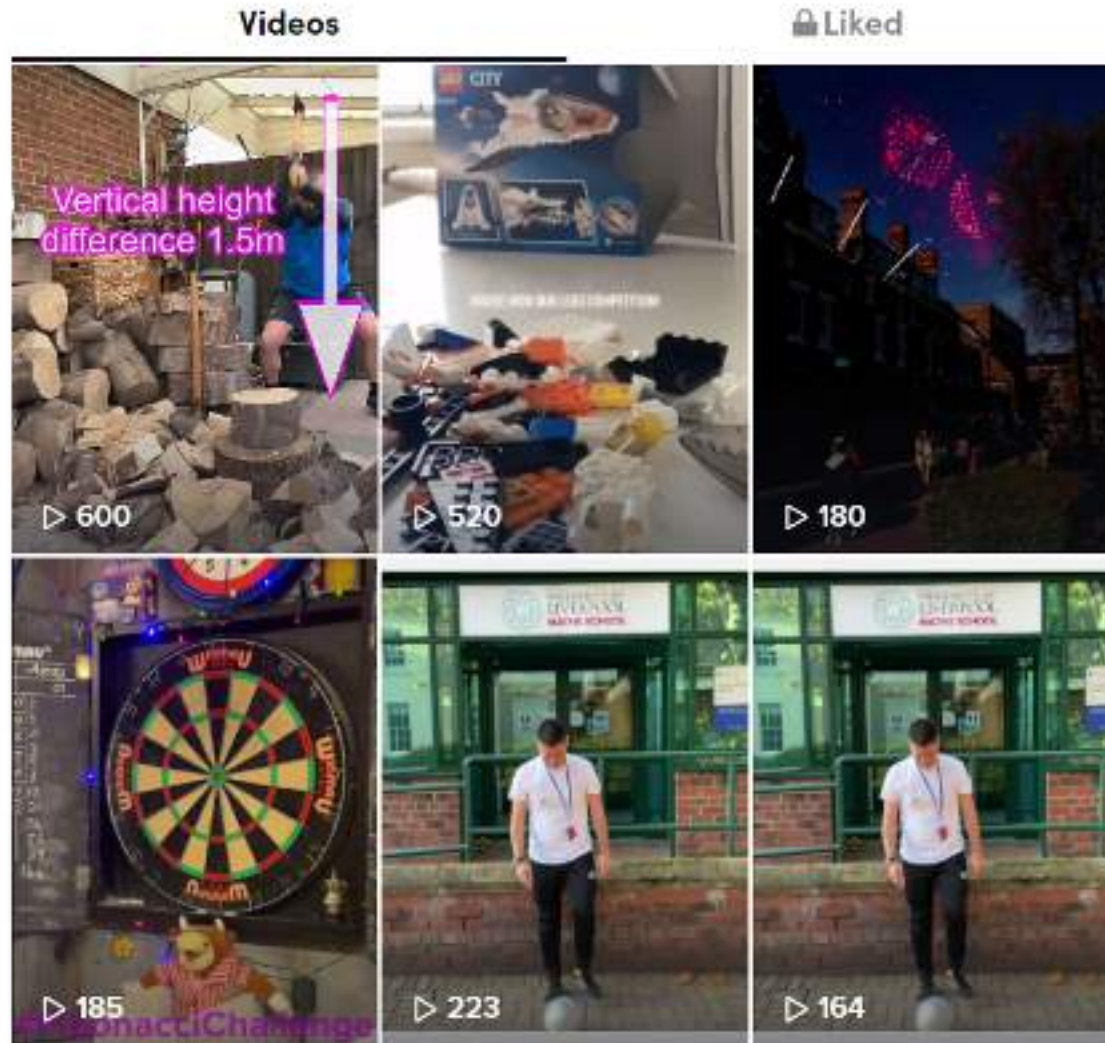
A banner for the University of Liverpool Maths School. At the top left is the school's logo. Next to it, the text says "An Introduction to the University of Liverpool Maths School". To the right, in large blue letters, is "INTRODUCTION TO THE MATHS SCHOOL". Below this, on the left, is the text "Find out about the school from our staff and students" in pink. On the right is a photo of three young women standing outdoors. Below the photo is a play button icon. At the bottom, there is a black box with "Watch on" and the YouTube logo, followed by the URL "liverpoolmathsschool.org/open-evenings" in blue.

Sign up for free lessons and activities

Find out about joining our Sixth Form

Tik Tok

- Not much so far- novelty/cool?!



Main Marketing Activities

Other

- Promo video (long and short)
- Prospectus ONLINE
- Visits to schools/assemblies/talks
- Targeted postal mail to Careers/HODs
- Open Evenings ONLINE
- Taster sessions POSTPONED
- Outreach (if below Y12) ONLINE
- Careers/progression events ONE ASSEMBLY, more TBC
- Big Bang Fair CANCELLED
- Bus adverts
- Newspaper adverts (not done this year)

Promo video long

- Carefully planned to cover USPs
- Staff given clear questions to answer
- Student voice informed students to ask to speak
- NOT SCRIPTED!



| | | |
|------------|------------------------------|---|
| P1 9.30am | Aurora- Physics 1 | Video Aurora lesson snippets- Aurora's Physics room (red brick walls), laser practical set up |
| | Colin- Maths 2 | Video Colin lesson snippets (in the other Physics room- lots of windows) |
| | Steve- Online Class 3 | Video Damian- talking head (outside school??), Headteacher introduction of mission of Maths schools- done out front?, comment on the staff, curriculum- fitting together computer and maths, ethos, plus final word for end of video (in his office or somewhere else), free education! |
| P2 10.30am | Damian- Computer Science S 1 | Video Niall lesson snippets (in the other Physics room- maybe move to his maths room?) |
| | Niall- Maths 2 | Grab kids for chat x3 (library?), get them fake working in library too, video close up of new books. Why they chose the maths school Ibrahim, George, Drew |
| | Colin- Online class 3 | Video Aurora, The joy of Physics- In Aurora's room Video Kathryn/Lorrie- talking head together, Working with the students- their general pleasantness- in reception or Aurora's room |
| 11.30am | Break | Kitchens and communal areas (2nd and 3rd floor), Thomas deriving? |
| P3 11.45am | Damian | Video Steve lesson snippets (in computer room), maybe some Damian |

Promo video short

- These can be uploaded as posts to social media

YouTube

Search

UNIVERSITY OF LIVERPOOL
MATHS SCHOOL
EDUCATION FOR 16-19 YEAR OLDS

APPLY NOW TO JOIN YEAR 12 IN SEPTEMBER

Why chose our Maths School?
University of Liverpool Maths School · 1 / 5

Why chose our Maths School?
University of Liverpool Maths School · 0:49

2 Think Maths
University of Liverpool Maths School · 0:31

3 Prove Yourself
University of Liverpool Maths School · 0:32

4 Challenging and Enrich
University of Liverpool Maths School · 0:30

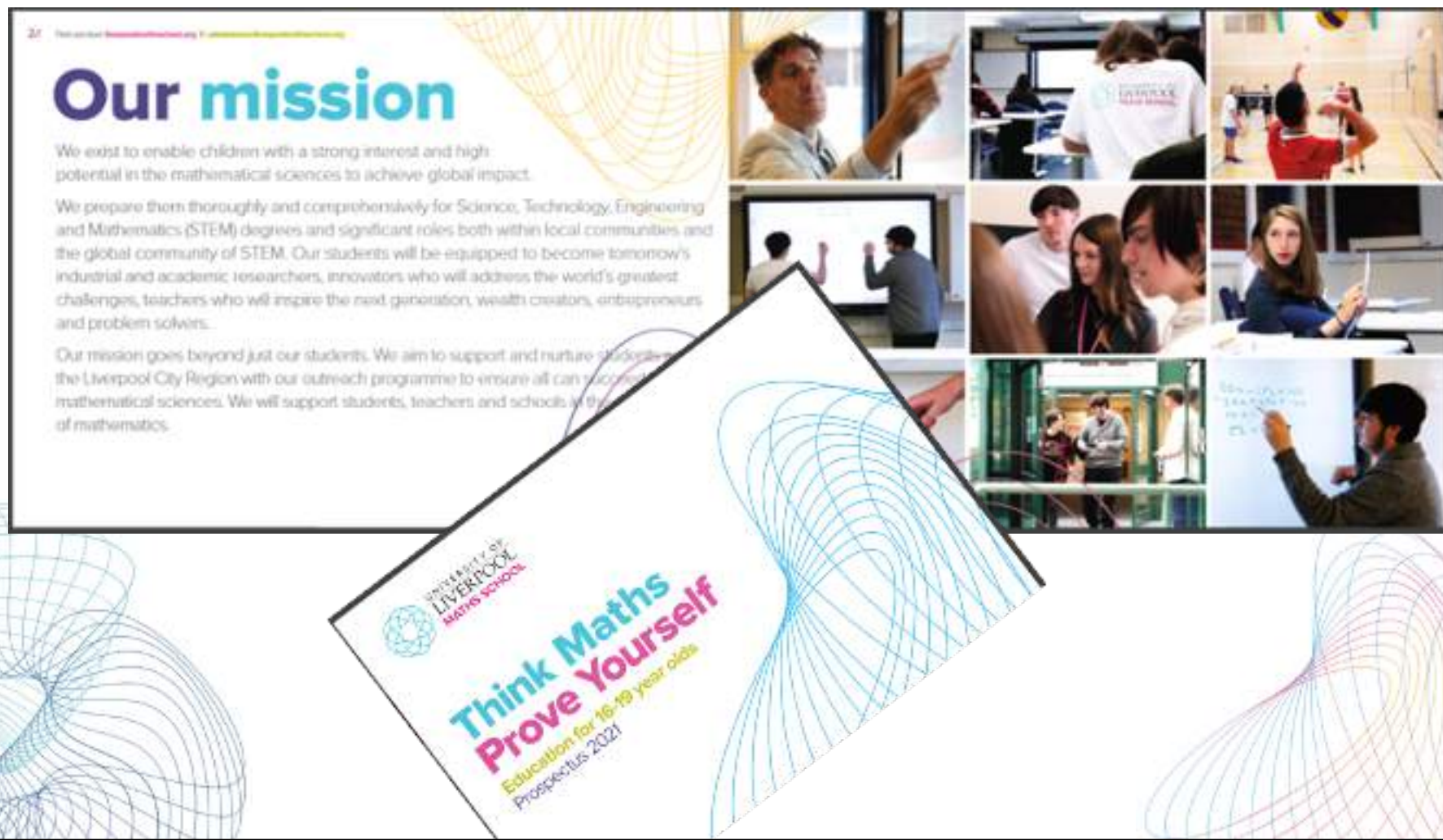
5 Immersive Curriculum
University of Liverpool Maths School · 0:30

All Seminars Science Presentations

April Series: Organizing Life and Work Using Google for...
Franco Nicolo Addun

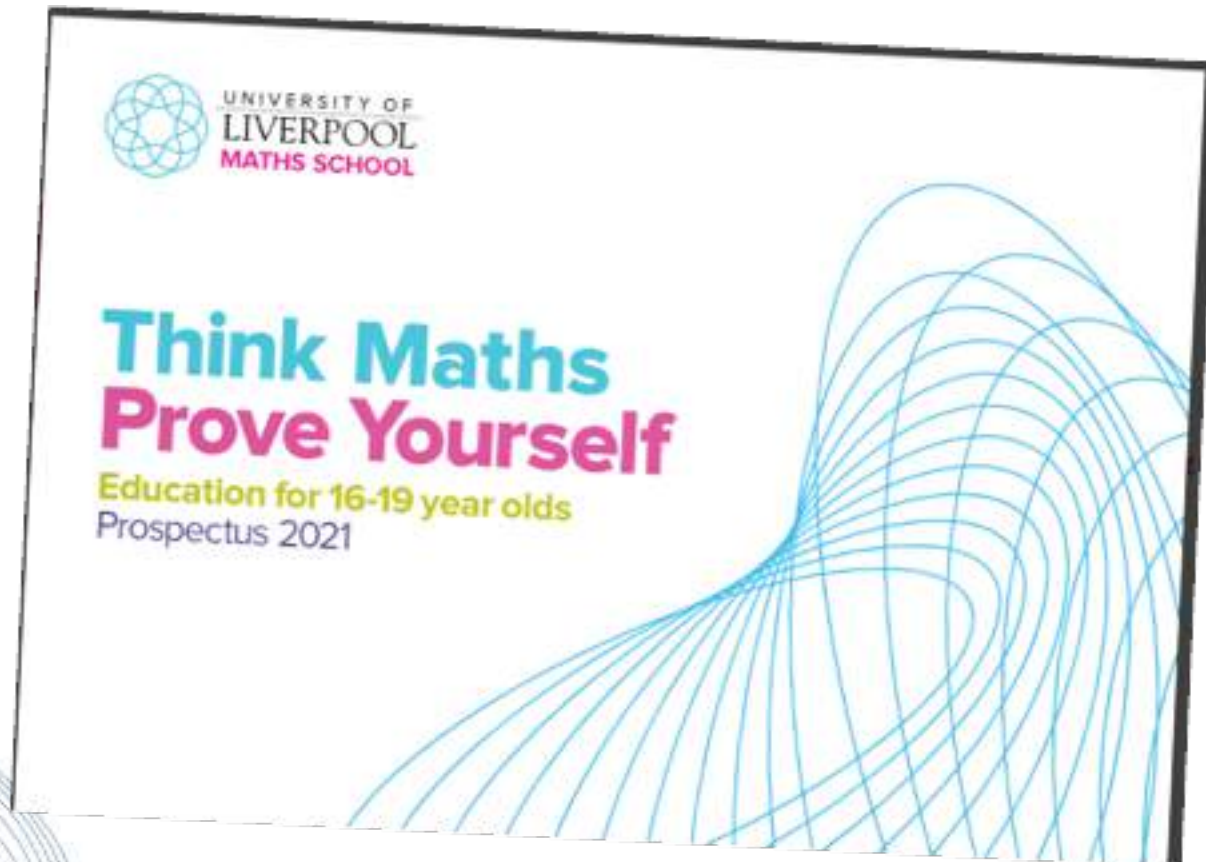
Prospectus

- Old school material! Good for parents and careers fairs.



Prospectus

- But we don't exist- evidence we will be successful?



School visits/assemblies talks

- COVID!

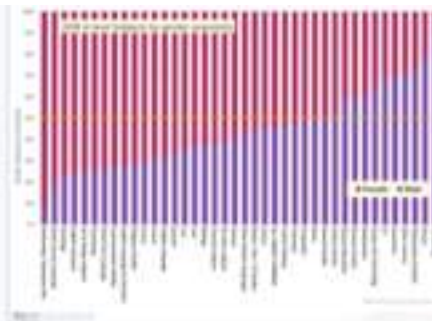
Career Earnings based on A-levels

| Subject | Year 10 | Year 11 | Year 12 |
|--------------------------|---------|---------|---------|
| Maths | 10000 | 10000 | 10000 |
| Physics | 10000 | 10000 | 10000 |
| Chemistry | 10000 | 10000 | 10000 |
| Computer Science | 10000 | 10000 | 10000 |
| Engineering | 10000 | 10000 | 10000 |
| Art | 10000 | 10000 | 10000 |
| Music | 10000 | 10000 | 10000 |
| History | 10000 | 10000 | 10000 |
| Geography | 10000 | 10000 | 10000 |
| Business | 10000 | 10000 | 10000 |
| Health | 10000 | 10000 | 10000 |
| Law | 10000 | 10000 | 10000 |
| Psychology | 10000 | 10000 | 10000 |
| Religion | 10000 | 10000 | 10000 |
| Physical Education | 10000 | 10000 | 10000 |
| Modern Foreign Languages | 10000 | 10000 | 10000 |

Career Earnings based on A-levels

| Subject | Year 10 | Year 11 | Year 12 |
|--------------------------|---------|---------|---------|
| Maths | 10000 | 10000 | 10000 |
| Physics | 10000 | 10000 | 10000 |
| Chemistry | 10000 | 10000 | 10000 |
| Computer Science | 10000 | 10000 | 10000 |
| Engineering | 10000 | 10000 | 10000 |
| Art | 10000 | 10000 | 10000 |
| Music | 10000 | 10000 | 10000 |
| History | 10000 | 10000 | 10000 |
| Geography | 10000 | 10000 | 10000 |
| Business | 10000 | 10000 | 10000 |
| Health | 10000 | 10000 | 10000 |
| Law | 10000 | 10000 | 10000 |
| Psychology | 10000 | 10000 | 10000 |
| Religion | 10000 | 10000 | 10000 |
| Physical Education | 10000 | 10000 | 10000 |
| Modern Foreign Languages | 10000 | 10000 | 10000 |

Who does these subjects?



Career Happiness

Lots of surveys out there
Engineers have the highest job in the world, closely followed by teachers and nurses, according to a survey carried out by the [Guardian](#).
They don't provide a link between a high salary and happiness.

1. Engineer
2. Teacher
3. Nurse
4. Police officer
5. Doctor
6. Construction worker
7. Police officer

What do STEM Careers involve?



Very high standards (often require people want)
Problem Solving
Calculating
Difficult concepts
Programming
Quality control
Data analysis
Planning
Teamwork

What do STEM Careers involve?

Cutting Edge Global STEM: At the LHC, CMS



Head of Physics- Dr. Aurora

Aurora completed her PhD in Particle Physics at the University of Cambridge after her Master's Degree in Physics at the Complutense University of Madrid. She was a research assistant at Oxford and Manchester before joining us. She is now a research assistant at the University of Manchester, working on the CMS experiment. She is also a research assistant at the University of Manchester, working on the CMS experiment.



Next steps into STEM careers

Level 3 (Y12/13)

- A-levels
- BTECs/Applied General courses
- Mix of A-levels and Applied General
- Apprenticeships
- Employment

What are you capable of (be aspirational)?
What will get you where you want to be- your Vision

School visits/assemblies talks

● COVID!



What next?

- Demand the best from yourself.
- Take opportunities on offer in and out of school.
- Find out what you can do and what you enjoy.

Plan for your future

- Research your options for post year 11.
- Speak to your teachers about your strengths.
- Research your options for post year 11- careers service, work experience, the internet.
- Make goals identifying barriers and finding solutions (with help).

What we do at the Maths School

Outreach

- We can help teach every student across the Liverpool City Region.
- Only a small proportion of these join us in Year 12.
- Please help share the message by following us

Education as a Sixth Form college

- Maths
- Further Maths
- Physics
- Computer Science



Our Mission

We exist to enable students, with a strong interest and high potential in the mathematical sciences to achieve global impact through careers in the mathematical sciences. By preparing them thoroughly and comprehensively for STEM degrees and significant roles both within local communities and the global community of science, technology, engineering and mathematics, our students will be equipped to become tomorrow's industrial and academic researchers, innovators who will address the world's greatest challenges, teachers who will inspire the next generation, wealth creators, entrepreneurs and problem solvers.

Catchment?

Where do our students come from?



25

26


27

28

Where do students go next?



What courses do students do?

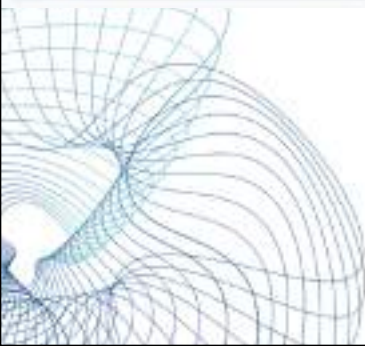


What courses do students do?



Find out more

- Outreach- on website, online lessons (FREE)
- You should see what we do if you are thinking of studying Maths at A-level
- Open Evening style info- on website, videos, taster days, talks, tours and more
- Social media: Instagram, Twitter, Facebook, YouTube, Tik Tok (I)
- Prospectus- you can request one on the website soon
- Website liverpoolmathschool.org



Targeted postal mail to Careers/HODs

- Clear list to choose from helps

Dear Mr Mitchell,

At the University of Liverpool Maths School, our mission is to support the education of all students with the potential to achieve highly in Science, Technology, Engineering and Mathematics. Hundreds of students around the region have already enjoyed engaging in our outreach programme.

Free Online Courses for Merseyside Students

We are funded to provide free STEM outreach to schools in the Liverpool City Region. Our mathematics, physics and computer science teachers are engaging subject experts and are able to visit schools (virtually or in person) to deliver assemblies, workshops, lessons and competitions, or welcome your class into our school building on the University of Liverpool Campus for bespoke STEM enrichment and challenge activities. We are currently designing a 'Stemmaster' programme, based on the popular TV show 'Taskmaster', which we are hoping to be able to deliver to schools in the near future. All activities are free of charge and will help you to evidence the enrichment and challenge you are providing for your most able students. We hope the outreach we provide helps more students to study these subjects across the region in your schools at A-Level and at university. We also run free online evening courses for KS3, KS4 and KS5 in Maths, Physics and Computer Science - more details of which are here: liverpoolmathsschool.org/outreach-reaching-your-potential/.

STEMMASTER



Easter Maths Festival - on Instagram!

During the Easter Break we are planning an Instagram Festival of Mathematics. Our Instagram and Facebook feeds are going to be taken over by popular mathematics and science speakers James Grime, Katie Steckles and Hana Ayoob. We are really excited by this project



and hope that it will inspire students to consider A-Levels, degrees and careers in mathematical subjects. Anyone who is interested can get involved by following our social media accounts

Open Evenings COVID!

- Online info on website- including sign up
- Some on [YouTube](#)
- Some now on IGTV







Open Evening Information

4 videos • 23 views • Last updated on Feb 6, 2021




University of
Liverpool Maths
School

SUBSCRIBE

- **An Introduction to the University of Liverpool Maths School**
University of Liverpool Maths School
- **University of Liverpool Maths School Open Evening- Headteachers Talk**
University of Liverpool Maths School
- **University of Liverpool Maths School- Open Evening Home Movie- Student Tour**
University of Liverpool Maths School
- **Sixth Form Open Evening live event: Question and answer session with students**
University of Liverpool Maths School

Taster Sessions COVID!

- Now running in July: Y10/11 (&Y12)
- Online sign up



UNIVERSITY OF
LIVERPOOL
MATHS SCHOOL

Sign up here to join us for an taster morning to find out what it's like to study at the maths school

If you are in Year 11 and considering applying to the University of Liverpool Maths School then you should come and join us for a morning to find out more. Our Taster Days are currently postponed due to the increased risk of Covid-19 infection but if you would like to be informed when they restart please complete this form and we'll get in touch when we are able to run them again.

* Required

Email address *

Your email

Tours

- We did offer these after students left from 4.45pm.
- Online sign up



UNIVERSITY OF
LIVERPOOL
MATHS SCHOOL

Sign up here for a guided tour of the
ULMaS School Building with
Headteacher Damian Haigh or Assistant
Headteacher David Hemsley

These tours are for the families of Year 11 students consider applying for a place to study with us next year.
Damian and David are available to meet families individually at the end of the school day.
We'll walk you round our school and explain what makes our school special.
Each tour will be for a single household and will be socially distanced with hygiene measures in place.
Parking is available in the university car park near the school on the junction of Cambridge Street and Mulberry Street.

* Required

Email address *

Careers Events

- Most schools do one, 11-18 might be harder to get into (....Baker Clause)
- Big Bang Fair NW



Bus Adverts



UNIVERSITY OF
LIVERPOOL
MATHS SCHOOL

Liverpool's newest specialist sixth form

Reach your potential with the
University of Liverpool Maths School

Find out more about the Maths School and our free
outreach workshops for GCSE students:

liverpool.ac.uk/mathematics-school



Newspapers, radio.....

Student quotes

- Do lots of student voice
- Also ask them questions so you have answers to evidence your USPs!



What do you like about the Maths School?



"I think the Maths school is the best place for me to achieve well because of the of the aspiring mathematician programme and the STEP questions that we go over in class."

Caleb, Year 12 2020-21

Apply for September 2021

liverpoolmathsschool.org/apply



Why did you apply to join the Maths School?



"I wanted to be challenged and I knew that the Maths School would provide me with many Incredible opportunities."

Hannah, Year 12 2020-21

Apply for September 2021

liverpoolmathsschool.org/apply

Student quotes

- Ask them questions linked to what you want to share (don't be scared of moving schools)



UNIVERSITY OF
LIVERPOOL
MATHS SCHOOL
EDUCATION FOR 16-19 YEAR OLDS

**Moving school for
sixth form?**

**Settling in is easy at
Our Maths School**



"The maths school has taught me how to believe in myself and I have realised how capable I really am. This is in a personal way as well as academically. I never thought I could leave my old school and jump into a new environment, but now I know how able I am to adapt to new situations."

Sophie, Year 12 2020-21

Apply for September 2021
liverpoolmathsschool.org/apply



UNIVERSITY OF
LIVERPOOL
MATHS SCHOOL
EDUCATION FOR 16-19 YEAR OLDS

**Moving school for
sixth form?**

**Settling in is easy at
Our Maths School**



"At the Maths School I've had so much help and encouragement getting settled in. It's really made the transition easier and more comfortable."

Thomas, Year 12 2020-21

Apply for September 2021
liverpoolmathsschool.org/apply

Marketing- Lessons Learnt

- People need to see it!
- If 1st year done again- have a good user for social media not a big firm to make Instagram/YouTube
- Targeted advertising is effective if set up well
- Track followers linked to posts, what works?
- Students- IGTV/Instagram
- Parents- Facebook
- Teaching community- Twitter
- Instagram does a lot we didn't know
 - IGTV
 - Live
 - Reels
 - Scroll pics
 - #popular helps posts

Our Admissions Process- Reminder

- Aptitude test
- Interviews (all scored)
 - Maths
 - Physics
 - Pastoral
- Admissions team meet looking at totals, a few interviews done before baseline set
- Offers sent out
 - Conditional Offer made (COVID)
 - Not offered at this time (COVID)
 - Not offered a place

Standardised interview experience

Test

Maths

Physics

Pastoral

Would the pendulum swing differently on the moon? Expect to hear air resistance is not there so it would slow less, still an issue with friction on the connection at the top. And also the idea it would swing slower due to g being less on the Moon. So less KE from the GPE transfer.

- ☐ 3 points- amazing answer beyond GCSE
- ☐ 2 points- good answer with correct terminology GCSE
- ☐ 1 points- right idea
- ☐ 0 points- no answer or wrong answer

HARD GCSE What does a graph of displacement-time look like for a pendulum? Expect to see SHM graph and perhaps not the exponential amplitude reduction. Say what displacement is on the left, middle and right.

- ☐ 3 points- amazing answer beyond GCSE
- ☐ 2 points- good answer with correct terminology GCSE, might have some help/clarification
- ☐ 1 points- right idea, you might have had to draw the axis for them
- ☐ 0 points- no answer or wrong answer

Standardised interview experience

| Aptitude Test (/60) | Maths (6 points for how well they coped with the questions, 3 points for how they responded to the teaching) | Interview 2 - Physics (24 points is better than GCSE on all, 16 points is GCSE expected) | Pastoral (/33) | Teacher reference | Interview 1 weighted score | Interview 2 weighted score | Interview 3 weighted score | test weighted score | Total | Offer Made on Admissions* | Offer accepted |
|---------------------|--|--|----------------|-------------------|----------------------------|----------------------------|----------------------------|---------------------|-------|---------------------------|----------------|
| 48 | 7 | 18 | 26 | 3 | 9.33 | 9 | 7.09 | 38.4 | 63.82 | Y | Y |
| 37 | 6 | 14 | 27 | 2 | 8.00 | 7 | 7.36 | 29.6 | 51.96 | Y | Y |
| 32 | 5 | 8 | 23 | | 6.67 | 4 | 6.27 | 25.6 | 42.54 | Holding Letter | |
| 52 | 8 | 18 | 29 | 3 | 10.67 | 9 | 7.91 | 41.6 | 69.18 | Y | Y |
| 38 | 5 | 17 | 27 | 3 | 6.67 | 8.5 | 7.36 | 28.8 | 51.33 | Y | Y |
| 48 | 7 | 17 | 22 | 3 | 9.33 | 8.5 | 6.00 | 38.4 | 62.23 | Y | Y |
| 37 | 6 | 18 | 29 | 3 | 8.00 | 9 | 7.91 | 29.6 | 54.51 | Y | Y |
| 48 | 8 | 17 | 26 | 3 | 10.67 | 8.5 | 7.09 | 38.4 | 64.66 | Y | Y |
| 37 | 3 | 11 | 25 | | 4.00 | 5.5 | 6.82 | 29.6 | 45.92 | Holding Letter | |

Students to be offered places

Offered but invited to contact us again in June for further assessment if still interested

| | | | | | | | | | | | |
|----|---|----|----|---|-------|-----|------|------|-------|----------------|---|
| 49 | 6 | 14 | 23 | 3 | 8.00 | 7 | 6.27 | 39.2 | 60.47 | Y | Y |
| 28 | 4 | 11 | 25 | | 5.33 | 5.5 | 6.82 | 22.4 | 40.05 | Holding Letter | |
| 26 | 6 | 8 | 29 | | 8.00 | 4 | 7.91 | 20.8 | 40.71 | Holding Letter | |
| 31 | 7 | 18 | 27 | 3 | 9.33 | 9 | 7.36 | 24.8 | 50.50 | Y | Y |
| 50 | 8 | 22 | 25 | 3 | 10.67 | 11 | 6.82 | 40 | 66.48 | Y | Y |
| 44 | 7 | 16 | 28 | 2 | 9.33 | 8 | 7.64 | 35.2 | 60.17 | Y | Y |
| 47 | 8 | 19 | 27 | 3 | 10.67 | 9.5 | 7.36 | 37.6 | 65.13 | Y | Y |

Standardised interview experience

| | | | | | | | | | | | |
|----|---|----|----|---|-------|------|------|------|-------|-------------------------------------|---|
| 31 | 7 | 18 | 27 | 3 | 9.33 | 9 | 7.36 | 24.8 | 50.50 | Y | Y |
| 50 | 8 | 22 | 25 | 3 | 10.67 | 11 | 6.82 | 40 | 68.48 | Y | Y |
| 44 | 7 | 16 | 28 | 2 | 9.33 | 8 | 7.64 | 35.2 | 60.17 | Y | Y |
| 47 | 8 | 19 | 27 | 3 | 10.67 | 9.5 | 7.36 | 37.6 | 65.13 | Y | Y |
| 37 | 8 | 19 | 29 | 3 | 10.67 | 9.5 | 7.91 | 29.6 | 57.08 | Y | Y |
| 37 | 7 | 24 | 24 | 3 | 9.33 | 12 | 6.55 | 29.6 | 57.48 | Y | Y |
| 57 | 9 | 17 | 24 | 2 | 12.00 | 8.5 | 6.55 | 45.6 | 72.05 | Y | Y |
| 60 | 8 | 14 | 29 | 3 | 10.67 | 7 | 7.91 | 48 | 73.58 | Y | Y |
| 36 | 3 | 17 | 29 | 2 | 4.00 | 8.5 | 7.91 | 28.8 | 49.21 | Y | Y |
| 47 | 7 | 18 | 27 | | 9.33 | 9 | 7.36 | 37.6 | 63.30 | Y | Y |
| 31 | 7 | 15 | 28 | | 9.33 | 7.5 | 7.64 | 24.8 | 49.27 | Y | Y |
| 38 | 6 | 17 | 29 | 3 | 8.00 | 8.5 | 7.91 | 30.4 | 54.81 | Y | Y |
| 9 | 3 | 11 | 25 | | 4.00 | 5.5 | 6.82 | 7.2 | 23.52 | Rejection letter | |
| 54 | 8 | 17 | 26 | 3 | 10.67 | 8.5 | 7.09 | 43.2 | 69.46 | Y | Y |
| 50 | 8 | 21 | 26 | | 10.67 | 10.5 | 7.09 | 40 | 68.26 | Y | Y |
| 45 | 8 | 18 | 26 | 3 | 10.67 | 9 | 7.09 | 36 | 62.76 | Y | Y |
| 44 | 9 | 19 | 26 | | 12.00 | 9.5 | 7.09 | 35.2 | 63.79 | Y | Y |
| 35 | 5 | 16 | 20 | | 6.67 | 8 | 5.45 | 28 | 48.12 | Offer | |
| 23 | 6 | 13 | 29 | | 8.00 | 6.5 | 7.91 | 18.4 | 40.61 | Holding letter - with a note to say | |

Admissions+

- Supports the admission needs
- Helpful for adding subject choices and enrolment (no major need for us as all do same subjects)
- Cheaper for smaller schools
- Discount for recommendations to other schools (for both parties- so you will get this)

Admissions⁺

Powered by

applica

Admissions+



Transfer Data Automatically

Save time and eliminate manual data entry by auto-transferring data to your MIS



Convert More Applicants

Increase enquiries and convert more applicants with better communication and follow-up



Transform Enrolment Days

Boost numbers of enrolled students by drastically increasing efficiency



Manage Meetings Efficiently

Take the hassle out of organising events & interviews by managing everything online



Collect References Easily

Collect reliable and accurate academic references online, saving time and effort!



Track Course Popularity

Stay up to date by instantly monitoring course popularity

Admissions+

Y7 or Y12 Admissions

Up to 1100 students, usage in one year group, Year 7 OR Year 12.

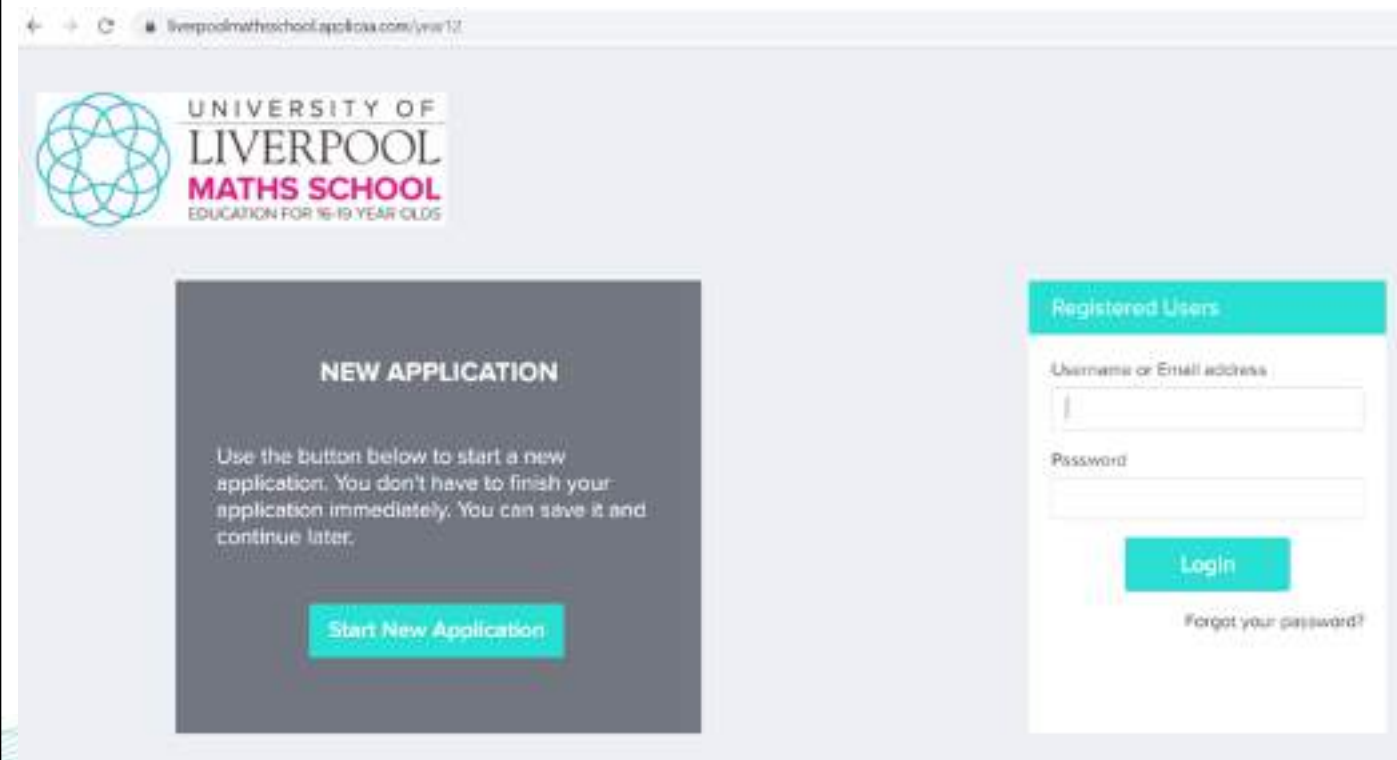
£1506

Per calendar year billed annually

[View Demo](#)

What's included:

- ✓ Single Admission Form
- ✓ Email Parents & Students
- ✓ Personalised Branding
- ✓ Create & Manage Events
- ✓ Create & Manage Meetings
- ✓ Collect References Online
- ✓ Course Management
- ✓ Live Online Enrolment
- ✓ Create & Manage Offers
- ✓ Activity Logs
- ✓ Dashboard, Reports & Adv Filters
- ✓ Import & Export Data
- ✓ Manage Role Permissions
- ✓ MIS Integrations
- ✓ Automated & Scheduled Emails



The screenshot shows the web interface for the University of Liverpool Maths School Admissions+ system. The browser address bar displays 'liverpoolmathschool.applica.com/year12'. The page features the school's logo, which includes a stylized geometric design and the text 'UNIVERSITY OF LIVERPOOL MATHS SCHOOL EDUCATION FOR 16-19 YEAR OLDS'. On the left, a dark grey box titled 'NEW APPLICATION' contains instructions: 'Use the button below to start a new application. You don't have to finish your application immediately. You can save it and continue later.' Below this text is a red button labeled 'Start New Application'. On the right, a white box titled 'Registered Users' contains a login form with fields for 'Username or Email address' and 'Password', a red 'Login' button, and a link for 'Forgot your password?'.

Admissions+

- How does it help keep in touch with applicants?

Ensures we are able to keep up to date with applicants and keep track of the information they have received previously. Shown in their communication log:

| Type | From | Subject | Sent at | Last Event at | Status | Content |
|-------|---------|--|------------------|------------------|-----------|------------------------|
| Email | Student | Your Conditional Offer from University of Liverpool Maths School | 21/04/2021 14:21 | 21/04/2021 14:21 | delivered | ▶ view |
| Email | Parent | Your Conditional Offer from University of Liverpool Maths School | 21/04/2021 14:21 | 21/04/2021 14:29 | open | ▶ view |
| Email | Student | Information Regarding Interviews and Aptitude Test | 08/01/2021 15:24 | 08/01/2021 15:24 | delivered | ▶ view |
| Email | Parent | Information Regarding Interviews and Aptitude Test | 08/01/2021 15:24 | 12/04/2021 15:19 | open | ▶ view |
| Email | Student | Parents/Carers meeting information | 17/12/2020 14:22 | 17/12/2020 16:07 | open | ▶ view |

Admissions+

- What is good about it?
 - Collects and organises information (customisable)
 - Easy way to contact all applicants and parents
 - Makes offers/interview arrangements
 - You can track activities that other staff members have completed to ensure nothing is done twice!
 - You can track the progress of the students application form
 - Collects references for applicants
 - Has multiples training videos and frequent training webinars

21 Apr, 2021 14:21 Ellie Glynn made an offer to

21 Apr, 2021 14:20 Ellie Glynn made an offer to

21 Apr, 2021 14:20 Ellie Glynn made an offer to

21 Apr, 2021 14:17 Ellie Glynn made an offer to

01 Apr, 2021 23:47 completed application step **Agreement**

01 Apr, 2021 23:47 completed application step **Support Information**

01 Apr, 2021 23:46 completed application step **Parent/Carer Details**

01 Apr, 2021 23:45 completed application step **Student Basic Details**

20 Apr, 2021 12:25 Kerry Wilde sent an email with subject: 'Information Regarding Interviews and Aptitude Test' to

Admissions+

- Training

During school term-time, we offer a range of training sessions for customers so you can get the most out of Admissions+.

All Introductory Training



20 APRIL
8:30 am - 9:00 am

Introductory Training Session ●

This session will focus on – 1. Application Customer Charter 2. ...

REGISTER NOW



22 APRIL
2:00 pm - 2:30 pm

Customising Application Forms and Emails ●

How to customise your student application form to suit ...

REGISTER NOW



23 APRIL
8:30 am - 9:00 am

The Admissions+ SIMS App V2 ●

The Admissions+ SIMS APP This session will focus on how ...

REGISTER NOW

Admissions+

- What could be better about it?
 - Doesn't seem to have any additional features to support boarding information
 - Reference emails tend to go to spam
- What are the solutions we use for these issues?
 - Check references received and if necessary send an email to the referee

Admissions+

- How does it help enrolment?

We haven't used it to its full potential given that all students will study the same four A-Levels.

Transferring the data to Bromcom was quite simple- a large admin time saver. CTF files did not do it all.

Successes

- More awareness of our existence (more followers)
- More applicants (around 20 more)
- Projected that we will have more students (50% increase-30 to 45)- still want more!
- Variety of content on social media, website, YouTube
- Prospectus is great
- Skills and procedures embedded
- Almost daily content uploaded
- All staff willing to engage creating content
- Students (some) willing to engage creating content

Challenges for next year

- Making more people know we are here!
- Getting 11-18 schools to suggest us an an option for the right students and engaging with outreach
- More contact time in lessons, creating content in house will be more difficult (but we have systems)
- Using data analysis well
- Starting to set marketing routines in a normal non COVID world (hopefully)
- Establish a yearly plan and improve and develop each year
- Higher applicants and enrolments

Future plans

YouTube

- Compare adverts on YouTube- what works best for full watching?
- 15s non skippable rather than skippable after 15s
- Have a sequence of adverts for targeted audience to see, build up messages

Facebook

- Use local groups to promote rather than newspapers (eg. Formby Bubble)

Social Media

- Build up followers and brand

Future plans

No COVID!

- Into schools
 - Assemblies
 - Careers fairs
 - Post 16 progression evenings
 - More tasters/activities in person
- Schools visit us
 - Open Evenings
 - Taster days
 - Outreach
- Alumni network- develop from Summer 2022

Questions?

