

New to UCL survey 2023: guidance for staff

The New to UCL survey will run for six weeks during First Term, from **6 November to 17 December 2023**. 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 Engagement & Experience team, within the Office of the Vice-Provost (Education & Student Experience) 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:

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Key survey dates

Date	Activity
6 November 2023	Survey opens to students, with initial email from Student Engagement & Experience team
15 November 2023	Reminder email from Student Engagement & Experience team to students yet to complete their survey
24 November 2023	Second reminder email from Student Engagement & Experience team to students
4 December 2023	Third reminder email from Student Engagement & Experience team to students
13 December 2023	Last chance email sent to students by Student Engagement & Experience team
17 December 2023	Survey closes at midnight
w/c 15 January 2024	Headline New to UCL results shared with UCL staff
Early February 2024	UCL departmental and programme-level results published
Late February 2024	Departmental / services comments published

Key changes from last year

2022-23 was the New to UCL survey's seventh year, and the response rate was 27%, with over 6,600 students taking part (down from the previous year). This year, we'd really value your support to improve upon this as we look to secure our highest response rate for New to UCL 2023-24.

The content of the [New to UCL questionnaire](#) is similar to last year, to enable as much comparison as possible between results. However, we have made some small changes to the questions and response options – to reflect current UCL policies (e.g. removal of social distancing) or to make questions easier to understand. You can find the full New to UCL question list on the Teaching & Learning Portal.

Student eligibility

All new students at all levels of study are eligible to take part in New to UCL (24,700 students last 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

Heads of Department and survey liaison officers will receive weekly response rate updates from the Student Engagement & Experience team, to help them monitor their students' engagement with the survey.

As well as providing these weekly updates, the Student Engagement & Experience team will promote the survey to eligible students through reminder emails to eligible students and social media posts on UCL's corporate channels.

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](#) from the Teaching & Learning Portal or request physical A4 posters to be delivered to your department via student.engagement@ucl.ac.uk.
- ✓ 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 2023
- ✓ Provide a departmental incentive or prize draw (in addition to the prize draw the Student Engagement & Experience 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
- ✓ Students will have received an email invitation to complete the survey. You can also find out more via <https://www.ucl.ac.uk/you-shape-ucl>
- ✓ 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 give your feedback go to [the survey site](#) – you may be prompted to sign log in through UCL's single sign-on portal.

Last year, in response to 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 (now 'X'):

All new students who take part in New to UCL 2023 can win up to £500. Find out more: <https://www.ucl.ac.uk/you-shape-ucl/survey-news-and-results/new-ucl-survey>

New UCL students: tell us about your experience of starting at UCL! Take the New to UCL survey at https://qualtrics.ucl.ac.uk/jfe/form/SV_eS9W8h7c0zCPqTk 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://www.ucl.ac.uk/you-shape-ucl/survey-news-and-results/new-ucl-survey>

[Accompany this post with an image, available to download from the [Teaching & Learning Portal](#)]

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](#) with previous years New to UCL jackpot 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 and open text comments 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 Sophia MacBlain, Student Partnership Manager via s.macblain@ucl.ac.uk

For questions about the survey itself, please contact Adil Chowdhury, Student Survey Manager via adil.chowdhury@ucl.ac.uk.