

Master's Open Day @ Utrecht University (UU)

Boosting the CHARM-EU Master's in Global Challenges for Sustainability for potential students

Goal

The major aim of this semi-annual activity is to raise awareness of CHARM-EU and the Master's Programme in particular and thus support recruitment among prospective students. Also, it facilitates interactions between potential students and current faculty members, as well as alumni. It showcases the unique aspects of the programme, such as inter- and transdisciplinary approaches, collaboration with industry and international institutions, and hands-on project opportunities. It also includes explanation of the educational principles of CHARM-EU, provision of detailed information about the Master's Programme including curriculum, research opportunities and career prospects as well as offering guidance and support for the application process, including information on admission requirements, deadlines and financial support options.



Target group

- Prospective students interested in pursuing a master's degree in sustainability

Format & type of content

In October, interested students can attend an online information session where they can ask questions from lecturers, alumni/current students and study advisors via chat, ensuring they receive personalized and immediate responses. In February, prospective students can visit the campus in person. During the on-site Open Day, they can immerse in the university atmosphere, attend live information sessions and engage directly with lecturers and students. Additionally, they can visit booths where representatives provide further information and answer any queries.



Channels & tools used

- Online Platforms: virtual event software for online sessions and chat tools for live Q&A
- Email invitations and reminders to prospective students
- In-person engagement during the on-site event

Impact and efficiency

- Number of registrations (both online/in-person Open Days) compared to actual attendance
- Intensity of interaction (Q&A sessions, participation in chat discussions, interactions at booths)
- Participants' feedback via post-event survey
- Creates visibility for CHARM-EU's Master's, attracting potential students



Necessary resources

- Human resources: preparation of information materials; staffing both the online and the on-site event (staff & students)
- Technical and material resources: booth; banner and promotional materials for decoration; information materials in form of small business cards with QR codes (more sustainable in comparison to classic brochures and flyers)



DEI aspects

- Accessible event website & contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Diversity of speakers and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



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