

Ready, Set, Go! The Lifecycle of Successful Student Transition



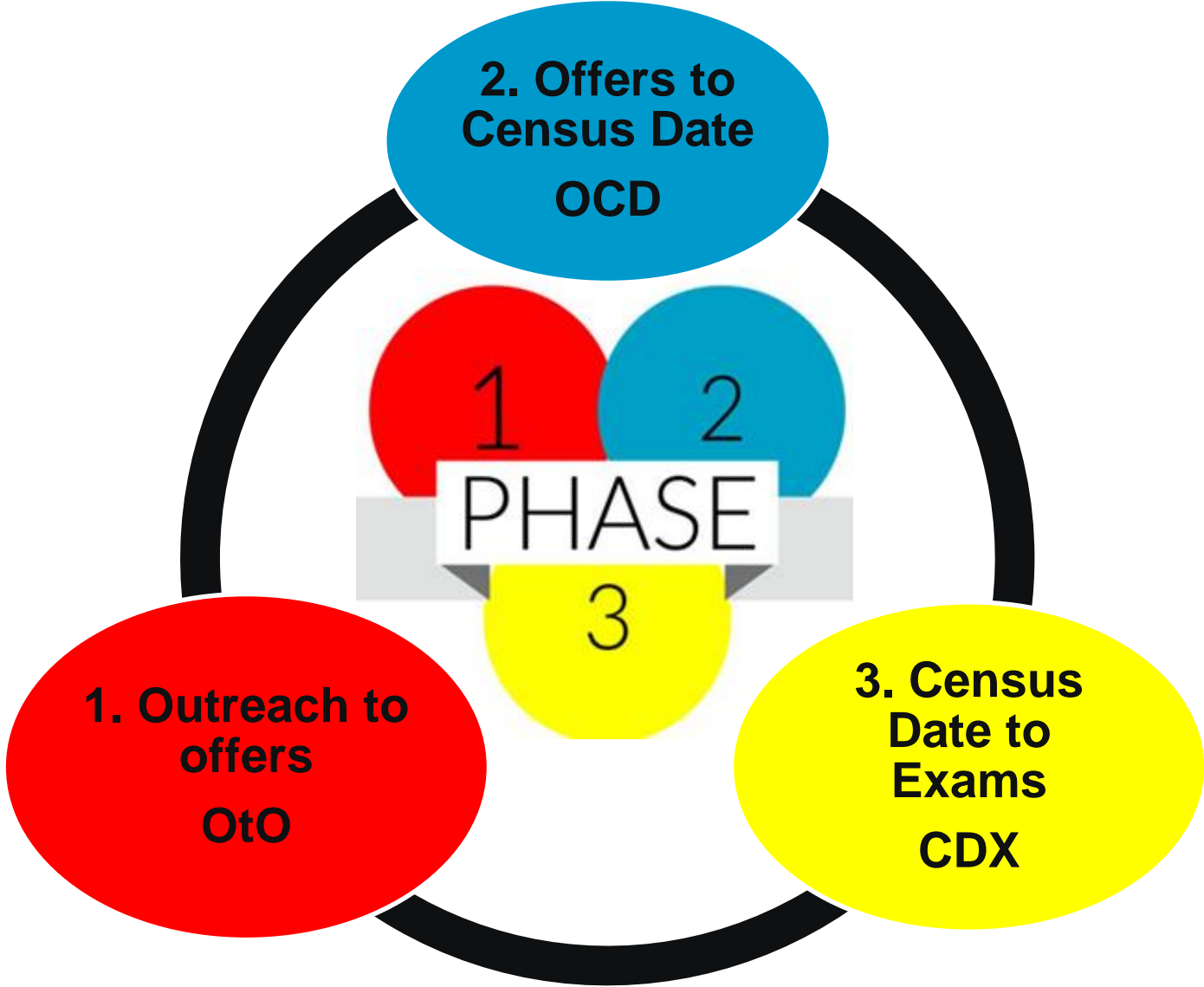
Cheryl Burgess
Karen Newson

A DIVERSE STUDENT POPULATION

- The proportion of low socio-economic status (SES) students enrolled at the University is 24.6% – above the sector average
- Our Indigenous student population is one of the largest in Australia, with almost 4884 enrolments
- Female students outweigh male students, current ratio is 55 : 44
- Almost half of all of our students are 'First in Family'
- 66% of our students are over 20 years of age



3 PHASE CYCLE



phase

1

1. Outreach to Offers (OtO)

- Friends on Campus – High School Outreach program – Uni Staff and students
- Start Smart – non-school leaver engagement program

FRIENDS ON CAMPUS

"I liked the extra insight into life as a uni student told by a uni student"

"I liked that we got real life advice, tips and information"

"I really liked that we were taught how to time plan for our study"

"The sessions with the Uni students was engaging and easy to understand"

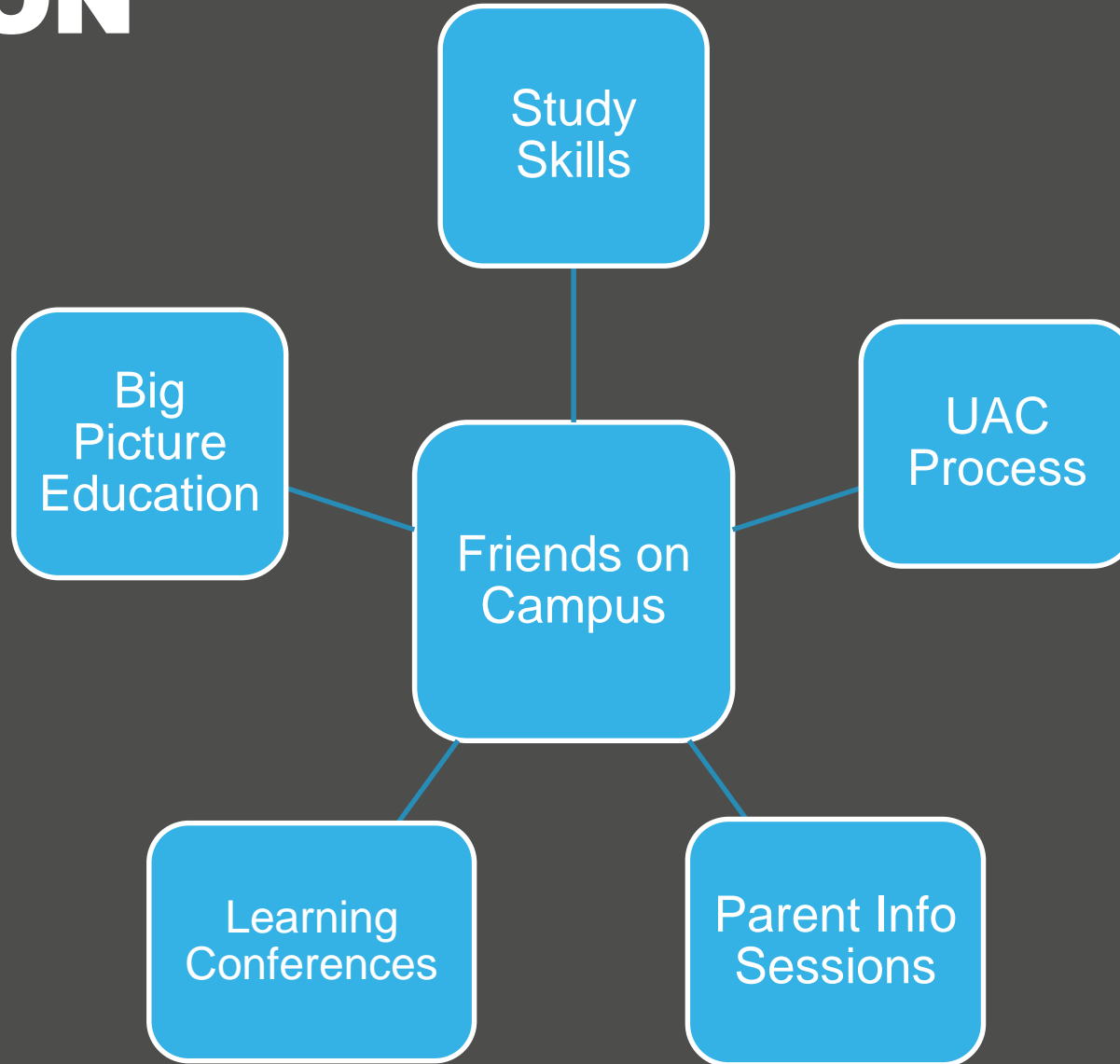
"I like the extensive description of the courses and how to get into uni info, really good."

2017 = 569 students across 15 schools visits



FRIENDS ON CAMPUS

Delivery



FRIENDS ON CAMPUS

Outcomes

Following High School visits, 35% of all students sent emails to staff or mentors asking questions

High Schools showed an increase in engagement with our University and requested visits for "one off" presentations

3 schools showed a 50% and above increase in students accepted into Universities



START SMART

An early round offer engagement event
for non-school leavers

"I thought the concept of Start Smart was brilliant and answered all my questions that I was stressed about"

"Start Smart was definitely something that I needed prior to starting university, I am grateful that it was held"

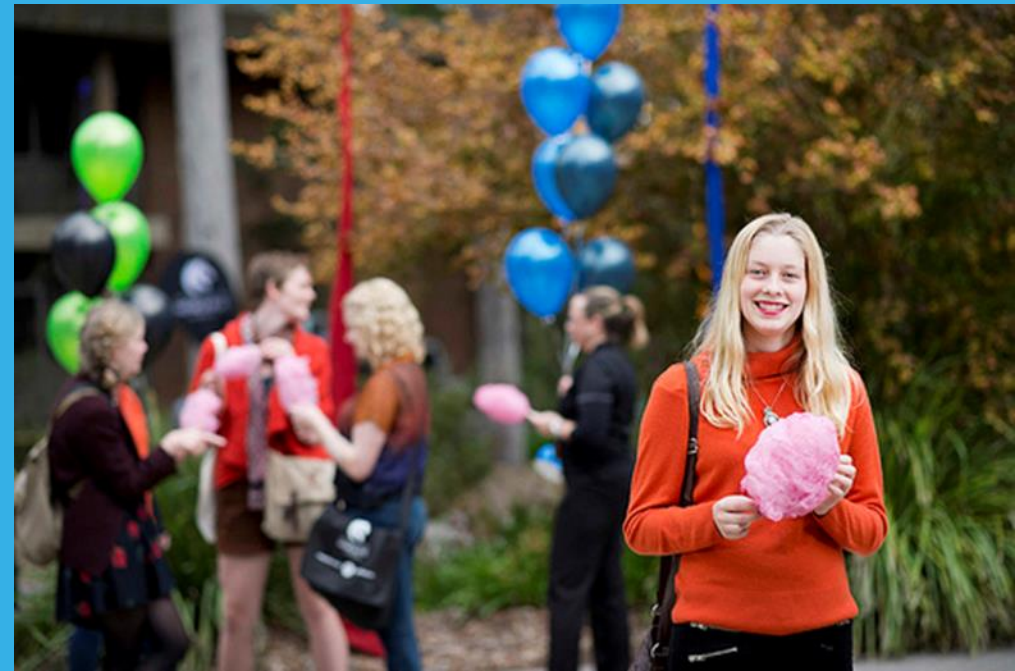
"Everyone was lovely, made me feel I belong"

"This event was great, made me feel like I was already welcome and belong"

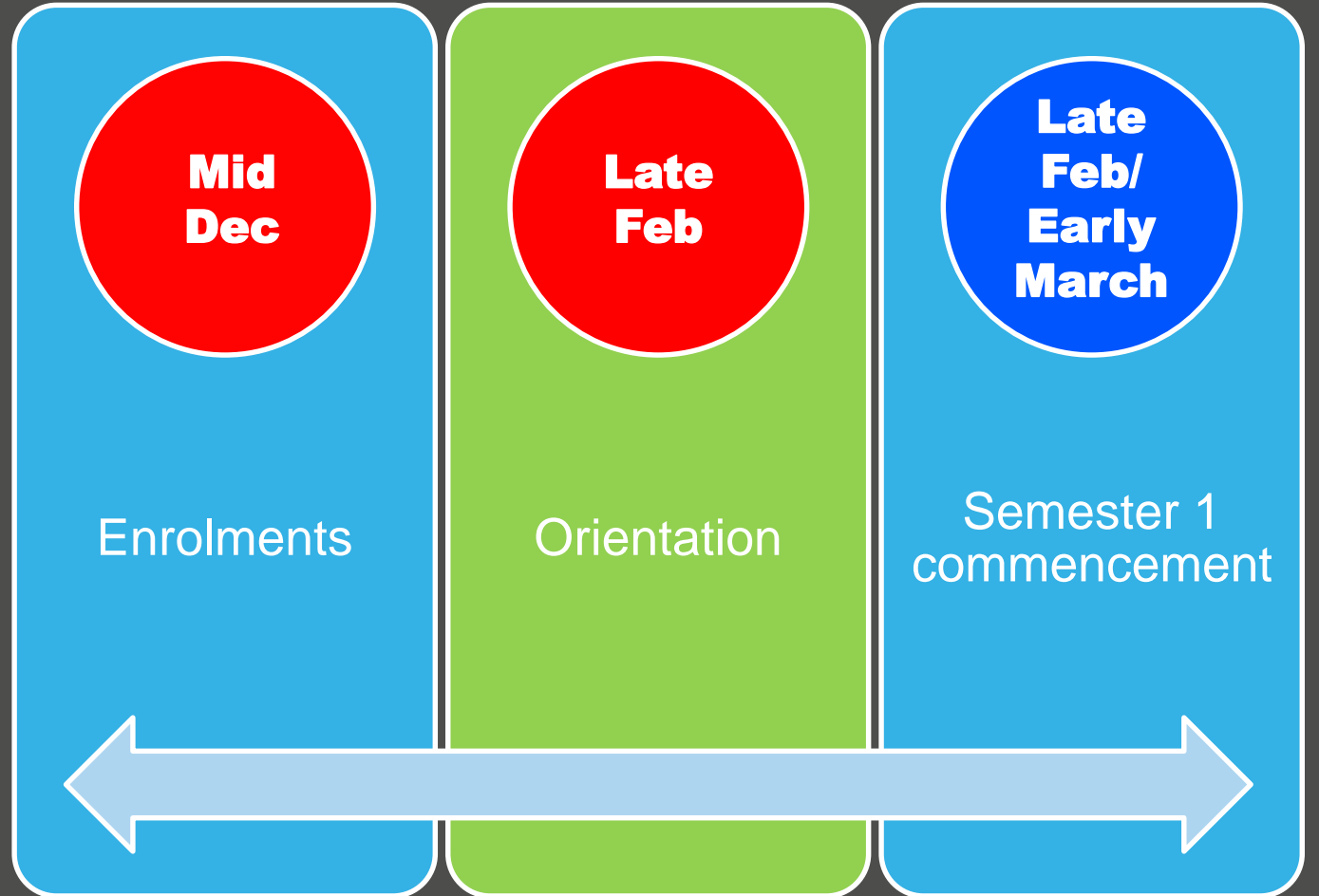


WHY?

- Increase early engagement
- Assist students to make personal connections
- Build a sense of belonging for the respective campus and institution
- Assist students to be prepared early
- Provide students with relevant, informative and useful information in a relaxed atmosphere

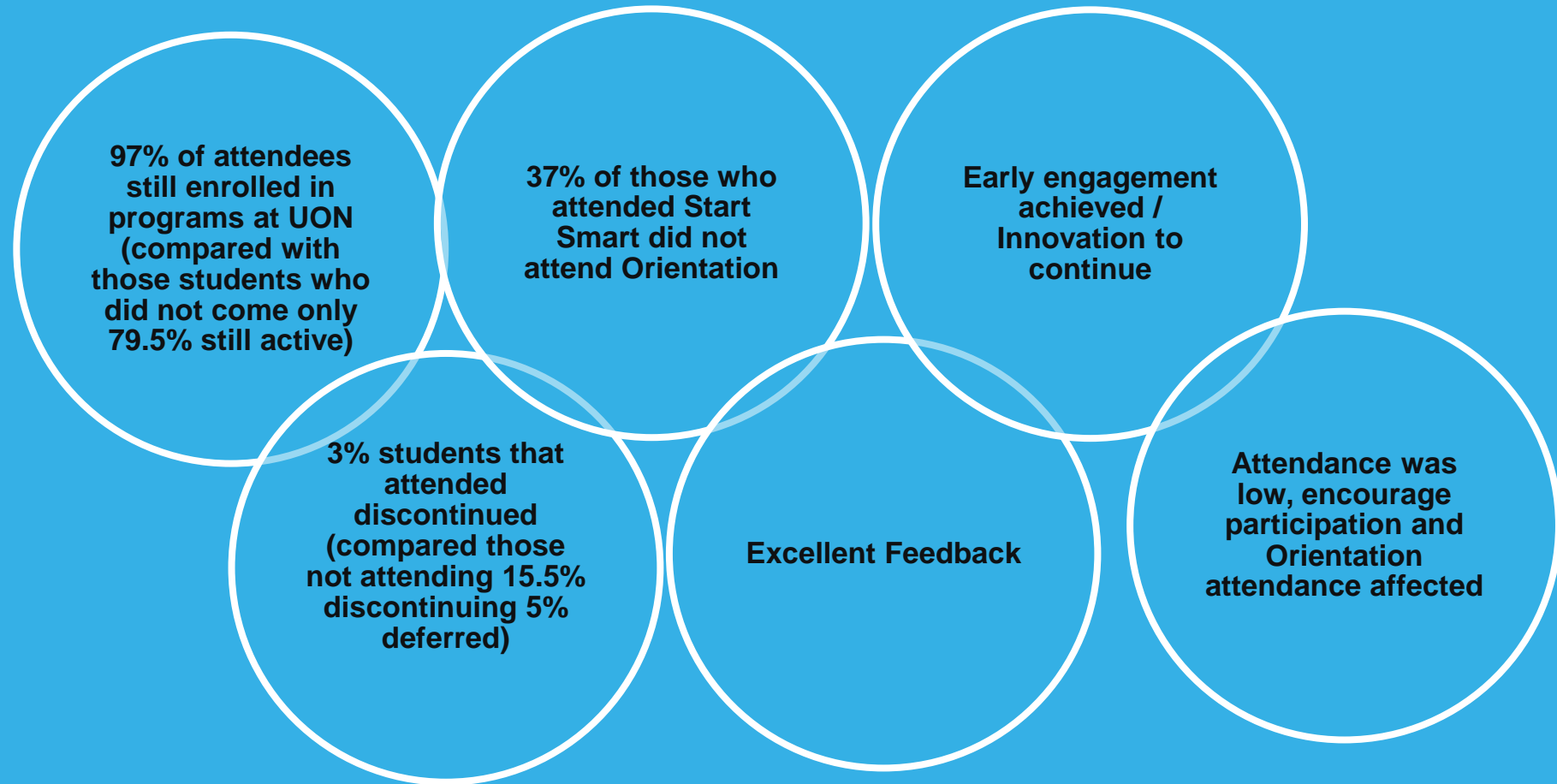


Why we needed to engage early



START SMART

Outcomes





2. Offers to Census Date (OCD)

- **Learning Impacts**
- **Welcome phone calls**
- **Parent Info Sessions**
- **Orientation**
- **Student Mentor Program**
- **Pop Up 'Ask Me' booths**
- **Social and Engagement Activities**
- **Targeted commencing students 'Welcome Calls'**

LEARNING IMPACTS

At time of Enrolments

- Mandatory acknowledgment
- Non-mandatory completion of questionnaire



Learning Impacts questions

- Sporting or Performing Arts commitments
- Job
 - 35 + hours
 - 20-34 hours
 - Less than 20 hours
- Community Commitments
- Limited computer access
- Extended travel time
- Require Academic Skills assistance eg Research skills, essay writing, English Language
- Learning Challenges (ADHD, dyslexia, Irlen etc)
- Chronic Illness or medical condition
- Financial hardship
- Out of home care
- Dependant children
- Carer responsibilities
- Other diagnosed emotional/physical impacts not mentioned

Learning Impacts
Value



OFFERS TO CENSUS DATE COMMUNICATION PLAN

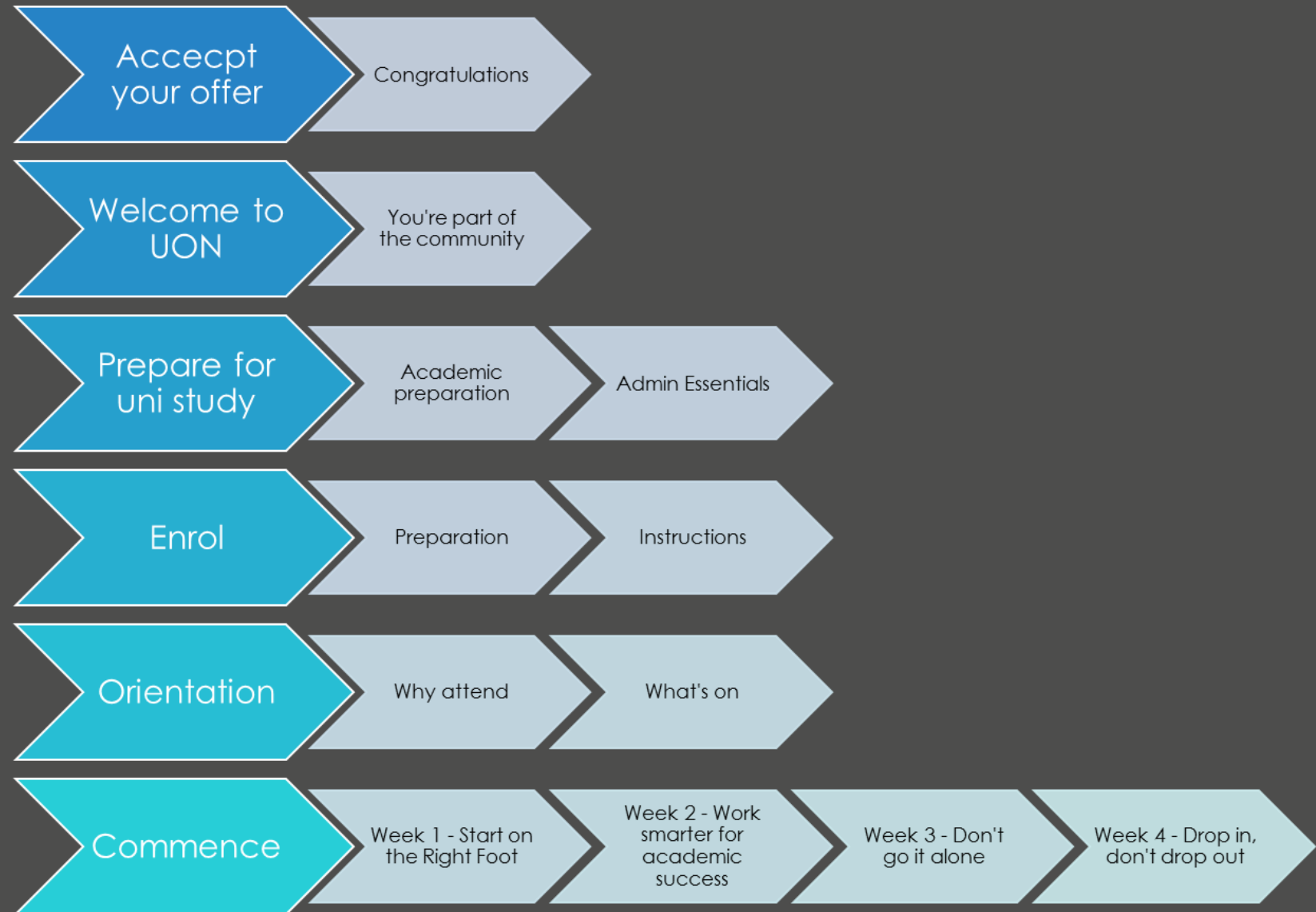
TARGET AUDIENCES Students Commencing Study in Semester 1 – all domestic campuses and online

KEY MESSAGES

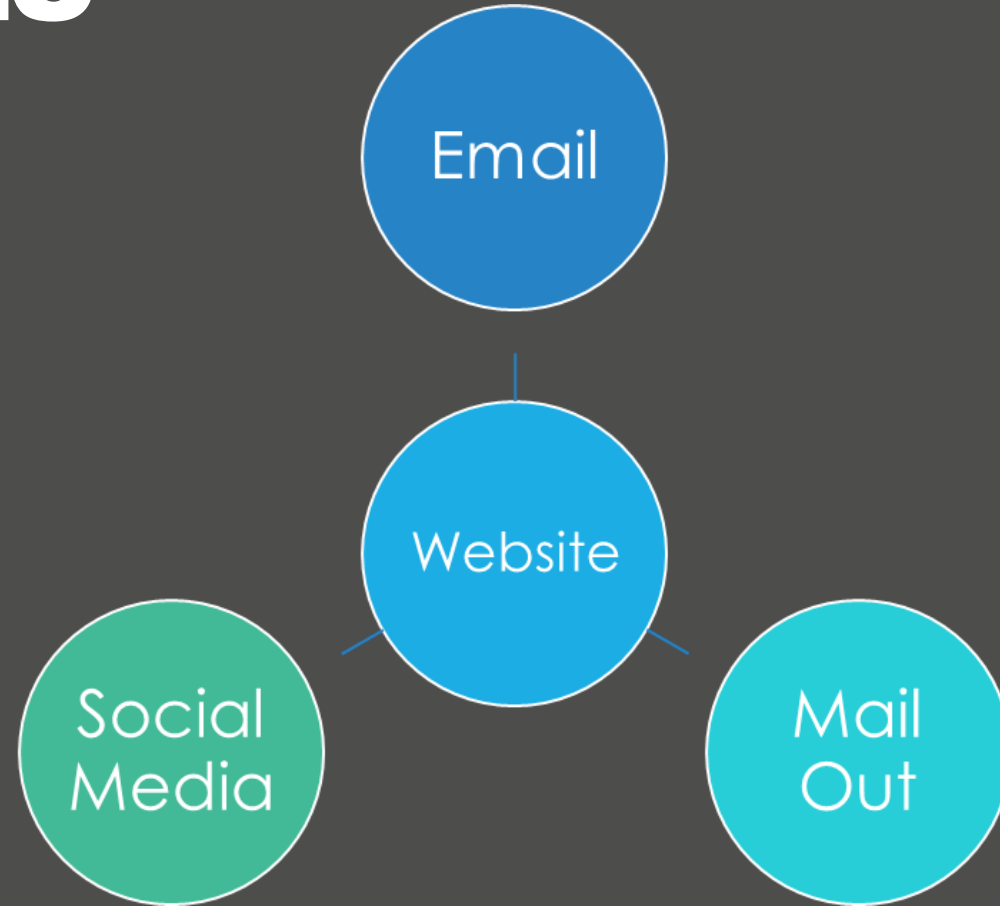
- **Belonging** – creating a connection to the University and a sense of belonging.
- **Nurtured and supported** – instilling a sense of being supported throughout their university journey.
- **Prepared** – ensuring students have the information they need to prepare for university study.



COMMUNICATION PLAN STAGES



COMMUNICATION CHANNELS



WELCOME CALLS TOP QUESTIONS ASKED

Calls centred around answering any questions and offering support to accept and navigate systems

- Preference Information
- How to accept
- Deferring
- Not knowing an offer received
- Various reasons with no overall trend for not accepting

Based on Semester 1, 2017 Commencing Students.
Total of 778 students spoken to.



PARENT / FRIEND INFORMATION SESSIONS

Held 2 weeks prior to
Semester commencement

“First time at this uni so it was great to walk around before the info session”

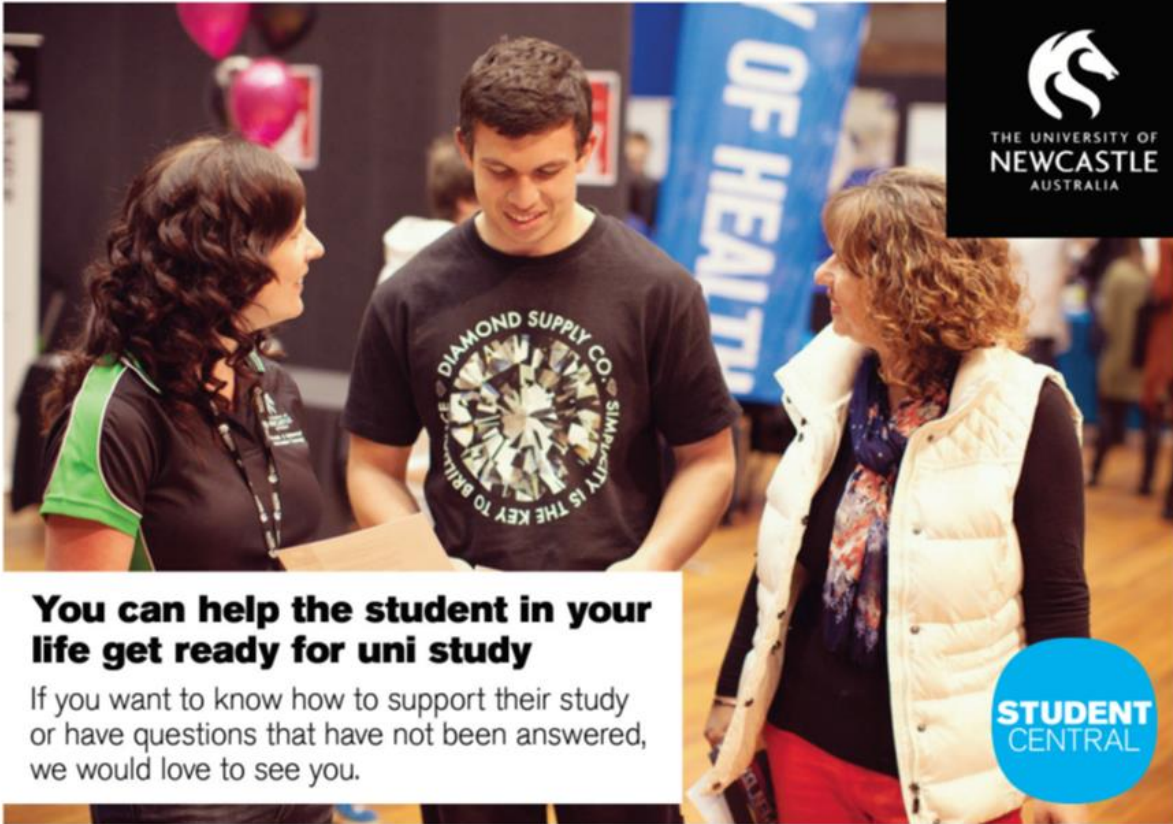
“Thank you for taking the time to share this information with us”

“Well presented and concise”

“The lecture format was great - I prefer this to trawling the website. I appreciated finding out about which books to buy / not buy (ie.waiting until told by the lecturer).”

“Very informative, thank you”

Post card communications



You can help the student in your life get ready for uni study

If you want to know how to support their study or have questions that have not been answered, we would love to see you.

**STUDENT
CENTRAL**

We know that parents and friends are a crucial factor in a student's success equation, so you can make a difference.

Parents and friends of students are invited to come along to the University of Newcastle for an information session and a chance to talk to current students and staff from the University. Light refreshments will be served following the session.

When **Monday, 6 February**

Time **5pm**

Venue **The Purdue Room**
The Great Hall
Callaghan Campus
University of Newcastle

POSTAGE
PAID
AUSTRALIA

ORIENTATION

- Designed to inspire students with big focus on support available and using students to delivery key message
- Run week prior to commencement
- Different days for different Cohorts
- Similar day activities incorporating Supportive, Learning and Social Engagement

“Orientation is a must, it helped me so much and made me feel so much more relaxed come the first day. Everyone there made the morning stress free which made me feel so much better.”

“I loved the 2nd year students talking to us about their experiences and giving tips, they were really honest about what to expect, which helped.”

“I met a few people in my course and by the end of the day already formed great relationships with them. Can’t wait to start and see them again. The day helped me to prepare myself socially and academically for Uni life – thanks.”

ORIENTATION

- Welcome Session outlining key support messages and use of interactive and animated presentations.
- Inspire and Interact Sessions (staff/students/mentors)
- Academic Sessions – Program Information Sessions
- BBQ lunches with live entertainment
- Expo with 100 exhibitors (internal) – Clubs and Societies (Interest, sporting, social), university support services, academic learning support, library etc
- Campus tours
- Workshops ‘Smart Study’
- Entertainment through out afternoon eg: live music/ Chill Out spots / Sporting activities – Rock climbing, dunk tank, mini golf etc
- Our Shout
- Evening activities each night such as outdoor movie nights, comedy nights, Sports Jam.
- Recorded session/links sent to students unable to attend



2017 Orientation

Thursday, 23 February | Callaghan
Faculty of Engineering and Built Environment

TIME	ACTIVITY	LOCATION
9am - 9.30am	Student registration	Great Hall area
9.30am - 11am	Inspire and Interact session	Great Hall
11am - 11.30am	Welcome and Q&A	Great Hall
11.30am - 12pm	Morning tea and move to Program Information sessions	Great Hall
12pm - 1pm	Program Information sessions	Various locations
1pm - 2.30pm	BBQ lunch	Auchmuty Courtyard
1pm - 4pm	Campus tours on demand	Auchmuty Courtyard
1.45pm - 3pm	Women In Engineering	EFG02 Engineering F
2pm - 3pm	Smart Study workshop	MCG28C McMullin Building

Math placement test

If you require enrolment in MATH1110 and need to sit the Math placement test the time and location are as follows:

1pm - 2pm or 2pm - 3pm | V105 Mathematics Building

2017 Orientation

What's on Thursday, 23 February

11am - 4pm	Student Life Expo Head to the Brennan Room in the Shortland Building for information about clubs, societies, university services and uni life.
1pm - 2.30pm	Lunchtime entertainment Listen to some music and check out the outdoor activities during lunch.
2pm - 3pm	Enrolment drop-in session Need help with enrolment? Drop in to room CT210, CT Building.
2pm - 7pm	Our Shout Head to the Godfrey Tanner Bar and Derkenne Courtyard for a free drink.
6pm - 8pm	Sports Jam Come along to Oval 2 near The Forum and try out any of the range of sports on offer at UON.



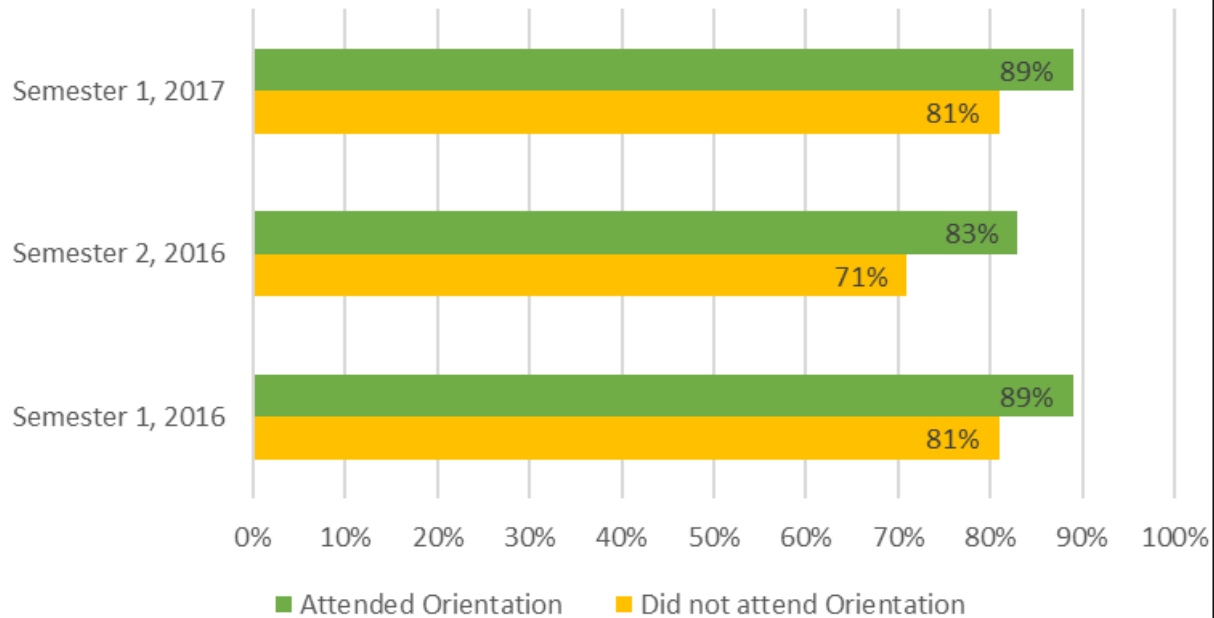
Tonight • 6pm - 8pm, Oval 2 (The Forum)



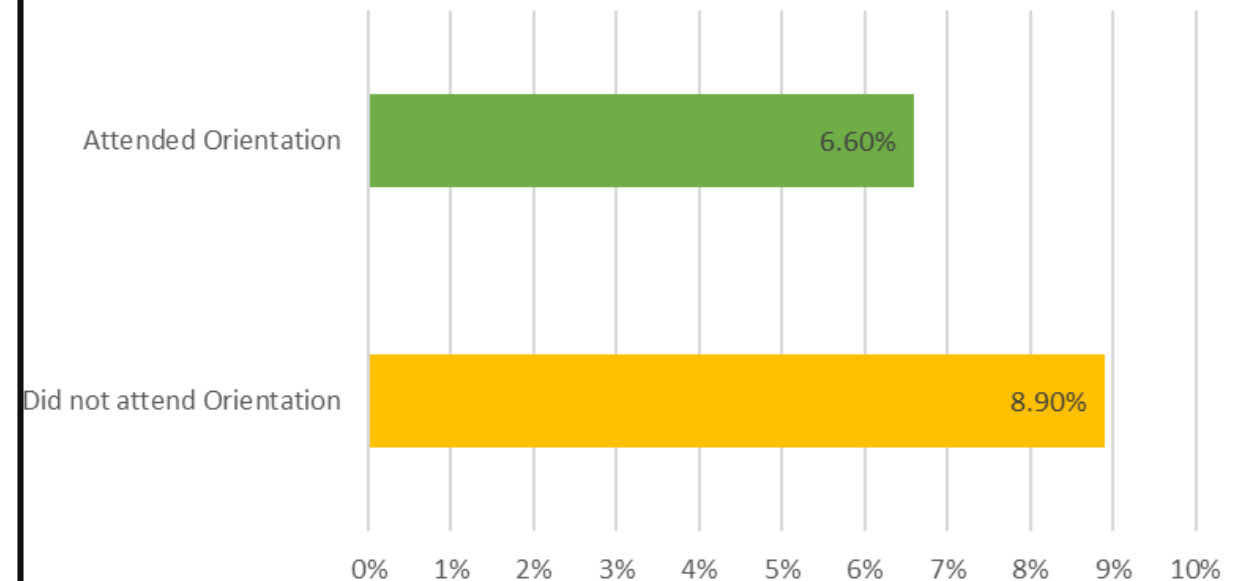
Friday • From 7pm, Bar on the Hill

ORIENTATION ATTENDANCE FINDINGS

Student Success Rates (commencing undergraduate)



Pre Census Withdrawal Rate - 2017 to date (commencing undergraduate)



STUDENT MENTORS

- Available at Orientation to greet students
- Can register for a mentor at Orientation
- Matching Mentors / Mentees by areas of study
- Opt In / Out system
- Coffee / Drink vouchers
- Regular contact first 6 weeks of study
- Social activities Mentors / Mentees / BBQs / Pizza /

“Sally was a great mentor, with the beginning of semester being really intimidating she really helped me through.”

“my mentor was kind, patient and extremely helpful with any questions - It is a fantastic program!!!”

“They helped remind me of important upcoming dates that I needed to know about”



BE SOMEONE'S HERO!

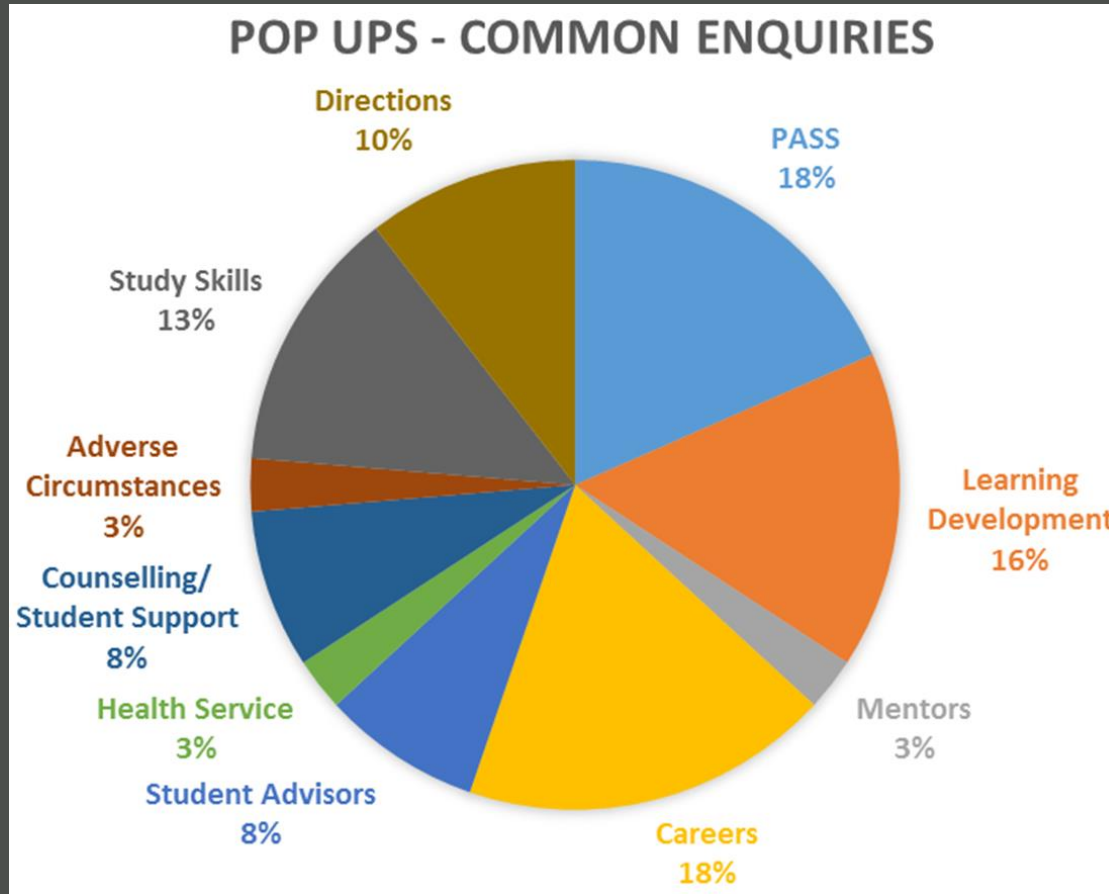
BECOME A STUDENT MENTOR

Help new students settle into uni life!
Applications for 2016 are now open.
Visit www.newcastle.edu.au/become-a-mentor

STUDENT CENTRAL

POP UP 'Ask Me'

Taking advice and support on the road



SOCIAL AND **ENGAGEMENT** ACTIVITIES

Offers to Census Date OCD period

Targeted approach throughout the student journey



- Welcome Party 'O Party'
- Free weekly lunch BBQ
- 'Your Week' Expo by external parties)
- Movie Nights
- International Women's Day
- Community Garden Day
- Clubs and Societies Showcase
- Festival of Autonomy Week
- Enterprise & Innovation Week
- Movie Nights
- Cultural Awakenings Festival
- Careers & Employment Expos
- Harmony Day
- Sex Health Awareness Week Expo
- Education Careers Expo

TARGETED COMMENCING STUDENT WELCOME CALLS

Who: Learning Impact indicators
– Commencing Students

When: Just after Orientation – Week 2
of Semester

Why:

- Reduce pre-census attrition for students spoken to vs. the comparison group (those not spoken to)
- Promote key success messages
- Pro-actively provide support to students



FINDINGS

2581 students spoken to

Best things about Uni

- Specific Course or Course Content in General (30.2%)
- Meeting New People (17.3%)
- Supporting Nature of Staff and Students (9%)
- Learning New Things (6.5%)

Biggest Challenges

- Finding a car park (17%)
- Taking time to adjust – Balancing uni with life (12%)
- Overwhelmed with coursework (7%)
- Finding way around campus (6%)
- Course content not engaging (5%)
- Inflexible timetable (4%)

Lower pre-census withdrawal rate of 5.9% than those not spoken to 9.8%

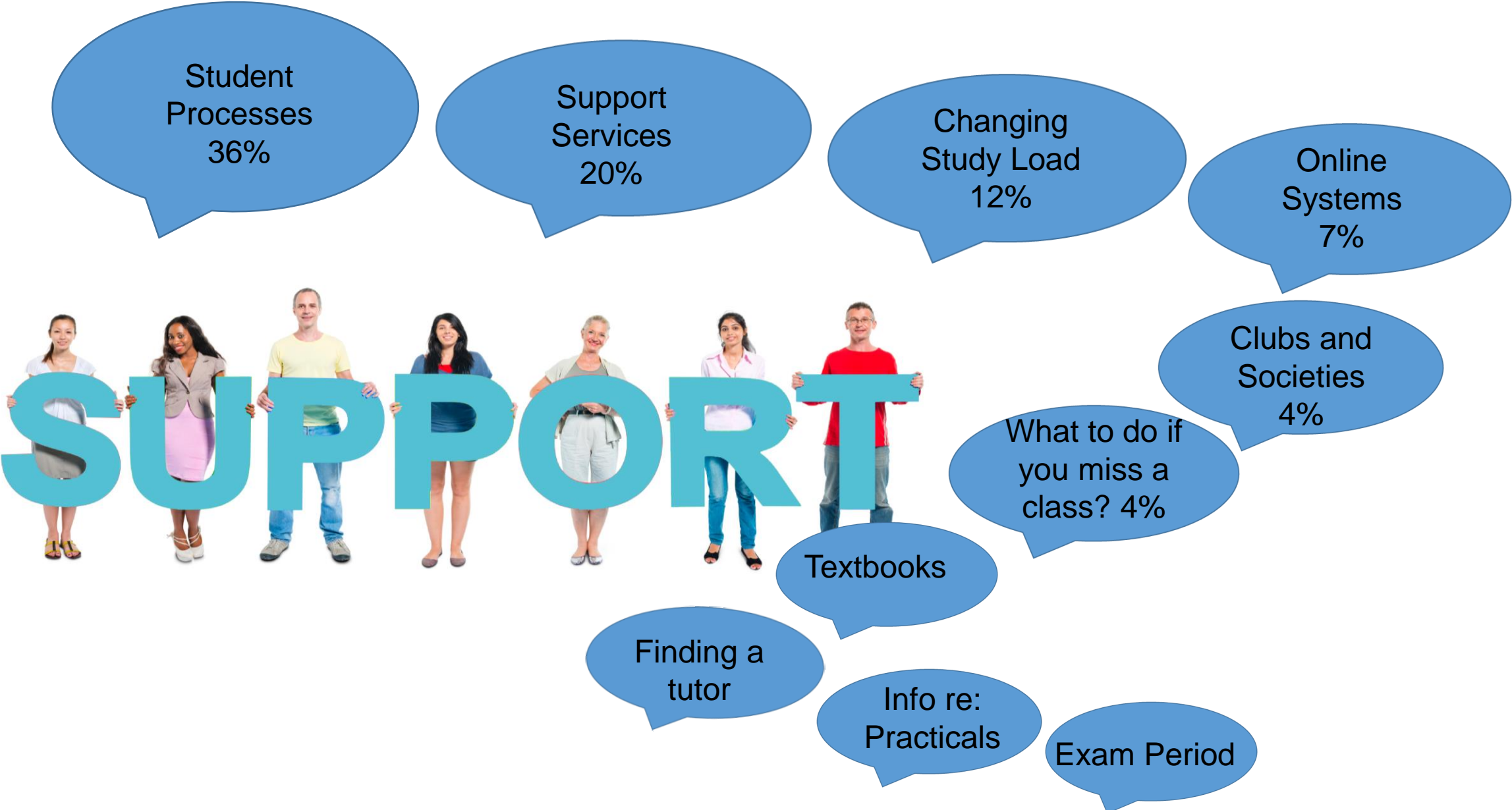
113 referrals to specific support services / information



85% of commencing students reported a positive experience



TOP 10 REFERRALS



phase

3

3. Census Date to Exams (CDX)

- First Year Social gatherings
- Stick with It – Encouraging students to remain enrolled
- ‘Stress Less’ Pre Exam activities
- Pre exam support
- Pop Up ‘Exam Reviver’ (booths near first year exams)

SOCIAL AND ACTIVITIES ENGAGEMENT

Census Date to Exams (CDX) period

Continued targeted approach throughout the student journey



- Outdoor Movie Nights
- Free Lunch BBQ
- Trivia events
- Education Careers Expo
- Toga Party
- Community Garden Harvest
- Universities Mental Health Day
- Campus Band Comp
- Careers Expo
- Create 2308
- Stress Less
- World Mental Health Day
- Ride to Uni Day
- Halloween party
- Community Garden Harvest
- Green Week
- The End Party

STICK WITH IT!

Encouraging Students to remain enrolled

Objectives

- Enhance student experience through fostering a supportive environment
- Increase awareness of key support services and programs that will assist students at the end of Semester 2
- Decrease preventable student attrition at the end of Semester
- Reiterate key success messages (focused, directed, nurtured) at a point of stress for students

Timeframe: Weeks 8-13 Leading into exam period

Stick with it!

If you've got **the will**, we've got **the ways**.

For tips and support on getting through the end of semester visit
newcastle.edu.au/stickwithit



Stick With It

Tools and Resources to Help you Study

Mental Health and Wellbeing

Exams

Peer to Peer Content

Intensive PASS (A&S)

Study Skills Workshops (A&S)

CTL/L&D Workshops (CTL)

Exam and Assessment prep resources

Managing your stress (Tips)

Where to get help (Health Service)

Stress Less (Event)

Practical exam information

Video

Blog

'STRESS LESS' PRE EXAM ACTIVITIES

Time for time out!

Support Staff participation and coordination of activities:

Eg: Pot-a-Herb, mini massages, crochet circle, free lunch, live music, learn to play the drums, bring your pet to uni day



The poster features the text "Stress Less" in a large, green, cursive font, with a small blue bird flying to the right. Below this, a green banner contains the dates "THURSDAY 5 - TUESDAY 24 OCTOBER". The main headline reads "Keep your head in the lead to exams". Below the headline, a list of activities is provided: "GREYHOUNDS • CROCHET CIRCLE • STUDY SNACKS • MINI MESSAGES • PETTING ZOO • LIVE MUSIC • HEAPS MORE". At the bottom, it says "For more info visit newcastle.edu.au/stressless". The University of Newcastle Australia logo is in the top right, and the Student Central logo is in the bottom right.

Stress Less

THURSDAY 5 - TUESDAY 24 OCTOBER

Keep your head in the lead to exams

GREYHOUNDS • CROCHET CIRCLE • STUDY SNACKS • MINI MESSAGES
PETTING ZOO • LIVE MUSIC • HEAPS MORE

For more info visit newcastle.edu.au/stressless



PRE EXAM SUPPORT

- Pre exam timetable email
- Exam Prep email
- Phone calls and follow up
- Post exam congratulations email

Sometimes the unexpected happens...
that's what Adverse Circumstances are for!

I'll be fine to sit my exams

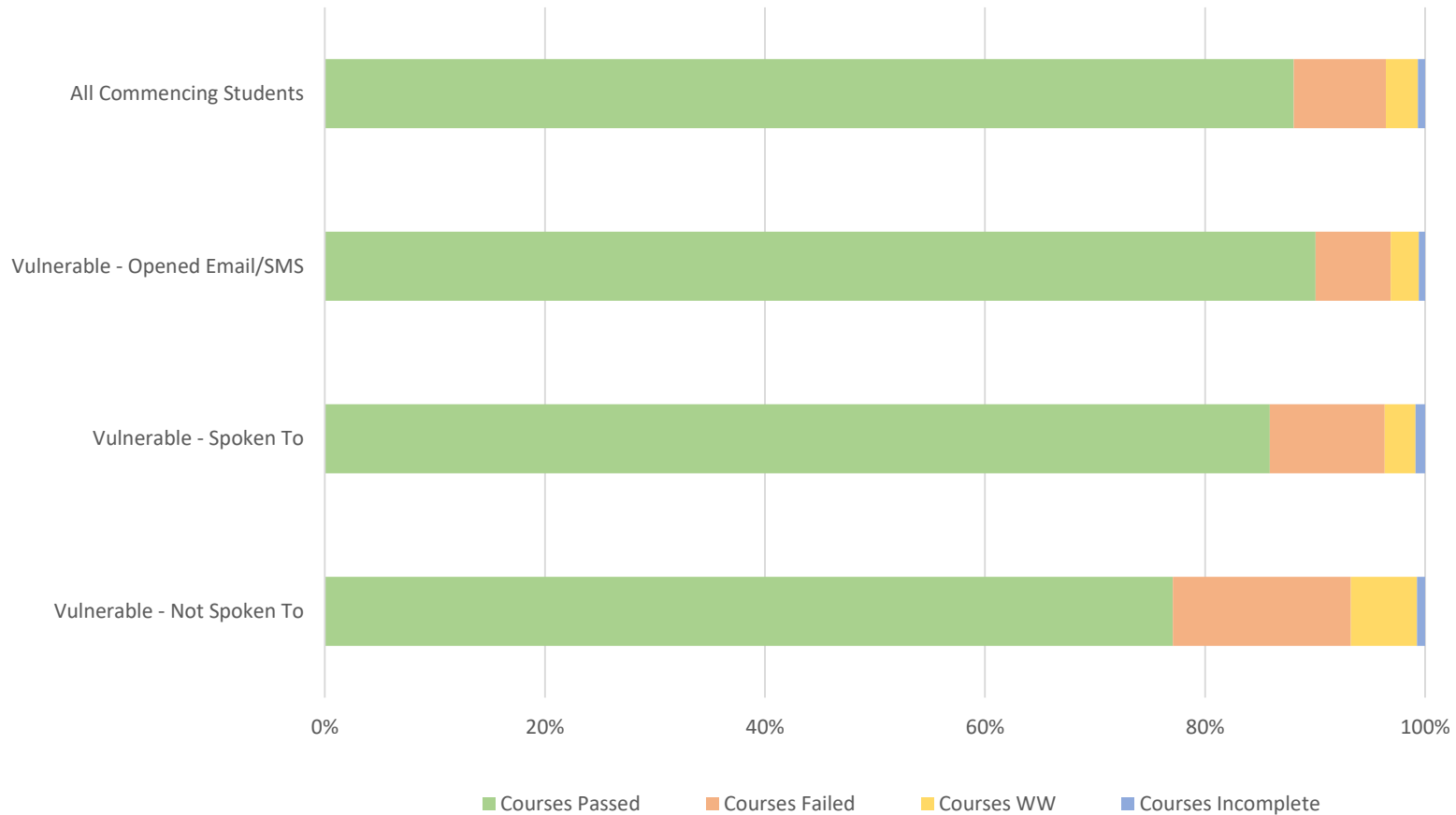
Go to Ask UON and search 'Adverse Circumstances'

A cartoon illustration of a young man with red hair, wearing a green sweater and brown pants, sitting on the floor with his head in his hands, looking stressed. A speech bubble above him says "I'll be fine to sit my exams".The logo for The University of Newcastle Australia, featuring a stylized horse head and the text "THE UNIVERSITY OF NEWCASTLE AUSTRALIA".The logo for Student Central, featuring the text "STUDENT CENTRAL" inside a black circle.

All with links to Support Services

PRE EXAM PHONE CALLS/ EMAILS - ANALYSIS

Results by Campaign Outcome



POP UP 'EXAM REVIVER' (BOOTHS NEAR FIRST YEAR EXAMS)

Questions / Advice

- Adverse Circumstances
- Counselling
- Support Referral
- Congratulations on getting this far
- Offer of drink / chocolates / merchandise
- Offer encouragement

Located near first year exams





The 3 campaigns we have run from prospects through to the end of semester, has allowed us have the following;

- Greater understanding of our prospective student wants and needs
- A consistent and structured approach to our support and communication to students
- Ability to make it a seamless journey for each person, with us being able to anticipate the information they need next before they do!
- The information to prepare students before then commence and then support them during their new journey

Thank You

