

## Board of Management Students, Staff & Equalities Committee

<b>Date of Meeting</b>	<b>Wednesday 28 October 2020</b>
<b>Paper No.</b>	<b>SSEC1-M</b>
<b>Agenda Item</b>	<b>6.4</b>
<b>Subject of Paper</b>	<b>Student Induction and Transitions 2020</b>
<b>FOISA Status</b>	<b>Disclosable</b>
<b>Primary Contact</b>	<b>Gillian Plunkett, Student Experience Director</b>
<b>Date of production</b>	<b>3 September 2020</b>
<b>Action</b>	<b>For Noting</b>

### **1. Recommendations**

The Students, Staff and Equalities Committee is asked to note student induction and transitions activities undertaken in 2020.

### **2. Purpose of Report**

To provide the Committee with an overview of student induction and transitions activities for students commencing in 2020/21.

### **3. Context and Content**

3.1 SMT have been engaged in discussion on external factors and influences which may impact on student recruitment and retention this year as a result of COVID-19 including;-

- Changes to student's personal circumstances which may cause students to decline their offer or defer until next year;
- Universities recruiting from traditional FE markets to make up shortfalls in international student recruitment;
- Diminished confidence of students (and their carers) in travelling far from home and/or sharing accommodation;
- Attractiveness and perception of a limited student experience as a result of the above and the offer of, mainly, online learning and teaching.

3.2 This year it has been more important than ever that the College provides our new and continuing students with early and effective induction and transition activities. Appendix A – Student Communications Log, offers an overview of the range of student communications provided throughout the student pre entry journey emphasising the importance of providing students with the right information, at the right time and in the right place (platform/medium).

3.3 In our 'new normal' where the majority of communication is online, it is easy for students to become confused, lost and overwhelmed with information and the need for well planned, fresh, relevant communication cannot be over stated.

3.4 Appendix B offers an overview of the types of induction and transitions activities offered to students through April to September 2020. Through the creativity and innovation of staff, existing activities were adapted and reworked for an online platform, while new multi media content was developed to provide students with an inspirational and engaging first experience at City of Glasgow College.

#### **4. Impact and Implications**

The main issues impacting student recruitment and retention this year are included at 3.1 above. Failure to mitigate these challenges could result in reduced enrolments, early withdrawal and ultimately reduced grant with consequences for the Colleges' financial stability.

## Appendix A - Student Communications Log April 2020 – September 2020

	Week beginning	Staff / Student Communications	Website / Social Media
-2	9 March	<ol style="list-style-type: none"> <li>1. Update to FAQs on website re COVID-19</li> <li>2. All applicants email – Face to Face Selection Interviews Suspended.</li> </ol>	<ol style="list-style-type: none"> <li>1. College Website/CitySA Website</li> <li>2. Email</li> </ol>
-1	16 March	<ol style="list-style-type: none"> <li>1. Update to FAQs on website re immediate building closure</li> <li>2. All evening/weekend students email – immediate closure of buildings and refunds.</li> <li>3. All student email- counselling service availability, Discretionary Funds available and how to contact Student Advisors.</li> <li>4. Launch Big White Wall.</li> </ol>	<ol style="list-style-type: none"> <li>1. College Website/CitySA Website</li> <li>2. Email.</li> <li>3. Email.</li> <li>4. Email, Twitter, Instagram (weekly).</li> </ol>
0	23 March	<ol style="list-style-type: none"> <li>1. All Student Email - Coronavirus &amp; Mental Health and Launch of Students' Association Support Hub (SA Website Page)</li> <li>2. Student President Friday Podcast.</li> <li>3. Student Engagement Officer (SEO) email to Class Reps</li> <li>4. SEO email to International Students</li> </ol>	<ol style="list-style-type: none"> <li>1. Email, Twitter, Facebook, SA Website</li> <li>2. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>3. Email</li> <li>4. Email</li> </ol>
1	30 March	<ol style="list-style-type: none"> <li>1. All student Email-What's on in your SA. Tuesday Sharing – (favourite meme) SA Facebook Page. Wellbeing Wednesday Workshops – yoga – SA Facebook Page</li> <li>2. UKCISA Information – Student Engagement International Students Facebook</li> <li>3. Student President email to Student Executive</li> <li>4. SEO sent class Rep E-mail</li> <li>5. SEO – 8 steps to success workshop to academic advisors</li> </ol>	<ol style="list-style-type: none"> <li>1. Email, Facebook, Twitter, CitySA website.</li> <li>2. Email/Facebook</li> <li>3. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>4. Email</li> <li>5. Email</li> </ol>
' 2	6 April	<ol style="list-style-type: none"> <li>1. All student Email -What's on in your SA Holiday post (Easter break info).</li> <li>2. Update to FAQ on Website – SQA Announcement.</li> <li>3. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>4. Tuesday Sharing (positive tea) SA Facebook Page</li> </ol>	<ol style="list-style-type: none"> <li>1. Email, Facebook, Twitter, CitySA website.</li> <li>2. College Website/CitySA Website</li> <li>3. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>4. Facebook</li> <li>5. Facebook</li> <li>6. Facebook</li> <li>7. Facebook</li> <li>8. Facebook</li> </ol>

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		<ol style="list-style-type: none"> <li>5. Wellbeing Wednesday Workshops – yoga – SA Facebook Page</li> <li>6. Easter Break Info - Student Engagement International Students Facebook</li> <li>7. International Pet Day Voting/Results – SA Facebook</li> <li>8. NUS Award Winners – SA Facebook</li> </ol>	
<b>3</b>	13 April	<ol style="list-style-type: none"> <li>1. All student Email -What's on in your SA Holiday post Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme Wellbeing 2. Wednesday Workshops – yoga</li> <li>2. Update to FAQs on website re Internal Assessment Guidelines.</li> <li>3. Email to all FE offer holders – Funding Portal Open</li> </ol>	<ol style="list-style-type: none"> <li>1. Facebook/Twitter, Website/All Staff/Student email.</li> <li>2. College website/SA website</li> <li>3. Email/Facebook/Twitter/</li> </ol>
<b>4</b>	20 April	<ol style="list-style-type: none"> <li>1. All student Email -What's on in your SA. Monday / Friday Presidential Takeover Tuesday Sharing – favourite meme/ Wellbeing Wednesday Workshops – yoga</li> <li>2. World Erath Day</li> <li>3. Student President email to Student Executive.</li> </ol>	<ol style="list-style-type: none"> <li>1. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>2. SA Facebook</li> <li>3. Friday Post cast – SA website</li> </ol>
<b>5</b>	27 April	<ol style="list-style-type: none"> <li>1. All student Email -What's on in your SA</li> <li>2. Student President email to Student Executive</li> <li>3. SEO email to International Students</li> <li>4. City SA – Staff and Students Virtual 5km Run and Donation Page</li> <li>5. Frozen in Time CitySA Timecapsule.</li> <li>6. Student Advisors- how to get in touch.</li> </ol>	<ol style="list-style-type: none"> <li>1. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>2. SA Facebook</li> <li>3. Email</li> <li>4. Twitter/ Instagram/ Facebook.</li> <li>5. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>6. Twitter/Facebook/Website</li> </ol>
<b>6</b>	4 May	<ol style="list-style-type: none"> <li>1. All student email inviting Discretionary Fund applications.</li> <li>2. All student Email -What's on in your SA</li> <li>3. Students' Association Weekly Sports Challenge.</li> </ol>	<ol style="list-style-type: none"> <li>1. Email/ Twitter/Instagram</li> <li>2. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>3. Students' Association daily posting on Instagram / Facebook / Twitter</li> </ol>
<b>7</b>	11 May	<ol style="list-style-type: none"> <li>1. Congratulations Postcard to 8,000 offer holders. #new@cogc campaign.</li> <li>2. CitySA Awards Nominations Open</li> </ol>	<ol style="list-style-type: none"> <li>1. Post/ Email/Facebook/ Twitter.</li> <li>2. Email/ Facebook/ Twitter/ Website.</li> <li>3. All Staff/Student Email.</li> <li>4. Email/ survey/ Facebook/ Twitter/ Instagram.</li> <li>5. Facebook Live.</li> </ol>

## Appendix A - Student Communications Log April 2020 – September 2020

		<ol style="list-style-type: none"> <li>3. TOTUM Student and Staff Discounts Email.</li> <li>4. Free sanitary products in partnership with Hey Girls.</li> <li>5. Mindfulness Mondays (6 week online course) starts.</li> <li>6. Domestic abuse campaign starts.</li> <li>7. All student Email -What's on in your SA</li> <li>8. AGM Posting</li> <li>9. Students' Association Weekly Sports Challenge</li> <li>10. SEO – Class Rep E-mail</li> <li>11. SEO – 8 steps to success workshop to academic advisors</li> <li>12. SEO email to International Students</li> </ol>	<ol style="list-style-type: none"> <li>6. Facebook/ Twitter/ Instagram.</li> <li>7. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>8. AGM Posting – SA Facebook</li> <li>9. Facebook/Twitter/Website</li> <li>10. Email</li> <li>11. Email</li> <li>12. Email</li> </ol>
<b>8</b>	18 May	<ol style="list-style-type: none"> <li>1. Funding E-zine.</li> <li>2. CitySA Random Acts of Kindness.</li> <li>3. Mental Health Awareness week.</li> <li>4. COVID-specific mental health information.</li> <li>5. All student Email -What's on in your SA</li> <li>6. AGM Posting</li> <li>7. SEO – Class Rep E-mail</li> <li>8. SEO email to International Students</li> <li>9. Wellbeing Workshops</li> <li>10. CitySA weekly sports challenge</li> <li>11. All Staff e-mail - SA Summit</li> </ol>	<ol style="list-style-type: none"> <li>1. Email/Facebook/Twitter/Instagram.</li> <li>2. Facebook/Twitter/Website/Zoom.</li> <li>3. Facebook/ Twitter/ Instagram/ videos.</li> <li>4. Website.</li> <li>5. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>6. SA Facebook</li> <li>7. Email</li> <li>8. Email</li> <li>9. SA Facebook/Website</li> <li>10. Facebook/Twitter/Website</li> <li>11. Email</li> </ol>
<b>9</b>	25 May	<ol style="list-style-type: none"> <li>1. Students with Disabilities Email - Learning Support Appointments</li> <li>2. Term Date Announcement Email to new full time students.</li> <li>3. Mental health mini-surveys.</li> <li>4. Student funding workshops start.</li> <li>5. All student Email -What's on in your SA</li> <li>6. SEO email to International Students</li> <li>7. AGM Posting</li> <li>8. Mindful Journaling</li> </ol>	<ol style="list-style-type: none"> <li>1. Zoom</li> <li>2. Email.</li> <li>3. Facebook/ Twitter/ Instagram.</li> <li>4. Zoom.</li> <li>5. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>6. Email</li> <li>7. AGM Posting – SA Facebook</li> <li>8. Mindful Journaling – SA Facebook</li> </ol>
<b>10</b>	1 June	<ol style="list-style-type: none"> <li>1. Update to FAQs on website re Return to College and Term Dates.</li> <li>2. Student President email to Student Executive</li> <li>3. SEO – Class Rep E-mail</li> </ol>	<ol style="list-style-type: none"> <li>1. College Website/CitySA Website</li> <li>2. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>3. Email</li> <li>4. Email</li> <li>5. Email</li> </ol>

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		<ol style="list-style-type: none"> <li>4. SEO email to International Students</li> <li>5. All Staff e-mail - SA Summit</li> </ol>	
<b>11</b>	8 June	<ol style="list-style-type: none"> <li>1. CitySA Virtual Climbathon.</li> <li>2. All Staff – My Student Exp Survey</li> <li>3. SEO email to International Students</li> <li>4. Welcome to your Students' Association to new students</li> <li>5. Summit</li> <li>6. World Oceans Day</li> <li>7. Stormzy on Mental Health</li> </ol>	<ol style="list-style-type: none"> <li>1. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>2. Email</li> <li>3. Email</li> <li>4. All new students – CitySA Website</li> <li>5. Summit – SA Facebook</li> <li>6. World Oceans Day – SA Facebook</li> <li>7. Support and Well Being Team on Facebook</li> </ol>
<b>12</b>	15 June	<ol style="list-style-type: none"> <li>1. All Staff email – The Summit and Staff Awards (Video)</li> <li>2. All Staff email – Staff Awards Results.</li> <li>3. Accommodation Guide sent to pre-entry students.</li> <li>4. Financial support for continuing students.</li> <li>5. Coffee &amp; Careers chat starts.</li> <li>6. Student Advisor drop-in starts.</li> </ol>	<ol style="list-style-type: none"> <li>1. Email/Facebook live.</li> <li>2. Email/ Facebook live.</li> <li>3. Email/website.</li> <li>4. Text/website.</li> <li>5. Zoom.</li> <li>6. Zoom.</li> </ol>
<b>13</b>	22 June	<ol style="list-style-type: none"> <li>1. Self-Care E-zine - Mental Health and Well Being, Medical Care, Counselling to all offer holders.</li> <li>2. Mental health team top tips for getting ready for college.</li> <li>3. Counsellors- self-care videos.</li> <li>4. CitySA Daily</li> <li>5. Building Relationships</li> <li>6. Meditation and Mindfulness</li> <li>7. City Bughouse Newsletter</li> <li>8. City Explores – Glasgow Green Newsletter.</li> <li>9. City Explores – Environmental Posters Newsletter.</li> </ol>	<ol style="list-style-type: none"> <li>1. Email</li> <li>2. Facebook.</li> <li>3. Facebook.</li> <li>4. Students' Association daily posting on Instagram / Facebook / Twitter</li> <li>5. Support and Well Being Facebook</li> <li>6. Support and Well Being Facebook</li> </ol>
<b>14</b>	29 June	<ol style="list-style-type: none"> <li>1. CitySA Daily postings</li> </ol>	<ol style="list-style-type: none"> <li>1. Students' Association daily posting on Instagram / Facebook / Twitter</li> </ol>
<b>14</b>	6 July	<ol style="list-style-type: none"> <li>1. IT Connectivity Survey</li> <li>2. Principal Welcome video</li> <li>3. Meet the CitySA Presidential team</li> </ol>	<ol style="list-style-type: none"> <li>1. Bulk Email</li> <li>2. You Tube</li> <li>3. CitySA Facebook</li> </ol>
<b>16</b>	13 July	<ol style="list-style-type: none"> <li>1. Meet the CitySA Presidential team</li> <li>2. Welcome to Glasgow guide</li> </ol>	<ol style="list-style-type: none"> <li>1. CitySA Facebook</li> <li>2. CitySA Facebook</li> </ol>
<b>17</b>	20 July		
<b>18</b>	27 July	<ol style="list-style-type: none"> <li>1. Get Ready for College Pre Entry Welcome Course.</li> <li>2. Get Ready for College Money Management E-zine.</li> </ol>	<ol style="list-style-type: none"> <li>1. Bulk Email</li> <li>2. College website</li> </ol>

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<b>19</b>	3 August	<ol style="list-style-type: none"> <li>1. Hello and Welcome from your Students' Association.</li> <li>2. SQA Results Comms.</li> <li>3. #newtocgc.</li> </ol>	<ol style="list-style-type: none"> <li>1. CitySA website</li> <li>2. Social Media</li> <li>3. CitySA Facebook</li> </ol>
<b>20</b>	10 August	<ol style="list-style-type: none"> <li>1. Joining Instruction with Induction Dates.</li> </ol>	<ol style="list-style-type: none"> <li>1. Bulk emails.</li> <li>2. Website</li> <li>3. Social Media</li> </ol>
<b>21</b>	17 August	<ol style="list-style-type: none"> <li>1. Student Guide to on campus learning.</li> <li>2. Update FAQs – What to Expect On Campus.</li> <li>3. Student Top Tips for online Learning.</li> </ol>	<ol style="list-style-type: none"> <li>1. Website</li> <li>2. Staff Communication.</li> </ol>
<b>22</b>	24 August	<ol style="list-style-type: none"> <li>1. Principal Welcome Letter and Video.</li> <li>2. Important Info about Logging on to your Student Account.</li> <li>3. Signposting students – staff communication to help students.</li> </ol>	<ol style="list-style-type: none"> <li>1. Bulk email.</li> <li>2. Website</li> <li>3. All Staff email</li> <li>4. Connected.</li> </ol>
<b>23</b>	31 August	<ol style="list-style-type: none"> <li>1. What's on in Your SA – Welcome back.</li> <li>2. Elect Your Class Rep.</li> <li>3. Staycation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Bulk email</li> <li>2. CitySA website</li> <li>3. CitySA Twitter</li> </ol>

- Communications are sent and repeated over a period of weeks.
- All campaigns posted have a start and end date and are repeated daily and weekly.
- Where communications are also sent via all staff emails, this means that staff also promote out directly to their students through college emails and texts.
- The above does not include the hundreds of posts on the college's social media sites and curriculum team productions posted on the VLE or youtube such as the following.

1. Legal Services – Emma Jackson to new students

[https://www.youtube.com/watch?v=7fNa-RFPXDQ&utm\\_source=Facebook&utm\\_medium=social&utm\\_campaign=SocialSignIn](https://www.youtube.com/watch?v=7fNa-RFPXDQ&utm_source=Facebook&utm_medium=social&utm_campaign=SocialSignIn)

2. Electrical Engineering

<https://www.youtube.com/watch?v=3pkp4vVRpI4>

3. Computer Networking

<https://www.youtube.com/watch?v=IWzPPjAZ8OU>



# Student Induction and Transition Activities April – September 2020

## Get Ready for College (April/May)

As we were unable to offer our award winning Get Ready for College events to our new students on the campus, we quickly moved this content to our [website](#).

Pre entry activities commenced with the opening of our student funding portal in April and our student welcome postcard was posted out to 10,000 students from May 2020, promoting our #newtocogc social media campaign. This stimulated a lot of chat

between new students over social media.



We created a range of online and digital content for our website from [money management](#) to [accommodation](#) and [virtual campus tours](#) and ensured that students received regular communications and prompts to visit the website. We also continued to see student's online offering Zoom appointments and workshops through our website and social media platforms.

## Open Learn VLE (June)

By June, in a collaborative cross college development with IT, the Learning and Teaching Academy (LDA), Student Services and Curriculum Teams, we developed a [Welcome to College Course](#) (Board members can access the content by creating an account and enrolling using an email address and password) which all students could access via a new open access virtual learning environment(VLE). The course content is interactive, and uses a range of multimedia and quizzes to engage and inspire our new students, providing them with an introduction and welcome from key senior staff, student blogs and introductions to course teams. The project took 7 weeks from inception to launch which is a significant achievement and testament to the agility and flexibility of our staff.

# Student Induction and Transition Activities

## April – September 2020

### **Student Laptop Loan Scheme (July)**

Globally and nationally, student connectivity and online learning continue to be major topics of discussion, and throughout lockdown both were regular themes at SMT in relation to the potential for creating barriers to learning and the impact on the student experience. In July, the Admissions Team were tasked with surveying all new applicants to better understand their connectivity needs. Approximately 4,500 students responded (58% response rate), and of those students approximately 15% (675 students) stated that they would require the loan of a laptop. This informed our decisions to purchase an additional 2,500 laptops, 2,000 of which will be delivered in late August/early September.

As the year progresses and more students enrol, we will capture further student need via a new webpage to be launched week commencing 7 September. Students directed to the page can request a laptop loan.

However, it is clear that there will be challenges in administering the laptop loan scheme. For example, if student demand outstrips college supply, we may need to assess student need and support those most disadvantaged, in addition it is likely that procurement of IT devices worldwide will continue to remain stretched with long lead times for delivery

### **Student on Campus Guide (August)**

The College has produced a detailed On Campus Guide for students. The Guide and Student FAQs can be found on our website [here](#), the Guide is included in the Student Induction Module on MyCity to allow lecturers to introduce the Guide to their students. The Guide will also be sent to students just before their first on campus timetabled event.

### **Top Tips for Learning Online (August)**

A new guide for students and staff which provides helpful tips and sets the ground rules for online learning was also developed and can be found on the website [here](#).

# Student Induction and Transition Activities April – September 2020

## Student IT Login Process (August)

IT have developed a process whereby students can login to all college systems remotely. This information was emailed to students the week before the first Student Inductions commenced on 31 August to allow students time to attempt the login process by 'self-service'. Further support was then available at Induction and reports so far are that students have found the process relatively easy to navigate.

This information is also available in the Student Induction Module on MyCity [here](#).

## Student Induction Events

Student Induction events commenced on 31 August and have been well attended. Table 1 below provides preliminary figures which show that over the 3 day induction period delivered so far, attendance has exceeded 90% on each day with an overall average of 94% attendance.

There have been some minor issues mainly with Zoom login credentials and for some students this will be a completely new experience. However, on the whole teaching staff have reported good student engagement at events.

Table 1 – Students Attending Inductions

Induction Dates	Student Recruitment Target	Students Attending Induction	% Attendance
31/08/2020	1674	1585	95%
01/09/2020	1221	1157	95%
02/09/2020	1082	993	92%
<b>Total</b>	4391	4125	94%

Induction will continue until learning and teaching starts from 14<sup>th</sup> September.