

Socialiversity



Socialiversity: Internal Campaigns for Change

“...under the right circumstances, groups are remarkably intelligent, and are often smarter than the smartest people in them...” (The Wisdom of Crowds, Surowiecki, 2004)



The Internal Brand

The Internal brand at London Met needs careful nursing back to health. Internal morale and perceptions influence external brand as well as having direct impact on student experience.

The ideas here are about repositioning ourselves to ourselves. By doing this we help to reinvent how we are seen by others.

The ideas

Several ideas for consideration are outlined here. Some of these have come from ideas appearing on the SocialMet Facebook wall, others have taken inspiration from elsewhere. They are about feeling good, about demonstrating how much of what we do is great, and about using entertainment. We then create an atmosphere and mechanism to begin to deal with more challenging issues and concerns.

Much of what is written here is drawing on the power of the crowd.

The SocialMet team are enthusiastic about the possibilities and are available for consultation at any time. We are looking into ways of working with ‘StARs’ and relevant staff, should any of these ideas get the go ahead.

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Date we should be sharing:

Our community is (stats are fictitious here, for example only)

30,000 strong

3,500 staff

26,000 students

We feed on:

5000000 books

29000 PCs

4500 Macs

Buildings

How many people thru gates at

north (Tower Main/Stapleton

Hse/Spring Hse) per day

How many people thru gates at city

(Goulston St/Calcutta Hse/Central

Hse/Comm Rd) per day

The busiest faculty

The busiest campus building

Phone calls to main reception

Phone calls to each building

Libraries

Books borrowed each day

Books returned each day

Books lost each year

Books bought each year

Books given away each year

PCs logged into each day

Eating

Meals are served each day

Bags (other unit) of refuse from the

uni each day

Cups of tea and coffee served each day

Bottled soft drinks sold each day

Bags of crisps sold each day

Online

Visits to the university homepage each day

Visits to faculty homepages each day

Accesses to Weblearn (students)

Accesses to Weblearn (staff)

Academic

Number of students, number of degrees, number of staff, number of students per degree...

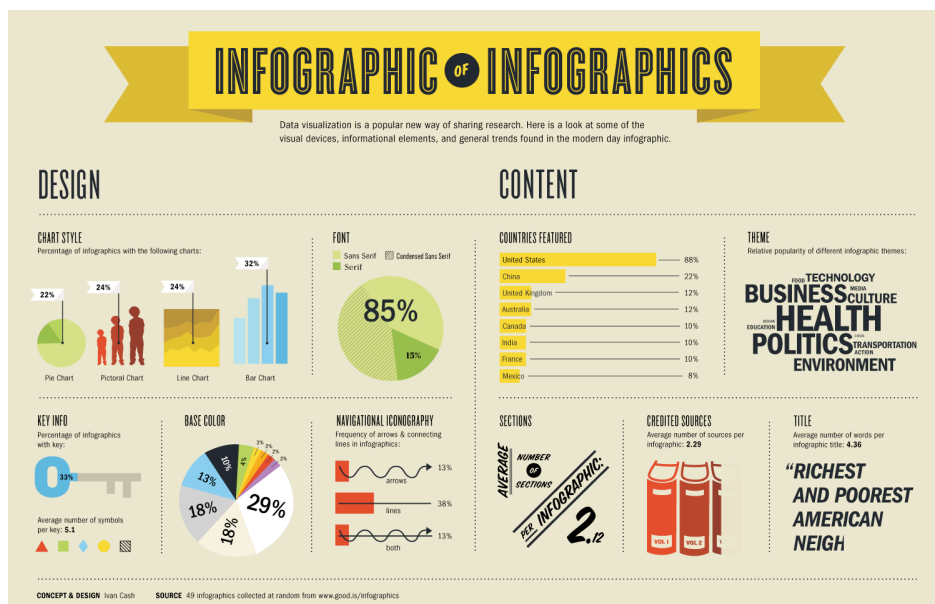
How many students on each degree

The top 5 biggest degrees (whole uni and each faculty)

How many students achieved a 2.1 or above

How many students achieved a distinction masters

Big Data



We need big data to show everyone in our London Met:

**The volume of work done every day
How big our community really is
How our problems are small in comparison to our non-problems**

Starting with *visualising the data available in the annual report, but also using data that is 'pointless'. We need to add fun to showing data – how many 2.1's gained in a year compared to how many bags of crisps sold in a year – is there a correlation?

**More about visualising data on page 7*

More 'difficult' Big Data topics

Phone queries to UGC
Phone queries to PGC
ICT helpdesk calls received
ICT calls closed
UG queries solved
PG queries solved
Complaints received
Complaints resolved
Fee payments made
Degrees/most fees paid
Degrees/least fees paid
HEFCE paid
HEFCE owed

Social Media activity Big Data

Facebook Insights:
Main Facebook page stats
Faculty Facebook page stats
Other Facebook pages stats
Likes, Shares etc
Number of Twitter accounts
Number of LinkedIn groups

Resources & Requirements

We need

- Access to the data
- Access to Plasma displays
- Projector and associated equipment to display "Data Clocks" or similar big graphics, animated, or motion graphics videos
- Print budgets (various volume)
 - Posters full colour (A1)
 - Posters 2 colour (A1)
 - Posters 2 colour (A2)
 - Leaflets full colour/2 colour (A6)
 - Cards (Moo or similar)
- Digital development budget for *data visualisation development
- Design budget for infographics

Budgets do not need to be excessive

Student work in Social Spaces



(Aka Social Spaces/SocialEyes/Socialversity spaces/socialfolio.)

Our students produce brilliant work in all fields. We need to show this, all over campus. By liaising and working with relevant services and all faculties we can achieve a vibrant new atmosphere, celebrating our student excellence.

Capturing our internal audiences imagination and changing their enthusiasm level will over time make the place feel very different.

This is a longer-term project. Some initial enquiries have been made with campus services and also with estates. This campaign needs a lot of people on board to work, so it's important to set it up right at the start.

Resources & Requirements

We need

- Faculty 'buy in'
- Liaising with Campus services, Estates and Marketing
- 'Ways' of sourcing and selecting work including digital voting, nominating, commenting etc
- Digital development budget for such mechanisms
- Some modest print materials saying what the campaign is, how to vote, nominate etc
- Small exhibition materials suitable for this kind of work
- .../

Budgets do not need to be excessive

What kind of work?

Art

Sculpture
Photography
Installations
Murals

Science

Experiments and projects (photos)
Inventions
Research Posters (best of)

Sport

Sports teams
Individual athletes
Faculty achievements
Key sport events

Graduation

Hall photos
Individual/family photos
Student group photos
Students of merit

Alumni

People
Events

Staff

Should we include staff and their achievements?

Nominating spaces

Outside

The courtyard at north
Outside of the green met lounge
Tables area outside of the Rocket

Inside

Student common areas
Library suitable areas (large wall spaces and/or stairwells)
The Graduate Centre (aka Daniel Libeskind Space)
Green Met Lounge (Benwell Road)
Benwell Road Met Lounge
Blue Met Lounge (Tower Building)
Calcutta Met Lounge (Calcutta House)
Goulston St Atrium
The Rocket
The largest lecture halls

Practical Aspects

Who to contact
How to select locations

Who should exhibit, and how will we choose?

Ways to recruit and select students -
exposure/publicity/reputation/portfolio experience
Voting
Nominating by student
Nominating by staff
Select by matching to location

Asking the Crowd: Problem solving using crowd sourced solutions

This is the most challenging and serious of the ideas. It may have important consequences that could have huge impact on solving many problems at London Met. It's success is dependent on how we carry the idea out, how serious we might be in our expectations, and how much energy we are prepared to devote to the initiative. It might seem ridiculous, impractical, of no real benefit.

But it could be seen as a viable 'Plan B' to the Business Process Review – running concurrent to any work that the BPR may be doing. If we succeed, it could earn us immense kudos in the wider higher education community. If we fail, we have little to lose from that failure. Therefore, it is worth trying.



Ways to source/ encourage solutions & ideas

Gamified voting

Guess which problem annoys most students?

Top three staff hates

Problem slogans:

What stops you from studying most?

Why do we always have to...

What if...

It would be so good if...

If you could be remembered for changing one thing at London Met, what would it be?

I don't care what your friends think, what do YOU think?

Tasks and work areas

The Problems

Listing the problems

Listing problems that BPR may not be looking at, but that are perceived by the crowd as important

Prioritising all the problems

Choosing/attending module(s) of choice

Accessing Weblearn problems

Student Finance issues

Trouble getting a lecturer appointment

Issues with the library

Timetable clashes

Getting feedback

Finding a decent place to live

Issues with the UG/PG offices

How to best use UG/PG staff

Tasks that most need doing in UG/PG centres

What can or should be done online

Resources & Requirements

We need

- A list of the major problems that BPR may be looking at
- Work out a step by step process to run the project in trackable stages and segments
- To run digital campaigns and digital 'Dropboxes', so modest financial resources need to be specified in more detail
- To devise and implement Dropbox style ideas banks in real world locations on campus
- .../

Budgets do not need to be excessive

What should we be providing to students?

For example:

Full step by step for enrolling (what should be in it)

Step by step for finance (what should be in it – e.g. all documents you need)

'The Ideas Bank' and 'Idea Drop'

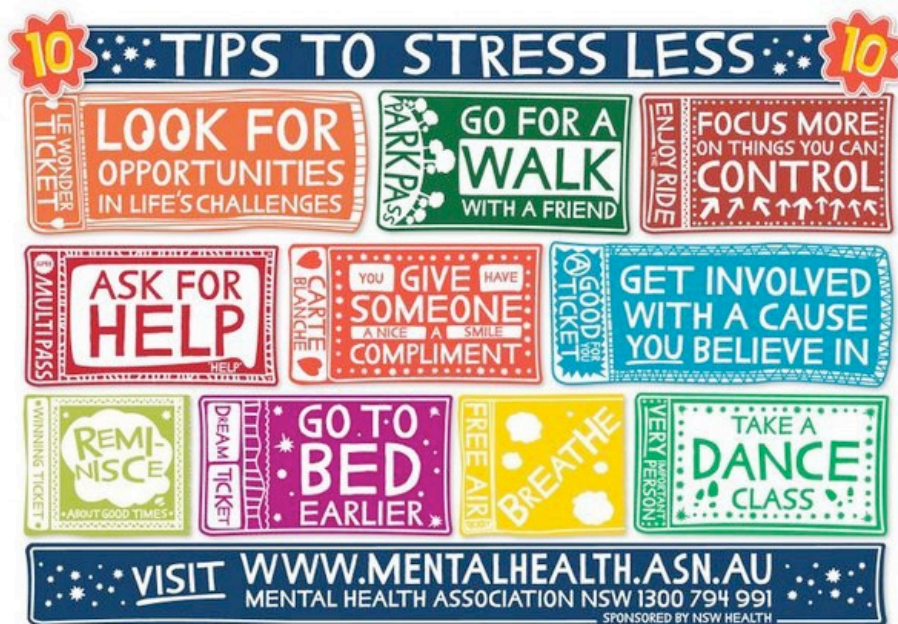
Submit ideas to relating to anything, either online or in real world drop points

Idea Drop (Dropbox style)

Digital – like Get Satisfaction, or Dell

Real – 'post' boxes, feedback posters?

10 ways to help your London Met



Modelled on the 'Ticket' poster above. A simple attractive way of saying "this is your London Met and we want you to feel as if you own it, you are part of it".

We can produce this as a poster, as a card, as an interactive interface offering more advice related to each slogan. We need variations of this, and we need a variety of sizes and options to promote it.

Things we can do with this

Infographic printed posters, leaflets, cards
Interactive interfaces to get more information
Single Slogan downloads for printing
Run 'today's slogan' on plasmas & online portal areas
And more...

Suggestions for slogans

1. Study Hard - the better you do, the better London Met does
2. Tidy Up - if we have a nice place, we feel better
3. Return books on time - someone else is waiting to read them
4. Deal with problems early - don't wait for the crisis to happen
5. Help someone else - helping each other means less stress for everyone
6. Get involved - with a club or society or event, you'll learn stuff
7. Report broken PCs - it speeds up getting them repaired
8. Share our resources with a smile - the lifts, library study areas, cafe tables
9. Take care of things - they belong to you
10. Believe in yourself and those around you - we need to support each other

Resources & Requirements

We need

- Print budgets
 - Posters 2 colour (A2) 50+
 - Leaflets full colour/2 colour (A6) 1000
 - Cards (Moo or similar) 500+
- Design budget for infographics
- Digital development budget for developing interactive interfaces
 - Roll over for more info interfaces
 - 'Download a card' areas

Budgets do not need to be excessive

Reference material

Articles, Books, Papers

Brabham D, 2008, "Crowdsourcing as a Model for Problem Solving, An Introduction and Cases", Convergence: The International Journal of Research into New Media Technologies, Sage, USA

Howe, J. (2006) 'The Rise of Crowdsourcing', Wired, 14(6), URL (accessed 27 November 2012): <http://www.wired.com/wired/archive/14.06/crowds.html> (In Brabham)

Surowiecki J, 2004, The Wisdom of Crowds, Anchor, Random House, USA

See http://en.wikipedia.org/wiki/The_Wisdom_of_Crowds URL (accessed 27 November 2012)

See <http://sivers.org/book/WisdomOfCrowds> URL (accessed 27 November 2012) for book notes

Should we trust the wisdom of crowds? (5/7/2010), URL (accessed 27 November 2012): <http://news.bbc.co.uk/1/hi/magazine/8788780.stm>

Images

Big Data Infographic: Ivan Cash, 2011 (<http://www.psfk.com/2011/04/an-infographic-about-infographics-pic.html>)

Student Work in Social Spaces: Road to Benwell Road, Pen Lister, London Met Series

Asking the Crowd: Barbican Graduation Ceremony 2012, Adnan Pavel, SU Media and Communications, student governor

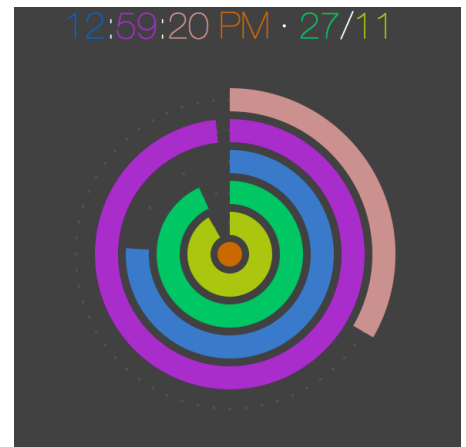
10 ways to: Tips to Stress Less, Mental Health Association of New South Wales, Aus (http://www.mentalhealth.asn.au/images/10tips_stressless/10_tips_send.jpg)

'Visualising Data' – an example: The Polar Clock

Displaying data in visualisations has become very easy – live data is pulled from a database in a suitable format and then generates 'digital' graphics that can either be made as interactive online interfaces, or as animated displays. So, you can 'watch' the statistics of people visiting the website, or the people coming through the gates, or books being borrowed from the libraries, and they can generate shapes or lines or anything you want. We have some students working on it at the moment using some sample data sources. We can also make print infographics, motion graphic videos to show on key plasma screens, we could even use projections onto our buildings.

The image is part of the jQuery visualisation script library known as (Raphael.js)

See also <http://www.visualisingdata.com/>



Other Notes

Staff & Student Paid Hours

Student time

Design of materials
Poster distribution (leafletting and display monitoring/replacement)
Digital development (intermediate to advanced interfaces)

Staff time

Project management, plus day-to-day supervision, including student team management for learning and support. The 'hands on' staff member needs a minimum 1-2 days per week staff time, more if all campaigns run. This could be worked out at 1 year and 3 year time spans, dependent on campaigns and variations of campaigns. More staff may be needed.

1 year, 43 (TBC) wks @contract grade or HPL rate A
3 year 43 (TBC) wks @contract grade or HPL rate A

People

After some initial discussion with Dr Sarchet, it may be that a staff team to run this set of campaigns would be:

- Peter McCaffery – run this initiative through his office
- Dr Christopher Sarchet – overall project management and supervision, major decision maker
- Pen Lister – day-to-day running, practical 'on the ground' work, liaising with faculties and PSD staff, plus all student work and team supervision
- David Lane and Irene Constantinides – marketing requirements and other relevant contact and coordination

Last Word

This document is an initial scoping out of the ideas and how they might work, and why they are worth consideration. Each idea needs careful and detailed planning in order to move forward.

For further discussion and information, please contact Pen Lister on p.lister@londonmet.ac.uk

.../ Pen Lister November 2012