student **support** centre
canolfan **cymorth** i fyfywyr

advice counselling disability & dyslexia - cyngor cynghori anabledd a dyslecsia

CARDIFF UNIVERSITY
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Pastoral Care: Capitalising on New Media

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Introduction

- Context: What do we mean by new media
- What can new media offer that is different?
- The obstacles to using new forms of media
- Discussion about applications
- Conclusion and future opportunities

Context

- Video based, professionally written information
- Web based FAQs regularly updated
- Webchat for distance learners
- Social networking sites to access information and student led, moderated discussion boards

What are the expectations placed on student/support services?

Application

- Why we have capitalised on it:

devolved management of academic staff;

Multi site, all Wales role;

No fixed calendar for the whole University;

No requirement on students to engage with student support

- Increased recognition of the importance of student retention in the context of increased access and participation

Benefits of new media

- Consistent, engaging information about what we do
- Flexible format accessed in different ways
- Ease of use for our academic schools (departments) for student and staff information
- Accessible in a range of ways to parents, students (pre and post entry), academics and third parties
- Saves on staff time for other activity
- A prototype for wider development

Obstacles to new media

- Quality is important, therefore it is expensive
- Style: Choosing a producer/presenter
- Support from the academic community and our staff
- Reaching the target audience through their media choices – fashions change
- You cannot easily assess how well used it is because there are multiple ways to see it
- It may take away the personal touch

Further developments

- Promotional and information delivery
- Multi site, all hours access
- Support for people returning to learning
- Take our information with you on media players – e.g. housing
- It improves general awareness of face to face services

Conclusions: Lessons Learned

- Takes a lot of time to get the medium right
- Takes a lot of time to get the content right
- It has to be perfect to work - people pick on any faults
- It is difficult to use in a multi or bilingual environment
- Facebook etc– institutions may take the cool out of it
- Shelf life – the look and content will date

Thanks for listening

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