COMMUNICATIONS OFFICER ONE PAGE PLAN

Name: Sophie May

Name of priority campaign: Where My Rent Went

Input (resources, time and budget)	Activity	Completion date	Outcomes (the result, effect, change etc)	Indictors of outcome
Around an hour to create each quiz, qzzr.com, roughly £200 a year from comms budget	Quizzes	Ongoing	Higher engagement with website, keeping students on our website for longer, generating useful information and statistics that we can use to improve communications with students and to make sure we are providing the experiences students are looking for	How many times they have been taken, how many hits we get to website, if more students start engaging with the SU – whether through attending more events, joining more societies etc
A couple of hours a week to help students plan and develop ideas and to ensure they have everything they need, equipment to be borrowed from media services	ARU SU TV	Ongoing	Students getting more involved with the SU in innovative new ways, developing students' skills, creating more online content to increase engagement through our online channels	Number of views on youtube and facebook, average length of time people are on our pages, how many students involved in tv station go on to get involved in other areas – volunteering, clubs and socs etc

Students with time to donate, supplies for arts classes, such as paints, pencils, paper, etc.	Community Arts	Ongoing	Students giving arts classes to people in the local community who are living with addiction or homelessness.	Number of students who sign up to the scheme, number of residents who sign up for classes, feedback from the community about how much they benefited from the experiences.
	Where My Rent Went	July	Students more satisfied with their student accommodation and better educated about their rights and more confident in approaching their landlord when something goes wrong, landlords sign up to the accreditation system	Surveys, feedback, number of landlords enrolled on scheme, students using the scheme when looking for next house