

Retention Project - Business Faculty

Term 1 Summary
2023/24

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greenwich
students'
union

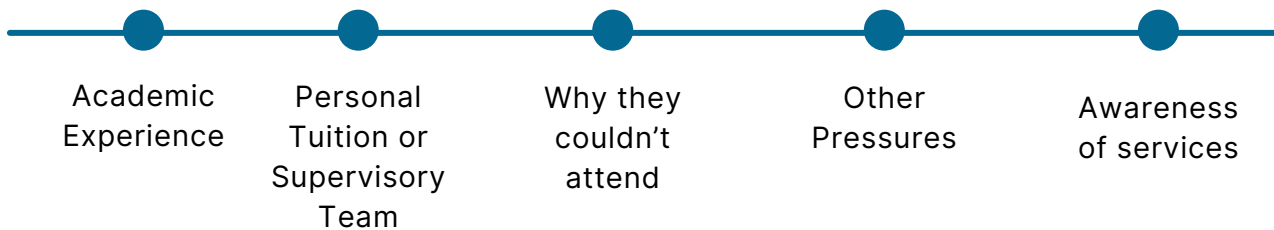
Retention Project

What do we talk to students about?

Our student callers have a 1-1 structured conversation asking students about their experience at Greenwich and reminding them of the support available.

We make it clear we're calling from the SU, that we hold their confidentiality unless they consent for us to share information and that students can be open with us about issues they are facing.

During the calls we ask questions around the following:



If at any stage during the call we identify an additional support need we'll ask the student for permission to refer their case to the relevant service

Who we called

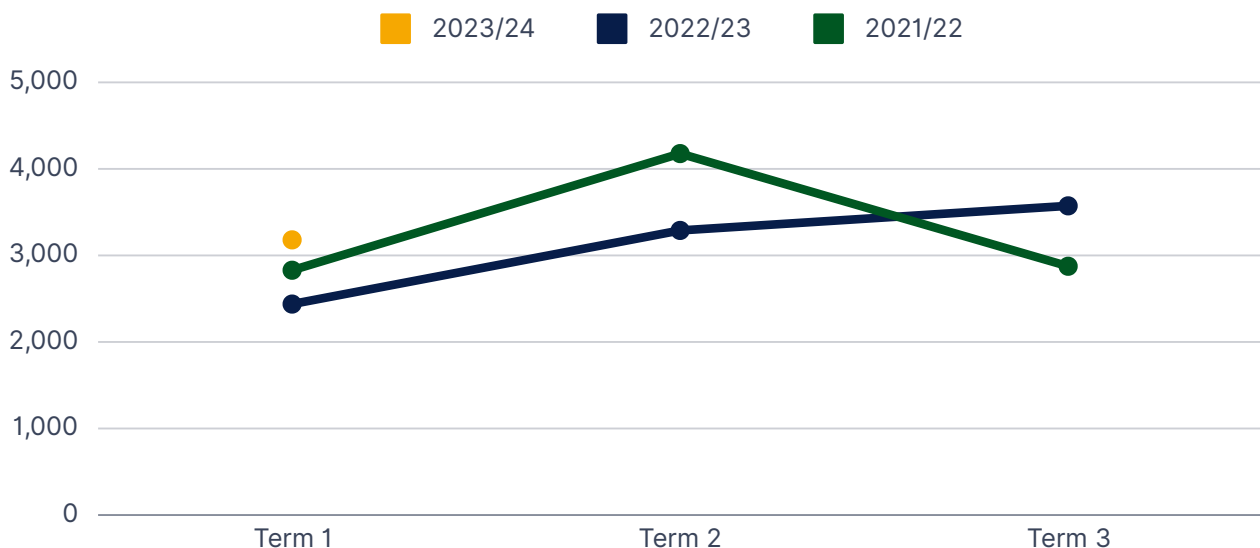
We prioritise calling students we think are most at risk of being withdrawn from the university, as identified by the University Student Engagement Team and students at risk of withdrawing or interrupting themselves.

- 1st International students,
- Returning Interrupting & Repeating students
- Students flagged for non-attendance
- Final-years on NSS taskforce programmes
- POLAR Q1 first year students
- Remaining student cohorts

Number of calls made

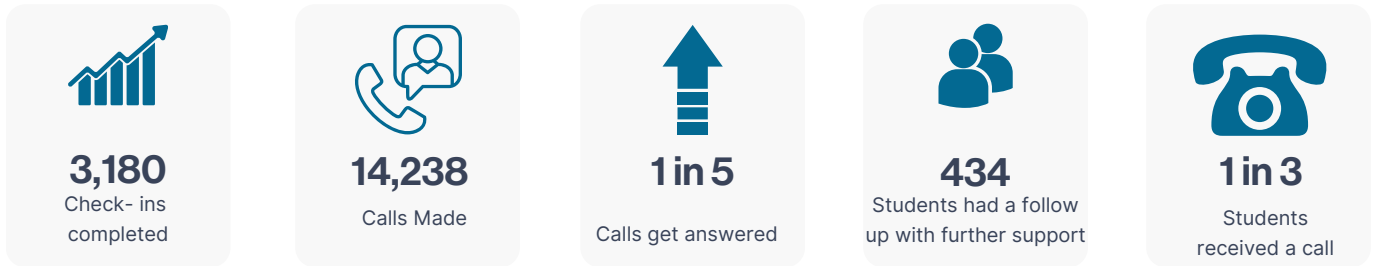
We spoke to 3,180 students this term, 30% more compared to term 1 last year

Below is a graph showing calls made per term over the past 3 years

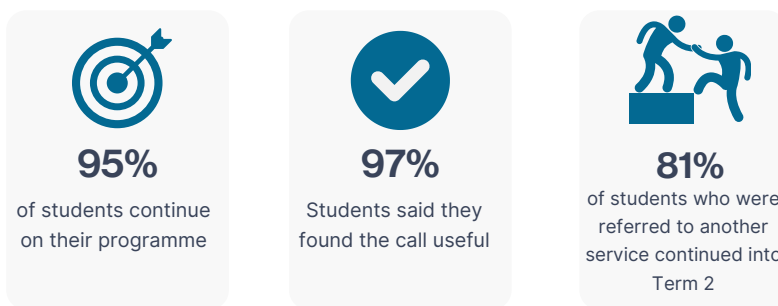


University Summary

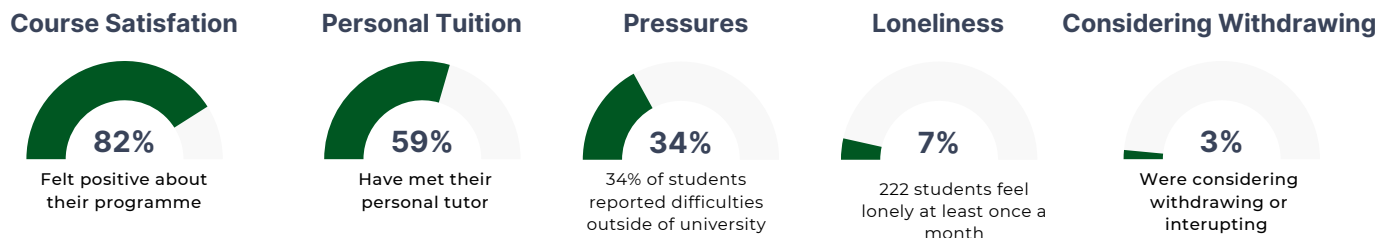
KPI overview



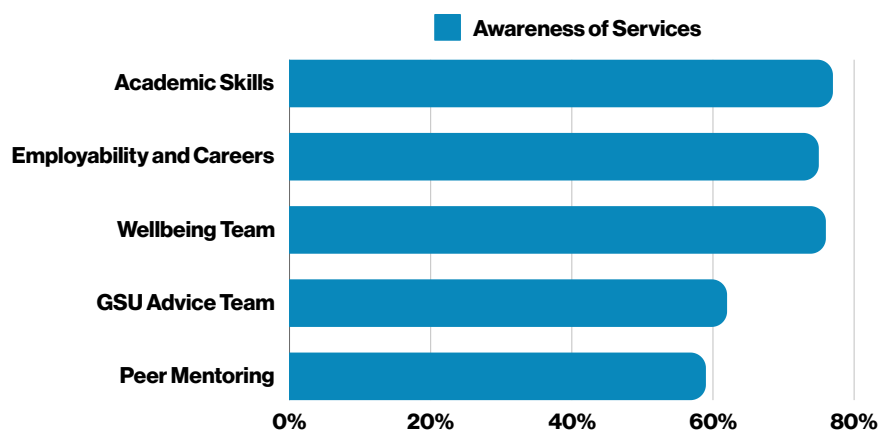
Our Impact



What are students saying?



Support Service Awareness



Business School Summary

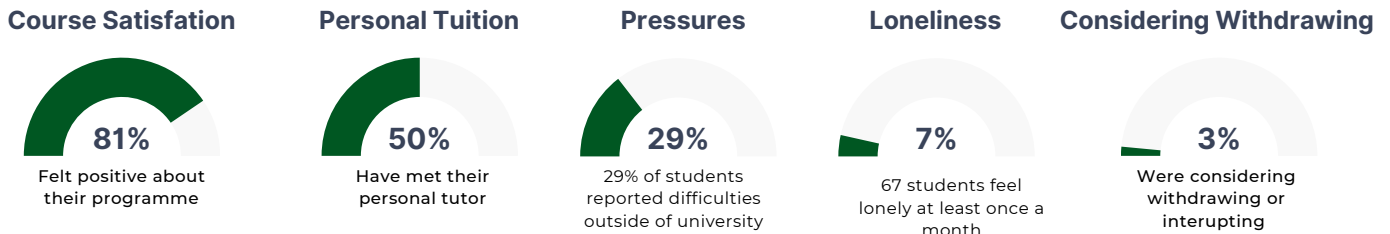
KPI overview



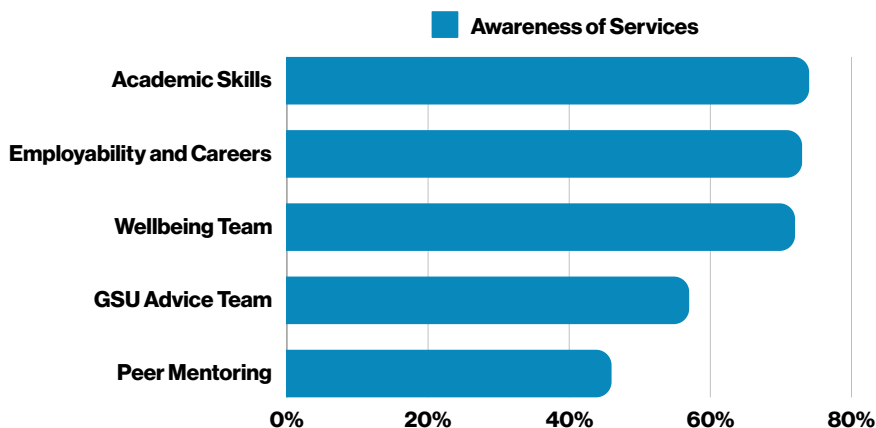
Our Impact



What are Business students saying?



Support Service Awareness



Term 1 Project Overview

This report gives a summary of the key findings, themes and recommendations from the Retention calling project in term 1 of 2023/24.

Who we call

- 1st International students,
- Returning Interrupting & Repeating students
- Students flagged for non-attendance
- Final-years on NSS taskforce programmes
- POLAR Q1 first year students
- Remaining student cohorts

These groups are therefore over-represented in the findings below.

POLAR Q1 PROJECT

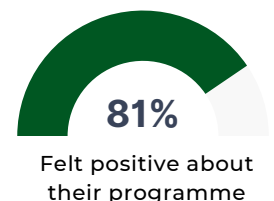
This term we partnered with the university recruitment team and the GSU activities team to support the conversion of POLAR Q1 applicants. This support included:

- a personalised letter sent to the applicant's home from a GSU Officer
- a range of supports to help them meet new people
- a call from GSU to ensure they settled well at the University

Course Satisfaction

81% of Business students felt positively towards their course and only 2% negatively, with the remaining 17% offering a neutral response.

Overseas students also ranked greater course satisfaction (86%) than their home counterparts (77%).



Personal Tutoring

50% of Business students know and have met their personal tutor and 24% know, but have not met them.



"I love the overall university experience at Greenwich!"

MBA Marketing
Management student

Personal Tuition Feedback

The 26% of students who do not know who their personal tutor is are told on the call who they are.

GSU more generally has fed back on the personal tuition review being conducted across the university.

Linking students with support

We aim to link students with the right support at the right time.

We believe if we support students with the underlying issues they are facing they will be more likely to continue on their course of study.

This is why we prioritise making contact with students who are likely to be withdrawn because of poor attendance or who we know are more likely to withdraw because of their personal circumstances.



153

Business students had a follow up with further support

Direct Referrals to other services

26 Business students were referred for support to another university service who aim to follow up with the student the next day as per an agreement set out in service level agreements.



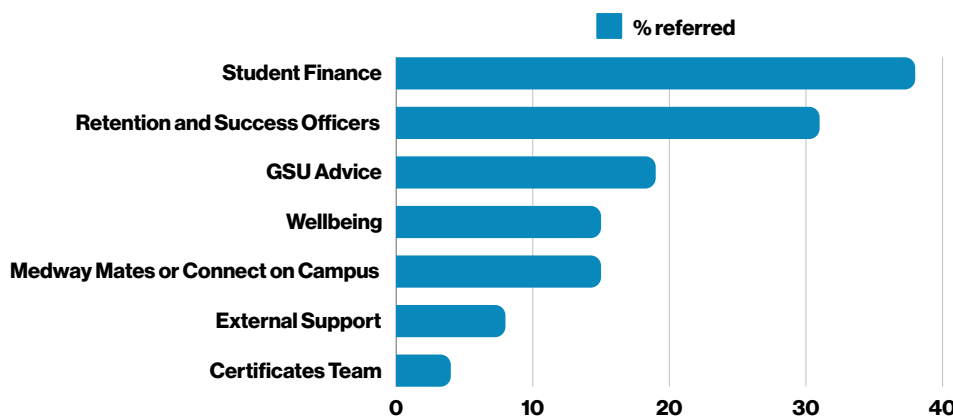
26

Business students had a direct referral made to another service



81%

of all students who were directly referred to another service continued into Term 2



Case Study

We spoke to a student who had had trouble with Student Finance England on returning to her studies following a period of illness, delaying her registration. She wanted to ensure that she would do her best in her studies and felt she had missed too much teaching this year, and so wanted support to interrupt. As well as preventing a complete withdrawal, we were led by the student and her wishes - we empowered her to make the best choice for her and her studies.

In addition to those students who were directly referred for support, 127 students told us about financial concerns, social support, and course issues. We send these students additional information in support packs.



91

Business students told us they were concerned about their finances, and were sent a finance support pack



33

Business students told us they felt lonely, and were sent a social support pack



15

Business students told us they were struggling with their course, and were sent a course support pack

The finance support pack includes information on ways to access cheaper food shopping, such as Too Good To Go or local community pantries, the free breakfasts and dinners provided by GSU on campus, university hardship funds and bursaries, budgeting tips and the opportunity to get a free Totum card.

The social support pack includes information on the Global English courses, Vygo (the peer mentoring app), GSU's buddy schemes, a downloadable calendar and colouring pages and information on GSU societies.

The course support pack includes information on the interruption and withdrawal process, how to contact your personal tutor, financial, academic and wellbeing support and information for international students on the visa implications of interrupting or withdrawing from their studies.

So far reading [the financial support pack], it's really useful and I'll be applying for some financial help.

FEHHS
undergraduate
student

Absences

480 Business students who completed the survey were called due to non-engagement across the faculties.

The most frequent reason for non attendance cited was due to illness (32%). Other significant and reoccurring reasons are personal or family circumstances, such as bereavement or childcare, issues with registration and QR code issues.

Continuation Rate

95% of all students called continued on their programme.

These were broadly consistent across faculties with FEHHS had the highest continuation rate and the Business school had the lowest.



93%

Of Business students called continue on their programme

Faculty	Continuation %
Faculty of Education, Health and Human Science	97%
Greenwich Business School	93%
Faculty of Engineering and Science	95%
Faculty of Liberal Arts and Science	96%

Those considering withdrawing

29 Business students told us they were considering withdrawing or interrupting. Of these 29, 11 continued on their studies.

20 were home students, 9 were international students. 25 were UG students, 4 were PGT students.

All students who are considering withdrawing or interrupting receive follow-up support including signposting to Retention and Success Officers, their personal tutors and to any other additional support tailored to their situation.



29

Business students told us they were considering withdrawing

13

withdrew (or were withdrawn) or interrupted their studies

5

were withdrawn by the university due to registration issues

11

students continued on their studies

£121,000

of fee income retained in Business School this year*

*1 x PGT overseas, 10 x UG home

Co-Curricular Experience

Loneliness

67 Business students we spoke to reported feeling lonely in Term 1 equating to 7% of respondents in the faculty. This is the same as the overall % of students reporting loneliness.

Of these, the majority (36%) reported feeling lonely on a weekly basis. 58% of those who feel lonely are home students.

Case Study - Medway Mates

All Medway students who report feeling lonely are either referred or signposted to GSU's Medway Mates scheme. Students who engage are then matched with another student who is also looking to make new friends, and given some suggestions for activities to do together. In Term 1 GSU hosted a Medway Mates event which 15 students attended, some of whom had been signposted through the Retention Project calls.

Cost of Living Concerns

13% of Business students are concerned about supporting themselves financially or paying their fees which is slightly lower than 15% of all students called.

Commuting and travel came up as a consistent concern across all faculties. This was spread fairly consistently across all campuses, and consisted of comments regarding the Medway bus, parking issues and students who live far from campus.

Support Service Awareness

During the calls, students are asked if they are aware of and have used, the following services.

All students called were reminded about the support that these teams offer, and many students commented at the end of the call regarding how useful it is to be given this information.



Recommendations

The recommendations made here stem from the conversations had with students and the themes that emerged. It is proposed that these are reviewed by university services, faculties and the GSU.

Timetabling



The issue: Timetabling has been a recurrent theme this year and in the previous academic year.

Students said: Timetables can be sporadic which result in frequent journeys to campus and difficulty with balancing other commitments. There have also been reports of last-minute timetable changes and overcrowded teaching spaces.

The Retention Project recommends: Coordination across faculties and programmes to ensure that, from the beginning of the year, there are as few issues as possible. As suggested last year, flexibility for students to change seminar groups to ensure they are convenient for students is recommended, although initially arranging timetables carefully may limit disruption for both students and teaching staff of mid-term changes.

Spreading payments for international student fees



The issue: A recurring theme in the Retention calls and the GSU Advice Service is international students asking for payment plans, although they do not meet the University of Greenwich criteria for a payment plan.

Students said: They felt the payment plan was too harsh, worry about paying fees was impacting on their ability to study and the Student Finance team were very slow to respond to emails and queries. Students reported feeling very stressed and worried about finances and visas.

The Retention Project recommends: Additional fee payment installments could be offered to all self-funding students. Other London universities already offer this - for example, Goldsmiths College offers three or five payment installments, UCL, LSE and London South Bank University offer three installments. These do not include the initial deposit that international students are required to pay. We believe this could significantly reduce the number of students contacting the GSU Advice Service and the Student Finance team to request payment plans, as well as addressing the stress and detriment that students report.

Personal Tutoring



The issue: Business students report that they had not met their personal tutor more than the average.

Students said: Only 50% had met their personal tutor, compared with 59% across all faculties.

The Retention Project recommends: Personal tutors are encouraged to reach out to their tutees and students are reminded of the importance of this relationship during start of term induction/reinduction sessions.

Bereavement support



The issue: In both the Retention Project and the Advice Service we see many students who have experienced a bereavement during their studies. This obviously has a big impact on their studies, but also often students do not want to take an extended break.

Students said: If they had experienced a bereavement, they didn't know who to talk to, they were worried about missed time and the impact it would have on their studies.

The Retention Project recommends: That the university and GSU look into what support can be put in place for students who experience a bereavement during their studies. This may include external partnerships, specialist support within the Wellbeing team or easier access to academic support processes.

Term 2

In Term 2, as mentioned above, we will be reconsidering the ways in which we contact students with additional information. We will also be reviewing the script used during calls, and ensuring that the survey is both comprehensive and efficient. We will also be looking into ways of increasing our pick up rate, to enable us to reach as many students as possible.

We will be calling in a new priority order:

1. January starters
2. Students not in attendance
3. PGR students

These calls will take place from the 29th January through to 5th April.

As before, we will be reactive to any local or global events that may make students vulnerable to disengagement from their studies and will prioritise checking in with them where needed.

Want to make a referral?

We will also check in with any students that staff have concerns for. Staff can refer a student for a check in call via email at gsu-retention@greenwich.ac.uk.

Full breakdown of data by cohort, stage and priority group available on request to -
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