



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Student Recruitment at **LSE**

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Catherine Baldwin

Head of Recruitment and
Admissions



www.lse.ac.uk/studentrecruitment

Staff responsibilities

Team of 10 Recruitment staff in total
[UK, Europe, rest of the world, market research]

Officers responsible for key markets

- UK & Europe – Alice Else and Lucy Green
- South Asia & North America – Will Breare-Hall
- Africa, Asia (excluding South Asia), Latin America & Oceania – Peter Williams
- The Middle East – Phil Wood



Visits – Aug '09 to April '10

August: China, Hong Kong

September: Brazil, Chile, Norway, Kenya, USA, Spain

October: Russia, France, Bulgaria, Italy, Greece, Turkey, Canada, USA,

November: India, Egypt, South Africa, Germany, Poland, Lithuania, Switzerland

January: Japan, South Korea, Taiwan

February: Belgium, Ireland, Mauritius, Cyprus, Indonesia, Thailand, Vietnam

March: Singapore, Malaysia, Colombia, Mexico

<http://www.lse.ac.uk/collections/studentRecruitment/lsevisitsyou.htm>



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Visits – Aug '09 to April '10

Visits may include:

- Public presentations
- Visits to schools, colleges and universities
- Individual counselling sessions
- Participation in international fairs (eg. World Graduate Fairs)
- Meetings with funding bodies
- Meeting with alumni
- Etc.



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Alumni Recruitment Volunteers

Recent alums (from last 3 years)

Officer responsible – Peter Williams

- Visit to former school
- Email responses to prospective students
- Profiles in publications
- Attendance at LSE recruitment events overseas



Pre-departure events

- Support from Alumni Association and SRO
- Events in 37 countries this year
- Survey students for feedback
- Details of all events held this year can be found at

www.lse.ac.uk/collections/studentRecruitment/LSEPreDepartureEvents2009.htm



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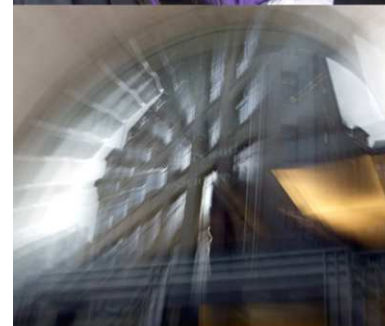
Applications '09

Undergraduate

- 19,000+
- Applications are up 4% compared to 2008
- Top five markets (other than the UK):
China, Singapore, Pakistan, Malaysian and Germany

Graduate

- 33,000+
- Applications are up 20% compared to 2008
- Top five markets (other than the UK which is second): China, US, India, Germany, Canada



More information

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