

New to UCL survey 2024: guidance for staff

The New to UCL survey will run from **13 November to 17 December 2024**. It is open to all new students at all levels of study.

The survey is a rich source of feedback on why students choose UCL, as well as the extent to which they feel confident and supported in beginning their programme of study.

Staff can help secure high response rates by promoting the survey directly to the students, putting out digital content and sending promotional emails to their students.

In this guidance document you can find:

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Key survey dates

Date	Activity
13 November 2024	Survey opens to students, with initial email from Student Registry Services
22 November 2024	Reminder email from Student Registry Services to students yet to complete their survey
2 December 2024	Second reminder email from Student Registry Services to students
13 December 2024	Last chance email sent to students by Student Registry Services
17 December 2024	Survey closes at midnight
January 2025	Headline New to UCL results shared with UCL staff
February 2025	UCL departmental and programme-level results published
Early March 2025	Departmental / services comments published

Key changes from last year

2023-24 was the New to UCL survey's eighth year, and the response rate was 26%. This year, we would really value your support to improve upon this as we look to secure a higher response rate for New to UCL 2024-25.

The content of the [New to UCL questionnaire](#) is similar to last year, to enable as much comparison as possible between results.

Student eligibility

All new students at all levels of study are eligible to take part in New to UCL (approx. 27,500 in 2024/25). Students who have studied on a difference instance before (for example a PGT student who previously took a UG degree at UCL) are eligible to complete the survey

Achieving high response rates in your department

Heads of Department and Survey Liaison Officers will receive updates about the response rate from the Student Registry Services, to help them monitor their students' engagement with the survey.

Additionally, the Student Registry Services will promote the survey to eligible students through reminder emails to these students and social media posts on UCL's corporate channels.

However, it has been shown that students respond best to requests for feedback from university staff they already know and respect. As such, departmental / faculty staff support is extremely valuable in encouraging as many students as possible to have their say.

To help gather more feedback on the experience of joining UCL via New to UCL, you could:

- ✓ Do a lecture shout, or ask a lecturer to speak instead, on how and why to take the New to UCL survey
- ✓ Hold a digital event or drop-in session where all new UCL students in your department are given the opportunity to take the survey
- ✓ Download the [digital promotional materials](#) from the Teaching & Learning Portal.
- ✓ Discuss last year's results at a Student Partnership Committee (SPC) meeting and ask Student Academic Representatives to promote the survey
- ✓ Promote the survey on a module or programme's Moodle page
- ✓ Provide a departmental incentive or prize draw (in addition to the prize draw that is run centrally).

Key points for a lecture shout or promotional message:

- ✓ The survey is for all new students to help UCL understand the arrival experience better and make changes where necessary
- ✓ Last year we changed / introduced [*departmental examples*] as a result of the students' feedback
- ✓ Students will have received an email invitation to complete the survey. Students can also find out more via <https://www.ucl.ac.uk/you-shape-ucl/survey-news-and-results/new-ucl-survey>
- ✓ Students' answers are anonymised
- ✓ Students could win a £500 cash jackpot, or one of 50 £10 Love2Shop vouchers when they take part.

Templates for promoting the survey digitally

Text for a promotional email [modify as appropriate]:

Dear [student],

UCL would like to hear your views on the experience of starting in [department / school / division name] this year. This is a good opportunity to have your say about why you chose to study here, how you've found your welcome experience, and how it could be improved further.

To give your feedback go to [the survey site](#) – you may be prompted to sign log in through UCL's single sign-on portal.

Last year, in response to student feedback our department changed [examples]. Responses to the New to UCL survey will be considered as we continue to evolve the student experience.

Students who complete this survey automatically get the chance to win £500 in cash, or one of 50 Love2Shop vouchers worth £10.

Best wishes,
[Your name]

Social media templates

X:

All new students who take part in New to UCL 2024 can win up to £500. Find out more: <https://www.ucl.ac.uk/you-shape-ucl/survey-news-and-results/new-ucl-survey>

New UCL students: tell us about your experience of starting at UCL! Take the New to UCL survey at https://qualtrics.ucl.ac.uk/jfe/form/SV_0cekNqhLpHlytNk and you could win £500 in cash

Facebook post:

New students: tell us about your experience of starting at UCL! Take our New to UCL survey at you'll be in with a chance of winning one of 50 £10 Love2Shop vouchers or £500 cash. <https://www.ucl.ac.uk/you-shape-ucl/survey-news-and-results/new-ucl-survey>

[Accompany this post with an image, available to download from the [Teaching & Learning Portal](#)]

New to UCL prize draw

All students who complete the New to UCL survey automatically enter a prize draw for a grand prize of £500 in cash or one of 50 x £10 Love2Shop vouchers.

Some departments have previously reported that their students have occasionally been sceptical of the prize draws. If you'd like to reinforce that winning the grand prize is possible, you can refer students to [an interview](#) with previous years New to UCL jackpot winner.

If you'd like to run your own incentive scheme as well, we can provide you with a list of your department's students who participated, at the end of the survey. Please emphasise to students that all of their answers and open text comments are anonymised.

Ongoing support

If you have any questions about promoting the survey, please contact student.engagement@ucl.ac.uk

For questions about the survey itself, please contact Gary Smith, Head of Student Data via gary.smith@ucl.ac.uk.