



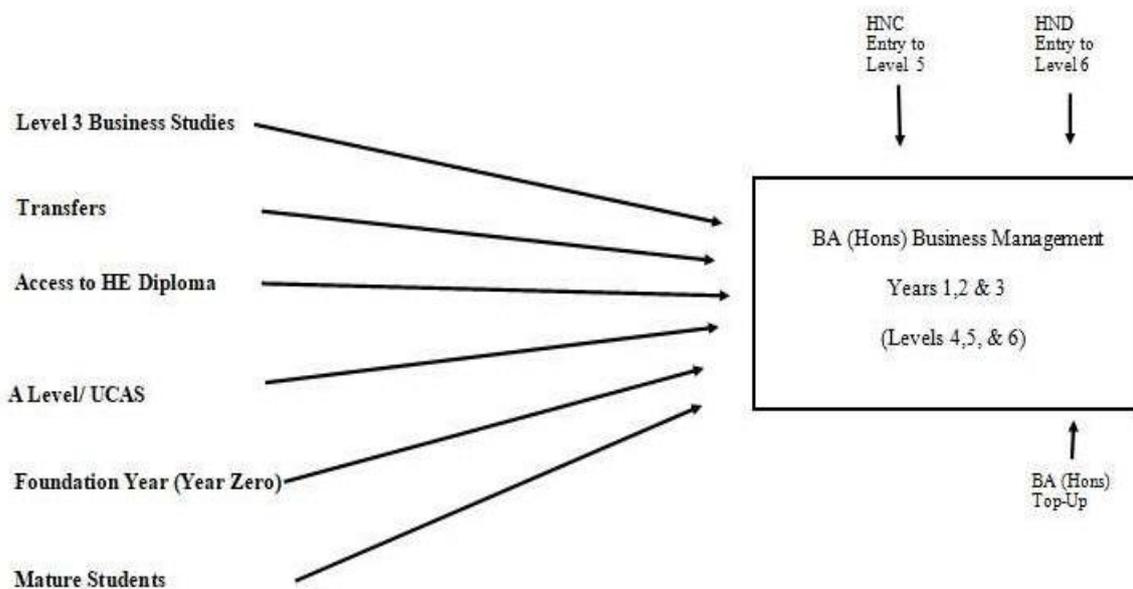
STUDENT ENGAGEMENT POLICY

Policy review area	Students
Lead manager	Head of Student Affairs & Safeguarding
Approval level	Senior Management Team
Start date	March 2023
Review cycle	1 year
Next review	March 2026

INTRODUCTION

1. Students are the very raison d'être of higher education. Our aim is to recruit enough high-quality learners to ensure that all students engage in a stimulating and challenging learning journey and achieve the qualifications they aspire to.
2. To achieve this, we need to develop a critical mass—a large enough number of high-quality students to guarantee a financially viable and academically strong learning community that fulfils the ambitions of both learners and teachers.
3. To this end, we have developed a recruitment strategy that we believe will achieve our targets and attract high-quality students from a broad range of sources. Figure 1 (below) shows the broad range of possible recruitment streams we intend to provide

Recruitment Input—Entry Routes



4. Ultimately, we see this model allowing us to engage with potential students at many levels, and variable entry points, according to their existing and previous qualifications and experience. Current market research indications suggest that we will exceed our recruitment targets on a regular basis.

Engagement and Retention

5. Once we have attracted and recruited our students, we face the challenge of keeping them until they have completed the courses they have chosen. This is a vital consideration, and we intend to engage with our students, both individually and corporately in several ways, as follows:

- a. Creation and support of a Student Union (and its activities)
- b. Student representation at all appropriate internal committees, giving a platform for the student voice
- c. A strong tutorial programme, including academic and personal tutors, and a pastoral care programme designed to cover all aspects of student wellbeing.

Attendance Monitoring

6. Research and experience both show that student attendance patterns are a good indicator of student wellbeing, optimal learning experiences, and potential achievement outcomes. It is incumbent on us as providers to ensure that we are vigilant in monitoring the attendance patterns of each student to ensure the safety and wellbeing of learners, and to ensure that we properly discharge our duty of care towards them.
7. This will be achieved by monitoring of attendance and contacting absent students via reception/admin sending text messages to students. Overall monitoring will be undertaken on a weekly basis and procedures followed for written contact, as appropriate for all classes and activities. It is important that, apart from monitoring class attendance, we need to be able to detect patterns of absence that will enable our student welfare teams to identify learners who may be experiencing difficulties and requiring support.

Related Policies

Student Attendance Monitoring

Student Voice/Representation