**New to UCL survey 2021: guidance for staff**

The New to UCL survey will run for five weeks during First Term, from **18 October to 28 November 2021**. It is open to all new students at all levels of study, regardless of whether they are in London or learning remotely.

The survey is managed by the Student Partnership team, within the Vice-Provost (Education & Student Experience 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 out digital content and sending promotional emails to their students.

In this guidance document you can find:

* [Which students are eligible to take the survey](#_Student_eligibility)
* [How to achieve high response rates in your department](#_Achieving_high_response)
* [Templates for email and social media](#_Templates_for_promoting)
* [Details of the New to UCL survey prize draw.](#_New_to_UCL)

**Key survey dates**

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| Date | Activity |
| 18 October | Survey opens to students, with initial email from Student Partnership team |
| 25 October | Reminder email from Student Partnership team to students yet to complete their survey |
| 4 November | Second reminder email from Student Partnership team to students |
| 18 November | Third reminder email from Student Partnership team to students |
| 25 November | Last chance email sent to students by Student Partnership team |
| 28 November | Survey closes at midnight |
| w/c 14 December | Headline New to UCL results shared with UCL staff |
| January | UCL departmental and programme-level results published |
| February | Departmental / services comments published |

**Key changes from last year**

2020-21 was the New to UCL survey’s fifth year, and the completion was 31%, with over 7,600 students taking part. This year, we’d really value your support in continuing this impressive momentum as we look to secure another high response rate for New to UCL 2021-22.

The questionnaire has evolved to gather feedback on UCL’s blended approach to learning in 2021-22, with new questions on digital education, remote / on-campus learning, social distancing measures and the new Make the Most of UCL campaign.

The vast majority of questions from last year are retained too, in order to enable year-on-year comparisons between survey results. The full questionnaire for 2021-22 can be found on the [Teaching & Learning Portal](https://www.ucl.ac.uk/teaching-learning/student-engagement/student-surveys-results/new-to-ucl).

# **Student eligibility**

All new students at all levels of study are eligible to take part in New to UCL (approximately 24,000 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 Partnership team will be coordinating social media posts on UCL’s corporate channels 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 via New to 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 a digital event or drop-in session where all new UCL students in your department are given the opportunity to take the survey
* Download the [digital promotional materials](https://www.ucl.ac.uk/teaching-learning/student-partnership/templates-and-guides) from the Teaching & Learning Portal or request physical A4 posters to be delivered to your department via [this form](https://forms.office.com/Pages/ResponsePage.aspx?id=_oivH5ipW0yTySEKEdmlws7p6pp3lZhLhZvwR1MNiWNUODNMQ1RKVDdTQ1FUU0U5WEtZQjVSSDRaOC4u).
* Discuss last year’s results at a Staff-Student Consultative Committee (SSCC) meeting and ask Student Academic Representatives to promote the survey
* Promote the survey on a module or programme’s Moodle page
* Make a post on the Virtual Common Room for your programme or department promoting New to UCL 2021
* Provide a departmental incentive or prize draw (in addition to the prize draw the Student Partnership 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/newtouc>l21 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 could win a £500 cash jackpot, or one of 50 £10 Love2Shop vouchers 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/newtoucl21> 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 50 Love2Shop vouchers worth £10.

Best wishes,   
[*Your name*]

Social media templates

Tweet:

All new students who take part in New to UCL 2021 can win up to £500 <https://ucl.onlinesurveys.ac.uk/newtoucl21>

New UCL students: tell us about your experience of starting at UCL! Take the New to UCL survey at <https://ucl.onlinesurveys.ac.uk/newtoucl>21 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 Love2Shop vouchers or £500 cash. <https://ucl.onlinesurveys.ac.uk/newtoucl21>

[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 Love2Shop 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](https://www.ucl.ac.uk/news/2019/may/english-ba-student-claims-ps500-student-experience-survey-jackpot-ptes-2019-gets-underway) 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 digital materials with which to promote the survey, or if you have any questions about promoting the survey, please contact Moira Hague, Student Partnership Manager via [m.hague@ucl.ac.uk](mailto:m.hague@ucl.ac.uk)

For questions about the survey itself, please contact Sarah Grossman, Student Survey Manager via [s.grossman@ucl.ac.uk](mailto:s.grossman@ucl.ac.uk).