New to UCL survey 2019: guidance for staff

The New to UCL survey will run for six weeks during First Term, from 25 October to 8 December 2019. It is open to all new students at all levels of study.

The survey is organised by the Student Engagement team, who poll eligible students via email and run a prize draw for students who complete the survey.

The survey is a rich source of feedback on why students choose UCL, as well as the extent to which they feel confident and supported in beginning their programme of study.

Staff can help secure high response rates by promoting the survey directly to the students, putting up posters and digital images and sending promotional emails to their students.

In this guidance document you can find:

- Which students are eligible to take the survey
- How to achieve high response rates in your department
- Templates for email and social media
- Details of the New to UCL survey prize draw.

Key survey dates

Date	Activity
25 October	Survey opens to students, with initial email from Student Engagement (SE) team
30 October	Reminder email from SE team to students yet to complete their survey
13 November	Second reminder email from SE team to students
4 December	Last chance email sent to students by SE team
8 December	Survey closes at midnight
15 December	UCL departmental and programme-level results published
Mid-February	Departmental / services comments published

Key changes from last year

2018-19 was the New to UCL survey's third year, and the completion was 34%, with over 7,500 students taking part. This year, we'd really value your support in continuing this impressive momentum as New to UCL pushes toward the 50% mark for completions.

To enable year-on-year comparisons between survey results, the content of this year's questionnaire is very similar, with only a couple of minor changes to wording. The full question set can be found on the Teaching and Learning portal.

Student eligibility

All new students at all levels of study are eligible to take part in New to UCL (approximately 22,000 this year). This includes undergraduates, those on foundation degrees, postgraduate taught and research students, as well as those studying via affiliates.

Students who have studied before at a different level (for instance a PGT student who completed their Bachelor's at UCL) are eligible to complete the survey, too.

Achieving high response rates in your department

As well as the initial emails promoting the survey, the Student Engagement team will be organising social media posts, and printed materials across campus to promote New to UCL.

However, it has been shown that students respond best to requests for feedback from university staff they already know and respect. As such, departmental / faculty staff support is extremely valuable in encouraging as many students as possible to have their say.

To help gather more feedback on the experience of joining UCL, you could:

- ✓ Do a lecture shout, or ask a lecturer to speak instead, on how and why to take the New to UCL survey
- ✓ Hold an event or drop-in session where all new UCL students in your department are given the opportunity to take the survey
- ✓ Put up posters or put postcards in student pigeonholes (contact the Student Engagement team and we can supply you with promotional materials)
- ✓ Discuss last year's results at a Staff-Student Consultative Committee meeting and ask Student Academic Representatives to promote the survey
- ✓ Promote the survey on a module or programme's Moodle page
- ✓ Provide a departmental incentive or prize draw (in addition to the prize draw the Student Engagement team is running centrally).

Key points for a lecture shout or promotional message:

- ✓ The survey is for all new students across undergraduate and postgraduate levels, to help UCL understand the arrival experience better and make changes where necessary
- ✓ Last year we changed / introduced [*departmental examples*] as a result of the students' feedback
- ✓ Go to https://ucl.onlinesurveys.ac.uk/newtoucl19 and login with student ID number (8 or 9 digit number on the front of the student card) and date of birth as password (instructions are on the login page)
- ✓ Students' answers are anonymised
- ✓ Students can win one of 50 £10 Amazon vouchers or a £500 cash jackpot when they take part.

Templates for promoting the survey digitally

Text for a promotional email [modify as appropriate]:

Dear [*student*],

UCL would like to hear your views on the experience of starting in [*department / school / division name*] this year. This is a good opportunity to have your say about why you chose to study here, how you've found your welcome experience, and how it could be improved further.

To take the survey go to https://ucl.onlinesurveys.ac.uk/newtoucl19 and login with your student ID number (8 or 9 digit number on the front of the student card) and date of birth as password (instructions are on the login page).

Last year, as a result of student feedback our department changed [*examples*]. Responses to the New to UCL survey will be considered as we continue to evolve the student experience.

Students who complete this survey automatically get the chance to win £500 in cash, or one of 250 Amazon vouchers worth £10.

Best wishes,
[*Your name*]

Social media templates

Tweet:

All new students who take part in New to UCL 2019 can win up to £500 https://ucl.onlinesurveys.ac.uk/newtoucl19

New UCL students: tell us about your experience of starting at UCL! Take the New to UCL survey at https://ucl.onlinesurveys.ac.uk/newtoucl19 and you could win £500 in cash

Facebook post:

New students: tell us about your experience of starting at UCL! Take our New to UCL survey at you'll be in with a chance of winning one of 50 £10 Amazon vouchers or £500 cash. https://ucl.onlinesurveys.ac.uk/newtoucl19

[Accompany this post with an image, available to download from https://www.ucl.ac.uk/teaching-learning/student-engagement/templates-guides]

New to UCL prize draw

All students who complete the New to UCL survey automatically enter a prize draw for a grand prize of £500 in cash or one of 50 x £10 Amazon vouchers.

Some departments have previously reported that their students have occasionally been sceptical of the prize draws. If you'd like to reinforce that winning the grand prize is possible, you can refer students to an interview with a recent survey prize winner.

If you'd like to run your own incentive scheme as well, we can provide you with a list of your department's students who participated, at the end of the survey. Please emphasise to students that all of their answers are anonymised.

Ongoing support

If you'd like to request printed or digital materials with which to promote the survey, or if you have any questions about promoting the survey, please contact Tom McMahon, Student Engagement Manager via t.mcmahon@ucl.ac.uk.

For questions about the survey itself, please contact Bettina Baumann, Student Survey Manager via b.baumann@ucl.ac.uk.