



## CAMPAIGN UPDATE REPORT

<b>Prepared for:</b>	Faculty Voice Committee (FVC) and Liberation, Equality, Diversity and Inclusion Committee (LEDIC)	<b>Date:</b>	28/02/2018
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**Summary:** *This paper provides an update on the implementation of the campaign(s) of the Executive Committee member*

### INCREASED FOOD VARIETY

**Aim:** To offer a wider variety of food that reflects student feedback and is good value for money

**Objective(s):**

1. I received data from the annual survey that Catering Services carry out, analysed the data and gave the Catering Services my proposal of 'recipe trial' to gather feedback about value for money and to introduce a variety of recipes that students have suggested. I agreed on the process with the head of Catering Terry Hope.
2. The first part of the campaign was 'Recipe Suggestion', which included suggestion cards, a feedback box and comms material in the canteen where students were able to suggest recipes they would like to see served in the canteen. We also set up a Recipe Suggestions website to make the suggestion making process more accessible.
3. Recipe suggestion period happened from 13<sup>th</sup> till 24<sup>th</sup> November, we gathered 250 filled recipe suggestion cards!
4. I collated the recipe suggestions into ten categories. After confirming these with the catering team, a poll went live and students were able to vote for their favourite recipes in each category – top 10 were presented to the catering team to prepare for the recipe trial in February.
5. Catering team agreed to a two-week recipe trial period on 5<sup>th</sup> February – 16<sup>th</sup> February 2018, where they integrated the recipe trial meals on two weeks of regular menus.
6. Catering incorporated SEVEN additional recipes from Recipe Suggestions to their regular six-weekly menus.
7. Recipe Trial happened on 5<sup>th</sup> February till 16<sup>th</sup> February and students were able to try the clearly labelled 'Trial Meals' and provide feedback on feedback cards, particularly about the 'value for money' aspect of the meals.
8. Once the recipe trial is complete, I will have debrief with the catering team to reflect how the trial went and to establish which recipes may be permanently introduced as part of the regular menus. I aim to gain a better understanding of what students mean by 'good value for money' from the feedback provided, which the catering may be able to utilise in the future.
9. I will discuss if a similar campaign would be possible in Chelmsford.

COMPLETED

COMPLETED

COMPLETED

COMPLETED

IN PROGRESS

**Updates:**

1. Recipe Trial is taking place from 5 <sup>th</sup> February till 16 <sup>th</sup> February 2018.	
2. I have been very active posting meals on social media to give them campaign more publicity. Reflecting, having info screen comms material could have been beneficial to the campaign.	
Money requested: £600 Money spent: £235.34 Money leftover: 364.66	
<b>CLEARER COMMUNICATION</b>	
<b>Aim:</b> Students can easily access information, it is clearly signposted, and communication with students is coherent across the different parts of the University. Students have an understanding of what events are happening and who they can talk to.	
<b>Objective(s):</b>	
1. University Comms and Marketing teams have put together 'a student applicant journey', which aims to make communication with students clearer.	COMPLETED
2. In order to find out how a central events calendar would come to be, I met Kate Powell (project manager for LMS/Canvas) to see where SU would fit in regarding Canvas: I found out it is for educational purposes only and is not aimed to be a communications platform	COMPLETED
3. Georgia Hingston set up a 'SU Comms' Focus group on Facebook and is finding out more information about how students want SU to communicate with them, what is effective communication, etc.	COMPLETED
4. Georgia and I went gave all Students' Union departments suggestions to make the SU website clearer and these changes have been implemented to make the website easier to navigate.	COMPLETED
5. Increased amount of events have been added to the SU What's On events calendar and a visible button has been added on the page so the calendar can be accessed easier.	
6. Students' Union Facebook is now adding all the SU events on their page so students can access and find these easily.	
7. SU has a weekly show on Cam FM with Johanna, Laura and Eliza presenting – Laura is trained and Johanna and Eliza are getting trained!	
8. I have emailed Andrea Turley (Head of Marketing and Communication) about student 'comms profile' (what information/emails students receive and when to avoid duplication, which is being collated by the University Comms teams). This will make communication more streamlines as there will be less duplication of emails, as both the University and students have identified that this is an issue.	IN PROGRESS
9. I have emailed Andrea Turley a detailed list of changes that should be implemented on the University website to make the SU brand more visible and update any outdated information. She said she will get back to me.	IN PROGRESS
10. SU Comms team is running an internal mass email monitoring to make communication more streamlined and to avoid students being sent duplicated emails.	
<b>Updates:</b>	
1. I have emailed Andrea Turley a detailed list of changes I would like her team to implement.	

2. I'm meeting Georgia H to see if there are other things we could do regarding this campaign – Comms team is going to monitor mass emails sent to students to avoid duplication.

Money requested: £50

Money spent: £50

## FREE PRINTING

**Aim:** Reduce the amount of hard copy printing students have to do, as well as provide means to pay for printing documents that are required for their courses

### Objective(s):

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1. SU included 'Free Printing' campaign prompt in SSLC Agendas to inform reps of the campaign and request feedback about printing                                                                                                                                                                                                                                                                   | COMPLETED   |
| 2. Chris Whellams (iCentre Manager) has confirmed that the system the iCentre use for online submissions is ready for all courses possible to be submitted online.                                                                                                                                                                                                                                  |             |
| 3. I ran a campaign over January 2018 submission period where students could place a sticker with a message 'This Costs Me and the Earth' on their hard-copy submission at the iCentre. The campaign happened from 5 <sup>th</sup> January till 23 <sup>rd</sup> January and will happen again during the submissions for second semester. Feedback for the first part was great!                   |             |
| 4. I researched which faculties and courses may require printing through a faculty specific surveys, contacted Faculty Admin Managers who submit all the information regarding online submissions, and spoke with the iCentre manager Chris Whellams but this didn't enable me to draw any conclusions, however, Aletta Norval (Deputy Vice Chancellor) is now taking charge of online submissions. |             |
| 5. Both Iain Martin (VC) and Aletta Noval (DVC) agree that there should be a University wide push for online submissions, Aletta will look into practicalities to make it happen and verbally confirmed it will hopefully happen for next academic year.                                                                                                                                            | IN PROGRESS |
| 6. Reduced Printing Policy passed in Student Council! I will now implement it in the Students' Union and I have sent a copy to Aletta to see if something similar can be implemented in the University.                                                                                                                                                                                             |             |
| 7. I will submit info screen comms so the second part of the campaign will be more visible and hopefully have a larger impact during May submissions.                                                                                                                                                                                                                                               |             |
| 8. Books Plus Review is taking place! First meeting is in March and I will submit a brief as Jamie or I will not be able to go.                                                                                                                                                                                                                                                                     |             |
| 9. As Aletta is taking over online submissions part of the project, I am expecting that there will be a rule that any new modules will have default online submission as far as possible but I will ensure this will happen.                                                                                                                                                                        |             |

### Updates:

1. I will submit a design brief to have info screen comms for the second part of 'This Costs Me and the Earth!' sticker campaign for May submissions.
2. Aletta Norval (Deputy Vice Chancellor) is taking charge of online submissions part of this campaign and looking into practicalities of making it happen for next academic year.
3. Books Plus Review is starting in March and I will submit a brief as I am unable to attend the first meeting. I will propose that Books Plus should be enabled to be used for printing, especially as not all submissions can be moved online.

#### 4. Reduced Printing Policy passed in Student Council in February.

Money requested: £150

Money spent: £93.40

Money leftover: £56.60

#### INTERNATIONAL STUDENT OUTREACH

**Aim:** There is a greater feel of international community in ARU - international and EU students are engaged and international societies are thriving

#### Objective(s):

1. I have worked hard to make connections with international student community on campus and have been engaging in the international café events.
2. I have been supporting the Cambridge International Society committee to get started but we are still waiting to get the paperwork together as one of the potential committee members changed.
3. I met Antonia (Cambridge International Rep) to discuss her campaigns and events she wants to run and we are meeting Caroline Shanahan from International Office on Wednesday 21<sup>st</sup> Feb. We have put together a list of feedback regarding international students.
4. I'm putting together project plan for the event to engage international students with home students and would like to do something similar in Chelmsford, so I will be meeting the Chelmsford International Society to discuss.
5. I have asked Caroline Shanahan about 'international student comms profile' to see how university communicates with international students.
6. Global Week is happening on 12<sup>th</sup>-16<sup>th</sup> March and I'm going to try to get as many cultures represented there as I can – if you know international students please promote that they can have a table to represent their culture!

IN PROGRESS

#### Updates:

1. Speed Friending event is going to happen in April, I'm putting together a project plan!
2. Antonia and I are meeting Caroline Shanahan on 21<sup>st</sup> Feb to discuss feedback.
3. Global Week is happening on 12<sup>th</sup>-16<sup>th</sup> March and I'm going to try to get as many cultures represented there as I can – if you know international students please promote that they can have a table to represent their culture!

#### Other relevant updates:

1. Catering Services are looking into recyclable containers, if they decide to go for it we might run a campaign/launch to promote why they are more expensive/why take-away meals might have a slight increase in price.
2. Cambridge Sustainable Food are running Zero Food Waste week on Student Volunteering Week, Green Society is supporting them and I have helped to organise.
3. I'm meeting the Director of IT Services on 1<sup>st</sup> March about One IT initiative, which will hopefully improve IT services and there will only be one point of contact if there are any issues. I gladly welcome any feedback about IT Services!
4. I'm co-chairing a working group under Active Curriculum called Co- and Extra-Curricular learning, which will put together recommendations for the university regarding co- and extra-curricular learning. We have had two meetings so far.
5. Blessing has a Rep Win!
6. I am working on getting Cam FM more visibility on campus
7. I'm doing monthly drop-ins from this month!

FVC/LEDIC are asked to **DISCUSS**