

SEC16D029

Title: *Do Something Different Week evaluation*
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Issues

The Learning and Teaching Service (LTS) has carried out an evaluation of Do Something Different Week (DSDW). The purpose of this paper is to report on key findings and outline the proposals going forward.

Recommendation

The paper is for report only, to update Student Experience Committee on the evaluation following DSDW this academic year.

Resource implications

None

Risk implication

None

Equality & Diversity

Do Something Different addresses a key equality and diversity measure through integrating widening participation within the schedule such as the Frontrunner event.

Timing of decisions

This is for report only.

Further information:

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Background

Do Something Different Week (DSDW) took place 27 February to 3 March in 2017. This was a week of activities and events aimed at undergraduates students, to encourage them to do something outside of their usual field of study or with people they would not usually spend time with.

Standard teaching was suspended for week 7 of the semester in order for this to take place. It was the UEA's inaugural attempt at such a week and rather than try to force a theme, the decision was made to find out what students wanted to attend and what colleagues would like to run. This was established by surveying the students and inviting event proposals from academic colleagues and Student Societies.

Interest in the week was demonstrated, with 2472 bookings taken onto events by 682 students. The response from those students who attended their events was very positive, indicating that they enjoyed and valued the experience. Although attendance varied, with some students not going to events booked, there were others who turned up on the day without booking.

Discussion

Students from all schools within the university booked onto events.

The most engaged were those from the Faculty of Arts and Humanities, followed by Science and then Social Sciences. Given the much reduced ability to take part due to teaching requirements, it was expected that the Faculty of Medicine and Health would have the fewest number of students.

Students and student Societies were also involved in delivering events, most notable The Art and Science of Murder, where students delivered the social media contact, played the roles of witnesses/suspects/legal team and also filmed the events.

One of the success stories from the week is from Jack Ashton, who won the Public Speaking training event and went on to speak at TEDx Norwich. Read his story here:

<http://www.ueapolitics.org/2017/04/20/uea-students-tedx-mental-health-talk-an-overdose-of-apathy/>.

In addition to this, the Frontrunner training facilitated by Careers Central for widening participation students also took place as part of DSDW. 23 students graduated from the programme and are now Common Purpose Alumni. It was felt by the organisers that the engagement on this was very good.

The experience of those who took part in the week has been very good, with the majority recording that they would be highly likely to recommend it others. The project achieved its success criteria goals and engaged students from all schools within the University.

It was important to be able to display student bookings on to event on their usual teaching timetable. To do this we needed to create the events in a specific way on the UEA Store and then export the data into a prerequisite format. There were unforeseen problems with the booking system which is a key area for improvement next year.

Key messages for the report

- Using the fee status category 84% of student bookings were from Home/EU students and 16% from International students. An area for development next year will be the engagement of more international students. Breakdown of booking statistics available at Appendix 1

- Feedback from students who took part in the week indicates that they valued the experience, learnt from the events and would take part again. When requesting feedback students were asked to give a score of between 1 and 10 (1 being low, 10 being high) of how likely they were to recommend the event to others. Of the 680 response cards reviewed, **over 95%** awarded a score between 7 and 10. Breakdown of feedback statistics available at Appendix 2. The qualitative feedback is also positive from the survey cards and the focus groups held so far, a selection of comments can be seen at Appendix 3.
- Feedback from event leaders (academics and student societies) is that they also felt the experience was worthwhile and enjoyed taking part.
- Both staff and students involved highlighted the benefit of having the opportunity to spend time with students from different courses/schools that they would not usually meet.
- The recommendation to LTC is that the DSDW continues to run for the next two years. This will provide a baseline and year on year comparison to enable valid assessment of its impact and value to the student experience. The momentum and message of the week will develop and grow as it becomes familiar to continuing students.
- A Planning committee will be created, Chaired by LTS, to help create and plan DSDW going forward. This committee membership will include students which will continue to make the week a collaborative event and provide guidance to relevant content.
- An alternative method/system for booking onto events will be investigated for next year.

Appendix 1 Booking statistics

Table 1. Fee status -

Fee Status	No. of students booked onto events
Home	497
EU	72
Overseas	107
(blank)	8

Table 2. Bookings by Faculty -

Faculty	Booked	Number of current UG students	% of total students booked
FMH	6	2794	0.21%
HUM	312	3257	9.58%
SCI	183	2722	6.72%
SSF	181	3273	5.53%

Figure 1. Bookings as a percentage of each faculty

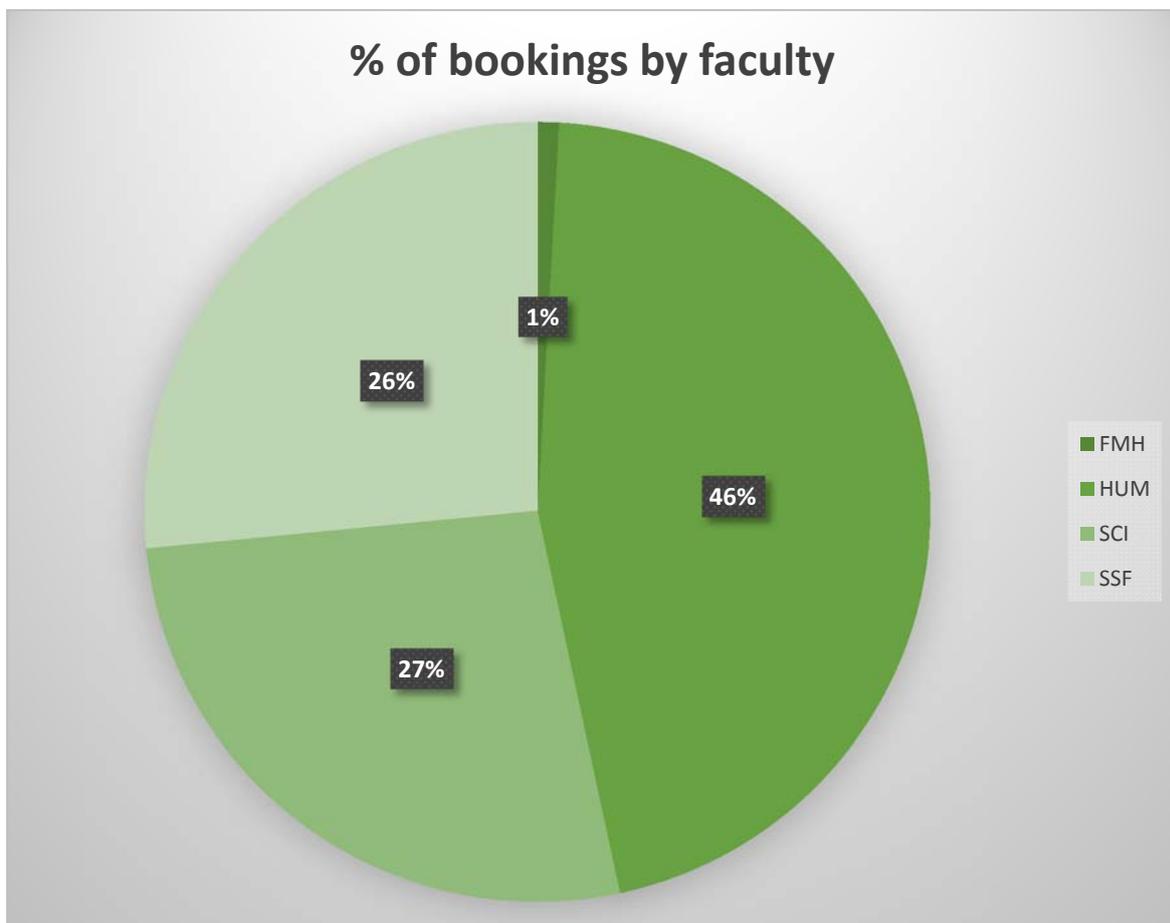


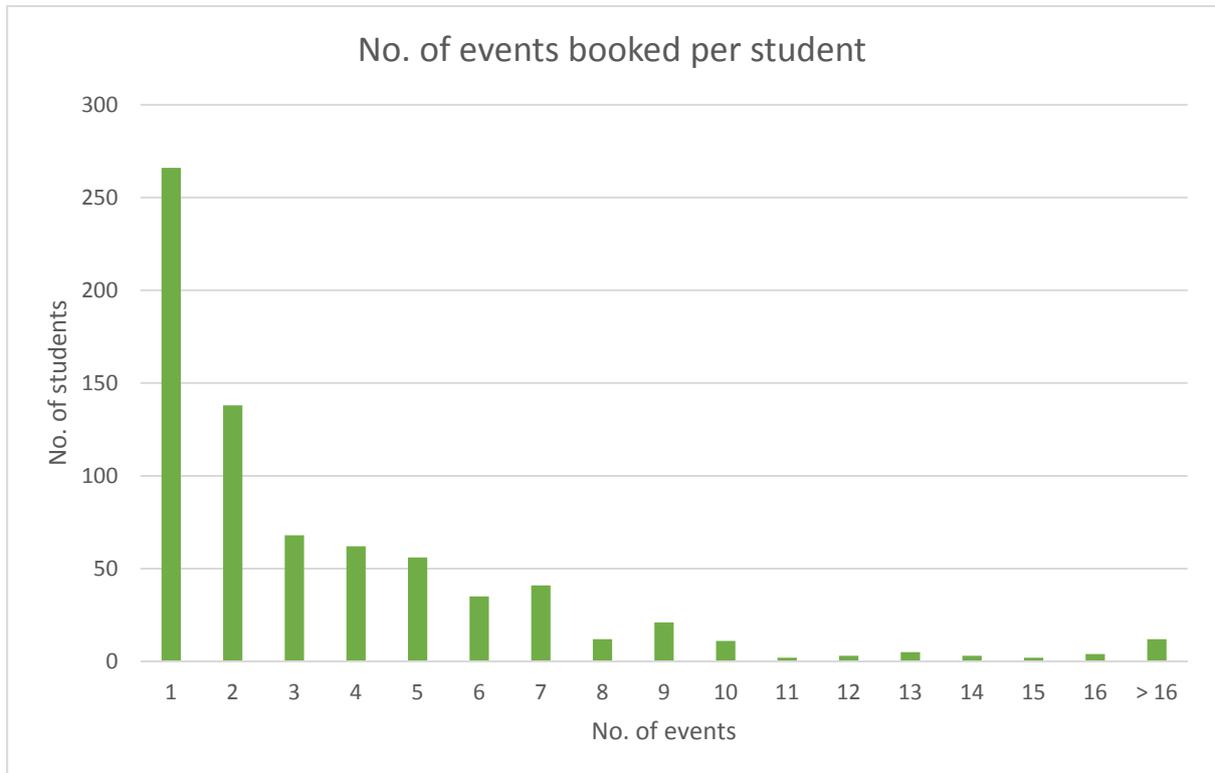
Table 3. Number of bookings by School -

School	Booked	Number of current UG students	% of total students booked
AMA	74	767	9.65%
BIO	44	657	6.70%
CHE	21	235	8.94%
CMP	17	490	3.47%
DEV	34	355	9.58%
ECO	26	713	3.65%
EDU	6	216	2.78%
ENV	49	502	9.76%
HIS	31	581	5.34%
HSC	3	1988	0.15%
HUM	8	164	4.88%
LAW	35	556	6.29%
LDC	123	859	14.32%
MED	3	823	0.36%
MTH	4	317	1.26%
NAT	7	84	8.33%
NBS	33	849	3.89%
PHA	41	439	9.34%
PPL	76	895	8.49%
PSY	45	523	8.60%
SWK	2	63	3.17%

Average number of events students booked on to: **3.55**. This is contrary to expectation and Edinburgh's experience that students would book on to a maximum of two events.

Number of events booked

Figure 2. Booking pattern



Attendance information is not available. We are aware that a number of students did not attend, but also that some who had not booked simply turned up on the day. Some events were very low on numbers (just three) while others increased in size to thirty when twelve had been predicted.

Tickets were issued with the plan that students would bring them and then complete the survey on the back thereby providing their information. Unfortunately this did not happen and blank surveys were completed without student details.

Appendix 2 Feedback statistics

% positive feedback from attendees

Number of feedback cards received: **680***

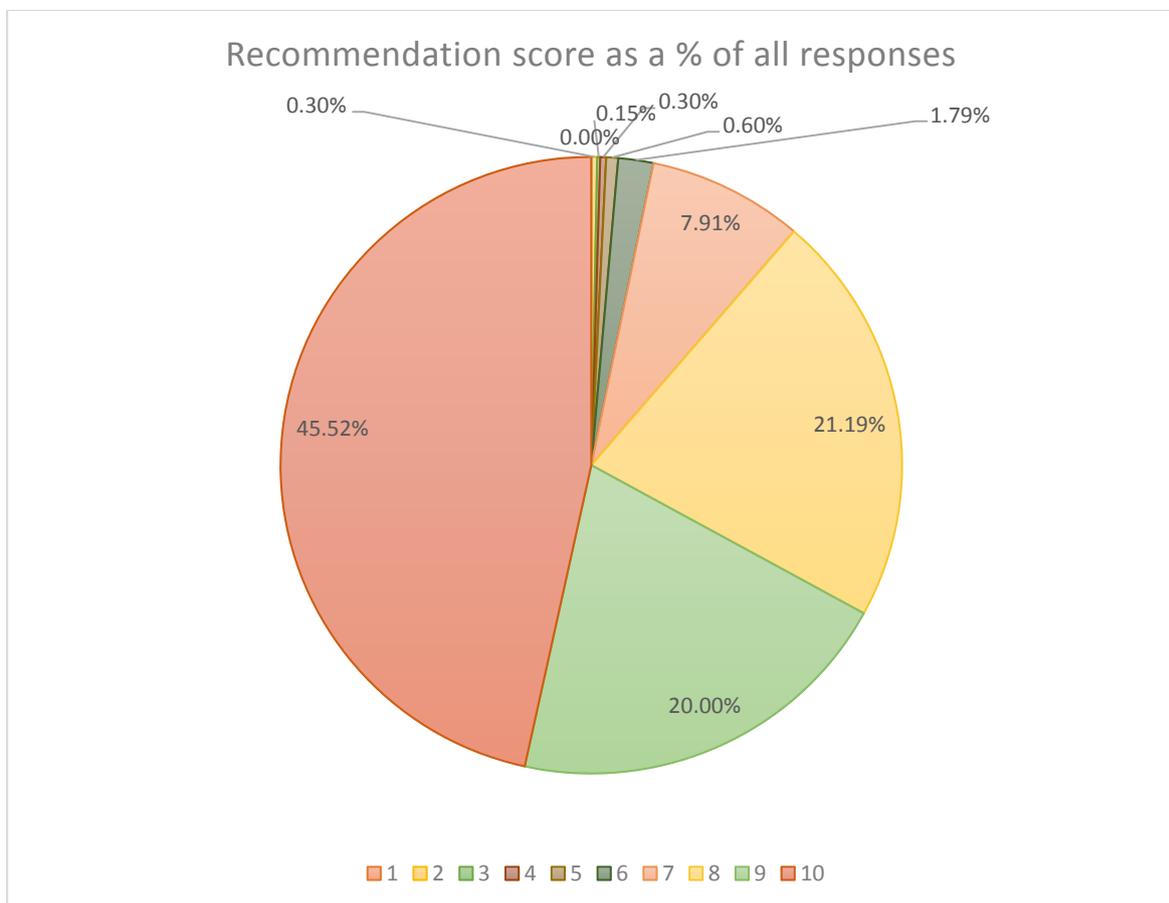
*we know that some events did not have any cards completed i.e. Brexit, Trump, Truth and Politics (where over forty students attended) and others only a few students wanted to completed cards even though many attended, such as the Comedy night.

The feedback cards were completed immediately at the end of each event on a voluntary basis to gauge instant reactions rather than reflective.

Quantitative results:

Students were asked to give a score of between 1 and 10 (1 being low, 10 being high) of how likely they were to recommend the event to others. Overall results:

Figure 3. Recommendation scores:



BrandMe	Made me realise how important branding is. Helped a lot with considering ambitions and how to get there. Inspired me to boost a social media presence.
Cloud Accountancy	The event was very comprehensive in terms of learning the basics. It is also a good opportunity for those who have no experience in accounting.
Come and try Buddhist Meditation	Highly recommend it - can definitely see it helping students and being a beneficial tool for life - thank you.
Comedy Night	Great to see what a society gets up to, be able to support students passions and interests. And they are funny - good entertainment.
Cooking Lessons	Very interactive and informative. Fun. Helpful chefs, learnt a lot and enjoyed it.
Creative Revision	Very helpful and interactive. Found some innovative ways to revise and remember.
Emergency Life Support	Everything was really well explained and demonstrated and everyone was able to have a go at different emergency techniques. I now feel more comfortable should an emergency occur
Dementia Friends	It was an informative event especially to me as a pharmacy student. There is a high chance I will meet people with dementia since 1 in 14 over 65 has dementia so it was good to know some information about how to deal with them.
Employability: Pitching an Idea	Very informative on how to get into the writing industry. Honest, friendly advice. Informal, honest opinions and pitches for young writers.
Excellent Excel	Helped to cover most basic functions in Excel. Great for absolute beginners. Hopefully the session can be longer next time.
Gift of language - Arabic	The session was interesting and informative. I feel that I know a lot more about coffee. I really enjoyed the session overall.
Gift of Language - British Sign Language	Very enjoyable and interactive. Very clear instructions given. Fun games and easy to follow
Gift of language - Chinese	I really enjoyed the class and it was a very relaxing, non-competitive environment.
Gift of language - French	An eye-opening and delicious session

Gift of language - Greek	Motivating to start learning new language. Positive event.
Gift of language - Italian	It was very interesting and entertaining. We learnt a lot about Italian food.
Gift of language - Japanese	Completely lovely, interesting and enjoyable!
Gift of language - Russian	Good event, well taught, learnt new interesting things. Good to do something different and just out of interest not obligation.
Gift of language - Spanish	Loved it!!! I learnt a lot of stuff and loved the food.
Growing Up Married	Brilliant and powerful film. I feel privileged to have seen it.
How to manage stress	It is nice to take a step back and try some new coping strategies.
Improv(e) your employability	Lots of fun - I had a really great time and it was a great way to relax people and make us more confident in groups.
Law Firm Assessment Challenge	It was brilliantly organised and useful experience for any student embarking on a challenging career (law or not).
Mash Up	Really interesting topic, good help with tricky editing programmes.
Perfect Presentations	Thank you so much the session was really useful and I will definitely attend future sessions if available and will encourage friends to attend.
Sophocles - Oedipus reading	Very enjoyable, philosophical discussion interesting.
Starting Out in Content Marketing	Really informative. Useful for giving links to potential jobs / where to find them. Gave a real taste for the role.
Starting Out in Film, Television and Radio	Gave me some great insight into the sector and some realistic expectations of the industry.
Starting Out in Journalism	Gave general helpful information which has guided me as to if this is the right career for me, Thanks!

Starting Out in PR and Communications	Very informative / in-depth look at this career option. Helpful content and lovely presenter.
Starting Out in Publishing	Extremely useful! Really clear and very helpful about the process and job in general.
Teaching English as a Foreign Language	Definitely worth doing if it is your interest. A great way to gain a general idea of how it might be like to teach English.
The Art and Science of Murder - Jury	It was engaging and immersive - very enjoyable and something I've never experienced before.
The invisible forces of nature	Interesting, something that should be organised more frequently. Facilitates intellectual growth.
Thirty Years War in miniature	Well planned and lots of fun. Very informative.
Voices from the Workhouse	Brilliant museum; local interest with varied exhibits and special opportunity to go 'behind the scenes'.
Voices Workshop	It was fun, and it fulfilled most of my expectations with the addition of learning several unexpected things.
When financial markets go crazy	Amazing lecture! Really motivating and interesting

Selection of lower scoring feedback (less than 5):

Event	Comment
The invisible forces of nature	Bit confusing at times.
How to manage stress	It wasn't bad or wrong, but it could have more engaging. A bit like a lecture rather than a workshop.
The invisible forces of nature	Only last talk had a link to the topic. Didn't see them as Ted talks but presentations / adverts.
Excellent Excel	I have definitely learned something. Too much information for short time. Excel is crazy big, so it requires time and practice.
Banham Zoo	SkyTrek event was cancelled. Day was too long - 3 hours at the zoo would have been enough, rather than 6 hours
Comedy Night	Good to do something new, but not go again.
Cooking Lessons	Some good advice and demonstration. Very nice chefs! A little simplistic sometimes.