



NEW COLLEGE LANARKSHIRE

# Getting To Know You Campaign

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Bringing Education Closer





# Introduction

New College Lanarkshire (NCL) seeks to further understand our current and future students' needs through 'Getting to Know You' initiatives to fully understand motivations and mindsets.

## Purpose

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

## 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 insight into students' motivations and mindsets. By employing customer segmentation 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**

- 1. Gathering and integrating student data** from prospect to graduate – including geographic, demographic, psychographic and behaviour – thus empowering NCL 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 wellbeing.
- 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.

\* reference to students includes schools

## 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.



## Peer to peer influence

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 their 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 breakroom 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 insight 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:

NCL encourages 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 wellbeing
- 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 70% 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 cooperation 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 Skills Development Scotland 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.





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