Communicating with students

Tara Jewell and Victoria Savage
AAD Communications

1 June 2016
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

- **Pre 2005:** Undergraduate admissions website
- **2007:** Student Gateway and Graduate Admissions website
- **2011:** Student News
- **2012/13:** Student Advisory Group
- **2014:** Website redesign
- **2007:** Online registration using Student Self Service
- **2014:** Social media channels
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
Academic Administration Division Communications

Sharing key information: communication channels

Oxford Students website
Oxford students

You can't miss it. Make sure you're registered by 7 June to take part.

Register to vote by 7 June

Can't find what you're looking for?

Try our extensive database of FAQs or submit your own question...
Academic Administration Division Communications

<table>
<thead>
<tr>
<th>NEW STUDENTS</th>
<th>ACADEMIC MATTERS</th>
<th>FEES &amp; FUNDING</th>
<th>VISA &amp; IMMIGRATION</th>
<th>OXFORD LIFE</th>
<th>HEALTH AND WELFARE</th>
<th>GRADUATION &amp; LEAVING OXFORD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your University contract</td>
<td>Study guidance</td>
<td>Fees, funding and scholarship search</td>
<td>Before you arrive</td>
<td>Accommodation</td>
<td>Health</td>
<td>Degree ceremonies</td>
</tr>
<tr>
<td>Before you arrive</td>
<td>Examinations and assessments</td>
<td>Tuition and college fees</td>
<td>During your studies</td>
<td>Clubs and societies</td>
<td>Disability</td>
<td>Degree certificates and letters</td>
</tr>
<tr>
<td>Your first few weeks</td>
<td>Student conduct</td>
<td>International opportunities</td>
<td>After your studies</td>
<td>Skills and work experience</td>
<td>Counselling</td>
<td>Academic transcripts</td>
</tr>
<tr>
<td>International students</td>
<td>Complaints and academic appeals</td>
<td>Undergraduate funding</td>
<td></td>
<td>Community and safety</td>
<td>Harassment</td>
<td>Verifying qualifications</td>
</tr>
<tr>
<td>Recognised students</td>
<td>University regulations</td>
<td>Other graduate funding sources</td>
<td></td>
<td>IT services</td>
<td>Student-led support</td>
<td>Continuing your studies</td>
</tr>
<tr>
<td>Visiting students</td>
<td>Student Handbook</td>
<td>US and Canadian loans</td>
<td></td>
<td>Travel</td>
<td>Student parents</td>
<td>Preparing to leave</td>
</tr>
<tr>
<td>Mature students</td>
<td></td>
<td>Financial assistance</td>
<td></td>
<td>Business cards</td>
<td>Care leavers</td>
<td>Joining the alumni community</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prizes and awards</td>
<td></td>
<td>Student engagement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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](http://ox.ac.uk/public-affairs/social-media)

Rich media content

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

Pre-arrival news
• Sent to ~7000 offer holders
• Monthly, March to September
• Undergraduate and graduate edition

ox.ac.uk/students/latestnews
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
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
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](http://www.ox.ac.uk/students)
- Student news archive
- Twitter feed

AAD website: [www.admin.ox.ac.uk/aad](http://www.admin.ox.ac.uk/aad)
- Subscribe to the AAD News Alert
- Full overview of student and staff communications channels

Contact details:
Tara Jewell - Head of Academic Administration Division Communications
Vicky Savage – Student Communications Officer
[academicadmin.comms@admin.ox.ac.uk](mailto:academicadmin.comms@admin.ox.ac.uk)
01865 (2)84847