

# Summary Outcomes: A Coordinated, Student-Led Orientation Program for Semester 2 2018

## Summary

In collaboration with HASS students and staff, the Student Futures Team delivered a coordinated and student-led orientation program to 285 HASS undergraduate and 157 postgraduate students commencing in Semester 2 2018. Key achievements included:

- Implemented a coordinated orientation program involving seven schools, 56 Academic Staff, 16 room bookings, 17 events, and coordinated messaging across Schools and Faculty.
- Delivered student-led events by collaborating with student partners and recruiting and training 40 student volunteers. In total approx. 130 volunteer hours contributed to event success.
- Strengthened student's confidence in their study choice. Of 108 commencing students surveyed at the Welcome BBQ, 87% indicated that they felt confident or very confident in their decision to study within HASS at UQ.
- Increased attendance at orientation events to 442 commencing UG and PG students (52% of S2 intake).
- Provided just in time information through emails opened by over 80% of commencing students, up from 30% in the previous year (Semester 2, 2017).
- Increased information accessibility and engagement with 86 new HASS Crew Facebook follows, 115 students participating in Faculty drop-in advising sessions, and 23 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 56 academic staff, 7 school admin teams, and coordinated messaging for School and Faculty events. The 'Exploring BA Major' event was coordinated between the faculty and schools with 18 sessions encompassing 40 majors within the Bachelor of Arts program, allowing 150 BA students to learn about their major choices.

### Student Partnership

We achieved our goal to create events that were **student led** by employing student partners and recruiting and training student volunteers. Six student partners implemented the faculty orientation events and communication strategy. The Student Futures team recruited and trained 40 HASS student volunteers to welcome and guide, undertake logistical tasks, and act as drop-in session liaisons. In total approx. 130 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. Compared to Semester 2 2017, attendance at the main faculty undergraduate welcome doubled reaching 285 students. Compared to Semester 2 2017, attendance at the main faculty postgraduate welcome increased by a third reaching 157 students.

Table 1: Attendance at Faculty O-Week Events

Event	Tuesday 16 <sup>th</sup> July	Thursday 19 <sup>th</sup> July	2018	2017 (Approx.)
Welcome to HASS (Undergraduate)	285	N/A	<b>285</b>	150
HASS Crew BBQ	190	N/A	<b>190</b>	80
Welcome to the BA	189	N/A	<b>189</b>	100
Exploring BA Majors (Round 1)	150	N/A	<b>150</b>	N/A
Exploring BA Majors (Round 2)	62	N/A	<b>62</b>	N/A
Welcome to HASS (Postgraduate)	N/A	157	<b>157</b>	105

Note: Total commencing S2 2018 undergraduate cohort = 562 students; total commencing S2 2018 postgraduate cohort = 292

## Engagement

We achieved our objective to **provide 'just in time' information** to commencing students with undergraduate email open rates increasing to 80%, up from 30% in Semester 2 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 1 (15/06/2018)

Communication	No. Emails	Open Rate 2018	Open Rate 2017
UG Personal Email	388	<b>82%</b>	N/A
UG UQ Email	402	32%	30%
PG Personal Email	218	<b>80%</b>	N/A
PG UQ Email	236	53%	N/A

We achieved greater **information accessibility and engagement** with 86 new HASS Crew Facebook follows since July 16th 2018 and content sharing of targeted information. 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 nine sessions. Faculty and school events promoted drop-in sessions with total student attendance of 115 during O-Week. Enquiries were related to program and course enrolment advice, School based queries, student services based queries, and ID card related queries.