

## Student Experience Project

# Global Society Newcastle College

## About Newcastle College

Newcastle College is a provider of both further and higher education courses as well as vocational and apprenticeship education and training. The current student body numbers approx. 18,000 with around 1,600 students coming from overseas. The total number of overseas students includes 'international fee payers' (Tier 4, Short Term Students etc.) and also non-UK home students e.g. EU/EEA nationals, settled status students etc.

The project was led by the International Office but as it was intended to 'internationalise' the institution we thought it important to involve other services within the College to ensure we were drawing on all possible resources. The aim of the Society was to promote the 'internationalisation' of Newcastle College through the mutual understanding, recognition and knowledge of the varying cultures within the student body. The idea was that both home and international learners would benefit from the group and the group would make a positive contribution to College life.

## What we did

### Step 1.

Our first task was to request that the Students' Union become involved by establishing the Society within the SU.

### Step 2.

We contacted all of our international



students and a selection of home students who we thought might be interested in becoming involved with the group. We called a meeting with the students who responded positively to the email along with members of the International Office and the representatives of the Students' Union.

### Step 3.

We established weekly meetings which were recorded with actions to document the project and ensure deadlines were met.

### Step 4.

We elected a President and Vice-President. The group was lucky enough to elect a BA Hons Events

Management student as their President (Filipa Conceicao) and a Foundation Degree Music student as their Vice President (Andressa Monteiro). This meant the skills and experience of the students could be employed within the project and the resources of their respective Schools could be utilised to support the project.

### Step 5.

At the first few meetings the aims and objectives of the Society were established. The group decided to rebrand from "International Society" to "Global Society" to make it more appealing to non-international learners and to encourage home students to join. The group decided to hold celebratory events to mark certain

points of the year where non-Global Society members could socialise with members and therefore better the chances of wider involvement in the group.

## Timeline of Events

The project ran from Sept 2015 – June 2016.

The three events organised by the group were:

- Christmas Celebration in conjunction with Vamos Social [www.vamossocial.co.uk](http://www.vamossocial.co.uk)
- Olympic themed event to celebrate Brazilian culture staged at Newcastle College's Chefs Academy
- International Fair showcasing local and international artists along with a range of craft and food stalls

The benefits and challenges of the group are best summed up by Global Society President, Filipa Conceicao:

*"Being Global Society's President was very challenging but extremely rewarding too. This role was very demanding due to being the first time Newcastle College was starting a student society and none of us knew how things were supposed to happen. As a final year events management student, being the president of the committee it was great to have gained the experience, meet new people and make new friends."*

## Sustainability

The team created a logo for the Global Society to increase awareness of the group and used some of the budget to buy hoodies which will be sold to supplement the delivery of projects and activities in 2016-17. The Society also raised money to be invested in 2016/17 by selling tickets for events, setting up raffles/competitions and looking to the local business community for sponsorship.



## Marketing and use of college services

As part of our marketing campaign we purchased a Global Society banner stand. We utilised our marketing team to create the design for the banner and ordered the banner through our Reprographics department. Using college services kept the cost down and meant that more parts of the institution could contribute to the project. The banner stand was used at the Olympic themed event, the International Fair and it now has a permanent place in the International Office which gets the message out to new students as they arrive to enrol at the office.

To develop the 'internationalisation' aspect of the project, efforts were made to get news of the group out to the wider College community of both staff and students. An article was created for the Newcastle College staff blog Insight which included information about forthcoming events and a request to staff to make their students aware of the project. We arranged for the blog to be sent out via an all-staff email and included a version of the article on the student intranet.

The group also utilised social media and set up Facebook and Instagram accounts to ensure pictures could be

posted, messages circulated and new members invited. Links to these accounts can be found on the opposite page.

Another way of utilising College resources was to request the expertise and services of current students. The School of Creative Industries at Newcastle College includes courses on photography, film making and design as well as a large music and performing arts section. Students were happy to provide support and services to the project as they could use this work within their assignments and dissertations. We borrowed sound equipment from the music section and acquired the services of a sound engineer to assist with the live musical performances at our Olympic themed event. This event was also filmed and photographed by a group of five students on various Creative courses. Again, this assisted in making the group more inclusive and meant that more home students were being exposed to the work of the group.

## Recommendations for other institutions

- Start as early as possible in the academic year by engaging students right from the beginning and set up a structured timetable of meetings.

- Once an individual or team has been appointed to lead the group allow the students to take ownership of the direction of the Society. Finding the right person/ persons to lead the group is crucial to the successful delivery of the project. Leaders of the group will have to manage to balance their many academic demands with the demands of the project.
- Draw on the resources of the institution – staff, students, equipment, services, marketing etc. and look to involve the whole institution by drawing on services and departments that are used by both home and international students (i.e. Students' Union).
- Spread the word about your project by using blogs, all staff emails and social media
- Where possible bring senior management into the project delivery as they will assist in making the project visible at Director/ Governor/Principal level.
- Ensure you collect student feedback following events, especially from non-members as they will give members a steer on what can be improved and what they can do to attract students in the future.

## Resources

### Global Society Olympic Event

Video: <http://bit.ly/2cZ7i49>

### Global Society Facebook:

<http://bit.ly/2e3tDgl>

### Facebook Search:

@Global\_Society\_Ncl\_Coll

<http://bit.ly/2e820Xt>

### Global Society Instagram:

[http://instagram.com/globalsociety\\_nclcoll](http://instagram.com/globalsociety_nclcoll)

<http://bit.ly/2deYXds>

### Instagram Search:

@globalsociety\_nclcoll

### Newcastle College International

Facebook: [www.facebook.com/newcastlecollegeinternational](http://www.facebook.com/newcastlecollegeinternational)

<http://bit.ly/2ejrWhP>

<http://bit.ly/2ejrWhP>

### Facebook Search:

@newcastlecollegeinternational

### VAMOS! Social Newcastle:

[www.vamossocial.co.uk](http://www.vamossocial.co.uk)

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