

# HOW TO ENGAGE POSTGRADUATE APPLICANTS ON TSR

Postgraduate (PG) applicants differ from their undergraduate counterparts; in terms of how they use TSR, what they are looking for and the types of conversations they're looking to have.

As an Official Rep, you have the unique opportunity to communicate with students on a personal level and give your institution a channel for direct communication. Here's some insights into the way potential postgraduate applicants think, feel and behave and a few tips to help you have authentic and effective conversations.

## LEND A SYMPATHETIC EAR

The PG community on TSR looks to get support and guidance from peers who have been through, or are going through, similar experiences. PGs want to feel strongly empathised with and realise their problems resonate with other users too.

Issues for applicants include topics such as: financial worries, feeling overwhelmed by options, pressure to decide next steps, transition from undergrad to postgrad, nervousness and social life expectations.

Let them know they are understood and try to share a picture of what life as a PG student looks like. This can make all the difference when talking to users in this group and if possible, use examples from your own experiences at university.

## BALANCE BETWEEN INFORMAL AND MATURE

The conversation should use the same informal tone to build rapport and maintain the authenticity of an in-person conversation.

However, as a slightly more mature audience, this should be reflected in your language and remember to keep the emojis to a minimum or consider not using them at all.



## PROVIDE THE RIGHT INFORMATION

A lot of users on the PG forums are current UGs wanting to know about their future options. Be sure to provide them with essential information such as application guides and upcoming open days.

Many of the questions PG applicants ask are subject specific and might require specialist knowledge. These types of conversations can be harder to join in with. Try to remain conscientious and only respond to questions where you can genuinely help or provide value.

Try to point them in the direction of someone who can help or explain you'll find out from someone who knows and get back to them.

## PEAK TIMES FOR POSTGRADS

With PG applications open all year round the journey from consideration, decision-making to applying can vary for each student.

We noticed a clear spike in activity on our PG applications forum between February and April, peaking at over 300,000 pageviews in March, showcasing January to March is the key browsing season for potential PG applicants, and March to April is the key consideration stage.



# OFFICIAL REP EXAMPLES

## CAN I STUDY AN MA IN FASHION IF I HAVE RELEVANT EXPERIENCE BUT NO ACADEMIC BACKGROUND?

- Uses personal experience
- Chatty but informative
- Uses emojis to demonstrate friendliness but doesn't overdo it
- Assures user on concerns around entry requirements
- When they don't have all the info the user requires, they follow up by asking faculty and gets back to the user
- Makes a point of telling the user they'll return to relay info, to keep the conversation open
- Rep puts the user in direct contact with the programme leader, so they can ask more subject specific questions



*I have no academic fashion background do i have a shot of getting into CSM,LCF, Kingston or Middlesex*

- Ashesgirl



*Hello!*

*At Middlesex we will consider mature applicants with good, relevant knowledge and skills that wish to return to education. I am currently studying here and it is such a great atmosphere ,The facilities are amazing and there is so much to get involved in. Additionally, the lecturers really care about the students and are always supportive. Let me know if you have any questions!*

- Middlesex University



*I'm extremely glad you reached out to me in such a positive way. I am concerned my Portfolio and what should be in it. Information online primarily focuses on Bsc/ Degree programs. Can you help me on what should be in a fashion MA application portfolio. Does it need to be abstract or i need to pick anything and go deep into it with my designs.Is there a particular process i need to follow in order to make that happen?*

- Ashesgirl



*Morning, I am going to ask the faculty and I will let you know ASAP :)*

- Middlesex University

*Hello! I had a chat with the programme leader and he said that he would be looking for a 20-30 page portfolio which shows the breadth of work to date but also shows a special area of interest that you are looking to research and develop further. He would be looking to see that there is a good level of enquiry into relevant and contemporary issues around fashion, there is a strong and defined aesthetic and that you have a good basis of the skill set you are intending to use to pursue their line of enquiry. However, I am going to send you a private message with his e-mail address so you can contact him directly*

- Middlesex University

# CAN ANYONE TELL ME ANYTHING ABOUT DEGREES IN SUPPLY CHAIN?

- Makes it clear they haven't done the same degree but uses personal experience of working in the field
- Language is informal but remains informative and helpful
- Allays concerns about transitioning from their undergrad background to postgrad field
- Offers resources that might help with decision making



*Hello there. I'm an undergraduate student currently studying Economics & Finance in Europe. I have 3 semesters left till I graduate. I've been considering career pathways, which had me thinking of possible master-degree programs to get into. I stumbled upon Supply Chain Management and found it quite interesting to say the least. Is there anyone currently studying or contemplating studying for a degree in Supply Chain? From what I've read, Cranfield and Warwick are the top dogs when it comes to studying Supply Chain in the UK? What are other universities you'd consider decent*

- Abdo332



*Hi,*

*I think I can offer advice here. I am not currently engaged in a degree in supply chain, I've worked as a supply chain development analyst and my bosses had background in Economics -they were very, very, very brilliant at their roles. You will move into Supply Chain seamlessly.*

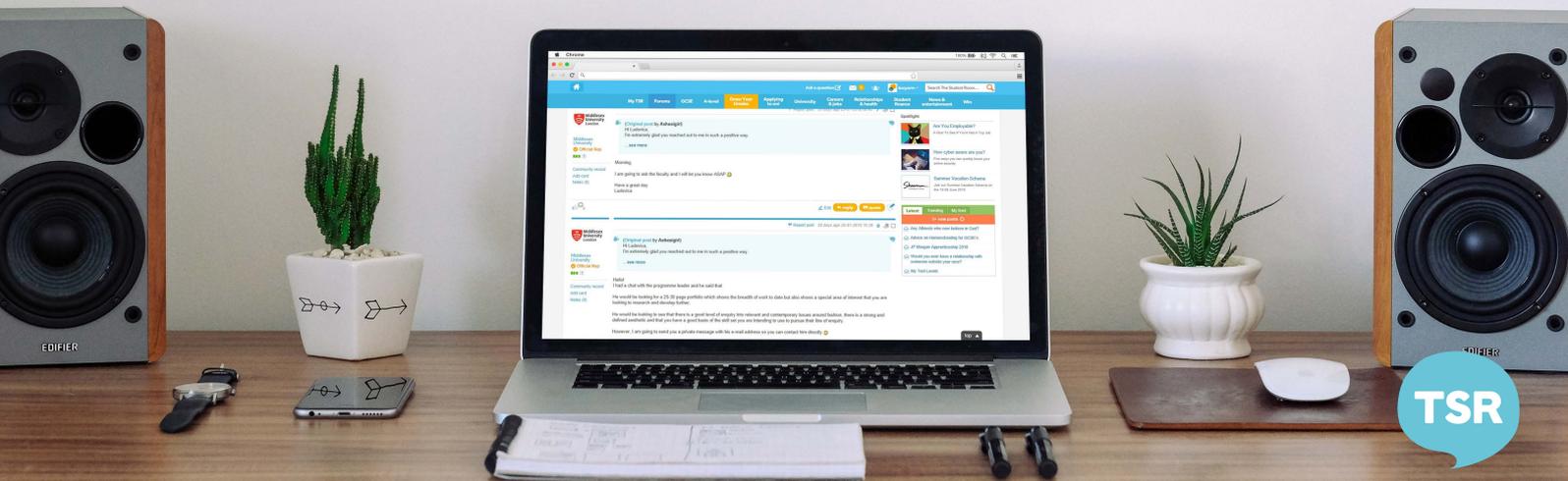
*And yes, Cranfield and Warwick are, in your words, "top dogs" in the field of Supply Chain in the UK. You may want to check up the rankings on Supply Chain Management.*

*<http://www.scmworld.com/top-supply-c...655900938240:1>*

*There should be other rankings, but this is the one that comes to my mind. Also do some detailed research on the modules in each course, it will help in decision-making.*

*All the best,*

- Cranfield university



# WHICH CREATIVE WRITING MA PROGRAMME SHOULD I CHOOSE?

- Tags the user in their responses so they will get a notification
- Gives a detailed and vivid description of life at the university outside of course content
- Provides solutions and alternatives to not being able to attend an open day
- Gives user materials, such as videos, that might be useful



*I am currently working as a freelance writer and occasionally get fiction published in journals. I know that doing a creative writing MA is not necessary in order to become a writer, but it does give one the time to write, the readers and industry contacts, alongside (hopefully) being a confidence booster (or breaker-- hope not). In terms of programmes, I've looked at the one at UEA which I know has a good reputation. I've also had a look at the part-time programmes at Oxbridge and the courses at Goldsmiths. Would appreciate advice from anyone who is considering pursuing a creative writing MA/who has already done so,*

- lizfairy



*Hi lizfairy! Great to hear of your interest in UEA and our MA Creative Writing course. If you're struggling to decide between different universities for a Creative Writing programme, I'd recommend really looking at the course content for each one and seeing which is going to help you get to where you want to go. I'd also recommend checking out our alumni stories to find out more about their experiences at UEA. Check our video below with Emma Healy, author of the award-winning 'Elizabeth is Missing', and our alumni pages.*

*Have you visited UEA yet? Our open days will give you a feel for the campus, the course and the opportunity to chat to the academics and a visit may be able to help clarify if UEA is the right university for you. Our next PG open day is on the 24th January. You can book your place here. I'm a UEA Arts and Humanities graduate (from the School of History) so feel free to ask me any general questions on UEA*

- University of East Anglia



*Thanks for your response Laura! Unfortunately I can't attend an open day as I am currently travelling. How is the campus? And the surrounding area? I don't really know much about Norwich, where do most students live? I've had a look at the course content though I'd love to hear about students' own experiences*

- lizfairy



*Hi lizfairy! So the campus at UEA has everything you need within a few minutes walk from anywhere - it's like a mini city! Almost every student need is catered for on campus; with a large food shop which includes a post office, a bank, a launderette, a pharmacy and even a Waterstone's bookshop. There are also plenty of places to eat and drink from cafes to our Campus Kitchen restaurant in the Square, the centre of campus. UEA and the SU also stage live music events, club nights, film screenings and much, much more. Norwich hosts a great mix of modern and historical architecture, and a surprisingly bustling city!*

*It always is a good place for a night out and the city life offers a variety of good-value restaurants, cafe bars, theatres, nightclubs and festivals. The majority of students live in what is termed 'The Golden Triangle', east of the city and within walking distance to UEA. The area is a mix of student residences, families and young professionals and there's convenience stores, cafes, pubs and restaurants all within walking distance. I really love it here in Norwich and I think it's perfect if you're looking for a place with the facilities of a city but the relaxed friendly vibe of a town. Below I've put a few videos that might help bring UEA and Norwich to life for you and showcase why it's a great student city*

- University of East Anglia