



NEW COLLEGE LANARKSHIRE

Getting To Know You Campaign



NEW
COLLEGE
LANARKSHIRE
Bringing Education Closer



Introspection

New College Lanarkshire (NCL) seeks to further understand our current and future students' needs, by examining and observing student behaviours and interactions through 'Getting to Know You' initiatives to fully understand motivations and mindsets. By adopting customer profiling techniques, NCL can make better-informed decisions for NCLs diverse student body.

Purpose

To support NCL's ambition to mitigate against withdrawals and advance its strategic priorities- Recruitment, Retention, Attainment and Progress.

Aim

NCL aims to better understand the needs of both current and prospective students by examining their behaviours and interactions through initiatives such as '**Getting To Know You.**' This approach allows NCL to gain insights into students' motivations and mindsets. By employing customer profiling techniques, NCL can make more informed decisions to support its diverse student body.

The 'Getting To Know You' Campaign is framed around four broad themes* reference to students includes schools:

- 1. Gathering and integrating student data** from prospect to graduate – including geographic, demographic, psychographic and behaviour – thus empowering NCLs to offer tailored support services and timely interventions, thereby mitigating withdrawals and fostering a sense of belonging.
- 2. Engaging new students** in extended induction programmes, emphasising team building activities, interaction with support services and involvement in NCL's 'Be Well to Do Well Campaign'.
- 3. Understanding students' social dynamics** to create a more supportive and inclusive learning environment that encourages positive social interactions, academic achievement and overall well-being.
- 4. Understanding students within an academic setting** to create a supportive and enriching environment that empowers students to realise and achieve their full academic, personal and professional potential.

From prospect to graduate

NCL will support current and prospective students to address and overcome various obstacles that might hinder their ability to pursue and succeed in their academic journey. Acknowledging that factors such as financial difficulties, academic readiness, social barriers, caregiving responsibilities, lack of access to digital resources, and issues related to mental and physical health can influence a student's decision to enrol in and stay in a programme of study. By addressing these concerns and providing necessary support, the goal is to empower students to navigate these challenges and successfully complete their studies.

To achieve this:

Enhance the application process

NCL will enhance the current application process to offer students opportunities to disclose personal information relevant to their learning journey. This adjustment aligns with the commitment to supporting current and prospective students in overcoming various challenges that may arise throughout their academic journey.



Proposal

Drawing on existing strengths and experiences from NCL's current student population, recordings led by current students to inform future students will be made. The purpose of the recording is to break down perceived barriers, tailor support services, enhance the student experience and mitigate against withdrawal from the chosen programme of study. This will include identifying areas of challenge as perceived by current students and informing future students to act on them ahead of their course commencing. The **Be Financially Fit** Campaign will be introduced as an early intervention raising awareness of financial health and the services students can access to achieve this.

In June of AY 2023/24, new students to NCL will be invited to attend information/have go sessions where they will meet members of the academic team and future students to breakdown perceived barriers and develop a sense of connection to the college community. For individuals unable to attend these sessions, NCL will provide a virtual campus experience.

Student Induction

NCL will commit to an extended two-week induction to mitigate against withdrawal. The induction is informed by feedback received following the induction in academic year 2023/24.

The induction will:

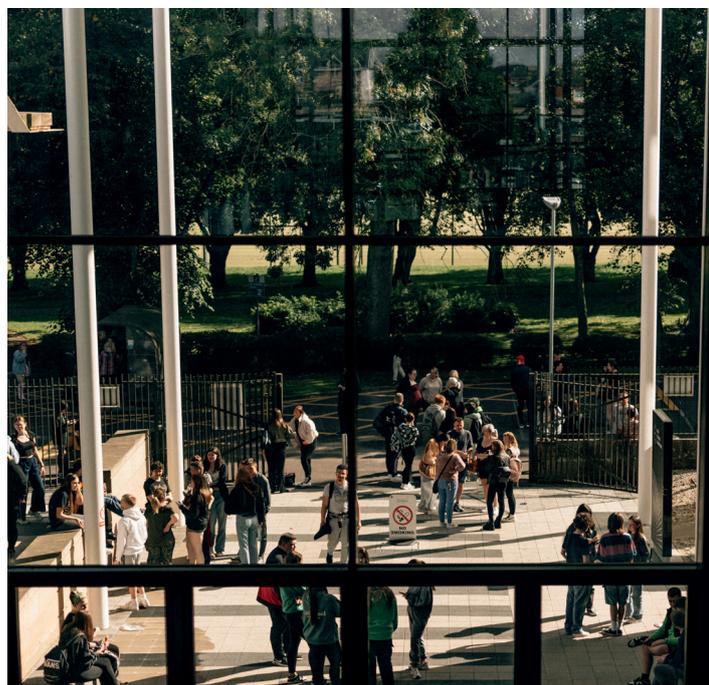
- Be tailored for new and returning students
- Support curriculum induction consisting of timetabling, allocation of PPE etc
- Provide team building activities targeted at students at FE level
- Gather data that will support personalised learning

To achieve this:

- NCL will conduct surveys among returning students as identified in the admissions dashboard to collect insights on key aspects they consider important during the induction process.
- A timetable of team building events will be created around a variety of themes and in collaboration with academic and professional services staff.
- Recordings of student support services will be shared with students to increase awareness of the wide range of support options available.
- NCL will gather data that will support the identification of student characteristics and wellbeing. Data will be gathered via the application process to inform curriculum and professional services staff at an early stage to support personalisation of learning.

Measuring success:

We encourage students to provide positive feedback on the benefits of the induction process and early exposure to the 'Getting to Know You' initiatives.



Getting to know students' social preferences

Enhancing social connectivity and belonging extends beyond the classroom, enriching lives through connections, experiences, and personal growth opportunities. NCL plans to broaden social connections with students and between students to provide a sense of belonging and identity.

To achieve this:

- Identify common social interest through adopted customer profiling techniques and connecting students to communities of social interest.
- Promote a calendar of social events to build community connections and foster inclusion to enhance organisation visibility and well-being
- Ensure that students accessing digital, blended or hybrid learning have access to social activities and events.

Measuring success:

- Improved student retention; As a minimum requirement there should be a 1% improvement in early and further withdrawals. This will be subject to review in 2025/26.
- Social interaction; As a minimum, we expect 50% of all students to participate in a social activity provided by NCL.
- Student feedback; As a minimum, we aim for at least 80% of students to provide positive feedback regarding the advantages of the social activities.



Getting to know students in academic settings

It has been established that there are many potential benefits from educators getting to know their students in classrooms, simulated environments, or real-life work settings. This can foster positive co-operation and best enable co-creation within learning and teaching. The capturing of a student's journey in the areas of learning, life and work is currently already being developed by SDS and Education Scotland towards an online system, to be launched in Autumn 2024.

To achieve this:

NCL will implement a self-evaluation exercise facilitated by an Academic Leader or Tutorial Support Lecturer, enabling students to assess their meta skills at the start of their course. The exercise will involve rating skills out of 10 and identifying areas for development throughout the academic year. This initiative aims to help students recognise their existing meta skills in learning, life and work, with the personalised data shared with lecturers to facilitate better understanding of each student's needs.

Measuring success

- Student feedback: benchmarking overall satisfaction at 80% or above;
- Students achieving their personal goals overall achievement at 70% or above.

Membership

- Chair: Admissions and Key Support Manager (Lindsay Henderson);
- Dean for Learning and Teaching (Barry Skea);
- Dean for Innovation and Academic Planning (Robert Allan);
- Learner Engagement Officer (Ross Brand);
- Senior Learner Engagement Officer (John O'Hara);
- Interim Head of Communications and Reputation (Tony Carlin);
- Brand Manager: Marketing (Lisa Reid);

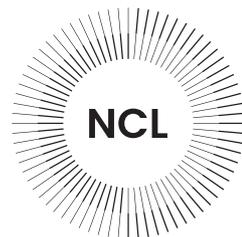
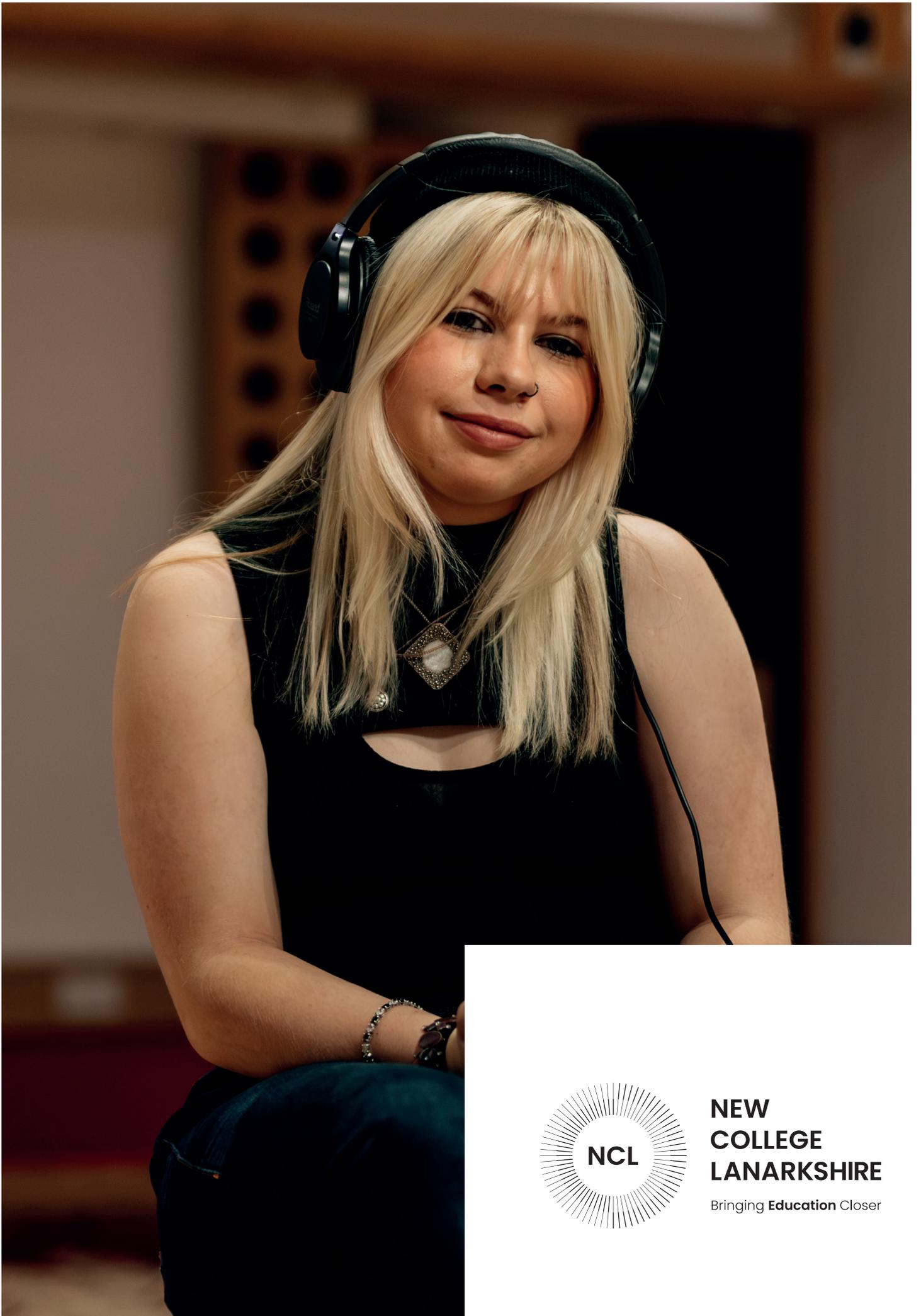
Getting To Know You Campaign Action Plan

Date: April 2024

Sederunt: Jennifer Lowe (JL) Jane Crowe (JC), Barry Skea (BS), John O'Hara (JO'H), Lisa Reid (LR), Lindsay Henderson (LH), Lorraine Cowan (LC) Sian Worthington (SW)

Action	Responsible	Timescale	Outcome
Revision to the current application to support students to disclose personal information that may have an impact on their learning journey.	LH and Allan Forsyth	May 2024	
Produce a recording, have it quality impact assessed to break down perceived barriers, tailor support services, enhance the student experience and mitigate against withdrawal from the chosen programme of study. This should reference the be Financially Fit Campaign.	LH, JO'H, LR, Claire McDonald, the Student Association and Jaz Sandu	May 2024	
Work with academic teams to timetable information /have go sessions.	LH, BS, LR, JO'H and curriculum teams	May 2024	
Develop a virtual campus experience supported by 3D camera technology.	BS, Peter Findlay	June 2024	
Raise awareness of the myriad of service's provided by professional services staff. Produce a recording, have it quality impact assessed.	LH, JO'H, LR, Claire McDonald	May 2024	
Agree and timetable team building activities targeted at students studying on lower-level programmes;	BS, JO'H, RB and curriculum teams	June 2024	
Add questions to the SFC Did We Get it Right for You survey to measure the impact of the Getting to Know you Campaign.	LC to include questions in survey HoD to encourage compliance with questionnaire completion Analysis - Quality Department	September 2024	

Action	Responsible	Timescale	Outcome
Time table curriculum induction and data collection around team building activities (TB for lower level programmes.)	BS and HoD	June 2024	
Identification of common social interest via social profiling and connecting students to communities of social interest. To include FT, PT students.	RB	September 2024	
Promotion of a calendar of social events to building community connections and fostering inclusion to enhancing organisational visibility and well-being.	RB	September 2024	
Design a feedback questionnaire following to establish the benefits of engaging in social events.	LC (design) HoD (implementation) Analysis of responses RB	September 2024 November 2024	
Create and implement an engaging self-evaluation exercise framed around meta skills.	Robert Allan (creation) Implementation	July 2024 (creation) Implementation (HoD) August 2024	
Create a standardised safe storage system to store data relating to students.	LH, LC and Allan Forsyth	August 2024	
Design a feedback questionnaire following to establish the benefits of self-evaluation using meta skills profiling.	LC (design) HoD (implementation) Analysis of responses LC	November 2025	



**NEW
COLLEGE
LANARKSHIRE**

Bringing **Education** Closer