

**SEN15D033**

**Title:** *Enrichment week*  
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**Issue**

An update on enrichment week planning for 2016/17

**Recommendation**

Recipients are invited:

To receive the author's interim report

**Resource Implications**

The current paper does not specify any resourcing requirements. However, in order to deliver a successful Enrichment Week it will be necessary to allocate resource to particular events and in relation to marketing and promotion costs that will be incurred in the run-up to the event.

**Risk Implications**

No risks have been identified to date. As part of the work of the steering group a risk register will be established and maintained to ensure that any emergent risks to the project as a whole or in relation to specific activities within the week are appropriately recorded and managed.

**Equality and Diversity**

The timetable of activities will be planned in such a way so as to ensure that accessibility considerations are appropriately incorporated and that events are available to all groups within the undergraduate community.

**Timing of decisions**

Not applicable

**Further Information**

SEN15D020

Addendum to minutes of 13/01/16, recorded in minutes of 17/02/16

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**Background**

In January 2016 Senate approved recommendations from LTC (SEN15D020) for a mid-semester Enrichment Week with a range of relevant and appropriate activities to be provided.

**Discussion**

The progress report is attached for the committee's information.

# Enrichment Week

L. Newark – Project Manager  
May 2016

## Background

### 1. Enrichment week

UEA is hosting its inaugural Enrichment Week, from February 27<sup>th</sup> to 3<sup>rd</sup> March 2017. Undergraduate students will be invited to book onto a range of events and activities that will be variously delivered by academic staff and students.

### 2. Progress

This document provides a progress update of planning for Enrichment week 2016/17. Commencing in post on the 25<sup>th</sup> April, the Project Manager, Ms Newark, has focussed on establishing a Steering Group, research with students, creating the project plan and identifying a suitable booking process.

## Steering Group

### 1.1 Membership

The Steering Group members:

Dr Jon Sharp – Head of Service, LTS (Chair)

Miss Holly Leonard - Events Manager, ARM

Professor Neil Ward – Pro-Vice Chancellor (Academic)

Dr Clive Matthews (from Aug 2016) – Academic Director of Taught Programmes

Mr Theo Antoniou-Phillips (from Aug 2016) - Undergraduate Academic Engagement Officer, UUEAS

Miss Zoe Phillips – Events Officer, UUEAS

Dr Jeremy Schildt - Head of the Learning Enhancement Team, Dean of Students Office

Mr James Goodwin – Joint Head of the Careers Service

Mr Ant Griffiths – Systems and Processes Manager, Planning

### 1.2 Purpose

The purpose of the Steering Group is defined as:

- To oversee and approve the content and delivery of Enrichment Week.
- To ensure fulfilment of the University's statutory obligations in respect of equality and diversity.
- To consider staff and student booking data with a view to informing decisions about the allocation and use of resources.
- To establish two-way communication with staff and student networks to ensure their views are sought and represented as appropriate.
- To establish success criteria against which the week shall be reviewed and to carry out an appropriate review following its inaugural run

## Research

- 1.1. Ms Newark and Dr Matthews are visiting Edinburgh University in May to discuss their Innovative Learning Week. The aim of the visit is to allow us to learn more about their successes and how they generated student engagement.
- 1.2. Feedback is being gathered from students within planned surveys and focus groups by the BUI to find out what type of activities they would like to see included.
- 1.3. Discussions are being held with the Students Union to define the best way to engage more students in the planning of the week.

## Timeline

1. The table (Fig. a) below shows the planned timeframe for key milestones in the project.

Figure a.

May 2016 – August 2016	Submission of activities
September 2016	Schedule finalised
October / November 2016	Website and booking development
December 2016	Launch of event to students
December 2016 / January 2017	Students book onto events
January / February 2017	Booking closes
February 2017	Enrichment week
March / April 2017	Feedback and review

## Erasmus

1. The Erasmus agreement supports lecturers to travel to other partner institutions within Europe to teach. The UEA often finds this problematic to accommodate the eight hours of teaching required with existing teaching patterns. Enrichment week offers an ideal opportunity to facilitate this which will help to enhance our reputation with partners. Erasmus lecturers are being invited to apply to run events, or work in collaboration with internal staff, via the Study Abroad Office.

## Website Development

- 1.1. Enrichment week webpages are under development. Initial pages being created are for internal purposes to promote the week and invite applications to run events. The pages include an online form and a guide for those who are interested in leading an event. Once development is complete, all academic colleagues and relevant Student Union staff will be contacted to invite interest.
- 1.2. An online brochure will then be created which will promote the events to students.

## Booking system

1. The booking system has been identified together with a process for placing the booked events onto students teaching timetables. Work is now underway to plan the build of the system, utilising the UEA online Store.

## Communications

1. Schools

- 1.1 Head of Schools, Associate Deans, School Managers and Associate Deans of Employability have all been contacted to brief them on the approach to generating sufficient activities to provide a full week of events; how much support is required from Schools and to help identify possible implications on workload.
- 1.2 A further communication is planned to invite expressions of interest in delivering events. This communication will clarify that academic colleagues will need any involvement to be approved by their Head of School.

2. Students

- 2.1 The Undergraduate Academic Officer has been invited as a member of the Steering Group.
- 2.2 Communications are planned with student societies once next year's committees are in place.
- 2.3 The launch campaign, event week social media and subsequent review will be coordinated with Central Marketing and the Business Intelligence Unit.

3. UEA Professional Services and organisations

- 3.1 UEA Sport, Admissions, Outreach and the Students Union have been contacted to establish what else might be/could be included in the programme for the week.
- 3.2 The Central Marketing Team are assisting with the website and social media communications to ensure consistency and continuity of the UEA brand.
- 3.3 Careers Central have confirmed that the students can use their own events towards the UEA Award so this will form a key part of the marketing message.

4. All staff and students

- 4.1 Regular updates and communications have commenced with the Learning and Teaching Service. Regular updates are planned for UEA Staff/Student Bulletins. The full communications plan is being created with the involvement of ARM Communications to make the best use of all methods available.