

**OPEN UNIVERSITY STUDENTS ASSOCIATION****Student Leadership Team (SLT)**

21 – 23 April 2023

**FRESHERS FORTNIGHT 22J AND 23B EVALUATION**

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The SLT is asked to:-

- i) **Note** the Freshers Fortnight 22J and 23B Evaluation report

**1. Executive Summary**

- 1.1 This report will evaluate Freshers Fortnights 22J and 23B. The report begins with an introduction, followed by key findings, attendees and mailing list subscribers profile, experience of attending Freshers Fortnight, events programme, competitions, prize draws and freebies, barriers to participation, communications, host feedback, final thoughts from students and finally recommendations. The recommendations are outlined in Section 3 of this covering paper.

**2. Introduction**

## 2.1

The Freshers Fortnight 22J and 23B Evaluation report is attached as an Appendix. The Student Community Team in the Students Association is responsible for organising Freshers Fortnight which is held twice a year, in September – October and in January – February. Freshers Fortnight is an opportunity for both new and continuing Open University (OU) students to engage with fellow students, take part in events and activities, and learn about the Association. This report will evaluate the 10 – 23 October 2022 (hereafter 22J) and 23 January – 5 February 2023 (hereafter 23B) Freshers Fortnights (the 22J dates were pushed back two weeks due to the death of the Queen).

- 2.2 This report consists of results from the following:

- October 2022 Feedback Survey: 109 respondents
- January-February 2023 Feedback Survey: 107 respondents
- October 2022 Host Feedback Survey: 16 respondents
- January-February 2023 Host Feedback Survey: 12 respondents
- Analytics from social media, oustudents.com, our monthly newsletter, and Freshers mailing list

## 2.3

This report shows that Freshers Fortnights 22J and 23B were successful, with 73.5% of respondents saying that they would 'Definitely' recommend Freshers to fellow OU students (65% of 22J and 82% of 23B selected 'definitely', 22% of 22J and 8% of 23B selected 'maybe', 10% of 22J and 6% of 23B selected 'not sure' and 3% of 22J and 4% of 23B selected 'no'). Additionally, 96.6% agreed with the statement 'I found the hosts and facilitators friendly and welcoming' (96.3% for 22J and 96.8% for 23B) and 90.9% agreed with the statement 'I felt that the Freshers Fortnight reflected the Students Association's commitment to inclusivity and diversity' (90.8% for 22J and 90.9% for 23B). 100% of hosts responded that they were 'very likely' to get involved with Freshers again, agreed they felt supported in setting up their session(s) and found delivering their session(s) enjoyable. Two student respondents commented:

"This was my first University Freshers and I found it to be a rather wonderful digital experience. I got to meet fellow students from across the UK and around the world."

- 23B survey respondent

"I got to know quite a few lovely people and feel like I am a part of the community at OU now"

- 22J survey respondent

## 3. Recommendations

3.1 The recommendations given in the report are as follows:

3.2 **Guidance for hosts:** Hosts to be asked to share how participants can use closed captions and general tech guidance for common problems encountered at the start of events.

3.3 **Cancelled events:** Student Community Team to assess options to more clearly share when an event is cancelled.

3.4 **Accessibility:** Continue to improve accessibility of events, ensuring there is clear information on how to join sessions and what to expect.

3.5 Members are asked to note the information provided in the report.

**Lara Munday**  
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