**Communications and Marketing Conference 2016 (22 Nov 2016)**

**Talk: Stellify – Changing the Way We Communicate our Student Communicatiions**

**Speaker: Paul Govey – Head of Student Communications and Marketing, DSE**

**Notes**

Stellify is the University’s new, major campaign, focused on articulating the distinctiveness of our student experience and the unique attributes of our graduates. One of the priorities in the three-year communications and marketing plan, Stellify is also a key teaching and learning project, led by Professor Clive Agnew, Vice-President for Teaching, Learning and Students. At it’s heart, it is a call-to-action for students to take control of their student experience and take advantage of the opportunities we provide.

**What did we do?**

Stakeholder engagement and consultation

* Manchester Advantage Project (from early 2015)

Evidence based approach – RESEARCH!

* Research brief created and project proposals received
* External agency engaged – *Creative Concern (who engaged partner Ipsos Mori)*
* Research phase with prospective students (300 17-18 year olds) and their parents completed
* Additional research with small group of employers completed
* Additional research with 60 current students completed
* Manchester Advantage Project Group signed off research findings and recommendations for development of the Manchester Advantage Framework
* Teaching and Learning Group (TLG) endorsed recommendations

Developed a final proposition

Gained senior colleague and formal approval

* Sign off of framework and proposal at TLG/approval of final framework and NAME – Senate in June 2016

Started talking about it from the top

* Referenced by Nancy on numerous occasions

**What is Stellify?**

Stellify is our package of extra- and co-curricular activities that guides students to develop the distinctive attributes of a University of Manchester graduate.

We are distinctive within the UK higher education sector for our commitment to social responsibility. Evidenced in research through our five Research Beacons, we’re also making it more obvious in our teaching and learning opportunities.

Participating in the activities that are part of Stellify will help students to develop the five attributes of a University of Manchester graduate, who:

* Embrace learning without boundaries;
* Understand the issues that matter;
* Make a difference;
* Step up and lead; and,
* Look to the future

We’re providing distinctive opportunities, such as our Ethical Grand Challenges and University College for Interdisciplinary Learning, that are helping to develop the next generation of ethical leaders with the skills and experiences to make a difference in business, education and public services