

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

21 – 23 April 2023

**UNIVERSITY CHALLENGE 2023 EVALUATION**

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The SLT is asked to:-

- i) **Note** the University Challenge 2023 Evaluation report

**1. Executive Summary**

- 1.1 This report will evaluate the recruitment process for the 2023 University Challenge team. The report begins with an introduction, followed by key findings, feedback survey results – the applicants, feedback survey results – the application process, feedback survey results – barriers to participation, feedback survey results – final thoughts, social media analytics, and finally recommendations. The recommendations are outlined in Section 3 of this covering paper.

**2. Introduction**

## 2.1

The University Challenge 2023 Evaluation report is attached as an Appendix. The Student Community Team in the Students Association is responsible for recruiting a team to enter the selection process for the UK television programme University Challenge. A team of five Open University students is formed – comprising of four team members and one reserve team member. The team then applies for the programme and may be invited to interview and then filming if successful. The Students Association's application period for Series 30 of University Challenge in 2023 was open from Monday 3 October until Sunday 30 October 2022. This report consists of results from a feedback survey sent to applicants, of which there were 18 respondents, and analytics from social media content.

## 2.2

This report shows that the recruitment process for the University Challenge 2023 team was a successful project, with 89% of respondents saying that they would 'Definitely' recommend the process to fellow OU students, and 11% selecting 'Maybe'. Additionally, 70.7% agreed with the statement 'I feel taking

part has made a positive contribution to my student experience' (29.4% selected they felt 'Neutral' towards this statement, and not including the respondents who selected 'not applicable'). One respondent commented:

"It was a fun experience but it also gave me a chance to meet fellow students. The online audition in particular was good fun and a confidence booster even though I was ultimately unsuccessful"

## 2. Recommendations

- 3.1 The recommendations given in the report are as follows:
- 3.2 **Increase social media and website content:** Since University Challenge related social media content has proven popular, it is recommended to increase the social media content and communications for University Challenge, including the creation of a webpage on ourstudents.com for University Challenge which will be available all year-round.
- 3.3 **Audio option for online quizzes:** Student Community Team to assess options for questions to have an audio option for the initial subject specific and general knowledge online quiz rounds, to better replicate the TV show.
- 3.4 **Assess breadth and number of questions and subject categories:** Student Community Team to consider an even wider range of questions in the online quizzes and auditions, and to reassess the specialist subject categories.
- 3.5 Members are asked to note the information provided in the report.

**Lara Munday**  
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