

# Communications plan

Project title: National Student Survey 2025  
Project launch date: October 2024  
Date communications begin: ongoing

## Essential information

Core team
<ul style="list-style-type: none"><li>Liz Jones – Pro Vice-Chancellor (Education)</li><li>Dawn Kemp – Head of Education Services</li><li>Liz Cass – Director of Communications and Engagement</li><li>Amy Rewilak – Head of Internal Communications</li><li>Carla Creary – Student Communications Coordinator</li><li>Gosia Mobbs – Project Manager, Education Services</li><li>Nicola Mirams/Nicola’s maternity cover – Internal Communications Manager (Students)</li></ul>

Background
<p>The National Student Survey is organised nationally by Ipsos and is predominantly aimed at undergraduate students in their final year. The results help the University of Leicester to identify areas where we need to make further progress to enhance our students’ teaching and learning experiences and to understand elements they have enjoyed. The results of the survey are very important for the University, not just because of the major impact on league tables and recruitment, but also because the National Student Survey scores are one of the key metrics in the Teaching Excellence Framework.</p> <p>In 2024, we achieved clear improvement across all seven NSS question themes, including in our two priority areas: ‘teaching on my course’ and ‘assessment and feedback’. 75.9% of eligible Leicester students took part. We ranked in top 20% nationally for ‘student voice’ and 27<sup>th</sup> for overall positivity. 15/30 subject areas were in the top 20. We were rated 8<sup>th</sup> for the organisation and management of our courses. We had several exceptional subject area results; Medicine and Modern Languages were top in the UK. Key priorities for the 2025 survey are raising our performance of ‘teaching on my course’ and ‘assessment and feedback’ as they are in the fifth and sixth deciles, including some subject areas in the bottom 10%.</p> <p>The 2025 survey takes place between Wednesday 8 January and Tuesday 30 April 2024 (midnight), with a University of Leicester launch date on <b>Wednesday 15 January</b>, after the completion of January exams (Monday 6 January – Saturday 11 January).</p> <p>This year, Ipsos are piloting a sexual misconduct survey after the completion of the National Student Survey.</p>

Commented [MN1]: Share comms plan with Gosia, Liz J, Liz C, Becky, Carla

Commented [J(2): Cass :- ) :- )

Commented [MN3R2]: :D whoops! :D

Commented [MG4]: @Rewilak, Amy @Perry, Joe @Creary, Carla - as you will in the minutes from the last NSs-SAEs Steering Group, Liz Jones would like us to lobby for the detachment of the SM Survey from the main NSS as it is problematic for a number of reasons. I can explain more when we meet next time. This will impact on the pre-notification comms. I will annotate this accordingly.

# Communications plan

See the [National Student Survey Good Practice Guide](#) for full details about the 2025 survey.

Available NSS 2025 collateral – see the [Extranet](#):

- A4 and A3 posters
- Digital banners and wallpapers
- Social media banners
- Video, including YouTube URL
- Audio soundbyte of video
- Logo
- QR code
- Template examples for communications

**Key dates at a glance**

- **Wednesday 8 January 2025** – NSS launches nationally; theoretically students can complete from this date.
- **??** – training session for student survey promoters
- **Wednesday, 15 January 2024** – NSS launch at Leicester; vouchers available to disseminate through department sessions that have been booked in; digital assets up
- **??** – bulk of department completion sessions
- **Thursday, 16<sup>th</sup> January 2025** – official Ipsos invite to Leicester eligible students
- **??** – pop up stand at Brookfield TBC/David Wilson Library/Students’ Union
- **??**– physical assets up
- **??** - any major events
- **??** – expiry date for voucher
- **Wednesday 30 April 2025** – closing date of survey

**2025 approach**

The 2025 National Student Survey approach will be in line with 2024:

- **Pre-NSS:** Your Views Matter will showcase change that has been implemented across the University at central levels based on student feedback across digital platforms. [See full examples and plan.](#)
- **NSS:** A central and local approach will once again be adopted to encourage survey completion.
- **Student survey promoters** will be available to work from **w/c Monday 15 January (training on Tuesday 16 January).**

**Commented [MG5]:** Do we have a date in the diary @Creary, Carla for this? I am getting some early indication of completion events from schools. the internal launch is 15th but there may be one or two schools already doing something at the start of the week (13th Jan). I did say we may not have the ambassadors ready in time as we may be still training them.

**Commented [MG6]:** date confirmed

**Commented [MG7]:** I will know this w/c 16th December as schools have a deadline to submit this information by COP on Friday 13th January

**Commented [MG8]:** date confirmed

**Commented [MG9]:** we need to make a decision on these all; I will add it to the list for our next catch up

**Commented [MG10]:** that date is not in my diary - do you need me @Perry, Joe @Creary, Carla ?

# Communications plan

<b>2025 incentive</b> <ul style="list-style-type: none"><li>To encourage early completion students will be eligible for either a £5 campus food and drink voucher (campus based students) or a £5 Amazon voucher (distance learning students). Students must complete the survey, email to student-surveys@le.ac.uk a copy of their confirmation email, and collect from on campus collection point on selected dates in January and February.</li></ul> <b>NSS: from Wednesday 15 January</b> <ul style="list-style-type: none"><li>From Wednesday 15 January: NSS posters around campus, digital screens, MyUoL app banner, lock screens on computers, student MyWorkspace announcement, support at department completion sessions, team of student survey promoters, social, Sharepoint banner.</li><li>w/c Monday 22 January (after graduation): bollard covers, vinyls, pull up banners, start of pop up stalls.</li></ul> <p>See communications plan below for timings.</p> <p>Confirmed National Student Survey pop up stands:</p> <ul style="list-style-type: none"><li>XX</li></ul>
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**Commented [MG11]:** confirmed that this is Amazon' put a request through to BIRT to find out if there are nay internationally-based DL students unable to use Amazon

**Commented [MG12]:** on the list to confirm

<b>Objectives</b>
<b>NSS</b> <ul style="list-style-type: none"><li>To raise awareness and understanding of the National Student Survey with students and staff, through a centralised approach.</li><li>To optimise completion rates, matching or improving on final 2024 NSS completion rate of 75.9%</li><li>To receive (although not influence) positive feedback, or feedback which we are able to enact upon, resulting in betterment of position in NSS and league tables and positive PR. This includes ensuring closure of the feedback loop.</li><li>To support movement of subject areas to improved deciles, particularly under 'teaching on my course' and 'assessment and feedback' sections.</li></ul>

**Commented [MN13]:** Happy with this Liz J/Liz C?

<b>Audience</b>
<ul style="list-style-type: none"><li>Eligible final year students</li><li>Staff – NSS contacts in Schools</li><li>Staff – general</li></ul>

# Communications plan

- Students – general

**Key messages**

- Eligible final students
  - Your chance to look back on your higher education experience and speak out on everything from the teaching on your course, access to resources and equipment, and the student voice.
  - Your feedback matters and your views can make a difference.
  - The NSS is a UK-wide, official survey: anyone who is thinking about applying to university can see what students like you thought about their course so they can make better decisions about where to study.
  - Your responses are anonymous
  - Incentive
- Staff – NSS contacts in Schools
  - Changes to NSS
  - How you can support with NSS
  - Completion rates/results, as appropriate
- Staff – other
  - General NSS is happening
  - Results, as appropriate
- Students – other
  - Results, as appropriate

- Sign off**
- Liz Jones – Pro Vice-Chancellor (Education)

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**Schedule**

**(Note: this does not include full Your Views Matter content given broadening of the campaign)**

# Communications plan

Date	What	Key message	Who	Audience	Comments
Wednesday 20 November 2024	<a href="#">Your views matter email</a>	Your views matter with examples of how we have enacted.	Nicola Mirams	All students	
Wednesday 27 November 2024	The Citizen	Signposting to Your Views Matter website	Internal Communications Manager	All students	
December	Shortlisting student survey promoters	N/A	Carla Creary/Gosia Mobbs/Joe Perry	N/A	Aiming for 20 students
Wednesday 11 December 2024	The Citizen	Signposting to Your Views Matter website	Internal Communications Manager/Carla Creary	All students	
By Friday 13 December 2024 (in Good Practice Guide it says November-December) - if sexual misconduct email still to go ahead recommend moved to Tuesday 3 December	<a href="#">GDPR email (mandatory)</a>	You'll be invited to take part in the National Student Survey	Internal Communications Manager	Eligible students	Some students had unsubscribed so also sent by Outlook email.  Ipsos provide text and preferred that there are minimal edits.
Tuesday 10 December (this must be at least a week after the GDPR email)	Pre-survey sexual misconduct email (mandatory)	Information about sexual misconduct pilot	Internal Communications Manager	Eligible students	Some students had unsubscribed so also sent by Outlook email.  Ipsos provide text and preferred that there are minimal edits.
					Awaiting further guidance

- Commented [MN14]: @Mobbs, Gosia @Perry, Joe @Rewilak, Amy to confirm
- Commented [MG15R14]: yes SM email still has to go out one week before the NSS GDPR email
- Commented [MG16R14]: @Perry, Joe please ntoe we need to keep a close eye on the developments with the SM survey in case we somehow manage to lobby the OfS to detach it from the NSS
- Commented [MN17]: @Mobbs, Gosia @Perry, Joe @Rewilak, Amy to confirm
- Commented [MG18R17]: This needs to go out. can I please check the status of this email?

## Communications plan

January 2025, pre-National Student Survey	Welcome back emails from Heads of School	Welcome back, available support, National Student Survey is coming	Schools/Gosia Mobbs	Eligible students	
<b>Wednesday 8 January: National Student Survey opens nationally</b>					
Wednesday 8 January 2025	Briefing email/message in Teams chat to comms and content and other relevant stakeholders	Information about National Student Survey	Internal Communications Manager	Comms and content teams	
Wednesday 8 January 2025	Asset dissemination: <ul style="list-style-type: none"> <li>Social media assets</li> <li>Lock screens</li> <li>Digital screens</li> <li>Physical posters</li> </ul>		Internal Communications Manager		Dissemination to: Careers Students' Union Course reps Owen Dickenson/Ismail Patel Porters Sports Res Life Lock screens sent to Owen Dickenson/Ismail Patel
Wednesday 8 January 2025	<a href="#">Staff announcement</a>	National Student Survey launches next week	Internal Communications Manager	Staff	Internal Communications Manager to send to staff comms
Wednesday 8 January 2025	Staff Citizen	National Student Survey launches next week	Internal Communications Manager	Staff	Internal Communications Manager to send to staff comms
Friday 10 January 2025	Email to Heads of School, Directors of Ed and key NSS contacts	National Student Survey launches next week	Gosia Mobbs (email from PVC Ed)	Staff	<a href="#">Pre-NSS launch email to schools.docx</a> - DRAFT

**Commented [MN19]:** Can you remember when the deadline was?

**Commented [MG20R19]:** no deadline as such but recommend at the right time around exams and ahead of the completion sessions - typically first week of January

**Commented [MN21]:** These are suggested dates based on last year but can be altered

**Commented [MG22]:** @Perry, Joe noticed a pre-launch email to schools from Liz has been missed off the comms plan so I have added it now. I have drafted a copy, ready for your review. you will see few tings need finalising between now and then

## Communications plan

Monday 13 January 2025 (after exams)	<a href="#">Student announcement</a> /Sharpoint page	National Student Survey has launched/is coming	Internal Communications Manager	Eligible students but available for all students to see.	<p>This will be a holding page, but pinned/prominent on student homepage</p> <ul style="list-style-type: none"> <li>- About</li> <li>- How and where to complete, including events</li> <li>- Voucher T&amp;Cs</li> </ul> <p>Good Practice Guide says if an email it must be signed from an individual known to students or a senior member of staff.</p>
<b>PHASE 1: Wednesday 15 January TBC: National Student Survey launch at Leicester. All Your Views Matters content must be taken down by this date. This is the priority phase.</b>					
TBC	Training session	Training for NSS promoters	Carla Creary		
January 2025	Department completion sessions				
Monday 15 January-Wednesday 30 April 2025	Events page listing (pop up stalls only)	Complete the National Student Survey	Internal Communications Manager	Eligible students but available for all students to see.	
Monday 15 January-Wednesday 30 April 2025	MyUoL app banner	Complete the National Student Survey	Internal Communications Manager	Eligible students but available for all students to see.	

## Communications plan

Wednesday 15 January 2025	Uniofleicester Facebook, Instagram, Twitter	National Student Survey has launched. Incentive.	Content team	Eligible students but available for all followers to see.	
Wednesday 15 January 2025	Leicstudentlife Facebook, Instagram feed, Instagram story	National Student Survey has launched. Incentive.	Carla Creary	Eligible students but available for all students to see.	
Wednesday 15 January-Wednesday 30 April 2025.	Student computers on campus (lock screens)	National Student Survey has launched.	Internal Communications Manager	Eligible students but available for all students to see.	Key contacts: Owen Dickenson and Ismail Patel.
Wednesday 15 January-Wednesday 30 April 2025.	Digital screens across campus	National Student Survey has launched. Incentive.	Carla Creary	Eligible students but available for all students to see	
Wednesday 15 January-Wednesday 30 April 2025.	NSS posters across campus	Complete the National Student Survey.		Eligible students but available for all students to see	Gosia Mobbs has posters.
Monday 20 January 2025 TBC	Ipsos: first reminder email	Unique link to complete the National Student Survey.	Ipsos	Eligible students	
w/c Monday 20 January 2025	Pull up banners around campus	Complete the National Student Survey.	TBC	Eligible students but available for all students to see	
w/c Monday 20 January	Bollard covers	Complete the National Student Survey	Internal Communications	Eligible students but available for all to see	



# Communications plan

			Manager/Glyn Johnson		
w/c Monday 20 January 2025	Leicstudentlife Instagram story: - NSS incentive - Pop up stands	Complete the National Student Survey	Carla Creary	Eligible students but available for all to see	
w/c Monday 20 January 2025	Leicstudentlife Instagram story	Meet student survey promoter/pop up stand demystifying	Carla Creary	Eligible students but available for all students to see.	
w/c Monday 20 January 2025	Window vinyls: Percy Gee, Freeman's, Brookfield	Complete the National Student Survey	Internal Communications Manager/Glyn Johnson	Eligible students but available for all to see	
Thursday 23 January 2025 TBC	Ipsos: first SMS reminder				
w/c Monday 28 January 2025 TBC	Ipsos: telephone calls start				
Tuesday 28 January 2025	Have you completed the NSS email from PVC Education	Complete the National Student Survey	Internal Communications Manager/Liz Jones		
?? 2025 - in third week section but says in the second survey week	Ipsos: second reminder email				
From Saturday 1 March 2025	Ipsos begins targeted follow up, including additional SMS reminder				
Wednesday 5 March 2025	Citizen: complete the National Student Survey before end of term	Complete the NSS	Carla Creary		

Evaluation

# Communications plan

- Considerations for 2025/26 campaign
- Distance learning option for student survey promoter

Appendix:

