

Summary Outcomes: A Coordinated, Student-Led Orientation Program for Semester 1 2018

Summary

In collaboration with HASS students and staff, the Student Futures Team delivered a coordinated and student-led orientation program to 1000 HASS Undergraduate students commencing in Semester 1 2018. Key achievements included:

- Implemented a coordinated orientation program involving seven schools, 55 Academic Staff, 90 room bookings, 34 events, and coordinated messaging across Schools and Faculty.
- Delivered student-led and designed events through employing five student partners and recruiting and training 32 student volunteers. In total approx. 270 volunteer hours contributed to event success.
- Strengthened student's confidence in their study choice. After attending the 'Welcome to HASS' event, 95% of students (n=207) surveyed indicated that they felt confident or very confident in their decision to study within HASS at UQ.
- Increased attendance by reaching 54% (n=980) of commencing students, up 117% from the previous year.
- Provided just in time information through emails opened by over 70% of commencing student, up 160% from the previous year.
- Increased information accessibility and engagement with 122% (n=962) increase in HASS Crew Facebook follows, 110 students participating in Faculty drop-in advising sessions, and 427 active users engaged with Q+A panellists to ask questions they deemed important.

Key Outcomes

Coordination

We implemented a **coordinated orientation program** across multiple faculties and schools involving 55 academic staff, 7 school admin teams, and coordinated messaging for School and Faculty events. We completed 90 room bookings for 34 separate events. The 'Exploring BA Major' event was coordinated between the faculty and schools with 24 repeated sessions on each day encompassing 41 majors within the Bachelor of Arts program.

Student Partnership

We achieved our goal to create events that were **student led and designed** by employing student partners and recruiting and training student volunteers. Two student partners designed and implemented the faculty orientation events and communication strategy and three HASS Crew Coordinators facilitated interactive activities during events. The Student Futures team recruited and trained 32 HASS student volunteers to welcome and guide, undertake logistical tasks, survey major sessions, act as drop-in session liaisons, and participate at the UQ Mentor stall. In total approx. 270 volunteer hours contributed to event success.

Attendance

We achieved **increased attendance** by communicating to students with targeted and personalised emails and coordinated messaging across organisational units within UQ. As a result, each of the four Undergraduate events reached maximum capacity. Compared to Semester 1 2017, attendance at the main faculty welcome increased 117% reaching 54% (n=980) of commencing students. Attendance at the 'Welcome to the BA' increased 423% reaching 55% (n=785) of commencing BA/BA Dual students.

Table 1: Attendance at Faculty O-Week Events

Event	Monday 12 th February	Thursday 15 th February	2018	2017 (Approx.)
Welcome to HASS (Undergraduate)	500	480	980	450
HASS Crew BBQ	295	295	590	N/A
Welcome to the BA	420	365	785	150
Exploring BA Majors (Round 1)	278	259	537	N/A
Exploring BA Majors (Round 2)	133	122	255	N/A
Welcome to HASS (Postgraduate)	N/A	120	120	110

Note: Total commencing S1 2018 undergraduate cohort = 1821 students; total commencing S1 2018 postgraduate cohort = 568; total commencing BA/BA Dual cohort = 1437

Engagement

We achieved our objective to **provide 'just in time' information** to commencing students with undergraduate email open rates increasing by 160% from Semester 1 2017 and with clear engagement and preference for personal email use. Direct email communication, social media promotion, and revised key messages for content at school and faculty events provided students with information for navigating the first 3-4 weeks at UQ.

Table 2: Email Open Rate - Communication Round 3 (28/01/2017)

Communication	No. Emails	Open Rate 2018	Open Rate 2017
UG Personal Email	1629	70%	N/A
UG UQ Email	1686	44%	27%
PG Personal Email	321	74%	N/A
PG UQ Email	339	64%	N/A

We achieved greater **information accessibility and engagement** with a 122% (n=962) increase in HASS Crew Facebook follows since December 22nd 2017 with content sharing of targeted information and total post reach of 1803 students and post engagement of 564 students during O-Week. Feedback from students in 2017 indicated the need for easily accessible information via multiple channels, including Facebook.

Student volunteer assisted faculty drop-in sessions were offered two times per day during O-Week with student volunteers assisting at 80% (n=8) of sessions. Faculty and school events promoted drop-in sessions with total student attendance of 110 during O-Week. Student enquiries included Program Advice (50%), Course Enrolment (37%) and Credit (11%).

Q+A panel sessions during the 'Welcome to HASS' events provided further insight into the types of questions students sought answers to. Over two days, 427 active Sli.do users engaged (1472 up-likes) with Q+A panellists to ask questions they deemed important. The top four up-liked questions on both days were:

- 1) How and where do you find out where to get your textbooks? Are they necessary?
- 2) Where can I find out about overseas exchanges and when should I start thinking about applying?
- 3) Does the Uni provide assistance in finding employment while studying? How do you discover these opportunities?
- 4) What is the best way to find out about volunteer opportunities and internships?