



# *Dip your toe in...*

**Life at BU means different things to different people. Your own experience is going to be unique to you. We don't know you yet – what you like, what you don't like, your strengths, weaknesses or what your aspirations are.**

However, there are some things we can be pretty sure of. To start with, we know you'll be learning from people who are genuinely passionate about their subjects; academics who are heavily involved in research or have experience of working in their industry at very high levels – and often both!

You'll have the chance to guide your own development with optional units, work placements, research opportunities and a host of other extra-curricular activities. You'll be supported inside and outside of the lecture theatre as you tailor your time at BU to be everything that you want it to be.

You'll also have access to brilliant libraries, an award-winning Students' Union, a strong support network if times get tough, and a beautiful location on the south coast close to an incredible beach.

But it's about more than that. BU will be the backdrop to experiences that will change your life – but you don't know what they'll be yet. Will you meet your best friend to be, or the person you'll travel the world with? Will you find yourself sitting next to your future business partner in one of your first lectures? Will an inspiring guest lecture take your career in a direction you'd never even considered before, or will a successful work placement open the door for your first job after graduation?

Whatever your time at BU has in store for you, it's going to be an exciting journey and one that we can't wait to share with you.

Time to dip a toe in. Time to discover your degree of difference.

This prospectus was produced by our staff and students.  
Cover image: Your world. Your degree of difference.

Gemma Alcock, Design graduate and  
Founder of SkyBound Rescuer

## My degree of *difference*

Using drones to bring  
search and rescue into  
the 21st century

To find out more about how our Fusion  
approach can benefit your BU education, visit  
[www.bournemouth.ac.uk/fusion](http://www.bournemouth.ac.uk/fusion)

### **Gemma Alcock, founder of Skybound Rescuer, BU design graduate**

**Before I started my final year at BU, I wanted to do something a bit different, so I signed up to become a beach lifeguard in Poole. I had no idea what an impact it would have on my career development.**

While I was manning a lifeguard hut on Sandbanks beach, a lady sadly tried to take her own life. A non-swimmer, she walked into the sea in a spot where she knew she couldn't be seen. We were alerted by members of the public, and I reached her in time to keep her afloat while the jet ski arrived, and thankfully, we managed to save her life.

The incident got me thinking however – we had no idea of the drama unfolding just a few

hundred metres away from us. It made me realise how hard it is for lifeguards – or lifeboat rescue crews – to spot people in the water.

As a result, I designed a drone for my final year project that would help RNLI lifeboat crew search for people in the water. Helicopters are a crew's best chance of finding someone, but they are expensive and slow to respond, and used as a last resort when they need to be the first choice.

Since graduating, I've founded my own company, SkyBound Rescuer, which specialises in training and campaigning for the use of drones for public safety. It's my hope to play my part in helping drones become part of the way to help keep the public safe – and provide them with help when things go wrong.



# CUSTOMISE YOUR AVATAR



# AVATAR

How to give yourself a distinct look in Among Us!



**W**ithin Among Us, you can customise your avatar with different colours and accessories. Not only does it mean you can make yourself look more fun, but it also helps with playing the game. Accessories make the players more recognisable, meaning the Imposter can be easier to spot – or harder to get away with!

## HOW TO

When you enter a game lobby, head to the laptop in the top left corner and click CUSTOMIZE. Here, you can change four settings: COLOR, HAT, PET, SKIN.

## COLOR

This is the colour you'll wear in the game. You can set it to your favourite, but if you enter a different game and someone else is already wearing that colour, the game will change yours automatically to a colour not in use.



## HAT

Time to accessorise! There are various different options to make your avatar stand out. This will stay the same for all games unless you change it yourself.

## PET

This is where any pets you buy will show up. These will also stay the same for all games unless you change them. There are no free pets, so you need to buy them from the shop for any to appear. Make sure you check with your grown-up before spending any money, though!

## SKIN

A full outfit already designed, like pets, these are only available from the shop. Any you purchase will show up here afterwards for you to wear.



## SHOPPING

On the main page, head to the \$ sign in the bottom right corner.

Here, you'll see different options to buy. Themed outfit bundles for each location, as well as different hats, pets and skins. Each option has a name and price. You can see what it looks like on and the cost in the left-side pane. Time to get creative!





# How our connected thinking can help you

**Like most universities, we offer education, professional practice and research. Unlike most universities, we blend them together, so that each influences the other and nothing exists in a silo.**

## **We call it fusion.**

It means that when you work with us, you won't only benefit from our long history of engagement with organisations across all sectors. You'll also benefit from our expert research, and the things we have learned from educating the next generation of the global workforce. Everything influences everything else, and it's all at your disposal.

That spirit of collaboration means our departments and people work together too. It's knowledge without frontiers, where everything is connected.

It's helped us succeed in a variety of ways. We work with strategic partners such as University Hospitals Dorset NHS Foundation Trust, and

we're a major feeder university for large organisations requiring skilled graduates, like the BBC and Virgin. We connect industries with our students in innovative ways, such as our annual Festival of Design & Engineering, and we also hold recognition from world-leading external bodies. For example, our Business School is accredited by the Association to Advance Collegiate Schools of Business, a status held by fewer than 5% of the world's business schools.

None of this would be possible if we didn't make sure that what we learn in one area influences what we do in others. Fusion helps make us different, and it can help make a difference to your business too.

We're ready to start when you are.

Call: 01202 961916

Email: [business@bournemouth.ac.uk](mailto:business@bournemouth.ac.uk)

Visit: [www.bournemouth.ac.uk/connected](http://www.bournemouth.ac.uk/connected)



# Happy and healthy

We want every member of our community to be at their very best while they are with us, so here are some of the ways we help you make it happen.



## Off to a great start

It starts before you even get here! You'll get arrivals information full of details about clubs and societies, events to attend, sports to try and more. You'll be able to find your tribe before you've even set foot on campus!

## Art, music, sport and culture

Whether your hero is Monet, Mozart, Messi or Marshmello, you can pursue your passion at BU. With a music centre, a number of choirs and orchestras, an art gallery and outstanding sports facilities, the only difficult decision you'll have to make is what you want to do first.



## A helping hand

It's not unusual to worry about settling into life at uni. Our AskBU team is on hand, and can point you in the direction of the right support for you – whether that's in person or digitally. We have a range of services to help you make Bournemouth your home – from an on-site Medical Centre, to a Faith & Reflection Service. For those that need it, we have Ofsted-registered childcare facilities as well as student parking options on site (full details and charges online) if you're living more than ten miles away while you're studying.

## Looking after your wellbeing

Whether you need support with adjusting to university life, or just want to talk about how you are feeling, we are here to help and have a wealth of support available, including online resources that you can access from anywhere.



# *welcome*

This document is here to help you go out and tell the world about everything that makes us such a special university. Our overall message – degrees of difference – isn't new. But the campaign with which we're delivering it is. It's characterful. It's bright. It's different. It's unquestionably ours. And it's going to give us a real voice in the wider world. So let's have a look at it, starting with what we're aiming to achieve.

Our content mission statement

## Degrees of *difference*

The students who study here are different. Their ambitions, expectations, interests, are all unique to them. And so are the experiences they have here. This means that there's not 'one' Bournemouth story. There are thousands – and thousands more every year. However, they all feed into OUR story. And our story's special too. It's made of the big stuff, like our combination of research, education and professional practice, the perfect location, the superb resources and facilities, and our inclusive on-campus culture. It's shaped by the small stuff too – those individual gestures and personal moments that pass in a heartbeat but stay with our students for life.

Think of this as a statement of intent. It sums up what we mean when we talk about 'degrees of difference', and it provides a point of reference. It's also what makes us different. It's our story. To tell it, we need content that:

- Draws on real, individual stories
- Gives our students (and staff) a voice and a platform
- Shows our culture and promise in action
- Engages and inspires
- Shows the real picture – not just the lovely stuff.



# GLOBETROTTER



**Countdown board:** “Willing to travel and considering the next adventure”



**Culture reminders:** “Bournemouth is a home from home”



**Luggage:** “Living in Bournemouth is temporary”

## GLOBETROTTER: COMING TO STUDY IN THE UK

**Age:** 18-19 (and potentially 17 in countries where compulsory education finishes earlier)

### Coming from:



Far. China, India, Malaysia, South Africa, Ghana, Nigeria, USA, Canada and within the EU.

### I may be feeling:

- Nervous
- Cautious
- Excited
- Remote
- Selective

### Communicate with me through

- Reputable agents or in-country representation
- Social media (localised) content and communities
- Email
- Instant messaging
- Website/localised website
- Search engines
- With my parents

**I'm most likely to be from one of the main countries sending students to the UK – China, India, Malaysia, South Africa, Ghana, Nigeria, USA, Canada or one of the countries in the EU. My parents have been a big influence on my educational choices, making me realise that I have the skills to study in the UK. Securing a good education for me is really important to them and I don't want to let them down. They are looking through my university options with me, and we are particularly interested in the reputation of the university and how safe the town is to live in. My physical and mental wellbeing while studying there are also big considerations.**

### Why am I considering university?

I'm young, and nervous about fitting in when I get to the UK. That said, I'm happy to travel for the UK education experience and the reputation of a UK degree. I'm also keen to expand my cultural understanding while improving my English – a UK degree combined with strong English skills is going to open doors for me, whether I eventually settle back home or elsewhere in the world. My motivation comes from my parents, who repeatedly tell me that a UK education is going to be the passport to success I need in life.

### How can you reach me?

I might already be in the UK, studying for a pre-session English programme or foundation year, so don't assume, you'll only find me in my home country. Even if I am back home, I'll be looking at your website and social channels to learn more about you, even if I am also working with an agent to identify a suitable university for me. I like to see content about students from my country, but don't forget my country might be a big place and there'll be regional differences and nuances. I use social media channels a lot, and expect you to be engaging with students on those channels. My friends and I communicate using messenger apps like WhatsApp, and it would be great to use them to chat to current BU students.

Fairs are important too, but I need you to use them to bring Bournemouth to life – tell me about how close you are to places like London and Paris, because I'll want to visit them. Consider virtual experiences and try to make me feel as if I'm experiencing an Open Day on your own campus! If I'm a Chinese student then things can be a bit more tricky – you'll need to partner up with in-country channels and experts – WeChat is a good option here.

### Why BU – the key message

**BU2025 & Fusion** – Raise the profile of our academics – their strengths & impact with a global context, including through research credentials.

**Education (learning, knowledge & society)** – Show the student experience through authentic student-generated content. Also demonstrate quality of experience through student success stories, in-country ambassadors and local networks, as well as international league tables.

**Location** – Explain safety and security of local area and BU, as well as showcasing a diverse and inclusive community through photography, events, cultural celebrations. Showcase the quirky aspects of a UK seaside town as well as contemporary features.

**Environmental responsibility** – Acknowledge the global impact and responsibility around sustainability within the curriculum.

**Value** – Demonstrate the value in the community and integration opportunities – Global cafe, Global BUddies, culutural celebrations and communities.

**Above all, present BU as a confident and forward-thinking established global university.** We provide the basics well and make students feel welcome. Our all-round offering is the degree of difference.

# Video examples



‘Thrive’ for Hydrogen recruitment

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**To the class of 2020...**

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‘To the class of 2020’ graduation  
message for students graduating  
during Covid-19