



Getting Started

An Institution - Wide Approach to Orientation

Never Stand Still



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A photograph of a modern building with 'UNSW' written in large white letters on its facade. The sky is clear blue. A yellow bar at the bottom contains the UNSW logo and name.

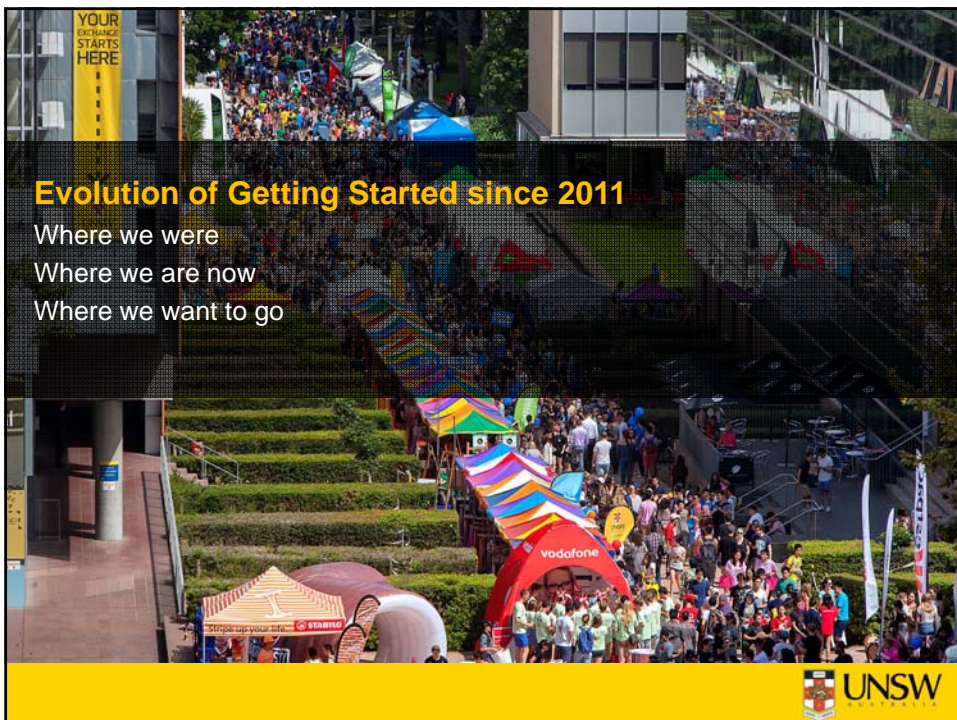
Snap shot of UNSW Australia

UNSW Australia is a large city based university

Over 50,000 students

5 campuses and 9 faculties

Strong student association on campus


A collage of images showing a large outdoor event. A yellow sign on the left says 'YOUR EXCHANGE STARTS HERE'. A large crowd of people is gathered on a staircase and in an open area. There are colorful striped awnings, a Vodafone logo, and a Starbuck's logo. A yellow bar at the bottom contains the UNSW logo and name.

Evolution of Getting Started since 2011

Where we were

Where we are now

Where we want to go





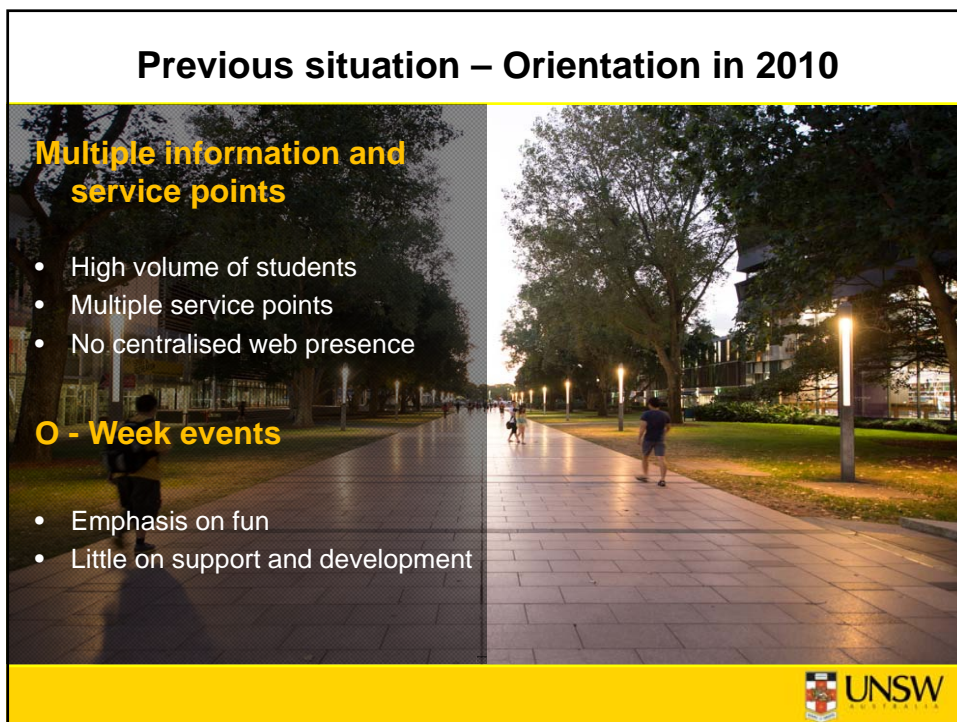
Previous situation – Orientation in 2010

Multiple information and service points

- High volume of students
- Multiple service points
- No centralised web presence

O - Week events

- Emphasis on fun
- Little on support and development





2011 / 2012

Getting Started co-located service was formed

- Coordinated approach to university face to face processes

UNSW Orientation website established

- Official source for transition information

Working relationships developed

- Greater ties built with student association
- Increase range of transition sessions



2013 / 2014



Getting Started

- Became the umbrella term to promote all transition initiatives

Cross institutional collaboration

- With faculties
- With UNSW student association

Branding and further streamlining of co-located services

- Establishing brand identity
- Ticketing system
- Settling in and support





UNSW AUSTRALIA **Event Planner**
your personal plan for UNSW orientation

Sort by category | Sort by date | Sort by host | View my plan

Search events by keywords Search

Sort by category

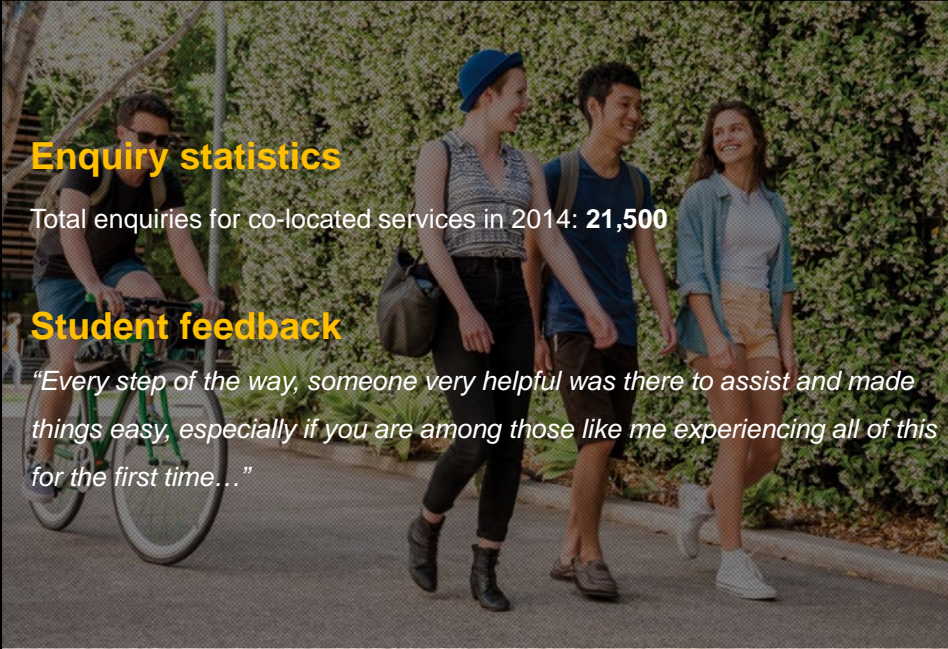
 Welcomes & information sessions	 Academic skills	 Safety & wellbeing	 Professional development skills
 Night events	 Games & fun stuff	 Tours	 Clubs & society events

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UNSW, Sydney, NSW, 2052, Australia
 Authored by The Vice-Chancellor (Students), UNSW
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Enquiry statistics

Total enquiries for co-located services in 2014: **21,500**

Student feedback


“Every step of the way, someone very helpful was there to assist and made things easy, especially if you are among those like me experiencing all of this for the first time...”

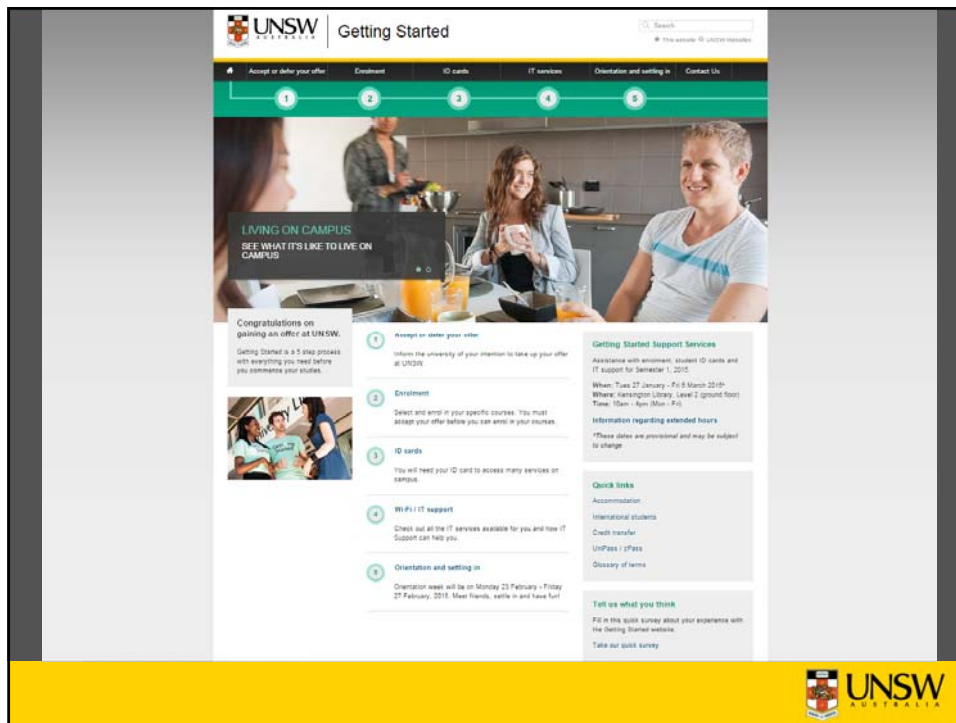


2014 continued

Transition website content

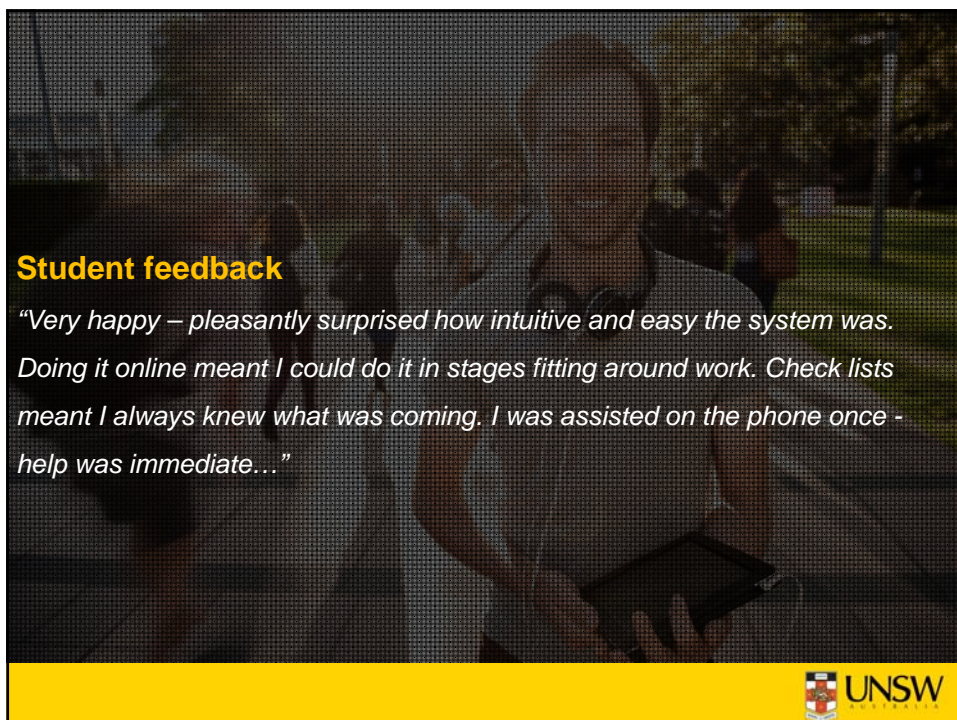
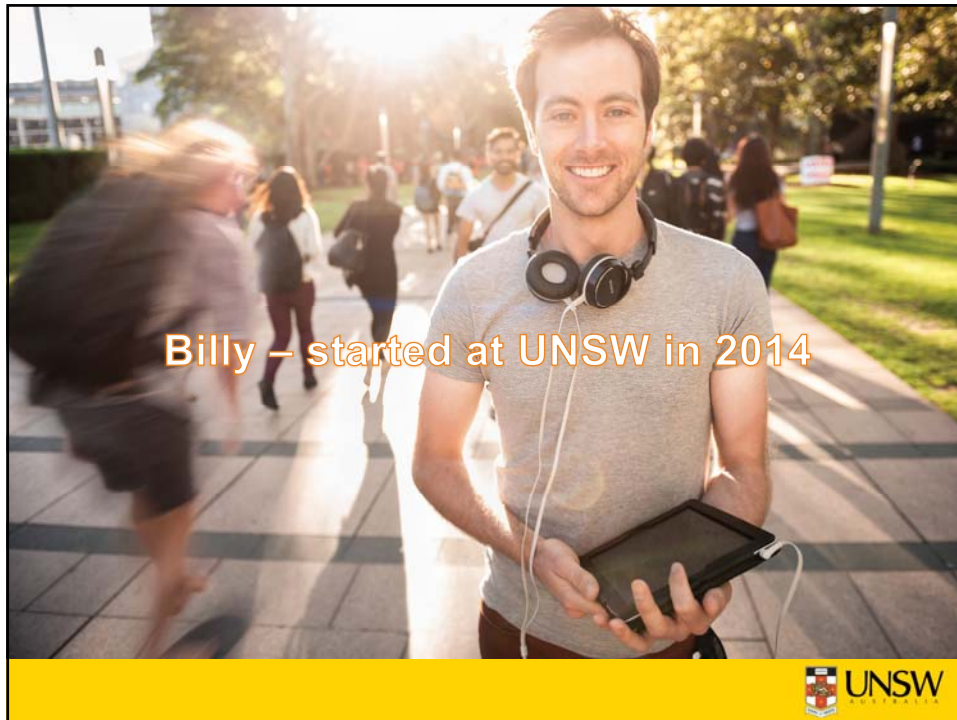
- Transition content was merged and placed within the Getting Started website
- Acceptance information was integrated
- Simplified user experience with a sense of progression for the student
- Website is used by faculties as a recruitment tool for prospective students





Website statistics

- Unique views in 2013: 72,396 between January and March 2013
- Unique views in 2014: 111,679 between January and March 2014 (38% increase)



Getting Started – expanding into 2015

Further opportunities for expansion:

- Online engagement after acceptance and prior to enrolment
- More 'First Year' workshops post-orientation week
- Working with faculty communications



Conclusion: Getting Started at UNSW Australia

- Many changes over the last 5 years
- Solid foundation for new students
- A coordinated approach that continues to expand



