

# Our Best Welcome

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**Students' Union**

## Project Summary & Aims

The project aimed to overhaul, improve and implement a greatly improved welcome experience and arrivals package to ensure new students received the “best welcome” possible from the Students’ Union, and wider QMUL community. The project focussed on 3 key aspects;

- Recruiting and supporting a new paid internship role within the Students’ Union
- Introducing a new alcohol-free, student-led “give it a go” programme
- Developing new personalised, targeted and tailored communications

Through student feedback and research it was clear that enhancing a sense of community and building affinity with a new student in the first few weeks of term is vital in terms of ensuring retention and success, and encouraging active participation throughout the year in areas such as societies, sports, events and representation. This project aimed to ensure they could receive the “best welcome”.



New targeted welcome guides featured in the new international & postgraduate welcome pack



5000 Try Something New guides were printed and distributed across all campuses. This was supported by a full online and digital campaign launch.



The Students’ Union crew volunteers provided invaluable support to provide “our best welcome”



Izzy Ashford was recruited as our new Student Communications intern.



Halloween Crafternoon screen advert – just one example of over 150 Try Something New events.



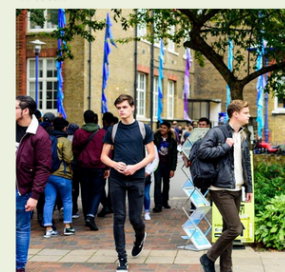
Many events were overwhelmingly popular, including one of a series of Speed Meeting events attended by over 500 students.



Over 5000 Welcome Packs were distributed in total.

## Project Outputs

- o **1 x 3 month paid internship role** – following the success of the Student Communications internship undertaken by Izzy Ashford, the role proved invaluable and has become permanent. Izzy has now taken up a post in the team full-time after completing her studies.
- o Introduction of a brand new give it a go programme “**Try Something New**”. This alcohol-free and student-led programme offered a wide selection of one-off or turn up and play activities and events that required no memberships or long-term commitments.
- o The programme was an overwhelming success, delivering over **40 events** during 2016-17, followed by over **150 Students’ Union and student-led activities and events** during Semester 1 of 2017-18. Previously many of these events either did not happen, or were not widely publicised meaning students missed out. Events have included meet & greets, taster sessions, sports competitions, afternoon teas, skills workshops, masterclasses, theatre trips and the introduction of a popular series of “Crafternoons”.
- o **Personalised, tailored and targeted Welcome Packs** for International, Postgraduate and Study Abroad students were also introduced for the first time. These included customised information especially for these groups and information on targeted events. Previously these students received no welcome pack from the Students’ Union. In total over 5000 Welcome Packs were distributed to new students. Following the success of more targeted communications this approach is now used throughout the year.
- o **Enhanced welcome “look and feel”** to provide a festival atmosphere on campus at key welcome events, such as the Welcome Fair.
- o **New and enhanced events for “hard to reach” demographic groups**, i.e. Postgraduates, Mature students, commuting students.



Festival bunting & flags featured throughout campus

