

NSSW Communications Strategy Summary Update, Tranche 9 2024/25

Introduction

This document provides an update to the NSSW Communication Strategy Summary available at: <https://nextstepssw.ac.uk/content/uploads/2025/01/Phase-3-NSSW-Communications-Strategy-Summary-August-2021.pdf>

The fundamental concepts of NSSW communications have not changed, but revisions have been made in line with re-modelling according to OfS guidance and operational changes.

Changes to the Communications Team staffing

The Communication Officer FTE has been reduced.

The staffing for T9 is:

Communications Team Leader (1FTE)

Communications Officers (1.1FTE) - Job share 0.7 FTE and 0.4 FTE

Communications Provision

NSSW continues to offer extensive student-focused content of IAG and signposting using website, digital newsletters, and social media.

The NSSW Attainment Raising Programme

We promote our attainment raising outreach by signposting our offering on the NSSW website and producing bespoke resource packs. Our digital development has included the design and launch of the NSSW/Ryze Study Skills App for year 10 pupils. The app also supports our strategic outreach offer through being available as interactive tool for all schools to access and use.

Roll-out plans for 2024/25 include promoting the 15 available licenses for the app initially to NSSW target attainment raising schools, before offering the opportunity to all NSSW schools via NSSW email comms. The Comms and Outreach Teams follow this up in schools using onboarding promotional materials (poster and quick start guides) for teachers and pupils.

Changes to Website / Digital Outreach

A key role of the Communications Team is digital signposting. Structural changes have been made to the website to ensure that all visitors can directly access relevant sections easily and quickly, by user type. Signposting includes the promotion of Opendays and CPD. Changes have included implementing an intuitive CPD filter on the events pages. We have used analytics to review web traffic and usage and made changes to pages including discontinuing the Uni Taster Days plugin search and the Unibuddy chat tools.

Changes to Newsletters

We are now operating a more bespoke approach to email campaigns, reacting to timely signposting opportunities for our audiences. We are also continuing to support Adult Learners via our half termly newsletter, to continue to deliver on our strategic outreach objectives of signposting to this demographic.

Changes to Social Media

NSSW has strengthened its social media by launching a TikTok platform which promotes relevant and timely video reel content created by student ambassadors for our target audiences. Plans for 2024/5 are to develop this channel further and include running a quarterly training programme to recruit new SA content creators and support existing creators, sharing tips and ideas for new and inspiring content.

Changes to Training

Changes include a wider approach to training and sharing best practice via collaboration with other Uni Connect partnerships. Offering our expertise and knowledge of communications by co-chairing the national Uni Connect comms group has allowed us to support smaller partnerships with less comms provision.

Plans for 2024/ 25 are to develop and expand on this further by working with partners including Student Finance England, to help shape national Uni Connect resources. Sharing our resource templates, design skills and project management will drive collaboration to support and pilot a national approach in line with OfS guidance and plans for 2025 /26.

Additional on-core delivery

Plans for 2024 /25 include supporting externally-funded projects, such as the partner Wave 3 Apprenticeship projects, the OfS Innovation Fund bids and other funding opportunities as they arise. Flexible and bespoke communication campaigns will be designed and delivered to promote these and other strategic outreach opportunities.