

Draft Outline Student Communications Plan 2020 (as at 17 July 2020)

Date	Audience	Channel	Content	Notes	Who
17 July	All	Web	Welcome website fact checked and accurate		Amy Calderbank
16 July	UG/PGT/PGR, segmented between UC and Conditional	Email, static	<p>Congratulations, you're on your way!</p> <p>Link to campaign video</p> <p>Reference Welcome plans so far</p> <p>Get Ready checklist/ what you'll receive now (process information)</p>	Dynamic content for subject levels (linking to subject-level conversion pages) and dynamic content for international students	Paddy Crich
4 Aug	All	Web	Welcome website updated with new content, and course level content uploaded	Course-level content uploaded locally	Amy Calderbank and Faculty reps
5 August	UG/PGT/PGR, segmented between UC and Conditional	Email, static	<p>Placeholder for offer holder email - content TBC</p> <p>Signpost to Welcome website</p>	Consider embargo	Paddy Crich
TBC - checking	Clearing sign ups	Email, refresh non-recurring	This includes what to look out for in upcoming newsletters and branded content on the student experience at Manchester.	Email distributed immediately after sign up – web capture form live from 24 July	Gerald Henegan
1 August – Fact check in progress	PGT and PGR	Automated	Registration email	For postgrads starting on 1 Aug	Jeni Burgess-Bamber/Jenny Boden
TBC - checking	Clearing sign ups	Email, static	<p>Clearing vacancies are now live</p> <p>Will alert sign ups that our vacancies will go live on the site at 6pm. Subject-specific content can also be included in this newsletter where sign ups have identified their area of interest on the sign up form</p>	2 nd of 3 Clearing emails	Gerald Henegan
13 August – TBC - checking	Clearing sign ups	Email, static	To notify sign ups that the Clearing hotline will open at 7.30am on Thursday 13 August.	3 rd of 3 Clearing emails	Gerald Henegan

Date	Audience	Channel	Content	Notes	Who
From 14 August Re-run daily until end of August to capture UFs from Confirmation & Clearing	UG UK unconditional firm status	Email, refresh non-recurring	Placeholder celebration email Splash image, short message	Triggered by status change and run as refresh non-recurring	Patrick Crich
From 19 August – Fact checking in progress	All September starters	Automated	Activate your IT Account	Staggered in three batches, for all students starting in September	Jeni Burgess-Bamber/Jenny Boden
w/c 17 Aug	All new students	Static email	Welcome from your School – what your year will look like, expectations, how to inform the uni of online-only study	School content sent locally or dynamic?	Student comms
w/c 24 August	All student – returning and new	All	Safety on campus	Segmented between returning and new, inc. clear messaging on on campus vs off campus.	
w/c 31 August	New students		How to make the most of your first year, inc intro to Stellify? – (too pressured??) Things I wish I'd known when I started Uni Transitions module Packing for Uni (different home v international?)		
1 September	All September-starting students	Automated	Registration email	For all students starting in September, sent in batches, usually in the following order: new PG, new overseas UG, new home UG, returning students	Jeni Burgess-Bamber/Jenny Boden

Date	Audience	Channel	Content	Notes	Who
w/c 7 September	All new students	Email Social	Welcome messages – campaign launch What's on in Welcome Final Checklist	Possibly home and international version depending on content	Jenny Boden
w/c 7 September	All returning students (UG only)	Email Social	We missed you – welcome back Link to campaign video Don't forget to register What's on in Welcome		Jenny Boden
w/c 14 September	New students	Email	Managing the step up. Reassuring messaging – outline of additional support because of the missed end of year. School content? What to expect when you arrive at your accommodation/Living at home/studying online dynamic content How to prepare a home working space Where to keep up to date with Welcome – How to make the most of Welcome; even if it's a bit weird this year!		
w/c 21 September	New UG	All	Welcome – content TBC A guide to services		
w/c 21 September	Returning UG	Email	What does the City/Campus look like – What's open/on. What to expect? Making the most of this year Content Ambassadors		

Date	Audience	Channel	Content	Notes	Who
w/c 28 September	Returning UG	All	Welcome back week – content TBC A guide to services		
w/c 28 September	All new UG	All	Student news reverts to BAU		Student News
w/c 5 October	All returning undergraduate students	All	Student news reverts to BAU		Student News
w/c 5 October	PGT students	All	Welcome – content TBC A guide to services		