

Project Plan

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
Managing stress	September 2018	May 2019

Lead Officer/Rep	Amanda Campbell White	Officer Support	Officers
Staff Support	Rose, Dan, Bee, Rhys	Exec Support	TBC

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p>Students are stressed because of the student lifestyle, this has an impact on students' studies, mental health and university experience.</p>	<p><i>How do you know it's a problem?</i></p> <ul style="list-style-type: none"> - Let's be honest: 70.1% ARU students reported feeling stressed. - 53% of students reported that their stress levels increased since starting university (Student Living Report, 2002) - could do my own research (survey, one question survey, focus group) - ask advice team how many cases in relation to stress they have - housing research - exam and deadline stress 	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>For all students to be stress free at ARU.</p>

Aim	Objectives
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>For students to have less stressors through coping mechanisms we can provide</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p> <p>Students will be able to Identify stress in their life</p> <p>Students will utilise the tools we provide to cope with stress (de-stress fest, advice team)</p> <p>Students will feel less stressed</p> <p>Students mental health will be improved due to the de-stress fest</p>
	Students will feel a part of the ARU community

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Key Stakeholders	How to get them on board
<i>Who will play a big part in your campaign?</i>	<i>How are you going to win them over/get them involved?</i>
Students	GOAT, social media promo
Tom//Liz from the SU	Discuss breakfast scheme
ALSS faculty	Meetings with them to discuss and promote the whole project
Wellbeing service at the university	Discuss events and see if they would like to be involved in any of them
Heads of department	Explain idea and to see if they mind me dropping into lectures first thing
Module/Course leaders	Explain idea and to see if they mind me dropping into their lectures (will only go to those that are happy for me to)

Project Team and responsibilities

Who is going to help you and what are their responsibilities?

Rose
Officers
Exec committee

Consultation/Approval	Date	
Campaigns Coordinator		✓
Executive Committee		✓
Students		✓

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)
<i>What will the outputs of the project be (an event, a facebook group)</i> <ul style="list-style-type: none"> - Managing stress workshops (trials) - breakfast scheme provided for students in their 9am lectures with water and snacks (fruit or energy bars from the shop etc) to help with energy and 	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i> <ul style="list-style-type: none"> - Comms - Campaigns - Commercial - ALSS faculty 	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>
		See how the workshop trials go, how many attend
		To do the workshops on the day of a de-stress event to further promote the event.
		Gather student feedback from students before and after workshops. ie: how did they

concentration levels, especially around exams season - making stress relief kits - Linked to de-stress fest		feel before the workshop to how they felt after
		To do at least 6 breakfast lecture visits
		Response from HODs and lecturers on the breakfast scheme
		Feedback on what students thought of the breakfast scheme

Detailed Timeline & budget

Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>
September 2018	Mini student research/feedback into stress at uni	For me to gather student research through survey or Facebook poll on whether they would benefit from managing stress workshops in prep for deadlines//exams	Me	N/A
September	Activities team//Commercial	Discuss the breakfast scheme idea and order fruit bars etc for the scheme etc	Me/Activities/commercial	N/A
September	Comms meeting about breakfast scheme	Explain idea//design brief for website//info screens ready for end of September	Me/Comms	N/A
October	Meeting with su Rep team etc	Discuss the concept of managing stress workshops and who should deliver this to who.	Me//SU Rep team	N/A
October 2018	Talk to Comms	Design briefs and advertising managing stress workshops for November-December	Me/comms	N/A
Beginning of October 2018 - December 2019	Breakfast scheme	Breakfast scheme (semester 1) provided once a week (Monday) for students in their 9am-11am lectures with snacks (fruit packs or energy bars from SU shop).	Officers/Exec team	£50

Mid-November 2018	Managing stress workshops in prep for deadlines and January exams	To run workshops on identify stresses in students life and how to cope with them (similar to that of skills summit) Start off as an opportunity to give to societies... if popular roll put to wider student body	Officers and SU team (rep coordinators// Dan/Bee)	N/A/free
December	Meeting with comms	Design briefs for info screens on stress relief kits ready for February		
January 2019	Stress relief packs and supplies	To order the stress relief kits//things for them		£200
January 2019	Comms meeting	Design briefs etc for comms ready for March-April managing stress workshops and for de-stress fest!	Me/Comms	N/A
February	Prep for the kits	Make all the stress relief kits to hand out. Stress relief kits for students (included inside the kit: packet of tissues, tea bag, starburst sweets and stress balls, let's be honest wristbands)		N/A
March-April 2019	Managing stress workshops in prep for disso hand in//exam session	To run workshops on identify stresses in students life and how to cope with them (similar to that of skills summit)	Officers and SU team (rep coordinators// Dan/Bee)	Free event to attend?
March-April 2019	De-stress fest	Various events to support students in managing stress	Officers	£800
May 2019	Student feedback from events//workshops through the year	Produce feedback report or something similar of how the events/workshops were for students etc	Me/officers	N/A

TOTAL COST: £

Research

Is this issue found across many universities? Show evidence.

<https://www.nus.org.uk/en/news/silently-stressed-report-reveals-soaring-mental-ill-health-rates/>

<https://yougov.co.uk/news/2016/08/09/quarter-britains-students-are-afflicted-mental-hea/>

<https://www.timeshighereducation.com/student/news/finance-one-main-causes-student-stress#survey-answer>

Has this issue been solved successfully by any other SUs or universities? Show evidence. Look for creative problem-solving, institutional similarities (comparators), and data.

Student minds guide for students starting or at university (Mental health section):

http://www.studentminds.org.uk/uploads/3/7/8/4/3784584/180531_transitions_interactive.pdf

Is there any other research that you have come across that supports solving this issue?

TED talk: <https://www.youtube.com/watch?v=RcGyVTAoXEU>

<https://www.mind.org.uk/information-support/types-of-mental-health-problems/stress/#.Wzn0uUxFw2y>

<https://www.theguardian.com/education/mortarboard/2013/nov/06/students-ten-ways-to-beat-stress>

<https://adaa.org/taking-action/ways-give/stress-relief-kit>

<https://truestressmanagement.com/stress-relief-kit/>

<http://www.greengiftmonster.com/p/5498767/pack-of-5-message-seeds.html>

https://www.amazon.co.uk/gp/product/B01JGKRA7U/ref=s9_acsd_top_hd_bw_b1vkyLH_c_x_w?pf_rd_m=A3P5ROKL5A1OLE&pf_rd_s=merchandised-search-3&pf_rd_r=5VE4WWREQPVWGRKPDJR0&pf_rd_t=101&pf_rd_p=17495ded-b284-59f8-98b6-f707ed7cc911&pf_rd_i=1769579031&th=1

