

## University of Central Lancashire

### Student Engagement

# Sally the Slug, "Innovative Strategies for Student and Staff Engagement."

## Section 1 About the project

### Summary

The Student Unions' of the University of Central Lancashire, working successfully with the University, has since 2013 run a range of innovative student engagement initiatives that have seen student and staff numbers engaging in issues around sustainability soar.

### Project partners

- Preston Environmental Forum
- University of Central Lancashire
- NUS Student Green Fund

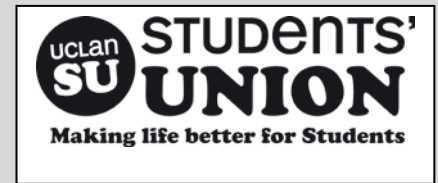
## Section 2 The results

### The problem

UCLan has significant numbers of students that are non-engaged in issues around sustainability. In November 2013 we undertook a Students Lifestyle Survey and asked 882 students about sustainability. We discovered that 36.4% of UCLan students were honestly disengaged in these issues, (compared to the national average population where 18% of people are disengaged.) This clearly showed a need for us to collectively find new and creative ways to engage students and staff.

### The approach

Our top down and grass roots up approach has enabled us to win over both students and University staff. We've been very focused on maximising engagement in all that we do. We've gone to where students are and not expected them to come to us. We've seen everyone as a potential audience for our message and so this has allowed us to reach beyond the usual crowd. We've combined traditional engagement methods with new approaches and have taken risks, such as Eco English. We involve our local community too, from businesses such as LUSH and Global Renewables, to social enterprises like Preston Environmental Forum.



### Profile

18,542 FTE students  
2670 staff  
Urban

Category supported by



# Finalist's case study

## Our goals

- 25% increase in student awareness of sustainability initiatives, measured against a baseline of November 2013 by July 2015.
- 25% increase in student participation in pro-environmental action. (Baseline as above.)
- 25% increase in adoption of pro-environmental behaviours by students at UCLan. (Baseline as above.)

## Obstacles and solutions

Obstacle	Solutions
Engaging Staff	Spending time understanding staff's requirements & constraints
Engaging hard to reach students	Taking the offers to the students and using interactive engagement opportunities
Getting the Institution to change how it does things	Clearly showing the benefits and making clear that this is a good news story for staff, students and for the International and National reputation of the University

## Performance and results

- Total Carbon Saved = 81.73 tonnes of carbon
- 200 trees planted in the community by Green Ladder volunteers – Nov/Dec 2013
- A Forest Garden created in a disused part of the campus
- A micro allotment scheme started
- Over 2,000 students directly involved to date

## Section 3 The future

### Lessons learned

- Trust students to lead on elements of the project. They have the best ideas and know how to effectively engage other students.
- Working with The International Students on Eco English was an excellent way of extending the student engagement opportunities across the summer and gave the project a global dimension.
- Understand the University's priorities and work with them.

### Sharing our project

- Presented at The Student Green Fund Sharing Day May 2014 to 24 Universities
- Article soon to appear in HEFCE Newsletter about Eco English
- Press articles in Lancashire Evening Post, & featured on BBC Politics Show
- Entrant in Britain in Bloom 2014
- Features on NUS & Student Green Fund websites
- We have a blog, (7,113 views – July 2014) twitter, Flickr, & Facebook

## What has it meant to your institution to be a Green Gown Award finalist?

Our Vice Chancellor Gerry Kelleher has given us his support. He has said that:

*“Due to the high levels of commitment from our staff and students to this area of work we find positive change comes more naturally than in other areas. Sustainability is unique in that it joins our entire community together with their energy, enthusiasm and commitment to the environment for future generations. Winning a Green Gown Award would be a great honour and would reward the thousands of staff and students who have worked so hard on sustainable projects. We would use such an award across the institution, City and Region to inspire even more stakeholders to commit to this agenda.”*

## Further information

[www.greenladderproject.org](http://www.greenladderproject.org)

Twitter – [https://twitter.com/Green\\_Ladder](https://twitter.com/Green_Ladder)

Facebook <https://www.facebook.com/#!/UCLanGreenLadder>

<http://www.studentsgreenfund.org.uk/nav/the-projects/green-ladder>

Sally the Slug – The Film - <https://www.youtube.com/watch?v=gT6x9TEusyk&feature=youtu.be>