



## Run a 'close the loop' campaign

To 'close-the-loop' means we share with students how their views and survey responses have been used and how they are driving change in your department.

UCL is committed to driving a culture of student engagement and leadership. This is only possible if we can demonstrate to students that their opinions and feedback are valued.

- ▶ Feedback campaigns can help to embed a culture of engagement:
- ▶ Your students know that their feedback and opinions are valued
- ▶ This encourages students to take surveys in the future

The You Shaped UCL campaign is an institution-wide campaign showing how student views and feedback drives positive change that impacts everyone at UCL, for example changes to library opening hours or Careers appointments.

You can be part of this drive by running your own departmental campaign to 'close-the-loop'. This is a great opportunity to share the news about positive changes at a local level.

# Key steps

## 1. Know your audience

As department staff, you know your students best; how they like to be communicated with and where they spend time. If you have both undergraduates and postgraduates in your department, try to balance your messages and channels to reach both groups. Also think about the timeframes and avoid times when students will be swamped with exams or survey requests.

## 2. Choose your channels

Once you've thought about who your audience is, you need to think about the channels that they are likely to use. For example is Moodle the place they go to most regularly? If so you could focus most of your updates here. Or perhaps you have a local common room where you can display information. A campaign is generally most effective if you use a variety of channels including online and print to reinforce the message and link it all together.

Some channels you could consider:

- Moodle page
- Email signature graphics which link to your Moodle page
- Webpage banners and text
- Departmental e-newsletters
- Printed materials such as posters, banners and flyers

### Printed materials

If you are using print materials think about where your students spend their time and the places where they are likely to see materials (e.g. lifts, toilets etc.) You can find a variety of templates to download and adapt on the Teaching and Learning portal, including:

- A4 poster template
- A3 Poster template
- Email Signature banner
- Moodle graphic
- Web banner

## 3. Choose your messages

The most frequently cited issue is not always the most important to your students. For example 50% of your students may mention they want better toilet facilities but in fact they care more about getting essay feedback on time, so communicating any changes or improvements in this area will be more important. To get a better sense of what the most important issues are to your students, it's worth speaking to your Student Academic Representatives to test out some ideas. The Student Academic Representatives can also help to spread a positive message amongst their peers about how feedback is being used.

## 4. Be transparent

The more open and transparent we can be about feedback and survey results the more likely students are going to take a survey seriously and feel inclined to participate.

Actions you could take:

- Students can find department reports on the Student Engagement website for the NSS and PTES. You could add a link to these webpages on your own department or Moodle pages
- We encourage all departments to discuss results and action plans with students at Staff-Student Consultative Committees (SSCCs) meetings (SSCC guidelines)
- Some departments have used a progress tracker on Moodle to keep students updated. This can be as simple as using traffic-light coded text to give a progress update on changes.

# More information and contacts

## Who do I contact about...

### Close-the-loop campaigns and student engagement initiatives?

Acting Head of Student Engagement, Rachel Heatley, is responsible for overseeing student engagement at UCL and ensuring that students feel that their opinions are valued and acted upon.

Email: [r.heatley@ucl.ac.uk](mailto:r.heatley@ucl.ac.uk)

### Surveys and reports?

Rebecca Allen is the Data and Insight Manager (Education) and is responsible for managing the various student surveys run by the department, and monitoring and analysing the results at institutional and departmental levels.

Email: [r.allen@ucl.ac.uk](mailto:r.allen@ucl.ac.uk)

## Useful links

Student Engagement Toolkit: Teaching and Learning Portal  
[ucl.ac.uk/teaching-learning/student-engagement/templates-guides](http://ucl.ac.uk/teaching-learning/student-engagement/templates-guides)

Student Surveys and Reports: Teaching and Learning Portal  
[ucl.ac.uk/teaching-learning/student-engagement/student-surveys-results](http://ucl.ac.uk/teaching-learning/student-engagement/student-surveys-results)

You Shape UCL: Student Engagement Website  
[ucl.ac.uk/you-shape-ucl](http://ucl.ac.uk/you-shape-ucl)

