

# WESTERN

## OUR NEW NORMAL



# WESTERNLife.

## Our Virtual Community

**Presenter: Nicole Brackenreg**

**Chair: Susan Folkes**

Presentations will be made available on the Conference website for your reference.

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Participation in the 'Chat', 'Question and Answer' and/or 'Poll' sections of the Zoom meeting is completely optional. By participating in the Chat you consent to the information shared in these sections being collected and used by Western Sydney University for learning purposes and to build a catalogue of 'Frequently Asked Questions' for the benefit of other prospective students.

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# Acknowledgement of Country

With respect for Aboriginal cultural protocol and out of recognition that its campuses occupy their traditional lands, Western Sydney University acknowledges the Darug, Eora, Dharawal (also referred to as Tharawal) and Wiradjuri peoples and thanks them for their support of its work in their lands (Greater Western Sydney and beyond).



WESTERN*life*

*OUR VIRTUAL COMMUNITY*



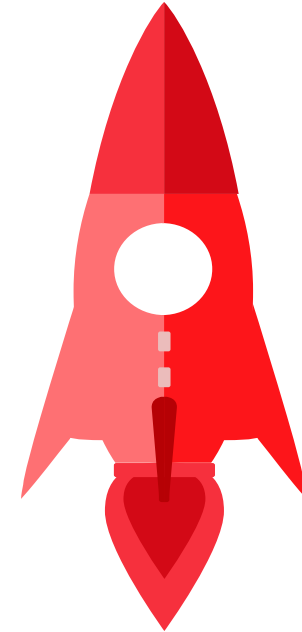
On **January 29 2020** we received the first email from the VC about how the university is responding to COVID-19

By **February 10** staff were developing **continuity programs** for online engagement

On **March 16** we began to “progressively transition” to teaching learning and **engaging online**



**Student Engagement, launched into action to protect the health and wellbeing of their people with...**





Sense of **belonging**



Peer **connection**



Leadership **opportunities**

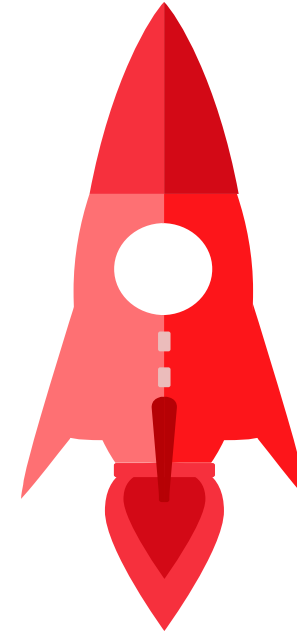


Meaningful **relationships**



Making a **contribution**

Student Engagement launched into action to rapidly establish online offerings via *WESTERNlife*...



# WESTERN*life*

## CONTEXT

**Our Purpose:** Connect students with opportunities to engage with a community of like-minded individuals

**Our Aim:** Create a virtual community with all the vibrancy and diversity of our campuses

**Our Strategy:** Deploy relevant features to create a networked ecosystem of information, that connects and engages our community, when it matters

to: "Create your experience with WESTERN*life*"; virtual ceramics workshop with CAC

# WESTERNlife

CONNECT WITH YOUR VIRTUAL COMMUNITY

Westernlife has the potential to be a hub of connection. Providing students with access to a marketplace of resources and information.

As we move our offerings online, this platform will provide customisable experiences for staff to best meet the needs of their specific cohorts from a suite of modules (i.e. functionalities)

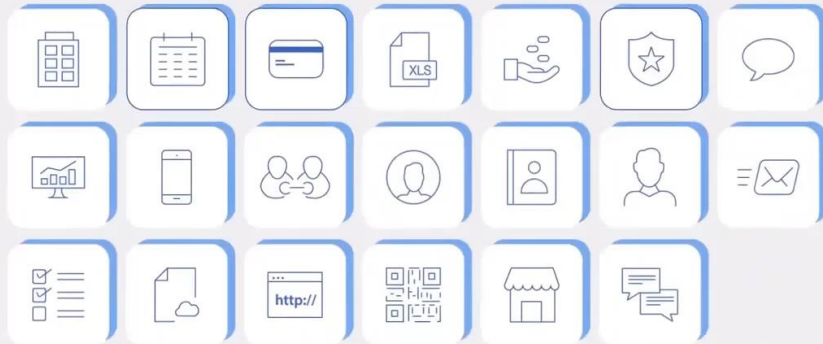


Photo: "Cooking up a storm"; virtual soup kitchen with Multifaith Chaplaincy

Providing a place to **connect** with opportunity and  
**engage** with likeminded individuals

*WESTERNlife*

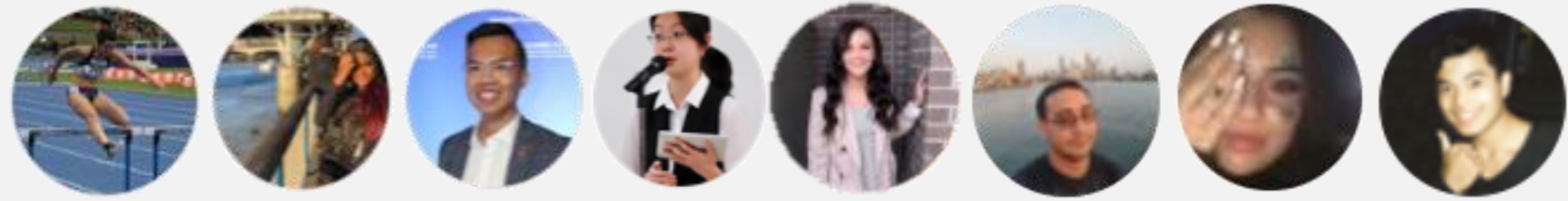
*OUR VIRTUAL COMMUNITY*





# As a Student I can...

## Engage and Connect via WESTERNlife



		Feature	Status
ENGAGE		Collaborate and engage with my peers via the discussion feed, following those with similar interests	
		Build a public profile including a statement about me, interests, area of study, social media connections and languages	
		Earn points, badges and prizes	
		Share my experiences and support my peers via university-wide or topic-based discussion feeds	
		Join over 100 student led clubs	
		Share my opinions and concerns with student representatives and collectives, review candidates and vote in student elections	
		Undertake online Orientation challenges and knowledge checks	
CONNECT		Register to attend events, sync these to my calendar and see who else is going	
		Participate in social events, such as trivia, bingo, book club, movie nights	
		Learn to cook via virtual soup kitchen alongside my peers	
		Build my wellbeing by challenging my friends in sports competitions	
		Foster one-on-one meetings and skill sharing with the connection program	

# WESTERN*life*

**Meet Kiara:** She's your average Western student.

**On Campus:** She was engaged in **EVERYTHING** - clubs, Respect Now Always, the SRC, LEAD (*and more!*)

**Off campus:** She wasn't sure how to stay connected

*Until she discovered the fun hadn't stopped, it had just moved online!*





Promoting through socials, WESTERNlife was slowly creating a critical mass of engagements

## SOCIAL MEDIA STATS SPOTLIGHT

### SPORT FACEBOOK

Over 10,00 engagements per month

Ranks #1 for engagement beating USyd, Monash, UNSW & UTS



### CAMPUS LIFE FACEBOOK

650% increase of engagement over the past 28 days

56% increase of page likes over the past 28 days



# PHYSICALLY *distanced* VIRTUALLY *connected*



A large circular graphic for a Kahoot! event. The text reads "Wednesday April 29th 4pm" and "Kahoot! \$500 prize pool up for grabs". The background is split into red, blue, yellow, and green quadrants. Logos for "WESTERN SOCIAL SPORTS CLUB" and "WES SYDNEY UNIVERSITY" are visible at the top. At the bottom, there are logos for "HUMANITIES" and "SINA".







There are other students just like Kiara, here's what they have to say:

- It's been so good as an online student to be getting amongst it all and interacting with students like never before –so much fun!
- It was lovely thank you. The food was delicious and the company was better!
- It's nice having some games between my busy schedule. I will be looking forward to play [*sic.*] more of them.
- Superb! Such an amazing turnout & every participant was so lovely & willing to engage. I received feedback from a friend who attended another session. She was very happy with her experience and has encouraged AAYC to hold more valuable events such as this one!



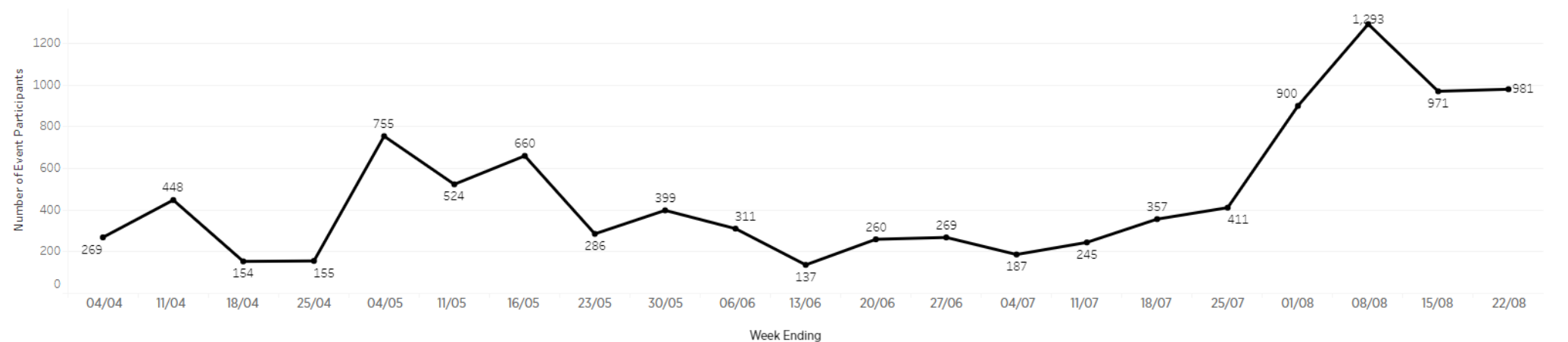
- Informative and fun. Allowed me to meet friendly new faces, while gaining an edge in my studies and knowledge of university services.
- Thank you so much for thinking about US on this hard time. Thank you so much again for providing to us this great opportunity.
- Today's Kahoot was amazing..Internet was giving me a hard time but I was glad to be a part of it. See ya in the Kahoot next week :P
- It was really interactive and Seon was really encouraging..Looking forward to join again  
 

*Some of our students have engaged, while others are yet to join the party. Session 2 to is out to prove once and for all prove once and for all....*

***the fun hasn't stopped, it's just moved online!***

# ATTENDANCE STATISTICS

Source: BIP WESTERNlife Dashboard



**DAILY VISITORS**

**139**

**AVERAGE RSVP**

**13** + 216%

**Aggregate Correspondence**

**138,038**

**SOCIAL MEDIA**

**+600%**

**Uptake insights**

<b>ATTENDANCE RANGE</b>	<b>1-48</b>	The majority of students attended more than 1 event. 1-off attended correlated to major events* Students regularly miss events; approx. 40% no show ratios for highly involved students Social Events on the calendar this semester
<b>NO SHOW RANGE</b>	<b>1-18</b>	
<b>ACTIVE MEMBER RANGE</b>	<b>2713-894#</b>	

**ENGAGEMENT BY EVENT TYPE**

- SOCIAL
- PEER PROGRAM
- SPORT
- SPIRITUAL
- MEETING

# WHAT NEXT?

## OUR ROADMAP

Q1&  
Q2

1. Rapid consultation and Establishment of Strategy
2. API for SSO
3. Establish Brand
4. Establish Core programs & Clubs
5. Training

Q3

1. Accessibility Audit (AA compliant)
2. Launch Connection program
3. Launch Tracks and Checklists
4. Build out workflow's (iterative)
5. Continue building towards critical mass of opportunities (e.g. Virtual Western Fair)

Q4

1. API for data to live update executive dashboards
2. Update SSO integrations to include members outside WSU
3. Update notification settings
4. Automatic "watched-the-video" tracking system for onboarding checklists
5. Continued Accessibility updates (e.g. survey page, trap keyboard navigation in all modals etc.)

Long Term  
(in progress)

1. Integration with Banner/ Ellucian Suite
2. Update Dashboard
3. New mobile App

### REMINDER: want to pipe up?

1. Click the **chat** icon.
2. Or type Alt + H





# QUESTIONS?

## CONTACT US

WESTERN*life*



**Email:**

[westernlife@westernsydney.edu.au](mailto:westernlife@westernsydney.edu.au)

**Book a one-on-one:**

[https://life.westernsydney.edu.au/meetings/35841/Support\\_Nic](https://life.westernsydney.edu.au/meetings/35841/Support_Nic)