

Communicating with students

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AAD Communications

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Academic Administration Division (AAD) Communications

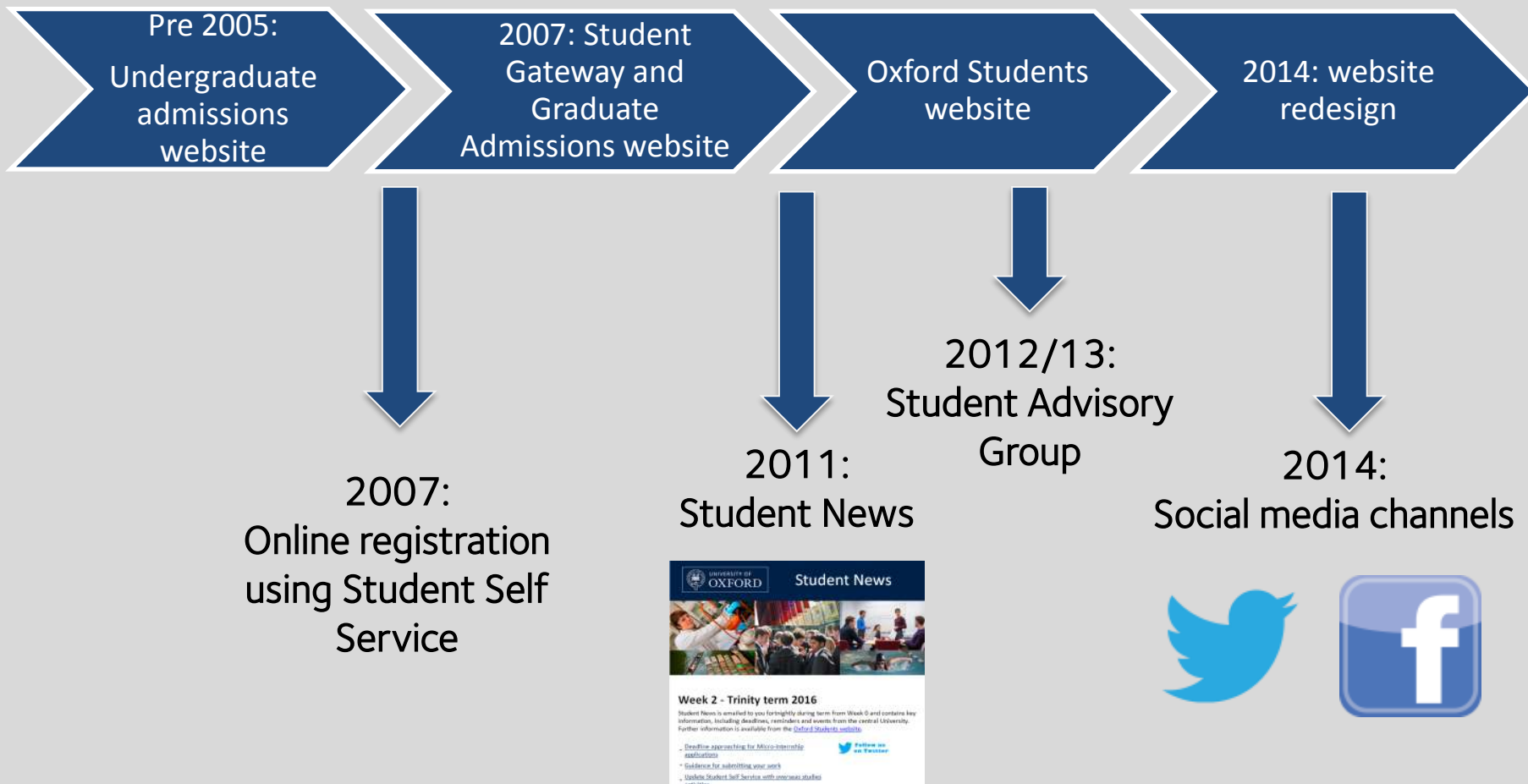
- Support for the student career: from application to graduation, including student services
- Education policy and Oxford Learning Institute

Student communications and engagement channels

- Background to student communications
- Sharing key information
- Measuring engagement



Background to student communications



Communicating with students

- Clear and timely information from across the central services to reduce duplication
- A consistent voice and flexible approach
- Enhance the student experience



Sharing key information: communication channels



Oxford Students website

- NEW STUDENTS ▾
- ACADEMIC MATTERS ▾
- FEES & FUNDING ▾
- VISA & IMMIGRATION ▾
- OXFORD LIFE ▾
- HEALTH AND WELFARE ▾
- GRADUATION & LEAVING OXFORD ▾

Home > Oxford students

Oxford students

Studying at Oxford, you are part of a diverse community of over 22,000 fellow students, drawn from over 140 different countries. This website provides access to information, services and resources to help you get the most out of your university experience.

ox.ac.uk/students

YOU CAN'T MISS IT.

Make sure you're registered by 7 June to take part



THE 2016
EU
REFERENDUM

Register to vote by 7 June >



Whose portrait would you like to see hanging on the walls of Oxford?
A project that aims to widen the range of people



Conduct after examinations
The examination season is an important time for all candidates. Behaviour after examinations is



Plagiarism avoidance
You should ensure that you understand what plagiarism is and how to avoid it.

SYST



Site

RELA

Life

Use

CAN'T FIND WHAT YOU'RE LOOKING FOR?

Try our extensive database of FAQs or submit your own question...



ASK A QUESTION

Academic Administration Division Communications



NEW STUDENTS	ACADEMIC MATTERS	FEES & FUNDING	VISA & IMMIGRATION	VISA & IMMIGRATION	OXFORD LIFE	HEALTH AND WELFARE	HEALTH AND WELFARE	GRADUATION & LEAVING OXFORD
Your University contract	Study guidance	Fees, funding and scholarship search	Before you arrive		Accommodation	Health		Degree ceremonies
Before you arrive	Examinations and assessments	Tuition and college fees	During your studies		Clubs and societies	Disability		Degree certificates and letters
Your first few weeks	Student conduct	International opportunities	After your studies		Skills and work experience	Counselling		Academic transcripts
International students	Complaints and academic appeals	Undergraduate funding			Community and safety	Harassment		Verifying qualifications
Recognised students	University regulations	Other graduate funding sources			IT services	Student-led support		Continuing your studies
Visiting students	Student Handbook	US and Canadian loans			Travel	Student parents		Preparing to leave
Mature students		Financial assistance			Business cards	Care leavers		Joining the alumni community
		Prizes and awards			Student engagement	Sexual violence: prevention and support		
		Living costs						

Sharing key information: communication channels



Oxford Students website



Oxford Students Twitter



Videos and podcasts

Oxford Students Twitter: @UniofOxfordSI



- Promotion of news items
- Links back to Oxford Students website
- Instant updates and engagement
- Social media strategy:

ox.ac.uk/public-affairs/social-media



Rich media content

- Short films
- Podcasts: '[Student Life at Oxford](#)'
- University YouTube channel:
youtube.com/user/oxford
- iTunesU: ox.ac.uk/itunes-u



Sharing key information: communication channels



Oxford Students website



Oxford Students Twitter



Videos and podcasts



Student News



Pre-arrival News

Student news

- Fortnightly during term, Weeks 0-10
- Undergraduate and graduate edition
- Single source of information, deadlines, opportunities, events, competitions
- Coordinated with AAD Staff News Alert



ox.ac.uk/students/latestnews

Pre-arrival news

- Sent to ~7000 offer holders
- Monthly, March to September
- Undergraduate and graduate edition



ox.ac.uk/students/new

Sharing key information: communication channels



Oxford Students website



Oxford Students Twitter



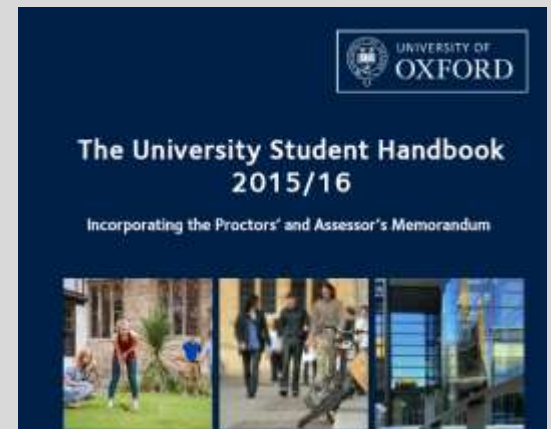
Videos and podcasts



Student News



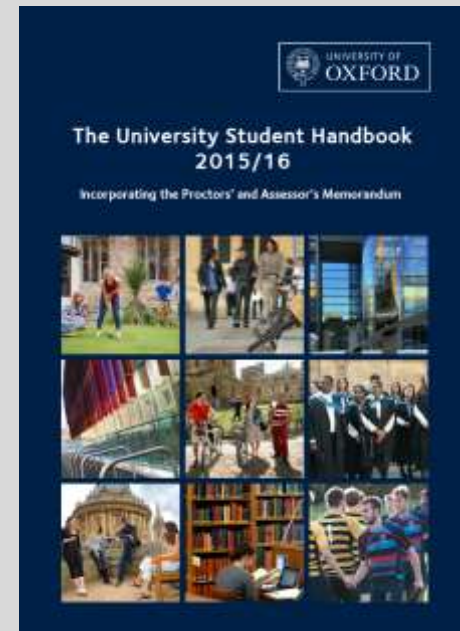
Pre-arrival News



Student Handbook

University Student Handbook (Proctors' and Assessor's Memorandum)

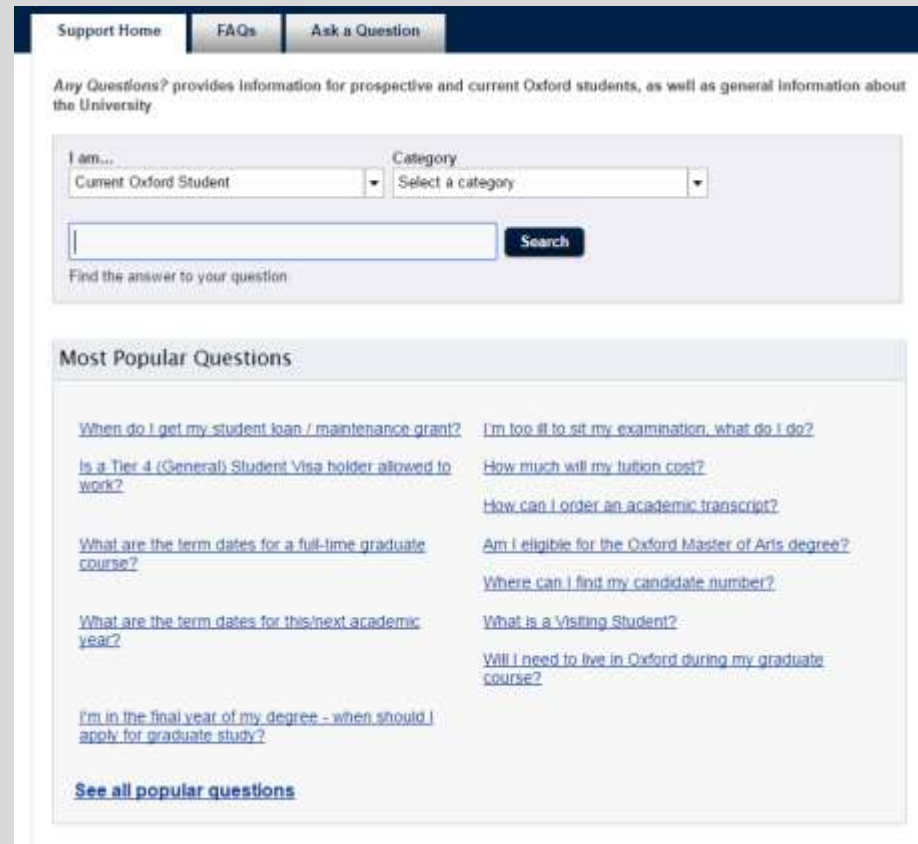
- Formal notification and explanation of codes, regulations, policies and procedures
- Covers welfare, intellectual property, examinations, complaints and conduct
- Distributed to all new students at the start of the academic year
- Available to download on the Oxford Students website



Measuring engagement



- Google analytics
- Rate this page
- RightNow – FAQs
- Newsletter tracking



The screenshot shows the 'Any Questions?' support page. At the top, there are navigation tabs for 'Support Home', 'FAQs', and 'Ask a Question'. Below the navigation, a heading reads 'Any Questions? provides information for prospective and current Oxford students, as well as general information about the University'. The main content area features a search form with two dropdown menus: 'I am...' (set to 'Current Oxford Student') and 'Category' (set to 'Select a category'). Below these is a search input field and a 'Search' button. Underneath the search form, the text 'Find the answer to your question' is displayed. A section titled 'Most Popular Questions' follows, containing a grid of ten blue hyperlinks for frequently asked questions, such as 'When do I get my student loan / maintenance grant?' and 'How much will my tuition cost?'. At the bottom of this section is a link that says 'See all popular questions'.

Was this page useful?

Yes No

Student satisfaction

Student surveys

- Student Barometer
- National Student Survey (NSS)
- Available to view at college and department level via the AAD website Tableau: www.admin.ox.ac.uk/aad/sdma/
- Snapshot available for students:
www.ox.ac.uk/students/life/student-engagement

Student Advisory Group

- Focus groups run jointly by the University and OUSU
- Seeking student views on new initiatives

Regular meetings with OUSU

Competition and Markets Authority (CMA)

In March 2015, the CMA published guidance to higher education providers to clarify institutions' obligations to students under consumer rights. It is essentially a requirement that the student must be given all of the 'material information' that they need to make an informed decision before they accept their offer.

Changes to:

- University Terms and Conditions
- Website information and archive
- University Student Handbook

www.ox.ac.uk/students/new/contract

- Advisable for departments and colleges to archive website pages, and in particular any pages which include information which is likely to affect applicants' decisions about where to apply, for six years plus the duration of the relevant applicants' course.

For further information

Oxford Students website: www.ox.ac.uk/students

- Student news archive
- Twitter feed

AAD website: www.admin.ox.ac.uk/aad

- Subscribe to the AAD News Alert
- Full overview of student and staff communications channels

Contact details:

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