

EDA COLLEGE



STUDENT ENGAGEMENT STRATEGY¹

Version Control

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¹ This strategy must be read alongside the EDA College Student Engagement Procedures and is rolled out via College website and SRC, SSCC and Programme Board Meetings.

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Introduction

EDA College's **Student Engagement Strategy (SES)** is based on College's strategic plan to develop and implement a well-designed plan to improve how students engage in teaching, learning and assessments, participate in college life and decision-making to develop their overall academic experience. In the current regulatory framework, EDA College engagement strategy is aligned with OfS guidelines and Advance HE's research & publications and the UK quality code to emphasis on student voice, partnership and belonging for enhancing inclusivity in providing students a college community life experience.

Student engagement is defined as *the active participation of students in learning, teaching, quality and standards enhancement, academic community life, and decision-making processes* that shape their educational experience within the EDA College.

Everyone at EDA College is responsible to ensure student participation and engagement in decisions that affect student life and therefore, the audience of this strategy are students (current & alumni), staff (academic, support & non-academic), and stakeholders (contractors, partners, shareholders & governors).

Student engagement at EDA College includes:

- Academic participation
- Attendance and preparation
- Interaction with staff and peers
- Participation in feedback processes
- Involvement in quality and standards assurance & enhancement
- Engagement with support services
- Contribution to the College community

SES Principles

The College will ensure that student engagement is based on the following principles:

Partnership - students are partners in the learning process and in the enhancement of the student experience.

Inclusivity - engagement opportunities will be accessible to all students regardless of background, mode of study, or personal circumstances.

Transparency - students will be informed of how their feedback is used and how decisions are made.

Belonging - the College will foster a strong belonging and sense of academic community.

Continuous Enhancement - student engagement will be monitored and used to improve teaching, support, and the wider student experience.

Objectives of the EDA SES

1. ACADEMIC ENGAGEMENT ENHANCEMENT

(with focus on engagement in teaching, learning and assessments)

How we achieve this objective?

Action	Details	Example
Embed active learning strategies	use of active and inclusive learning approaches	Blended Learning - Flipped learning
Clear assessment guidance	Assignment brief and students' participation in assessments development	Assignment Briefs – Negotiated Assessment
Use formative feedback cycles	Timely and constructive feedback	Formative feedback
Tutorial support & Targeted Academic Guidance	Structured Tutorial Support and mentoring of students on support plans	Personal Tutorship & student support Assessment Guidance
Monitor attendance & participation early	Regular monitoring of attendance and engagement	Attendance and Engagement meetings

2. STUDENT VOICE AND PARTNERSHIP

How we achieve this objective?

Action	Details	Example
Student reps in all groups and cohorts of students	Elections of student reps from all groups and cohorts of students	Formation of student reps committee
Termly student forums (Student Representative Committee Meetings)	Students Forum to independently review college performance on various fronts	Termly SRC Meetings
Staff–student committees (Student-Staff Consultative Committee)	Student reps attending SSCC	Termly SSCC Meetings
Student involvement in quality and standards review	Students' participation in programme board and academic board	Attendance in Boards and Committees
Staffing and recruitment	Student participation in staff recruitment process i.e. micro-teach sessions	Specific involvement in academic staff recruitment process

3. SENSE OF BELONGING

(for enhanced student engagement and retention)

How we achieve this objective?

Action	Details	Example
College community events	Participation in organisation of research/conference events	Cultural Events
Dedicated student spaces	Common room & recreational and multifaith areas	Social interactions Student ambassador programme
Induction and Progression Ceremonies focus on belonging	Structured induction & progression events Opportunities for students to share their experiences in the induction/progression ceremonies	Awards and certificates of achievement in each year develop motivation and sense of belonging
Co-curricular and Extra-curricular activities	Academic community events Student taking initiatives and lead organising different events and celebrations Volunteering programmes	Study Skill workshops, Language & academic workshops, CV/interview training workshops Guest speakers, culture days, Employer engagement events, study trips etc.

4. SUPPORT & WELLBEING ENGAGEMENT

How we achieve this objective?

Action	Details	Example
Personal tutoring framework	Dedicated Personal Tutors for all the students	Group or Individual Tutorials for students Academic support sessions for students on support plan
Early intervention system to identify students at risk Individual Learner's support plan or Personal Success Plan	For students on any category of support plan are dealt with individually Implementing individual learners support plan or Personal Success Plan and allocate Student advisor or Learning Facilitator	Maternity, Paternity, Learning Support Needs, Additional Consideration Policy Special Consideration Policy
Academic skills workshops	Study skills sessions, time management support, referencing/academic writing	Student Success Seminars and workshops
Mental health support awareness	One-to-one wellbeing and mental health support Access to wellbeing services	Student Wellbeing Officer confidentially deals with any issues of mental health and wellbeing

5. DIGITAL ENGAGEMENT

How we achieve this objective?

Action	Details	Example
Consistent VLE use	Moodle Access and training to students and academic staff	Guidance and individual support (where required)
Interactive online activities to implement Blended Learning Model	Well-designed online activities with videos, handouts and cases studies	Follow up with individual students on online quizzes completion
Online/Telephonic VLE support	Academic and student success team facilitates student facing any VLE issues	How to engage with VLE, develop and submit work in the right format
Opportunities for online interactions	MST meetings at individual and group level to facilitate engagement	MST Meetings for different purposes
Digital feedback tools	Polling tools, Mentimeter, Padlet, Kahoot,	Embed tools for enhanced engagement in learning
Continued IT Support	Helping with IT Lab access	Moodle Login issues resolved promptly

6. STAFF DEVELOPMENT FOR ENGAGEMENT

How we achieve this objective?

Action	Details	Example
CPDs on active learning, class management etc.	Arrangements for CPDs on some planned topics that foster student engagement	Peers share best practices
Coaching/Mentoring for teaching	Senior Lecturers and PLs providing structured coaching/mentoring to teaching staff to provide high quality teaching and learning to students	Students access to a planned and organised learning experience
Sharing good practice - buddying	Assign buddy to every new tutor joining EDA College for effective student engagement	New staff buying in the processes used by the College
Teaching Observation	PLs and senior academics conduct teaching observation to understand level of student engagement with teaching, learning, teaching material etc.	Peer observation with student engagement being a focus point
Professional Development	Advance HE Membership Mentoring staff on Fellowship applications	Students engage with professionally recognised staff
Teaching and Learning Forum	MST Channel for developing teaching and learning communities	Organising reading groups etc.

Yardstick of Success

The yardsticks/KPIs of success in SES for EDA College are:	
Area	Example Yardstick
Attendance rates	100 % attendance/engagement
Continuation/Retention rates	100% continuation/retention
Completion/Achievement rates	≥90% completion/achievement
NSS / internal surveys (Induction Surveys, MES)	≥80% student satisfaction
Student voice participation	100% cohorts/groups with student reps
Tutorial attendance	≥80% student satisfaction
Progression rates - to employment / further study	≥80% progression
Link Tutors and EE reports	Reports with no serious recommendations
Student complaints and appeals	Minimising student complaints etc.

List of Abbreviations

SRC – Student Representative Committee

SSCC – Student-Staff Consultative Committee

VLE – Virtual Learning Environment (Moodle)

MST – Microsoft Teams

MES – Module Evaluation Surveys

CPD – Continued Professional Development

PL – Programme Leader

KPIs – Key Performance Indicators

EE – External Examiner

SES Implementation Structure

Area	Lead	Focus	Actions	Review
Teaching & Learning	Programme Leader (Engagement)	In-class and online engagement for effectiveness of blended learning approach	Active learning CPD Pre-Sem Standardisation Meeting	Termly
Assessment & Feedback	Programme Leader (Assessments)	Negotiated Assessment Student-staff engagement through feedback and assessments	Assessment & Feedback CPD End-Sem Standardisation meetings	Termly
Attendance Interventions	Attendance Lead	Punctuality, Regularity effectiveness	One-to-one engagement through phone calls, emails, texts and f2f meetings for support	Weekly
Students at Risk	Engagement Lead	Warning Letters, Follow up and individual meetings	One-to-one engagement through phone calls, emails, texts and f2f meetings for reengagement	Weekly after Week 4
Student Voice	Engagement Lead	Arrangement for student groups discussion on their experiences	Surveys, Discussion Forums & Student Reps Committee meetings	Various points in the Term
Belonging	Principal's Staff Coordinator	Events & community	Events & community	Termly
Support	Student Support Officer & Tutors	Tutorials & tracking	Tutorials & tracking	Monthly
Academic Skills	Student Success	Seminars/Webinars	Seminars/Webinars	Termly
Digital Study Skills Support	IT / Student Success	VLE standards	VLE standards	Termly
Career Support and Guidance	Student Success	Careers Hub, Seminars/Webinars, Careers Corner	Careers Hub, Seminars/Webinars, Careers Corner	Level-centred events within term time
Leadership	Programme Leaders	Senior Management	Student leading in events organisation	Conferences and events organisation