

ISSE @UCD

A Collaborative Approach

ISSE Practitioners' Forum

May 2019



ABOUT US AND OUR PRESENTATION

ABOUT US

Dr Emer Cunningham,
UCD Graduate Studies

Lisa Bennett, UCD
Institutional Research

Niall Torris, UCD SU
Graduate Officer

OVERVIEW OF ISSE @ UCD

ISSE PGR UCD
Graduate Studies

ISSE Taught UCD
Institutional Research

OUR PRESENTATION

UCD & ISSE Overview

Collaborating with staff

Collaborating with students

Opportunities and challenges



ISSE: A UCD Overview

UCD DEAN OF
STUDENTS & DEAN
OF GRADUATE
STUDIES



Oversight, ownership,
senior leadership
Communication
Sponsorship

UCD
INSTITUTIONAL
RESEARCH &
UCD GRADUATE
STUDIES



Project oversight and
coordination
Communication
Data analysis
Project support

PROGRAMME
LEADS &
PODS



Targeted
communication and
dissemination of
materials
Provide feedback to
Institutional Research
Actions in context

UCD STUDENTS'
UNION



Link with student body
Consultation and
advice
Communication and
promotion



ISSE and UCDSU

Niall Torris, UCDSU Graduate Officer

Stephen Crosby, UCDSU Education Officer



Collaborating with UCD Students' Union



STUDENT INSIGHT

Student input into campaign planning process from the start.
Allowed development of considered campaign plan



STUDENT ENGAGEMENT

SU using its networks and relationships with students to promote and increase awareness with students



EXPERTISE

SU using expertise and experience of interacting with student on campaigns. Timely and effective promotional activities

STUDENTS' UNION PARTICIPATION

EDUCATION OFFICER

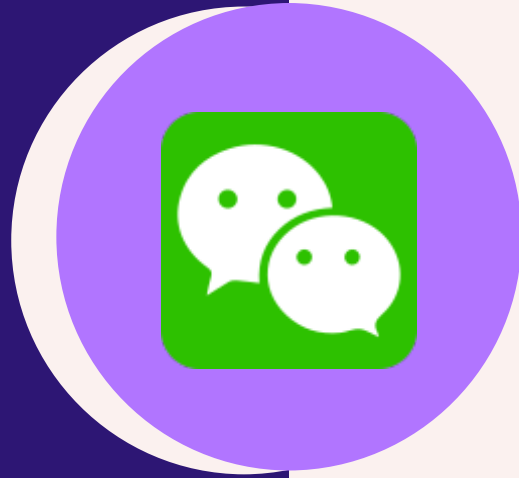
GRADUATE OFFICER

Endorsement
Travel Bursary Prizes

**CLASS
REPRESENTATIVES**



**STUDENT UNION
COMMUNICATION AND
ENGAGEMENT
CAMPAIGN ACTIONS**



Email communication social media promotion



Prizes



Class Representative communication and competition





Prizes for ISSE Taught Student Responders

Random selection by iGraduate

GIFT CARDS



60 X various
One4all Gift
Cards sponsored
by UCD Dean of
Students

GOODIE BAGS



40 X Goodie
Bags (ISSE
Merchandise)



Specific Prizes for PGR Student Responders

Random selection by iGraduate

TRAVEL BURSARIES



3 X €200 Travel Bursaries for conference attendance/ research visits sponsored by the UCDSU Graduate Office

GIFT CARDS



10 X €50 One4all Gift Cards sponsored by UCD Graduate Studies

GOODIE BAGS



10 X Goodie Bags (ISSE Merchandise)



ISSE TAUGHT STUDENT SURVEY

Maura McGinn, Director UCD Institutional
Research

Lisa Bennett, UCD Institutional Research Analyst

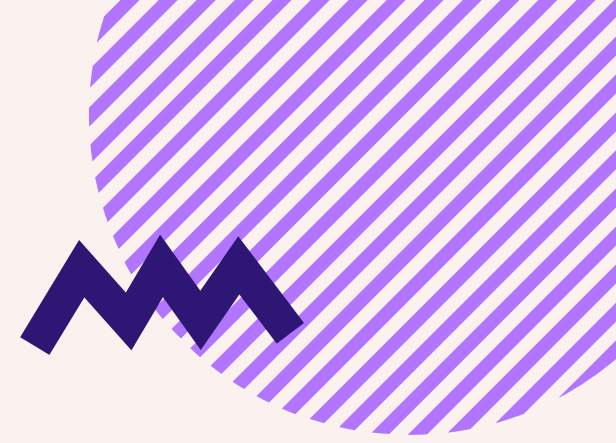
Stephen Crosby, UCDSU Education Officer

Niall Torris, UCDSU Graduate Officer





WHY COLLABORATE?



Opportunities...

Collaborate with UCD Students' Union for an effective communication and promotion campaign

Increase faculty and staff awareness and engagement with ISSE, share local knowledge

GAIN STUDENT INSIGHT AND ENGAGEMENT

STAFF AWARENESS AND KNOWLEDGE

Challenges...

STUDENT ENGAGEMENT

How to increase student engagement and interest in ISSE, particularly response rates

LOCAL CONTEXT

Planning communication and promotion across a variety of programmes, locations and student groups

USING DATA

Sharing data with staff and student and promoting its use

COLLABORATING WITH STAFF

PRE-FIELDWORK

Sharing of 2018 results with Colleges and Programmes

Tailored Communication to Heads of School, T&L, Managers

Presentation to Programme Office Directors

DURING FIELDWORK

Institution-level communication

Distributing merchandise

Sharing social media, promotional and communication items

Update on response rates

POST-FIELDWORK

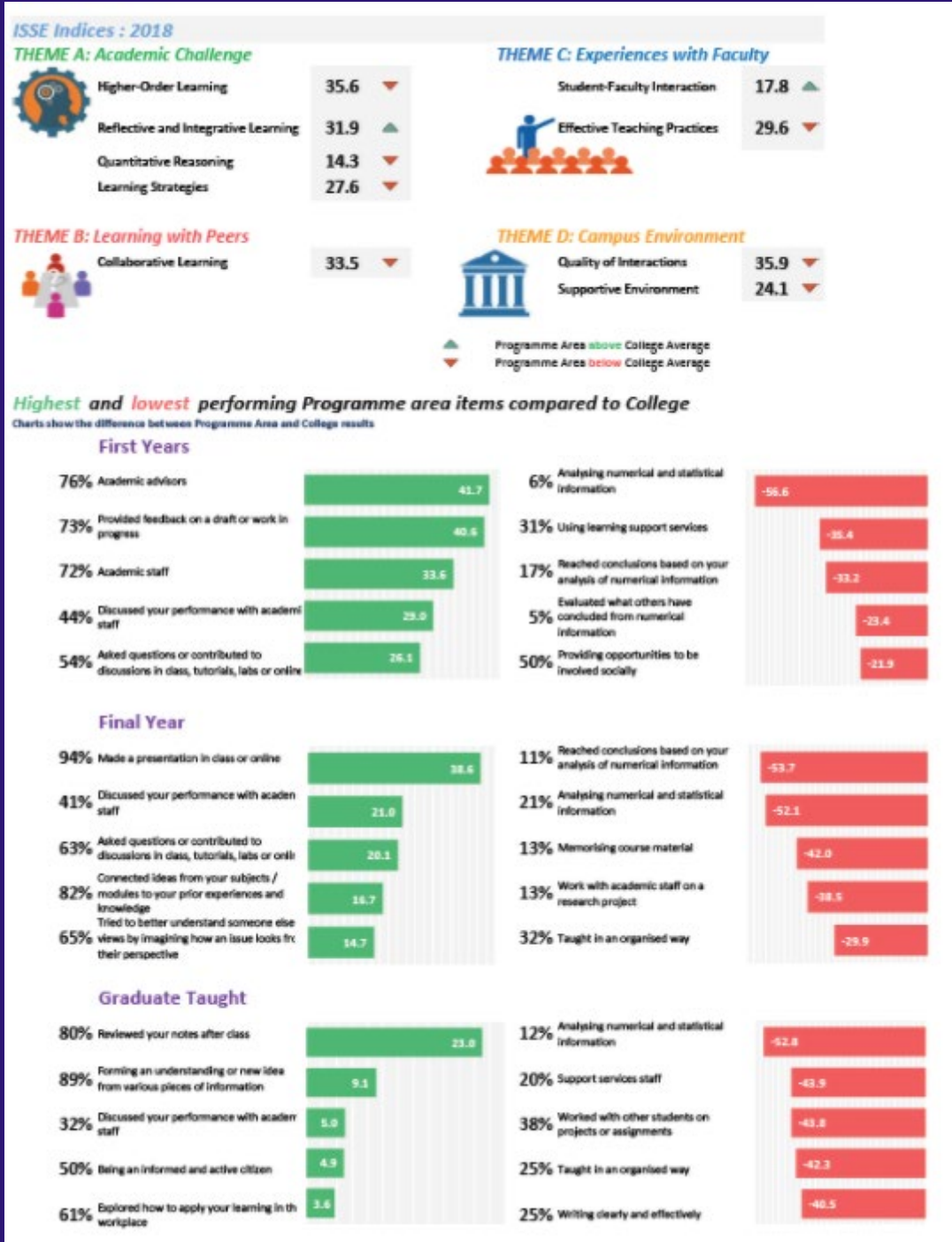
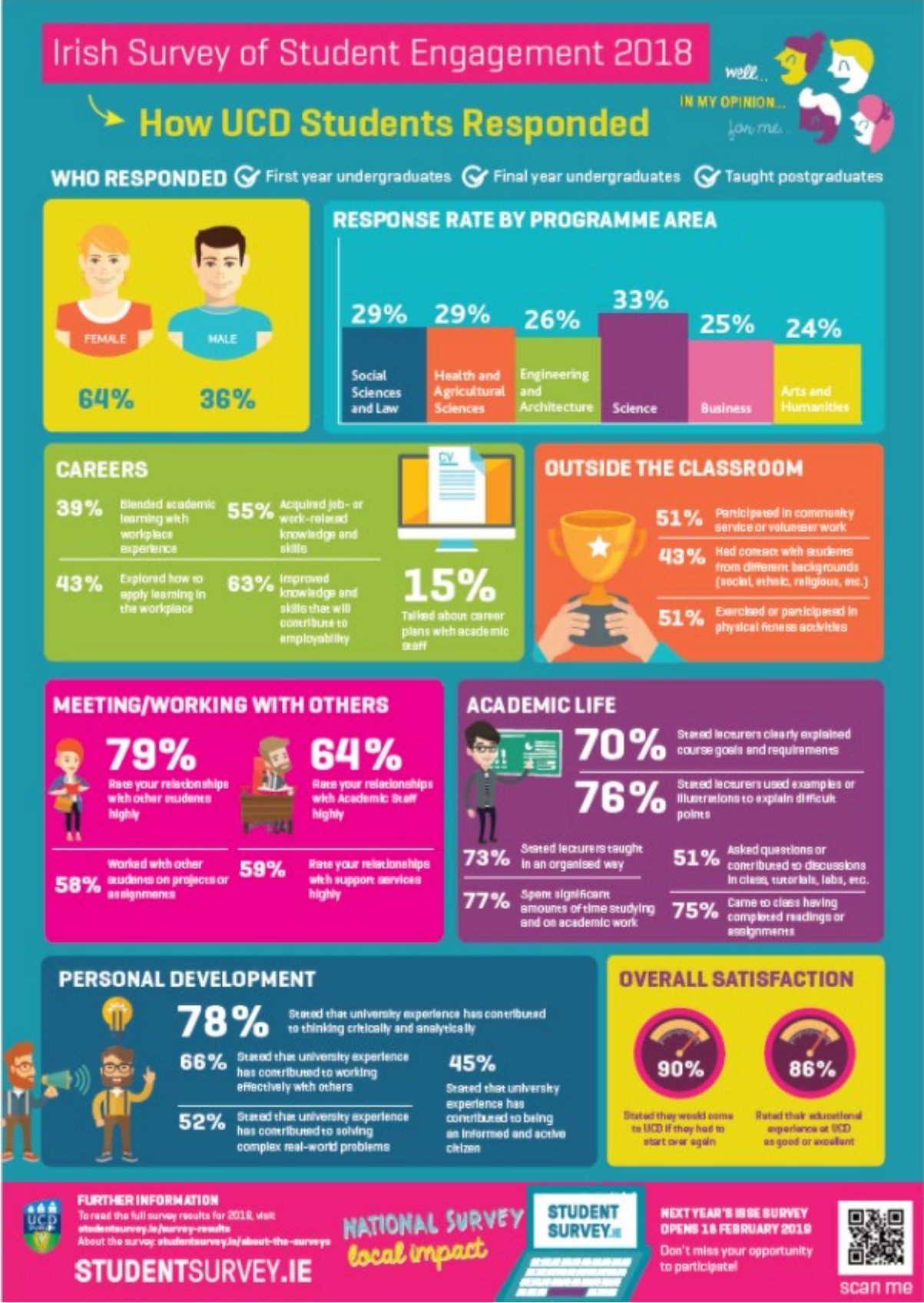
ISSE 'debrief' with Programme leads

Distributed ISSE campaign summary report

SHARING DATA

Developed and circulated reports with extensive quantitative analysis of ISSE data for Schools, Programmes and non-academic units

Conducted Qualitative Analysis of open ended responses for schools and programmes



CLOSING THE FEEDBACK LOOP

Designed poster with ISSE 2018 results. Shared with SU, Schools and Programmes to communicate ISSE 2018 findings to students



COLLABORATING - DID IT WORK?

BENEFIT OF COLLABORATION

- Dissemination of information and materials
- Enabled feedback from programmes and SU about what working/not
- Share practice, resources
- Enables ongoing review, planning, communication and improvement of key processes and actions

IMPACT

- Trialled new initiatives
- Designed structured communication and engagement plan
- Created relationships with colleagues in programmes and departments
- Received detailed and useful feedback to tailor actions for future campaigns

CHALLENGES

- Communicating effectively with student body
- Closing feedback loop
- Communicating effectively with staff
- Monitoring effectiveness of communications in absence of live response rate monitoring tool
- Designing a campaign that takes into account diversity of disciplines and student body in UCD (e.g. clinical disciplines, part-time students, etc.)

STUDENTS

Increase engagement & awareness
of ISSE

STUDENTS

Student input into campaign via SU

STUDENTS

Close feedback loop

ISSE Collaboration: where do we go from here?

STAFF

Collaborate on planning and
campaign

STAFF

Support staff in engaging students;
identify local challenges

STAFF

Continue to share and develop ISSE
data analysis to aid strategic
planning



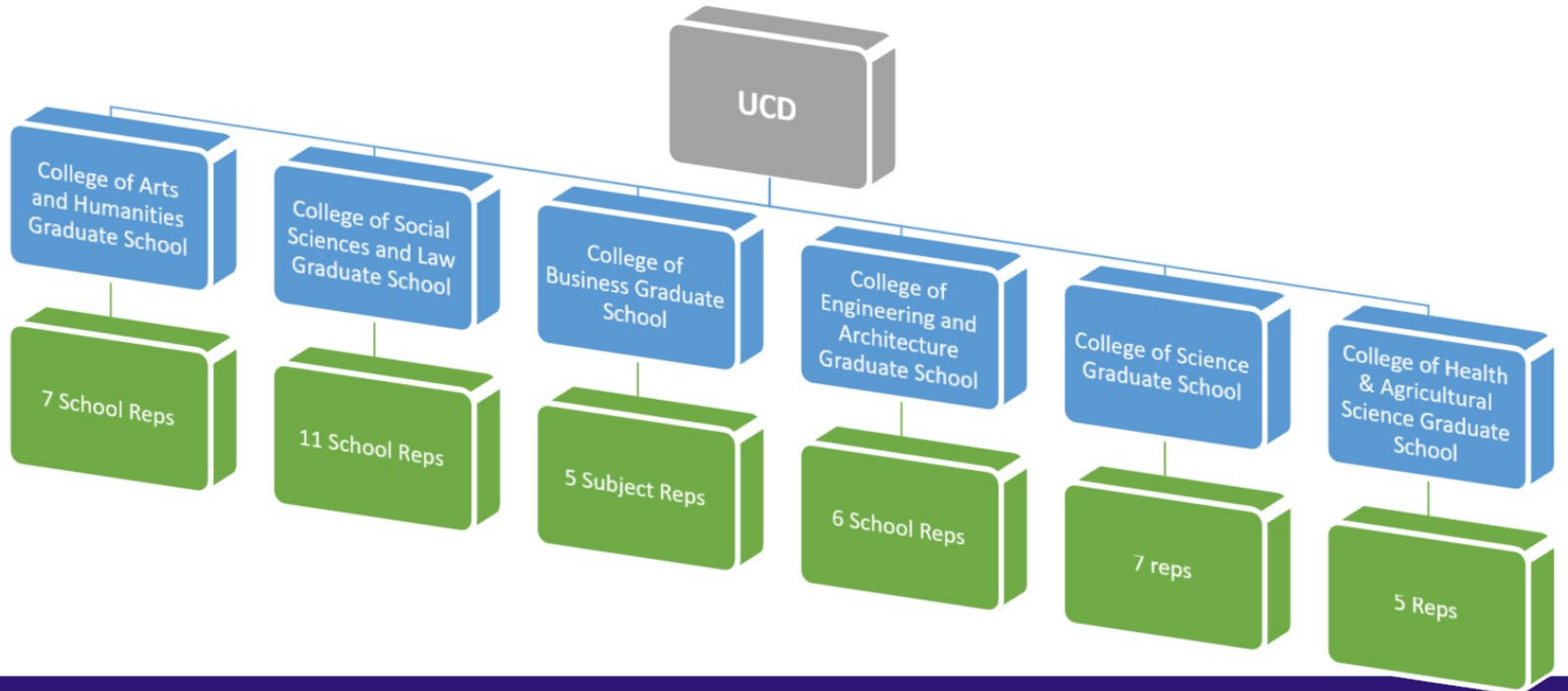
ISSE POSTGRADUATE RESEARCH STUDENT SURVEY

Dr Emer Cunningham, UCD Graduate Studies

Niall Torris, UCDSU Graduate Officer



UCD Research Student Environment





UCD Research Student Environment

1570 PHD
STUDENTS

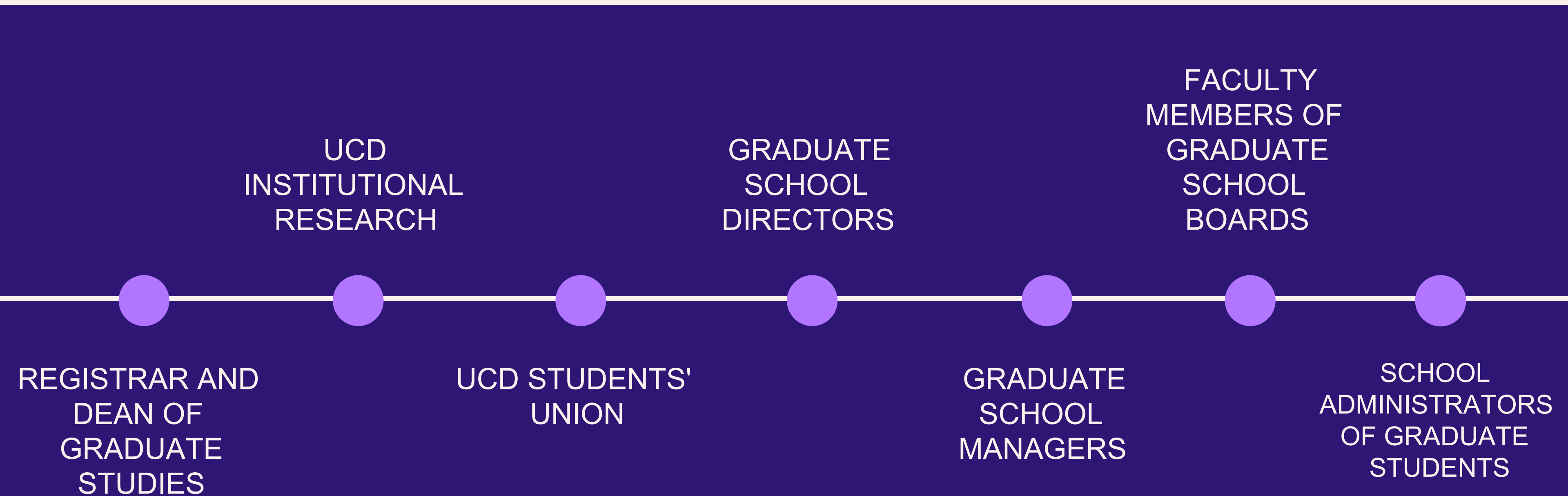
199
RESEARCH
MASTERS

331 PART-
TIME
STUDENTS

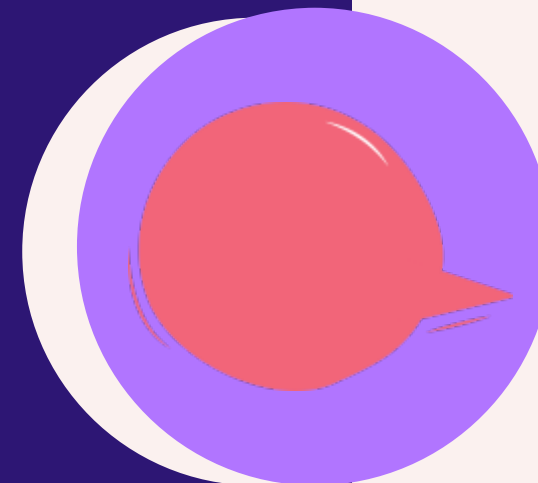
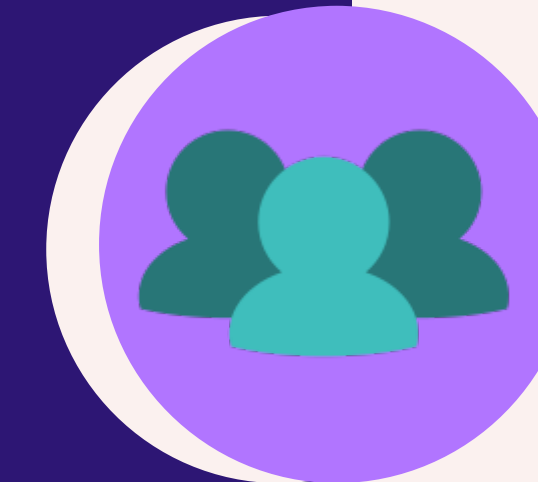
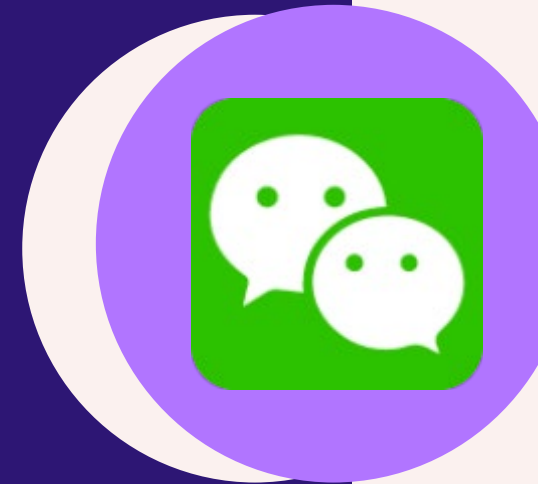
SOME
STUDENTS
OFF - SITE



WHO MUST BE INVOLVED IN THE CAMPAIGN



Personalised emails (4) to PGR students co-signed by Dean of Graduate Studies & Students Union Graduate Officer



RECRUITMENT OF RESPONDENTS

- **Social Media campaign:**
- Students Union
- UCD Graduate Studies
- UCD Communications

Graduate School Managers key. In pilot year we were able to notify the % response per college to encourage competition!

Other fora e.g. GSB meetings, Supervisor Development Programme etc.

ISSE LOGO PLACEMENT




Home Current Students Alumni Community News and Opinion Events Contact Staff Directory A-Z UCD Connect

UCD Graduate Studies

Graduate Course Search Study With Us Colleges & Schools For Staff Meet The Team

Graduate Studies / Current Grad Students / Irish Survey of Student Engagement (ISSE) 2019 for Research Students

Irish Survey of Student Engagement (ISSE) 2019 for Research Students



Exciting prizes available to thank you for your participation:
One4all vouchers, Travel Bursaries, ISSE Goodie bags
More Information:
www.studentsurvey.ie

The survey is important, as it will help UCD to fully understand the experiences of our research students. It is part of a larger national survey for research students in higher education. UCD has the largest number of research students registered nationally, therefore your voice is key.

As a thank you, students can opt into a draw of exciting prizes including:

- Ten €50 One4all Gift Cards sponsored by UCD Graduate Studies
- Three €200 Travel Bursaries for conference attendance/research visits sponsored by the UCDSU Graduate

ISSE PGR Student Survey - Message (HTML)

File Message Insert Options Format Text Review Help Tell me what you want to do

Calibri (Body) 11 B I U

To: an.other@ucd

Cc:

Subject: ISSE PGR Student Survey


Dear Dr Reilly,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Exepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Best wishes

Emer

Dr Emer Cunningham
Graduate Education Development Manager
UCD Graduate Studies
Room 014 Tierney Building
UCD, Belfield, Dublin 4
Email emer.cunningham@ucd.ie
Phone: +353(0)1 716 4047
Web www.ucd.ie/graduatestudies



FRAMEWORK OF
COOPERATION HAS
BEEN ESTABLISHED

SYNERGY BETWEEN
THE TAUGHT
CAMPAIGN AND
RESEARCH CAMPAIGN

SUPPORT FOR DATA
ANALYSIS

Impact of Collaborative Approach

RECRUITMENT THROUGH COLLABORATION
WITH UCD INSTITUTIONAL RESEARCH AND
EXPECT THE SAME IN 2020

FORUM FOR DEBATE
AND DISCUSSION

Thank you for
listening!

