



CAMPAIGN UPDATE REPORT

Prepared for:	Faculty Voice Committee (FVC) and Liberation, Equality, Diversity and Inclusion Committee (LEDIC)	Date:	28/09/2017
Prepared by:	Johanna Korhonen	Role:	ALSS Vice President

Summary: *This paper provides an update on the implementation of the campaign(s) of the Executive Committee member*

BETTER FOOD

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

Objective(s):

- | | |
|--|-------------|
| 1. Analyse the data collected by the Catering team regarding the Canteens from November 2016 to clarify the objectives | COMPLETED |
| 2. Collate a list of 10 specific recipes that have been suggested by students and voted to be included and present these to the Catering team | IN PROGRESS |
| 3. Conduct a recipe trial of these 10 recipes in the Cambridge Canteen for two weeks from 29 th January till 9 th February. | NOT STARTED |
| 4. Collect feedback with 1000 responses during the recipe trial to indicate which recipes students want to have permanently introduced, and to gain a better understanding of what students mean by 'good value for money' | NOT STARTED |

Updates:

1. Analysed the data: more variety is requested, customer service is good but value for money has room for improvement
2. Set dates for a two week recipe trial with Terry Hope
3. Catering have added two weeks to their menu plan: 4 weeks > 6 weeks

Budget: suggestion box, promo material (online, banner, signage for catering), feedback cards £150

CLEARER COMMUNICATION

Aim: 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.

Objective(s):

- | | |
|---|-------------|
| 1. Have a clear understanding of what information students receive and when to avoid duplication – a student Comms 'profile' is being collated by the University Comms team | IN PROGRESS |
| 2. Have coherent information about the SU across all the different platforms | NOT STARTED |

3. Set a Comms Focus group, collaborate with University is one is set up to get clarity on how students want to communicate and how it can be made clearer to students who says what	NOT STARTED
4. All events accessible in one platform	
	COMPLETED
Updates:	
1. Andrea Turley (Head of Comms and marketing in uni) is on board	
2. I am waiting to get hold of the student Comms profile to see what is being sent to students by whom to see what could be done to improve it	
3. Now that students are back I will set a Comms focus group and check if university already has researched how students want to communicate	
Budget: Not currently required	
FREE PRINTING	
Aim: Reduce the amount of hard copy printing students have to do, as well as provide students with a free printing service and/or enable grant funds to be used to print documents that are required for their courses	
Objective(s):	
1. Gather data about how much students spend on printing	IN PROGRESS
2. Find out what the plan is moving to online submissions	
3. Look into Free Printing options (AIWIP)	
4. Get reps to raise printing as an issue in SSLC's	NOT STARTED
5. Sticker campaign	
	COMPLETED
Updates:	
1. Sue, the head of Digital Copy Services, is on board with Books+ Printing	
2. I am currently gathering data about printing, received some figures already	
3. AIWIP is being discussed in the Union, there is a space for it in Peter Taylor but the contract includes a lot of legalities that need to be checked	
Budget: Depends if we go with the AIWIP printer, paper and ink will be costed but the profit from the printer should cover these.	
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. Set a committee for the International Society	IN PROGRESS
2. Look into how international students are communicated with throughout their studies, from applying to finishing their degree	
4. Set regular events for the International Society	NOT STARTED
	COMPLETED
Updates:	
1. I will be collaborating with International Office, Caroline Shanahan is working on a Student Comms 'profile' of an international student, which she will share with me once it is done	
2. I am waiting to meet the International Students rep	
3. I am waiting to get together a committee for the International Society	

Other relevant updates:
I'm meeting Sarah about the Vegan Policy on 29/09
Prayer Room and Halal Food is worked as part of the Vegan Policy

FVC/LEDIC are asked to **DISCUSS**

Project name	Improving Catering
Project manager	Johanna Korhonen, VP (Arts, Law and Social Sciences)
Project sponsor	TBC
Date agreed	TBC
Agreed by	TBC

Update 21/09/17

BETTER FOOD	
Aim: To offer a wider variety of food that reflects student feedback and is good value for money	
Objective(s):	
1. Analyse the data collected by the Catering team regarding the Canteens from November 2016 to clarify the objectives	COMPLETED
2. Collate a list of 10 specific recipes that have been suggested by students and voted to be included and present these to the Catering team	IN PROGRESS
3. Conduct a recipe trial of these 10 recipes in the Cambridge Canteen for two weeks from 29 th January till 9 th February.	NOT STARTED
4. Collect feedback with 1000 responses during the recipe trial to indicate which recipes students want to have permanently introduced, and to gain a better understanding of what students mean by 'good value for money'	NOT STARTED
Updates:	
1. Analysed the data: more variety is requested, customer service is good but value for money has room for improvement	
2. Set dates for a two week recipe trial with Terry Hope	
3. Catering have added two weeks to their menu plan: 4 weeks > 6 weeks	
Budget: suggestion box, promo material (online, banner, signage for catering), feedback cards £150	

Update 21/8/2017

Done:

- Met Terry Hope regarding catering services and heard his point of view
- Received survey results from their annual survey and two example menus from last year.

Happening:

- Receiving new menus in the beginning of September to evaluate the options, particularly the vegan options.
- Plan a survey with Georgia Hingston and put together a focus group in September
 - o to pin down what students think good value for money means, what good quality food means to them and what foods they would like to see in the canteen to get more detailed information besides the catering survey results.
- I will meet a student regarding the vegan policy in the beginning of September

To do:

- Suggest recipes and ideas for vegan options
- Comparison of Chelmsford and Cambridge catering services
- Visit another uni's catering services

Project brief

This project aims to improve catering on campus. Currently students describe that the food on campus lacks selection, tastes bland, and is not good value for money. For this reason students may prefer eating outside of campus, which can impact the profitability of the catering services. This project aims to collaborate with the head of catering and the staff to improve the selection of food, and the quality of food, making it a better value for money. This is a response to student feedback that will be gathered through a survey to map student opinions and preferences regarding the catering services.

Project overview

Food is a key part in study experience, as students may lack focus and energy if they have not eaten properly. From catering services' point of view, if students are dissatisfied with the food, they may eat outside of campus, which may result in a loss of profit. In 2016/2017 many students showed dissatisfaction regarding the catering services by submitting ideas through the Students' Union Ideas page. The Vegan Policy also passed in Student Council which demonstrates the urgent need to improve the catering services on campus. This campaign reflects the Students' Union vision and two of the goals: Goal 1: *We will actively listen to what students want and put their ideas into action to create positive change in our University.* The campaign will do this by listening to student feedback and ideas that have already been submitted and the Vegan Policy. Goal 4: *We will proactively support students to thrive in an inclusive and welcoming environment.* Providing good quality food is key in making students thrive, and providing vegan and vegetarian options as well as displaying clear labelling of halal and gluten free options is ensuring the inclusive environment.

Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
To offer a range of food that reflects student feedback and is good value for money	Collect recipe suggestions over two weeks	50 recipes or meal suggestions
	Divide the meal suggestions into groups (curry – 3 different curry recipes) that can be up voted and	Over 20 votes for each recipe

	down voted to get 10 recipes that are highly requested	that will be trialled
	Conduct a recipe trial in the beginning of semester 2 2017/2018	1000 responses to the survey
	Visit another University to see their catering services	Perspective from another University
	Survey will generate data, which will help to map the ranges of foods that students want to eat	Does the feedback reflect the foods that are offered
	Map the similarities and differences of Chelmsford and Cambridge catering services	Coherence across catering
	Propose the catering services to introduce new options and develop the menu	New options
	Trial products among students	Feedback of new products
	Collect feedback after introducing a new range of food to indicate success.	feedback of student satisfaction
	The data will help to indicate what students consider as 'good value for money', vegan survey data gives indication of how much students are willing to pay.	Responses, data
	Comparing current catering sales to future sales with new range.	Sales, profit
To cater the dietary needs of vegans, vegetarians, halal, and gluten free indicated by clear labelling.	Propose the catering staff to attend a free vegan catering course in Semester 1 of 2017/2018	Training for staff, new options
	Propose the labelling to be clearer and there to be a section for the dietary requirement sandwiches	Clear labelling and separate section for free from / halal food

Scope

I will not be buying food. Instead I will consult the students and catering services and help them to respond to student feedback to promote their services and improve their performance.

Deliverables

Improved quality of food that is better value for money

Range that reflects the student feedback

Clear labelling of vegan, vegetarian, gluten free, and halal food

Key stakeholders

Head of Catering Terry Hope, Catering staff, Students, Students' Union, University staff

Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Johanna Korhonen	Project Manager
Terry Hope	Head of Catering
Students	Providing Feedback
Fiona Caslake / comms team	Promotion

Implications for the organisation

No direct impact but in the end there might be better food

Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
Terry Hope may not be willing to cooperate	We will stress that it will benefit his business

Costs

As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.

Johanna to attend meetings

Johanna & Georgia H to plan survey and analyse data

Comms team to plan promo material (£100)

Food taster trial (£?)

Visiting another university

Staff to attend a free cooking course

Timescales

An estimate of when project activities will happen.

What	When											Who
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Plan and write survey	X											
Map the similarities and differences of Chelmsford and Cambridge catering services	X	X										
Visit x University's catering services		X										
Conduct survey in the beginning of semester 1 2017/2018 as well as a focus group/food forum		X	X									
Analyse data & write a report			X	X								
Propose the catering staff to attend a free vegan catering course in Semester 1 of 2017/2018			X	X								
Propose the catering services to introduce new options and develop the menu				X	X							
Trial products among students					X							
Collect feedback after introducing a new range of food to indicate success.					X	X						
Propose the labelling to be clearer and there to be a section for the dietary requirement sandwiches				X								
Review and evaluate the campaign						X						



Project name	Clearer communication
Project manager	Johanna Korhonen
Project sponsor	TBC
Date agreed	TBC
Agreed by	TBC

Update 21/09/17

CLEARER COMMUNICATION	
Aim: 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.	
Objective(s):	
1. Have a clear understanding of what information students receive and when to avoid duplication – a student Comms 'profile' is being collated by the University Comms team	IN PROGRESS
2. Have coherent information about the SU across all the different platforms	NOT STARTED
3. Set a Comms Focus group, collaborate with University is one is set up to get clarity on how students want to communicate and how it can be made clearer to students who says what	NOT STARTED
4. All events accessible on one platform	
	COMPLETED
Updates:	
1. Andrea Turley (Head of Comms and marketing in uni) is on board	
2. I am waiting to get hold of the student Comms profile to see what is being sent to students by whom to see what could be done to improve it	
3. Now that students are back I will set a Comms focus group and check if university already has researched how students want to communicate	
Budget: Not currently required	

Project brief

This project aims to make the communication with students clearer so that students will have a better understanding of what the Students' Union is, what it does, what events are happening and what campaigns are being ran. The campaign analyses what are the main sources of information for students and uses this to target them more effectively. It is also evident that students may find it challenging to access information regarding university and faculty as there are multiple websites and

they are not necessarily signposted. The SU website is also not signposted enough within the University website, and the University's social media is rather targeted and not engaging. Communication on the basic level may also need to be considered, such as student reps knowing how to communicate the outcomes of SSLC's to students. The aim is to bring information together so it is easy to find and navigate, resulting in more students being informed and engaged.

Project overview

This project's purpose is to make communication between the SU and the Students clearer, communication between Student reps and Students clearer, and communication between the Students' Union and the University clearer. This is to ensure that students feel informed and are encouraged to get engaged with the SU. This campaign fits within at least two goals from the SU strategic plan. Goal 1: *We will actively listen to what students want and put their ideas into action to create positive change in our university*, as to actively listen to students they need to be engaged and in order to students to be engaged, they need to know what is happening. Therefore, communication is key. Goal 5: *We will create opportunities and deliver activities that make students proud to be part of the ARU community*. We create opportunities and deliver activities but to create an ARU community these need to be clearly communicated to students so they can take part. This will benefit both the Students' Union and the University.

Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
Better understanding of how students want to communicate and access information	Analysis of existing data and if necessary conducting more research in form of a forum, face to face feedback, or a survey	Gathering research results that will give guidelines for the project
Students can easily access information about the Students' Union and the University that is interlinked, clearly signposted, and easy to navigate	Mapping of social media and means of communication within the University and the Students' union	Guidelines for the project
	Clearly signposted links between the Students' Union and the University websites	Analytics of the websites
	Better understanding among the students of what the Students' union is and does	Higher student satisfaction results

Students engage with the SU and know what it is and what it does	Successful social media campaign,	Analytics from the website,
	more hits on the website and higher following on the SU social media,	statistics from social media,
	more engagement from students on social media	
	Students feel like they can contact the Officers on social media	student feedback
Better understanding among the students of the events that are happening, both in the Students' Union and in the University	Canvas course for the SU to have all the SU events in students' calendars	
	Events are engaging and have higher attendance	
	Clear calendars with all events on both websites	

Scope

This project does not require creating a whole new platform for information, as there are already several platforms, such as the University website, the Students' Union website, the University App, the SU App, LMS, Canvas, Social Media. The purpose of this campaign is to bring coherence and clarity to the communication between the Students' union, Students and the University using the existing platforms and making them more collaborative and interlinked while maintaining the understanding that the Students' Union and the University are separate organisations.

Deliverables

List the outputs of the project.

- A better understanding of the means that students use to communicate
- Clarity and coherence of the social media accounts within the University and Students' Union
- Clear signposting on both the University and Students' union website to make information easier to navigate
- Students have better understanding of what the Students' Union is and what it does and that it is separate from the University
- Clear listing of both the Students' union and University's events so it is easy to access and navigate and Students have an understanding of what is going on on campus
- More hits on the websites, higher following of SU's social media, more engagement on SU's social media

Key stakeholders

Johanna Korhonen, Students' Union, Students' Union Communications Team, University, University's Communications Team, Students

Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Johanna Korhonen	
Fiona Caslake + Comms team	
University Comms team	

Implications for the organisation

Both the Students' Union and the University will benefit from higher student engagement

Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>

Costs

As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.

TBC



Project name	International Students Unite
Project manager	Johanna Korhonen
Project sponsor	TBC
Date agreed	TBC
Agreed by	TBC

Update 21/09/17

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. Set a committee for the International Society	IN PROGRESS
2. Look into how international students are communicated with throughout their studies, from applying to finishing their degree	
4. Set regular events for the International Society	NOT STARTED
	COMPLETED
Updates:	
1. I will be collaborating with International Office, Caroline Shanahan is working on a Student Comms 'profile' of an international student, which she will share with me once it is done	
2. I am waiting to meet the International Students rep	
3. I am waiting to get together a committee for the International Society	
Budget: Funds will most likely come through the society: for larger events may be required but currently nothing is planned	

Project brief

This Project aims to bring the Cambridge International Society and the International and EU student community back to life. Currently International and EU students are not greatly engaged with the Students' Union. This project will consist of a series of events to engage students with an aim to sign up members for the Cambridge International Society and create a greater feel of community. I will also bring together an International Student forum to gather feedback from international and EU students to gain a greater understanding of the issues they may have to deal with.

Project overview

Chelmsford International Society is very active and has many members whereas Cambridge International Society has very few members and is not active. It would be great to engage a larger amount of International and EU students on both campuses and particularly built a thriving international community on Cambridge campus. This project reflects on Goal 1 of the Students' Union strategic plan: *We will actively listen to what students want and put their ideas into action to create a positive change in our University*, as the forum will engage students to bring ideas together and create a positive change. Goal 4: *We will proactively support students to thrive in an inclusive and welcoming environment*, as creating events for International and EU students promotes inclusive atmosphere. Goal 5: *We will create opportunities and deliver activities that make students proud to be part of the ARU community*, as these events will gather students together to create a greater feel of international community in ARU.

Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
International and EU students are engaged, International Societies are thriving	Series of events for International students	
	Committee for the international society	
	International student forum	
	Members signed up for the international societies	
There is a greater feel of international community in ARU	More engagement from international students	
	Higher student satisfaction	

Scope

This project aims to engage international and EU students and gain a greater understanding of the feedback that these students provide. This project does not aim to work on any particular issue that International students face but aims to engage students. If issues are raised these will be worked on separately, ideally with students leading. This project mainly focuses on Cambridge campus International Society as Eliza Torres is arranging a similar project in Chelmsford.

Deliverables

List the outputs of the project.

- Series of events for International and EU students

- International /EU Student forum
- Thriving International Society
- More engaged International/ EU students

Key stakeholders

This should list all parties (internal and external) with an interest in this piece of work.

Students' Union, University, Students, International Office, International Society Committee

Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>

Implications for the organisation

Include here any impact this area of work may have on other parts of the organisation.

More engaged International students will benefit the organisation

Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>

Costs

As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.

£100 Comms/ promotion



Project name	Free Printing / Books+ Printing
Project manager	Johanna Korhonen
Project sponsor	TBC
Date agreed	TBC
Agreed by	TBC

Update 21/09/17

FREE PRINTING	
Aim: Reduce the amount of hard copy printing students have to do, as well as provide students with a free printing service and/or enable grant funds to be used to print documents that are required for their courses	
Objective(s):	
1. Gather data about how much students spend on printing	IN PROGRESS
2. Find out what the plan is moving to online submissions	
3. Look into Free Printing options (AIWIP)	
4. Get reps to raise printing as an issue in SSLC's	NOT STARTED
	COMPLETED
Updates:	
1. Sue, the head of Digital Copy Services, is on board with Books+ Printing	
2. I am currently gathering data about printing, received some figures already	
3. AIWIP is being discussed in the Union, there is a space for it in Peter Taylor but the contract includes a lot of legalities that need to be checked	
Budget: Depends if we go with the AIWIP printer, paper and ink will be costed but the profit from the printer should cover these.	

Project brief

This project aims to reach a situation where students can either print the paperwork they require either free of charge or by using Books+ card funds. This project also looks into online submissions and cutting down the need for students to print out paper handouts. I will look into how much students spend on printing in the library and what are the reasons, such as lecture notes and music sheets, and how can these be either provided free of charge or moved online. I will also work towards ensuring that Books+ funds can be used for printing, whether this is through vouchers that can be bought from John Smith's or another way.

Project overview

Student feedback has informed me that students spend a lot of money on printing from their own pocket. They could use this money on other things, such as food and living cost, and as they already get the grant of £400 in the form of Books+ card, they should be able to make the best use of this money. This would not necessary be classed as 'free' printing but over 100 students have voted for the idea on the SU's Ideas page <https://www.angliastudent.com/represent/ideas/?idea=526#idea526> However, I also want to pursue free printing and have been in contact with a company called All I Want Is Print, which collaborates with many other universities and may be able to provide free printing within the SU space. This is currently in discussion but decision has not been made whether this will be implemented but I will continue to campaign.

Aims and objectives

<i>Broad statements of intent about what the project is trying to achieve.</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	<i>How will you measure success?</i>
To provide students with a free printing service and/or enable grant funds to be used to print documents that are required	Data of how much money is used for printing	Guidelines for the project
	Books+ funds can be used for printing	Students are using their Books+ funds to print in the library
	Free of charge printing in the SU space	A printer is installed, works, and is being used
Work towards moving more submissions online to cut down the amount of documents that students are required to print	Submissions are rapidly moving online	Less paper to print
	If submissions cannot be moved online, cost should be covered by the university	Students don't have to pay

Scope

This project does not pursue the Students' Union to allow students to print through their office printer but through AIWIP printer, which will include a small advertisement on the bottom of the page and

therefore enables printing to be free. If Students are still required to print in the library, the Books+ fund should be allowed to be used to the cost for compulsory submission should be covered.

Deliverables

- Free printing in the SU space via AIWIP printer or similar
- Books+ card funds to be used for printing in the University Library
- Compulsory submission printing costs to be covered by the University if online submissions are not possible

Key stakeholders

Students' Unions, University, Library, Student Services, Students

Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Johanna Korhonen	
Julie Walkling	
Library	

Implications for the organisation

Include here any impact this area of work may have on other parts of the organisation.

[INSERT]

Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
Clubs and societies are currently being rewarded cheaper printing	Find an alternative reward
3-year contract with AIWIP as moving to online submission	SU takes a holistic approach in providing printing for not only academic documents but to support students with anything they need printed (such as boarding passes)

Costs

As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.

[INSERT]

