

MANCHESTER
1824

The University of Manchester

working together

**Communications and
Marketing Conference 2016**

**Stellify – Changing the Way We Communicate our Student
Experience**

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STELLIFY

DO MORE BE MORE

WHAT IS STELLIFY?

Stellify is a primary University campaign, focused on articulating the distinctiveness of our student experience and the unique attributes of our graduates.

PROJECT BACKGROUND (1)

University Communications and Marketing Plan

“In partnership with the DSE, articulate the distinctiveness of our student experience by creating a named package as a vehicle for communicating the University-wide opportunities available to all students here – based around the current HEAR.”

(Actions 7.1b Outstanding learning and student experience)

PROJECT BACKGROUND (2)

Objectives:

To create a named package as a vehicle for communicating the University-wide opportunities available to all University of Manchester students

To explore the concept of the 'Manchester Advantage', i.e. what is distinctive about a degree from the University of Manchester?

To explore whether delivering a new Award is an important element of the Manchester Advantage

SO WHAT DID WE DO?

- University stakeholder engagement and consultation
- Evidence based approach – RESEARCH!
- Developed a final proposition (Manchester Advantage Framework)
- Gained senior colleagues buy in and formal approval
- Developed a final proposition and name
- Started talking about it from the top down
- Made the campaign highly visible
- Put clear governance in place

GOVERNANCE AND IMPLEMENTATION

- SLT sponsor - Professor Clive Agnew
- Manchester Advantage Implementation Group
- Stellify Communications sub-Group
- HEAR sub-Group
- Manchester Leadership Award sub-Group

WHAT IS STELLIFY?

Activities across the University and Students' Union that help students develop their own unique potential and the characteristic of Manchester's most successful graduates:

1. Embrace learning without boundaries
2. Understand the issues that matter*
3. Make a difference*
4. Step up and lead*
5. Look to the future

MANCHESTER LEADERSHIP AWARD

Understand the issues that matter - completion of all three of the Ethical Grand Challenges

Make a difference - Complete 40 hours of verified volunteering, undertaken for the benefit of the wider community, supported by the University or the Students' Union

Step up and lead – completion of 2 of the following:
Peer Mentor or PASS Leader, Student Rep in School,
University Halls RA/JCR committee

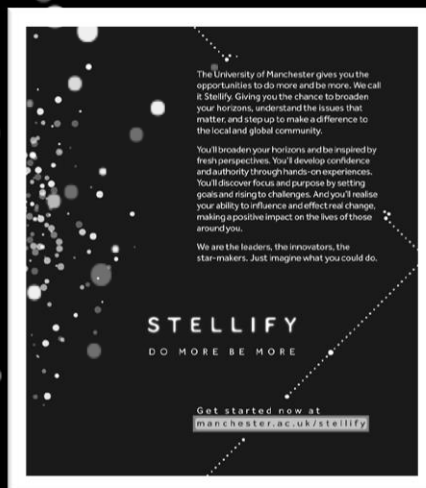
COMMUNICATIONS TO DATE

Phase one – Roll out

- Creation of campaign creative
- Roll-out of [student microsite](#) and limited collateral
- Introducing Stellify as a set of actions
- Focus on new undergraduates, and promoting the Sustainability Challenge
- Introducing staff to Stellify and its aims



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WHAT'S COMING NEXT?

Phase two – Building momentum

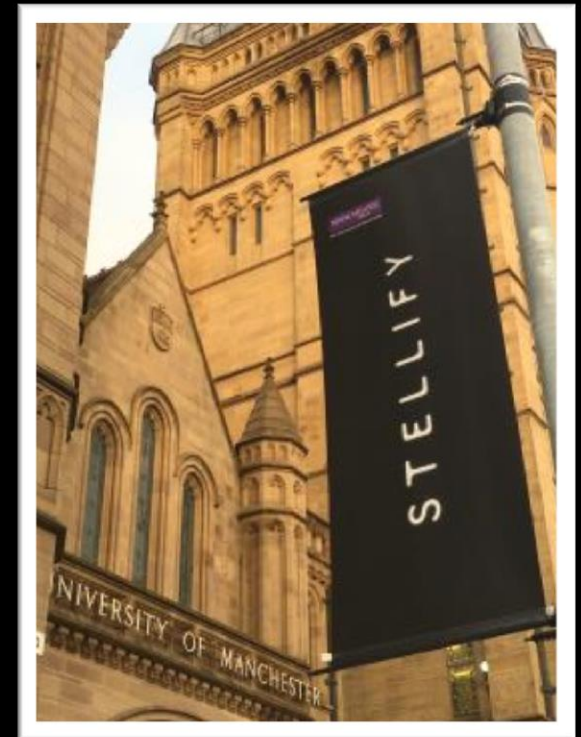
- Roll-out of campus-wide ambient collateral
- Identification and creation of Stellify stories
- Development of a physical 'hub'
- Focus on "Do more, Be more" and the five attributes
- Production of a messaging and briefing pack for staff to help them talk about [Stellify](#)
- Regular updates for students and staff through Stellify enewsletters



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STELLIFY

STEL·LI·FY (VERB)

to change, or be changed,
into a star



EMBRACING LEARNING
WITHOUT BOUNDARIES

HANNAH
MCLAREN

A semester studying in Canada

"It was one of the best things I've ever done and really was a life-changing experience."

"Being away from familiar places, people and things, I had no choice but to put myself out there!"

"I made amazing new friends from lots of different cultures, experienced a different learning environment and got a taste for travelling."

"Studying abroad has opened doors for me, I now help incoming exchange students through the Global Friends Programme, which I find very fulfilling and rewarding!"



UNDERSTAND THE ISSUES
THAT MATTER

OLLIE
THOMSON

Winning the JustFest short film competition

"I wanted to inspire people in the way I had been inspired and, in the process, learn from those around me."

"I've learnt how to effectively tell a story, developed a keen eye for detail and honed my organisation skills. Hard deadlines really force you to think on your feet!"

"This experience has made me believe in myself, and it's not only confirmed that I love a career as a film maker, but I've realised I want to focus my work on charities and other good causes - to try and highlight the issues that challenge our society."

The University of Manchester offers you the opportunity for true personal and professional change and growth. We call it Stellify.

By participating in some of our most transformative extra- and co-curricular activities, you'll be able to broaden your horizons, understand the issues that matter in contemporary society and step up to make a difference to local and global communities.

Bring your unique spark to Manchester – and we'll help you to illuminate the world.
www.manchester.ac.uk/stellify



MAKE A DIFFERENCE

ILYAS
NAGDEE

Bringing the community together through the Ramadan Tent Project

"The Ramadan Tent Project unites the community over the act of sharing a meal – through that, it begins to tackle so many other issues."

"This year I'm going to be managing the whole project for Manchester!"

"It's opened up massive opportunities for me already – networks and contacts I would never have had before. I'm even going to China to present at a conference."

"I'll be happy in a job as long as I know it's going to have an impact – even if it's just on a small scale – on the issues I really care about."



STEP UP

NAA
ACQUAH

Becoming General Secretary of the Students' Union

"I ran for General Secretary so I could give back and lead on some of the things that I found so inspirational, and that had made my university life so rewarding."

"I've learnt to be assertive in a positive way, to present ideas and bring people along with me. This role has really helped me understand how important it is to see the bigger picture in everything that you do, and think strategically."

"Having come this far, I've definitely learnt to dream big. I'd love to be the Head of the UN Development Programme in 20 years!"



LOOK TO THE FUTURE

HARRY
NEWTON

A trip to New York with the Global Graduates scheme

"It was great to be able to see the sights, but the most worthwhile part of my trip was networking with so many people from business."

"A really motivated one, and gave me a better idea of where I want to go with my career."

"I've learnt how important it is to think about my future before I graduate so I have time to get the experience I need."

"The best piece of advice was to take every opportunity that comes my way. You won't just fall into your dream job if you don't make the most of opportunities."

STELLIFY – A CASE STUDY SUMMARY

- Sponsor
- Evidence
- Approval
- Visibility
- Governance



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DO MORE BE MORE

STELLIFY ME CASE STUDY

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WALKING THE TALK

UG student applicants, their parents and schools, will soon be bombarded with statements about how a prospective university can offer the extra curricular opportunities, world-ready skills, and employability x-factor. But universities have to deliver on this. From Manchester to San Diego they are starting to walk the talk. A big challenge is to package it properly to resonate both on and off campus.

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Thank you and questions?

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