Education and Training Committee – Thursday 8 September 2016

Approach to reaching Students 2016-17 - Communications

Executive summary and recommendations

Introduction

This paper sets out the approach to reaching students and how we intend to communicate and engage with them, highlighting the main areas of work in 2016-17.

Decision

This paper is to note; no decision required.

Background information

None.

Resource implications

None.

Financial implications

None.

Approaching to reaching students in 2016–17 - Communications

1   Introduction

1.1   This paper sets out the approach to reaching students, highlighting the main areas of work in 2016-17.

1.2   It supports the Strategic Intent and Communications Strategy. It is underpinned by a tactical document and forward planner, used by the Department on a day-to-day basis, which sets out specific outcomes, outputs and timelines.

1.3   It is important to recognise and acknowledge the valuable role that education providers play in reaching students. This document aims to build on the work we already do with education providers as well as highlight ways to reach students directly with information that is relevant to them.

2   Communications objectives

2.1   This approach focuses on students who are on HCPC-approved education programmes.

2.2   Specifically, the key objectives are to raise awareness and understanding of:

- HCPC's regulatory role and processes;
- relevant HCPC publications or research that apply e.g. Guidance on conduct and ethics for students, Standards of conduct, performance and ethics and the Standards of proficiency for their chosen profession;
- what students (graduate applicants) need to know about applying to come onto the Register once they have qualified; and
- To evaluate the effectiveness of the HCPC's approach to students.

3.   Communication messages

3.1   In all our communications activities we will promote the key messages set out in the Communications Strategy which cover who we are and our public protection role.

3.2   The following are key messages specifically for students on HCPC-approved education programmes and graduate applicants. However, there will be specific messaging for the projects and campaigns to students which will be covered in individual communications plans where relevant.

- It is important that students develop an understanding of the SCPE so that once they apply and become registered with us, they can sign up to them and are fully aware of the implications.
- The Guidance on conduct and ethics for students is designed to make students more familiar with how the Standards of conduct, performance and ethics apply to them whilst studying their approved programme.
- Once a student has completed an approved programme they are eligible to apply for registration. They can find out more by visiting the HCPC website or speaking to our Registration Department.
- The standards of proficiency set out what a student must know, understand and be able to do by the time they have completed their training so there are able to register with the HCPC.

4. Target audiences

4.1 In relation to students they can be targeted as follows:

- Those applying for a programme
- Those accepted onto a programme – no experience of sector
- Those accepted onto a programme – who have experience of sector
- Those accepted onto a programme – who have had healthcare job but not of the sector
- 1st year student; 2nd year student; 3rd year student and 4th year student (either undergraduate or postgraduate)
- Those with experience of a placement
- Graduated and coming onto the Register

4.2 Depending where a student is in their studying life cycle will determine the sorts of information we would contact or target them with. For example someone starting their programme may only be interested in HCPC generally as a regulator whereas someone who is reaching the end of their studies would be interested in find out how to apply to be on the Register and what it means to be a HCPC Registrant.

5. Communications activities

5.1 This section highlights the broad areas of activities we will be undertaking to achieve the objectives set out in section 2.

Web and Digital
- Further develop student pages on website e.g. film and Q&A.
- Produce new student film with clear purpose.
- Produce online digital learning resource linked to the Student guidance which can be used as a basis for discussion.
- Develop further content for the myHCPC app.

Media & PR
- Research professional body offering to students.
- Undertake survey to determine information needs.

- Issue relevant press releases to student media.
- Publish relevant feature articles in student publications.
- Devise specific promotion to graduates coming onto the Register.
- Publish relevant blogs targeted to audiences as outlined above.
- Specific social media messaging on Facebook, Twitter and LinkedIn.
- Develop search engine optimisation (SEO) work on website and social media to see if we are reaching students once project is underway.
- Develop Google Adwords work specific to students.

Publications
- Explore welcome pack for when they first come onto the Register.
- Promote Students guidance, SCPE, SOPs and Disabled persons guide.
- Produce relevant information in Education Update

Stakeholder
- Undertake targeted activity where relevant e.g. attendance at conferences.
- Undertake talks and presentations.

Events
- Explore options for relevant events targeted at students.
- Undertake a webcast with relevant information.

Internal Communications
- Updates on work we are doing with students.

6.   Evaluation

6.1   We will evaluate activity as follows:

- Regular review of this paper and relevant comms plans to track progress.
- The inclusion of relevant questions in the stakeholder opinion polling.
- Monitoring coverage, including articles and mentions in relevant media.
- Monitoring website statistics, including views, click throughs and downloads
- Analysing social media activity, including comments, likes, shares and engagement rate via Twitter, Facebook and LinkedIn.
- According to evaluation activities included within individual comms / media plans; i.e. press coverage, number of views and click throughs to website, social media activity, etc.
- Consider lessons learnt following the completion of individual projects.

7. Forward planner 2016-17

The table below sets out the key activities to be delivered. This document will be updated on a regular basis.

Projects

Main activity	Description	Timescale	Tracking	Audience	Lead	Who else involved?
Researching what professional bodies do for students	To determine what the professional body offering is to students to help inform this plan.	August 2016	Research carried out and results implemented into plan	N/a	Grant	n/a
Student survey	Develop a survey to determine what information they are provided with about HCPC and what they need at various stages of their studies.	August 2016	Survey completed, sent out and analysed.	All students	Grant	Jacqueline, Registrations, Education
Our approach to CPD	Develop information on our approach to CPD for students	Tbc	Information developed and given to students	Tbc	Grant	Jacqueline, Education
Visit educational establishments to talk to students and education providers	Visit some educational establishments to have conversations with 1st, 2md and 3rd year students about the HCPC.	Sept 2016	Visit educational establishments to meet students & providers to discuss information needs.	All	Grant	Jacqueline, Education
Student film for website	Develop a new updated student film for the website. There would be separate sections around regulation, standards and registration.	Nov 2016	Film brief complete, film discussed, film signed off. Version on website.	All students	Grant	Jacqueline, Education, Registrations, Digital
Q&A for students for website	Develop a list of questions and answers for students on the website.	July 2016	List of Q&As put together and on the website.	All students	Grant	Jacqueline, Education, Registration and Digital.

SEO work for the website	Develop SEO work specifically for students.	July 2016	Discuss with Digital and decide the priorities.	Depends on specific SEO	Grant	Digital
Students welcome pack	Explore potential for student welcome pack. Need to determine when this would be of most use.	Nov 2016	Speak to Education & Digital about this.	All students	Grant	Jacqueline, Registrations, Education, Digital
Graduate applicants	Promotion to graduate applicants who will come onto the Register.	May 2016	Promote via social media from May onwards.	Final year students	Grant	Jacqueline, Registration
Student webcast	Use webinar to get across HCPC key messages specifically to students	Oct 2016	Webinar in place and has happened.	Tbc	Grant	Jonathan, Events, Education and Registrations.

Expertise to departments

Main activity	Description	Timescale	Tracking	Audience	Lead	Who else involved?
Guidance of conduct and ethics for students	Guidance for students which is based on SCPE will be launched on 10 June.	Sept 2016	See separate comms plan	All students	Grant	Jacqueline, Policy
Case studies for the website	Case studies will be part of the Guidance work above.	Sept 2016	See separate comms plan	All students	Grant	Jacqueline, Policy

Day to Day

Main activity	Description	Timescale	Tracking	Audience	Lead	Who else involved?
Social media and blog	Develop social media relevant to students. Develop blog material for students.	On-going	Need to develop plan specifically for students	Depends on the blog	Grant	Jacqueline, Education, Registrations, Digital team

Google Adwords	Develop specific Google Adwords for students to promote a range of things of interest.	On-going	Determine things to promote via Adwords	Depends on focus of Adwords	Grant	Jacqueline, Digital
Disabled person's guide promotion	Continued promotion to students and education providers	On-going	Guide being promoted.	Disabled people	Grant	
Press releases	We write a range of press releases to a variety of audiences including some of interest to students.	On-going	Releases agreed with relevant stakeholders.	Depends on press release	Media and PR team	Jacqueline, relevant dept
Feature articles	Developing articles that are relevant to students.	On-going	Agree schedule.	Depends on feature article	Grant and Louise	Jacqueline and relevant internal stakeholder.
Evaluation of all student related comms	We will evaluate all projects we are involved in.	On-going	See relevant Comms or Media and PR plans	N/a	Media and PR team	Jacqueline, Digital team