

Imperial College Union  
University Planit  
*A Note by the President*

I received the correspondence below and have spoken to them on the phone. Many other Unions have already signed up and the NUS is set to endorse it soon, and after that they think all Unions will sign up. The cost for us would be £400. It would fulfil part of our aims to reach out to students before applying to Imperial as to what the Union can offer, and would help to get rid of the impression that Imperial isn't a fun place to be.

"University Planit is a new university guide magazine, which will be distributed to over 2500 schools throughout the UK- over 320,000 students. It will present the best 100 universities in the UK in an easy to read and 'what you need to know' format. Its main attraction for you is that it is written from a student's union perspective as opposed to a university perspective. This is unique as there is no other publication which will deliver your message of what is best about your university/union experience to a nationwide audience of your potential students. After our extensive research, this is what students wish to know about.

As discussed, the process is very simple. We will send you an application to fill out (which will be submitted back to us), and our team of editors/ graphic design experts will transform your information into a half/one-page design for the magazine (depending on which you wish to proceed with). The areas covered for example include union/academic/sports/student services/accommodation/finance/city life. It will provide what you consider to be the best attributes of your university, and why you feel that students should apply/go to your institution. The aim is to provide a unique Student Union perspective on student life.

A key aim of ours is to further access to Higher Education, and as such we will be selling University Planit at cost price to every school and college throughout the UK, who in turn will distribute to their students free of charge. It will be an extra tool that students have when deciding which university to go to, to be used in conjunction with the UCAS course guide. With tuition fees rising from September 2012, it is more important than ever that students have all the information before deciding which Universities to apply to, and University Planit will provide this information."

**Options:**

- a) Approve the £400 and go ahead
- b) Do not take part
- c) Approve the £400 subject to NUS endorsement