



HERTFORDSHIRE
Students' Union

**Engaging with our
College HE Students**

Pre 2013 – 2014

Limited Engagement

Historical,
deep rooted
low levels of
engagement

Limited to
commercial
advertising

Occasional
Visits to
colleges on
request

Engagement
down to
individual
students

Open invite to
Student Rep
Training – low
uptake



2013-2014

Improving Engagement

Shannen Rock -
then VP Comms
& Media –
former college
Student

Organised
activities to
increase
interactions
between SU and
colleges

Attended
induction talks
and fresher's
fairs

Ultimately
resulted in an
improved NSS
score

Attend
consultations
and offered
support to
Oakland's
Colleges new SU

Applied for
funding to
support joint
projects

A proposal put
forward to build
on these
activities



2014-2015

Developing Consistency

Wanted to build on the success of 2013-15

Developed a proposal which gave some structure

Working with colleges to find space to display information

Conducted focus groups and other research to better understand college HE

Organised roadshows at 2 colleges in line with campus based roadshows

Elected officer representation at consortium committees.

Specific invitations/ information to colleges – e.g. Student Ideas Forum



To Sum Up

Embedding Culture

We are working to ensure consistency year to year

Want to tailor our approach to each college

Trying not to run before we can walk

Want to embed a culture of engagement with the SU