



## Student Engagement & Promotion Strategy 2011-12

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### Context

After a successful initial year of the Student as Producer project, the Project Management Group (PMG) is now able to move to the second phase of the project plan and focus on implementing and embedding the principles across the breadth and depth of the institution. This strategy addresses the activity needed to achieve the following objective for year two:

***Continuing to engage directly with students through SU and directly with student representatives from the pilot programmes. Recruit students as Student as Producer ambassadors.***

This objective contributes to the wider project in numerous critical ways, but specifically enables the following aspiration of the project to be realised:

***The Student as Producer project develops this connection by re-engineering the relationship between research and teaching. This involves a reappraisal of the relationship between academics and students, with **students becoming part of the academic project of universities** rather than consumers of knowledge***

This strategy is underpinned by the need to ensure appropriate balance between communicating in an academic manner to maintain integrity and communicating with the tone and platforms best suited to engaging undergraduate students – two demands which can easily conflict.

### Themes

#### Social Media

Current trends in student communications and the sharing / discovery of knowledge point towards the rapidly evolving phenomena of social media as a critical platform for two-way dialogue.

#### **Facebook**

We will optimise the existing Facebook presence to engage the maximum number of students in Student as Producer.

Actions will include:

- Create a landing page with image that persuades to click 'like'
- Sort out images (need a thumbnail image)
- Create tabs: events, info, contact details, recommendations page.
- Create content each week. (news & papers/blog-ideas)
- Include the youtube app for linking to videos.
- Put interesting links on the page every couple of days.
- Competitions:
  - Which course is doing something 'Student as Producer' – photo uploads
  - Recommendations for the university.
  - Use the new questions/polls/surveys thing.

#### **Twitter**

We will optimise the existing Twitter presence to engage the maximum number of students in Student as Producer.

Actions will include:

- Link Twitter and Facebook accounts.
- Use Twitter to create new relationships with similar communities
- Engage as often as applicable: re-tweets and news in the form of tweets.
- Keep up-to date with trends and attempt to create conversation when the opportunity presents itself.
- Engage with other accounts in the university.

### **Blogging**

We will produce engaging and fresh content on a weekly basis for the Student as Producer website blog.

Actions will include:

- A rota will be created for the Project Management Group and Student Producers Group to take turns in writing a blog, with supplementary contributions welcome on ad hoc basis.
- A guest blogger will be invited to contribute a post each month.
- The Daily Alert for staff and students will feature new blog posts.

### Events

Face-to-face engagement remains the most effective method to use and is already recognised through the Festival of Teaching & Learning in March. We will both enhance existing activity and supplement it with a 'build-up' event in December.

#### **I'm a Producer Day**

In order to create interest and have something to generate conversation we will hold a small one-day event similar to the Festival of Teaching & Learning during December. It would be a one-day event, resembling 'The Big Conversation' that the SU held in March 2011.

It could include:

- Morning workshop (how to critique your course)
- Mid-day Debate (SaP; does it add value?)
- Early afternoon presentation (of previous research grants)
- Afternoon guest lecture + networking? (Lord Professor Robert Winston)

Marketing would be online throughout November and then a poster campaign would be implemented in December. Also, it would preferable if top-down management suggested to lecturers that students take part in one of the events. Student Reps will play a vital role.

#### **Student Conferences at the Festival of Teaching & Learning**

Mass face-to-face engagement with the student body is desired, therefore we will host a series of half-day conferences for students over the course of the week when the Festival of Teaching & Learning is.

The conferences will introduce the concept of Student as Producer; allow students to identify opportunities in their own programme for transition to Student as Producer style learning; allow students to design cross-curricular projects that might attract FED, UROS or EROS funding; and to debate and critique the value of Student as Producer.

Conferences will last 4 hours each; two conferences will be held per day; 200 students will attend each conference; a total of 10 conferences will engage with 2000 students.

Plenary sessions can mostly be video based to ensure consistency of messages, with support and facilitation from a member of the PMG and a representative of the Senior Management Team.

There will be 200 workshop sessions over the week, which will be intensely planned and easily facilitated by an army of staff and student volunteers. Detailed session plans and a training video will be provided to all those who volunteer.

This is the most labour-intensive element of the strategy and the task is mostly a logistical one. Support from colleagues across the University will be necessary to ensure its success.

### Sports & Societies

A major allegiance of students on campus is to their sports team or society and with over 3000 students now paying members of those teams & societies there is a valuable opportunity to expose the Student as Producer to the student body and provoke curiosity.

#### **Sponsored Training Kit**

Sports teams are grateful for free clothing that they can train in and as such we would like to – subject to approval of funding commitment – provide all members of sports teams with a free Student as Producer branded T-Shirt targeted specifically at sports training. The quality of the material, and as such the cost, can be kept minimal considering the nature of their use. Around 1,500 students are members of sports team – this initiative could also be extended to members of societies to increase exposure. The design will focus on directing students to Student as Producer's social media presence.

#### **Engine Shed Night**

During either the week of I'm a Producer Day or the week of the Festival of Teaching & Learning, we will approach the Engine Shed to host a Fever Pitch night that promotes Student as Producer. This will take one of two approaches:

1. A 'Students and Professors' themed fancy dress night.
2. A limited edition 'I'm a Producer' T-Shirt will be given out with every ticket sold and students will be encouraged to incorporate it into their outfit for the evening – with prizes for the best dressed and give-aways for those wearing the T-Shirts. This will get the branding into the photos of students on Facebook and will subconsciously promote the brand to students.

### Accessibility of initiatives

#### **Research-Funding**

FED, UROS & EROS schemes have potential to become more accessible to the mainstream of students who are not asked to participate by their lecturers; we will increase awareness of the funding possibilities that Student as Producers provides. This will be done through a creative campaign based on 'sharing student knowledge', both through content on the social media sites and through an offline poster/leaflet campaign. We will produce template PowerPoint slides for lecturers to use in informing students. It will need testimonials from previous professors/students to encourage new tutors to get involved in promoting the opportunities.

#### **Implementation**

We will establish a group of Student Producers with interests in media, public relations, marketing, advertising, journalism and event management to manage and implement this strategy. We will work with CERD to help train and reward this team, and with the Students' Union to help record and accredit their volunteering activity.

## Summary of Activity 2011/12

When	What	Who
October	Create a media team	DD, WW & MN
	Design and implement social media strategy.	WW
	Liaise with departments and groups about I'm a Producer Day	DD & MN
November	Improve awareness/knowledge of SAP.	Team + WW
	Create a campaign for raising awareness of research funding.	Team + WW
	Begin marketing for I'm a Producer Day & produce T-Shirts	Team + DD
	Establish Working Group and planning for Student Conferences	SD & DD
December	Push I'm a Producer Day hard on social media and offline poster campaign and Engine Shed night.	Team + DD
	Distribute T-Shirts to Sports Teams & Societies, accompanied by the I'm a Producer advertising campaign that features recognisable teams in their T-Shirts	Team, DD & SU
	Get guest speaker for event (honorary graduate)	DD & MN
	Implement an evaluation strategy for campaign	Team + WW
	Begin awareness-raising campaign for 'research funding'	Team
January	Continue and push for enrolment on 'research-funding' (1 <sup>st</sup> & 2 <sup>nd</sup> years)	Team
	Create campaign for 'Festival of Teaching & Learning'	Team
	Continue this document on until year end.	Team
February	Implement 'Festival of Teaching & Learning' campaign	Team
	Continue 'research-funding' campaign	Team
March	Continue 'Festival of Teaching & Learning' campaign and 'research-funding' campaign.	Team
	Hold Student Conferences during the Festival of Teaching & Learning	Working Group
Throughout	Writing blog posts on Student as Producer, including positive opinion pieces and case studies	PMG & SMT

**DD** Dan Derricott

**WW** Wesley Wells

**SD** Prof. Scott Davidson

**MN** Prof. Mike Neary

**Team** Media Team

**PMG** Student as Producer

Project Management

Group

**SMT** UoL Senior

Management Team

**SU** Students' Union