

ELP2 Case Study

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|---|---|-------------------|--|-----------------------|---------------------------|
| Use Case | ELP2-CSB07 | Title | Develop ME! – Online Student Induction and support for their transfer into HE. | | |
| Institution | Bradford | Timescale | August 2007 onwards | | |
| Project Officer(s) | NC | Risk level | Low | | |
| Contact | Rebecca Carrant, Head of Learner Development Unit, University of Bradford | | | | |
| Target Groups | Young (n=) | Excluded (n=) | Mature (n= variable) | BME (n= variable) | Non-trad (n= variable) |
| Description | | | | | |
| <p>LDU - Develop Me URL:http://developme.brad.ac.uk/moodle</p> <p>Use social forums in Moodle for new students to ask questions to staff and current students before they arrived at University and in their first few weeks. It also aimed to help them network with other new students.</p> <p>Nine forums were set up. These included general forums for students, student forums for international and mature students and forums to contact staff about finance and accommodation. Initially the idea was to use existing students to moderate and respond to posts. However, limited use of the forums meant this was not an issue.</p> | | | | | |
| Progress | | | | | |
| Dec 2006 | <p>Meeting with UoB Learner Development Unit (LDU) to discuss possible collaboration. Areas identified include</p> <ul style="list-style-type: none"> • Transition to HE case study – to engage students coming to Bradford in online activities, prior to their arrival. • Provide information about the university in more flexible formats, moving from paper to electronic. • Help students engage with the university • Facilitate social contact between students prior to arrival • Provide continuity of support to part-time students. • To enable late arrivals to access information <p>Method – pilot 2 cohorts</p> <ol style="list-style-type: none"> 1. BB VLE (myExpo, organisations, specific role allocation). Combined studies students. Access from 'A' level Sunday onwards (Aug 2007). Google Groups – local students who want to study at Bradford (Sem 2, 2006-07 onwards). | | | | |
| Jan 2007 | Visit Sunderland University which has a 'module' in its Web-CT VLE that they use to support students in transition into HE. | | | | |
| April 2007 | Moodle was chosen as the system that would be used to deliver the forums as well as learning content and surveys. The other options mentioned proved not to be viable. | | | | |
| June 2007 | Moodle site was developed in preparation for students planning to arrive at University. | | | | |
| July 2007 – Sep 2007 | Discussion forums in use for new students to post. | | | | |
| Nov 2007 - | This pilot has questioned whether new students will use 'University owned' spaces for social networking on transition into Higher Education. Potential barriers included users having to create their own accounts and log into a system they may not have used before. Developing a Facebook application may be one way forward to link together the institutional and the personal to engage students with the institution. | | | | |
| Outcomes | | | | | |

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| 13 th – 15 th June 2007 | Rationale, background research and development presented at the ‘Strategies for student retention’ conference at the University of Ulster. |
| Oct 2007 | Evaluation: Only 5 of the 9 forums were actually used by students. 30 posts were written by students with 23 staff introductions or replies. This compares to 356 posts made by students to the Facebook group which ostensibly served the same purpose and ran for the same period of time. There is also a MySpace group as well which dealt with some of the same issues, (see Case study ELP2-CSG02 for more details.) Publicity may also have been a factor. Until the site was linked from the Bradford Clearing website there was no real activity. |
| May 2008 | Lesson learned to form part of Student Retention book chapter. (further details will be included when the book is published) |

Target groups

1. Younger learners (13 to 16 year olds), particularly those at KS4; **Young**
2. Excluded school pupils; **Excluded**
3. Mature learners; **Mature**
4. Black, minority and other ethnic learners; **BME**
5. Learners from non-traditional routes, eg. individual learners, access courses, WBL; **Non-trad**

Issue

| Version | Date | Description of Change | Author |
|------------|-------------|---|--------|
| Draft V0.0 | 26 Oct 2007 | Draft for comment | CAH |
| V1.0 | 1 Nov 2007 | TGs, description, progress and outcomes added | NC |
| V1.1 | 11 Apr 08 | Sections refined | NC |