

# KUextra: improving student outcomes for those from under-represented groups in the digital age.

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# Challenges and opportunities

Discuss in pairs then feedback

- What challenges do you face getting students involved in enrichment opportunities?
- What opportunities are there?



- Research links involvement in enrichment with improvement in wellbeing and outcomes.
- Contributes to Kingston University KPIs including reducing the attainment gap.
  
- KUextra provides one place for opportunities, enabling:
  - Staff to advertise and monitor attendance
  - Students to browse, book and gain Kingston Award points
- Students involved in development – from scoping to initiation, implementation and launch.

## Home and EU student demographics

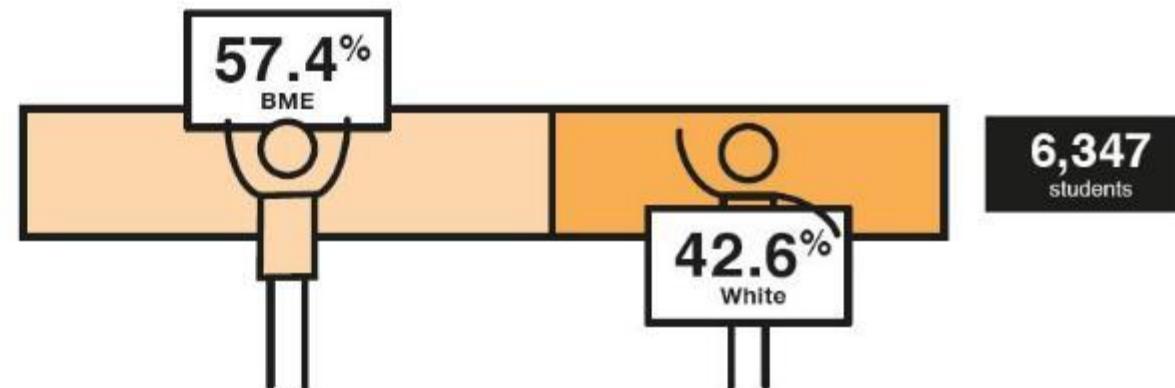
### Ethnicity



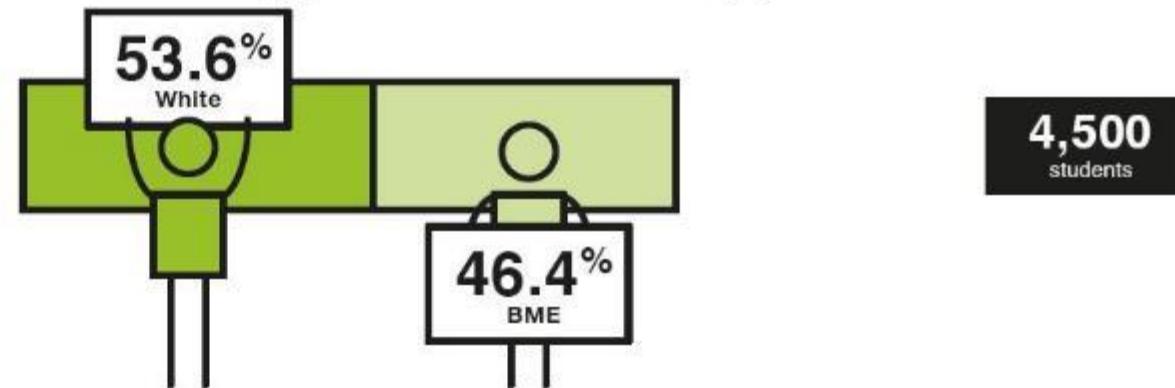
## Home and EU student demographics

### First generation

1st generation



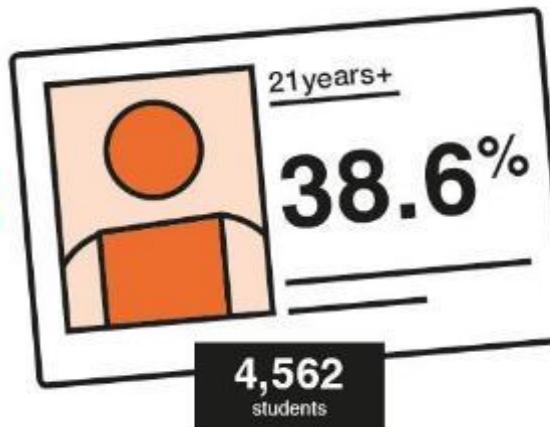
Not 1st generation



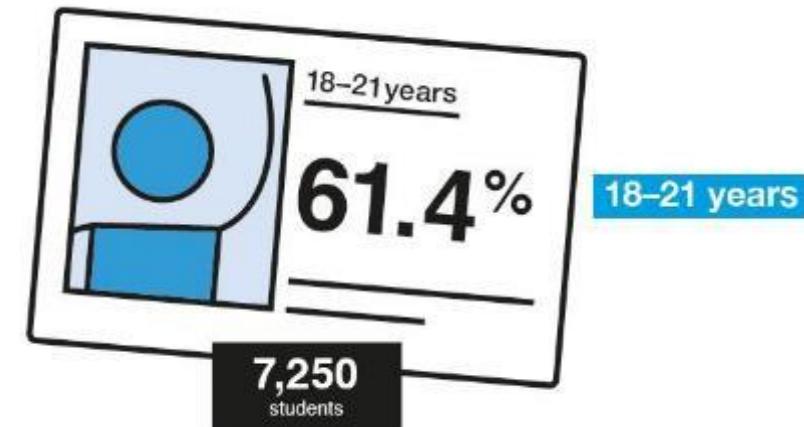
## Home and EU student demographics

### Age on entry

21 years +



18–21 years



## Home and EU student demographics

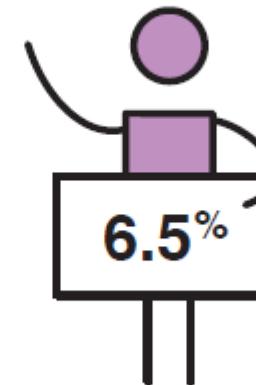
### Disability

No declared disability



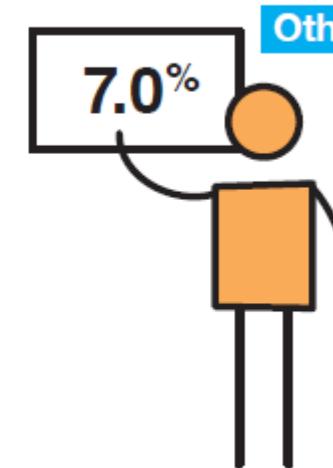
10,216  
students

Specific learning difference



766  
students

Other disability



830  
students

# Improving outcomes

Kingston University impact reports show that, despite their average tariff points being lower, students who participate in opportunities have up to 15% better progression rates.

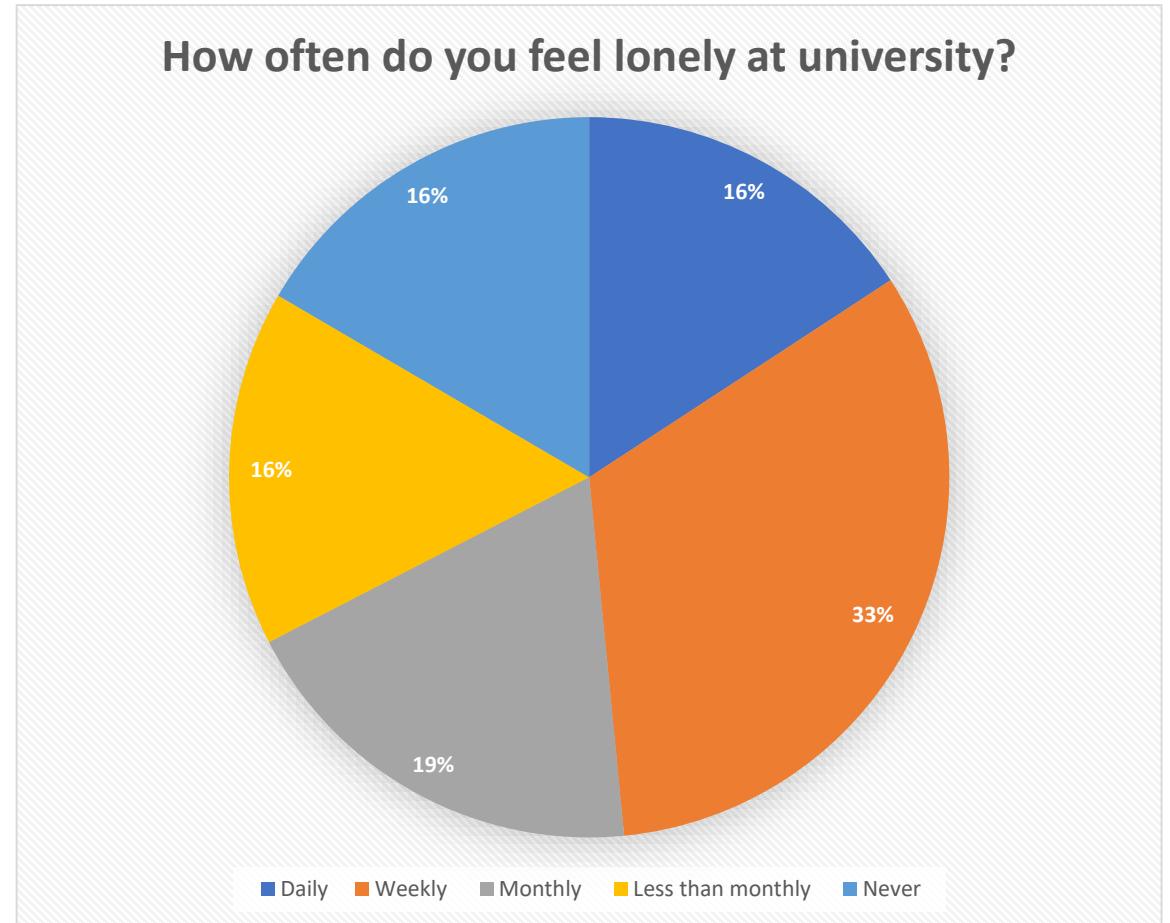
Activity	Percentage of students who completed studies or were eligible to progress		
	Participants	Non-participants	Increase
Academic Mentoring (mentors)	94.5	78.9	15.6
Academic Mentoring (mentees)	86.6	78.4	8.2
Beyond Barriers Student Mentoring	93.8	78.5	15.3
Kingston Hub Social Action	90.1	82.3	7.8
Student Ambassadors	93.3	78.3	15.0

# Improving wellbeing

WONKHE commissioned a survey in Jan 2019  
(1615 responses from 103 universities).

16% of students said they felt lonely daily basis,  
another 30% said they felt the same weekly.  
The figures were worse for Disabled, Black and  
Minority Ethnic, International students, and those  
students living at home were in a similar position.

<https://wonkhe.com/blogs/only-the-lonely-loneliness-student-activities-and-mental-wellbeing/>



# Improving wellbeing

Almost half of all students say that their mental health is one of their top three concerns – a figure that varies significantly depending on the number of friends that they have.

[WONKHE survey](#)

What concerns you most on a day to day basis at university?  
(Choose up to three)

Coping with the course	55.1%
Making the most of my time at university	48.6%
My mental health (including stress and anxiety)	45.5%
Having enough money to get by	45.3%
Gaining the right skills / experience for my career	41.6%
Finding a job after graduation	46.3%
Relationships (family, friends, love sex, prof rships)	30.5%
Work / life balance	27.5%
Meeting new people / making friends	18.7%
Having the confidence to do the things I want to do	18.7%
Securing relevant work placements	16.6%
Homesickness / loneliness	12.2%
Finding part-time work	9.6%
Getting on with those in my accommodation	7.3%
Living environment (accommodation & transport)	7.3%
Alcohol / substance abuse	3.0%
Knowing where to find support / help	2.5%
Other	1.5%
Bullying / discrimination	1.1%

# Improving wellbeing

Sources of student friendships	All	White	BME
People from my hometown	53.3%	58.3%	45.6%
People from my course / faculty / department	66.4%	64.8%	68.8%
People I share my hobbies / interests with	35.1%	34.1%	36.7%
People I play sport with	14.7%	16.4%	12.3%
People I work with	13.8%	16.1%	10.1%
People I volunteer with	2.8%	3.2%	2.3%
People I was allocated accommodation with	33.0%	37.8%	25.3%
The local community I live in (if different from hometown)	3.2%	3.5%	2.8%
People that share my faith	7.0%	3.3%	12.5%
A group I share my identity with	4.1%	2.9%	5.9%
International students, (own country or another)	16.8%	11.3%	25.4%
The student population as a whole	5.3%	5.7%	4.7%

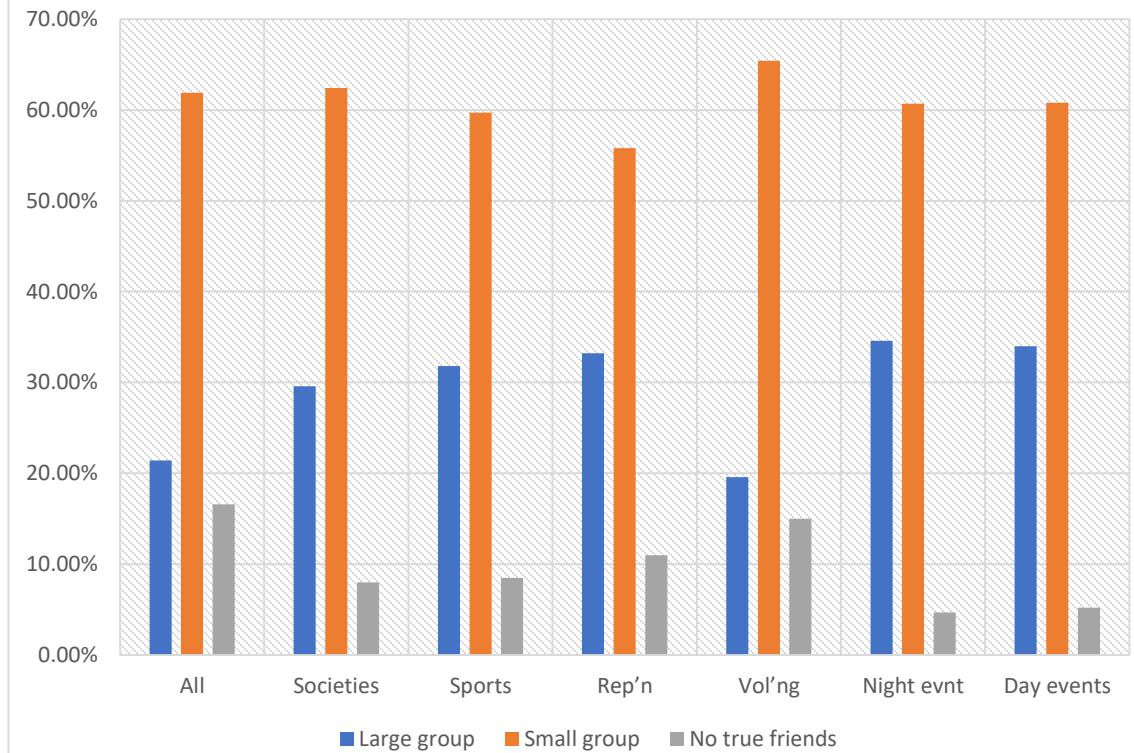
[WONKHE survey](#)

# Improving wellbeing

Friendships appear to be related to participation  
in opportunities outside of the timetable.

[WONKHE survey](#)

Do you take part in any of the following activities?



# WONKHE survey conclusions

- More involvement in activities is linked to better wellbeing and less loneliness.

## Barriers

- Practical – commuting, no time due to course workload, part-time job or family commitments
- Background – fear that schooling or class would mean that others were better at activities
- Culture – off-putting culture focussed on alcohol and hedonistic behaviour

## Solutions

- Sustained effort throughout the year, not just at the start
- Focus on facilitation of friendship and less on having to pay for or join groups
- Access and participation barriers apply to enrichment as well as academic activities

# Barriers

No-one  
to go with

Others more  
skilled

Timing

Cost

Location

No time

Amount of  
information

**It is hard to sift through so much information to find activities I would like to be involved with.**

**I prefer being able to tell someone what I am interested in so that I can get alerts when something relevant comes up.**

**- L6 Student**

# Co-creation

## Scoping – student focus groups

- Motivation for study was to improve life and career success.
- Prefer info only about opportunities in line with interests.
- Preferred to access opportunities on smart device.

## Initiation

- Students input into requirements, MSc UX prototype, testing.

## Implementation

- Students reviewed solution, 110 signed up to user testing.
- Regular focus groups, plus 6 interns help with marketing

I like what you're doing. This is the first time I've felt like my institution cared about my personal development. My experience at other institutions has been different.

- L7 Student

**It would be great if we can have something on the mobile app which, when we click on it, will let us know what events are happening at our location. As a commuting student, sometimes I have a wide gap in-between lectures and would like suggestions on what I can do to pass time.'**

**- L6 Student**



## Opportunities in one place, so students can discover and book.



Academic  
success  
support



Careers events



Course-related  
talks



Lunchtime  
lectures



Personal  
development  
courses



Social Groups  
or Societies



Volunteering  
opportunities



Child Friendly



Enterprise/  
Entrepreneurship



Languages



Sustainability



WildCard/  
Surprise Me



Arts/Culture



Dyslexia/  
Accessibility  
Support



Jobs or Paid  
Work  
Opportunities



Sports

# Data



**800 events, 1400 sessions**



**2500 students signed in (96% booked an event)**

**4500 event bookings**

**Demography of KUextra users reflects Kingston University student population, apart from:**

- **Gender – 20% more females users**
- **Median travel time – users 36 minutes, overall 48 minutes**

# Impact

Meet new friends

Gain new skills

Live a life as well as study

New experiences

Improve life and career success

Take part in sports

Relax during free time

# Marketing

1. Awareness – prospective students find out more
2. Sign in – current students asked to Discover KUextra
3. Book – encourage students to browse and book
4. Stay engaged – remind to browse and book



KUextra is the place to book activities and events. Many are free and earn you Kingston Award points. It is easy to access KUextra and search for and book on to a range of activities. These opportunities can benefit you both personally and academically.

Explore more:  
Go to [kueextra.kingston.ac.uk](http://kueextra.kingston.ac.uk) or KU app  
Earn points 

# A6 card

Meet new people



Kingston  
University  
London

## Discover KUextra

*Activities, events, opportunities*

Do you want to meet new people and try something new? Go to **KUextra** to find plenty of activities and opportunities where you can connect with people with similar interests. These include:

- Sports clubs and social groups
- Arts and culture events
- Faith groups

Explore more:

Go to [kuxtra.kingston.ac.uk](http://kuxtra.kingston.ac.uk) or KU app

Earn points



A6 card

Boost your  
academic skills



Kingston  
University  
London

## Discover KUextra

*Activities, events, opportunities*

Do you want to gain additional skills to support your studies? Go to KUextra to find activities and events that help boost your academic skills. These include:

- Academic disability and dyslexia support
- Course-related talks
- Study abroad

Explore more:

Go to [kuextra.kingston.ac.uk](http://kuextra.kingston.ac.uk) or KU app

Earn points



# A6 card

Make a difference



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University  
London

## Discover KUextra

*Activities, events, opportunities*

Do you want to help out in the community or tackle environmental issues? Go to **KUextra** and find a range of activities where you can make a difference:

- Opportunities to tackle social challenges
- Enterprise workshops and events
- Projects to improve the environment

Explore more:

Go to [kuextra.kingston.ac.uk](http://kuextra.kingston.ac.uk) or KU app

Earn points



# A6 card

## Learn something new



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## Discover KUextra

*Activities, events, opportunities*

Do you want to learn a skill or try something new? Go to **KUextra** to find plenty of activities where you can try out and gain a new skill. These include:

- Learning a language
- Mentoring and personal development
- Masterclasses and lunchtime lectures

Explore more:

Go to [kueextra.kingston.ac.uk](http://kueextra.kingston.ac.uk) or **KU app**

Earn points



# A6 card

Improve your  
prospects



Kingston  
University  
London

## Discover KUextra

*Activities, events, opportunities*

Do you want to gain employability skills and contacts? Go to **KUextra** to find activities and opportunities where you can improve your career-related skills. These include:

- Careers drop-ins
- CV, application and interview workshops
- Enterprise workshops and events

Explore more:  
Go to [kuxtra.kingston.ac.uk](http://kuxtra.kingston.ac.uk) or **KU app**

Earn points



# A6 card

**Get active**



**KU extra**

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London

## Discover KUextra

*Activities, events, opportunities*

Do you want to try a new sport or join a team? Go to KUextra to find plenty of activities where you can try something out for fun or take up a sport more seriously. These include:

- Fitness and recreational sports for all levels
- Sports clubs and teams
- Female-only sports sessions

Explore more:

Go to [kuextra.kingston.ac.uk](http://kuextra.kingston.ac.uk) or KU app

Earn points



# Marketing and comms

## Key messages to students



Activities,  
events and  
opportunities  
on KUextra will  
benefit you.



One place to  
find a range of  
opportunities  
whatever your  
interests.



KUextra is an  
easy and  
accessible way  
to get this  
information.

# Marketing and Comms

- Pre-arrival emails and summer schools
- Welcome events booked on KUextra
- Freshers', enrolment queues, induction framework
- Sept open office food and freebies
- Oct Careers and Enrichment Week
- All year lecture shout outs and roadshows
- Screens, table talkers, posters, social media, e-bulletins
- Staff emails and training

# Discussion

**Discuss in pairs, then feedback to group.**

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