Recruitment Costs

In addition to cost of visiting days, there are other recruitment-related costs:

- **Undergraduate brochures**, design and print: this year we paid **£5656.50**, which works out at £1.80 per brochure, which is pretty hefty. The way to keep the cost down is to print in larger numbers and add/remove inserts as necessary. Either way, we run out of brochures pretty soon and we have one, possibly two new inserts to add as we will offer 3 new degrees so I predict a similar printing cost for the undergraduate brochure for next year.

- **Banners** (backdrop to our stands at University Visiting Days): **£887.13**. These were paid from last year's budget and are obviously going to do us for a few years to come.

- **Tshirts**: **£408.31**, part of which can be an ongoing cost. We dress up our demonstrators in t-shirts and we have difficulty getting them back so maybe we should use the tshirt as part-payment for student demonstrators at visiting days.

- **Demos**: **£1385.28** for **AIBO dog** (incl battery). Paid from the publicity budget, but not an ongoing cost (at least, not to the tune of thousands).

(Demonstrator costs paid by Anna from the recruitment budget).

The following COULD also be counted as recruitment-related costs:

- **Game Maker**: **£689.84** for two one week long workshops
- **Google AdWords Campaign** (to improve our web ranking): **£4118.54**

I haven't included costs of 3 other events with a recruitment drive behind them, to which we are committed this year:
- **Science Festival**: **£2000** so far but rising
- **Judy or what is it like to be a robot?**: **£500** so far but will cost more
- **IJCAI** public understanding event: nothing so far.

Diana Sisu