Ideas generated in workshop on **Approaches to engaging staff and students in surveys** at **digital experience insights community of practice** on 14 November 2018

- Student union representatives – get students talking
- Offer bonus learning opportunities (additional modules free of charge)
- Dedicated time to complete survey (eg tutorial time)
- Nag heads of department and pass to teaching team
- Random prizes each week
- Bribery! (carrot and stick)
- Sensible sample of courses who would respond
- Tie in with funding and budget cycles
- Student comms to engage staff
- Staff development fairs
- Pop up signs in reception areas etc
- Involve external examiners
- Nudges
- Tap into intrinsic motivations
- Students take part in recruitment, course and teaching practice observations
- Participation in democratic processes – having a voice
- Visibility – splash screens in lunch halls, banners, on buses, on VLE, table top and tray insert marketing
- Auto forward emails
- Vouchers and prizes as incentives
- Advertisement on moodle/IT
- Getting someone with influence to talk about the survey
- Presenting changes from the survey
- Using existing channels – personal tutors, student voice
- Digital ‘champions’
- Selling benefits of feedback/digital – why we are doing it
- Recognise skills on CVs and in qualifications (points system)
- Course level engagement (channels)
- Ask HR to be a stakeholder in project
- Senior management and university leadership, support and sponsorship
- Quick, specific online polls
- User experience survey
- Employer insights
- Early message to address fear of one size fits all response
- Ongoing conversations on collaborative online tools
- Face-to-face (impromptu conversations or service points)
- Staff student committees
- Create student digital ambassadors
- Guild/student union officers
- Digital capabilities for staff: most confident staff to become InStepp ePioneer
- Question point
- Social media posts
- Mail shots/newsletters
- Sector as evidence
- Staff forums
- Talk to student association re how digital insights matches their programme
- Digital skills embedded in HR recruitment processes
- Sharing data and impact (closing the loop)
- Recognition – authentic value
- Inspired by peers – adds credibility
- Focus resource on improving a wide range of staff
- Token funding/seed funding
- L&T project funding (inc. students mandatory)
- Festival learning – a week long activity
- Student and staff joint conference
• Staff awards (delivery by Student Union)
• Staff conversations/feedback – structured
• Linking development via PDR to institutional aspiration, outcomes and targets