

Freshers Sept/Oct 2020 – Headline Impact Report

Attendee numbers at sessions

There were 40 sessions in total, not all attendee numbers have been received but a sample are shown below:

International Students Welcome Chat – 29

Welcome to the OU Students Association & Freshers Fortnight – 197

Meet your student reps – 132

Study Tips – 166

Making the most of your OU Tutor – 133

Welcome to the Faculty of Wellbeing, Education and Language Studies (WELS) Drop-In – 16

Quiz with PLEXUS! – 30

Societies and Clubs Fair – 148

Clwb Cymru – 33

Scotland Chat – 21

Find out more about the upcoming by-elections! – 21

How we can help you be career confident (*from Career & Employability Services*) – 33

Welcome to the Faculty of Arts and Social Sciences (FASS) Chat – 42

Friday Night Quiz! – 134

Coffee & Chat – The Big Online Meet-Up – 69

Lunch with the library, Bring your own questions (and lunch) – 27

Welcome to the Faculty of Business and Law (FBL) – 65

An Introduction to Mind Apples – Feed Your Mind – 40-50

Speed Friending (*from the Young Students Club*) – 68

Talk to your student reps about the upcoming by-elections! – 22

A Welcome to Access and Open – the value of being a brave learner (*from OU Staff*)– 20

Welcome to the Faculty of Wellbeing, Education and Language Studies (WELS) Drop-In (second session) – 17

Looking after your mental wellbeing (*from Emma Greenstein – OU Mental Health Advisor*) – 37

Bingo! – 47

Open University Christian Union (OUCU) Freshers Session – 17

A look at psychology in autobiography (*from OUPS*) – 72

Meteorites – Talk and Q&A (*from Space Science Club, with speaker Dr Tim Gregory*) – 65

Mailing list

1141 subscribers to our Freshers mailing list on Mailchimp (we sent 3 emails during the Freshers Fortnight about upcoming events and competitions etc)

- Average of 65.2% opens on our 3 Freshers mailing list emails
- Average of 22.7% clicks on our 3 Freshers mailing list emails
- Highest number of clicks was 253 for the Academic Planner
<https://www.oustudents.com/uploads/www.oustudents.com/2020-planner.pdf>
- Second highest number of clicks was 241 for the Week 1 Timetable
<https://www.oustudents.com/freshers-timetable-week1>
- Third highest number of clicks was 108 for the Passport Bingo Competition
<https://www.oustudents.com/freshers-passport-bingo-competition-2020>

Communications

In our monthly newsletter in September 2020, the Freshers microsite received the highest number of clicks from the newsletters so far this year at 586

The Freshers page on oustudents.com was the top viewed page in September 2020 with 26,554 views

Top post on the Association's Facebook page in September 2020 was the Freshers Study Helper Competition – which reached 7,908 people, had 81 reactions, comments & shares and 513 post clicks

Top post on the Association's Facebook page in October 2020 was the Freshers Academic Resolutions Competition – which reached 14,958 people, had 606 reactions, comments & shares and 1,776 post clicks

Top post on the Association's Twitter page in September 2020 was the launch of the Freshers microsite and programme – which received 12,865 impressions, 115 retweets & likes, and 153 link clicks to the Freshers microsite

Top post on the Association's Twitter page in October 2020 was the Freshers Academic Resolutions Competition – which had 17,455 impressions, 60 comments, 59 retweets & likes, and 77 clicks to the T&Cs

Clubs & Societies

Write Club gained 78 new members

Space Science Club gained 100 new members