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| "It allows us to continue offering emotional and mental health support when people need it the most.” (Mikeysline)“The partnership will make the charity accessible to the students and the staff of UHI Inverness, and they will be aware of what we do and how we can help.” (James Support Group)Engaging Students In Surveys With a Partnership ApproachUHI InvernessW | **Goal:** To increase student engagement with the ESES and SSES to ensure a true representation of the student experience, while partnering with local charities.**Submitted by:** Emma Baillie**Project:** To achieve a 50% response in both surveys by involving students in the selection of a charity to benefit from redistributed (survey) budget based on reaching that goal.**Benefit to:** All students, plus local charities.

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| ****Key message: Increase participation in two key surveys****  |
| Improve engagement with Early Student Experience and Student Satisfaction and Engagement surveys |
| Help (selected) local charities and raise awareness |
| Provide a chance for students to give back to charity, which is difficult during the cost-of-living crisis |
| Ensure true representation of the student experience in both surveys |
| Engage with students and act on their feedback |
| **Project delivery**  |  |
| Students were asked to select a charity (for each survey) |
| In partnership with those charities, a campaign was developed to raise awareness of their services and encourage participation |
| Launch events were held with the charities, enabling direct engagement |
| Comms included newsletters, digital screens, social media, and press releases. There was also a Goal thermometer which was updated daily |
| The donations were handed over to the charities at a post-survey event  |

**Impact:**  The campaign resulted in increased student engagement, with both surveys exceeding the 50% goal. This was above the regional and national average, respectively. Both charities received a £1,000 donation each; Mikeysline used this to cover the cost of face-to-face visits to every secondary school in the Highlands and Moray, while The James Support Group used their donation to employ a part-time member of staff to help man the 24/7 phoneline. |

Raises awareness of the service provided by local charities | Allows students to contribute to a donation during the cost-of-living crisis | Incentivised students to provide invaluable feedback | Increased response rate for both surveys | Improves reliability and accuracy of data | Results shared with staff to use as part of continuous evaluation