The Problem

We are a learning community, but do students always realise that? How do we highlight that the learning community exists beyond the student's immediate school team?

There are many people who have a massive impact on student experience who the students may not be aware of.

We do a number of posters, and talking head interviews.

But why would students engage with these communications?

What's the hook?

How do we get students to engage with content about the university? How do we capture their attention for long enough to get a useful message across?

STAR in VR

We use a 2-axis motion simulation chair to create a realistic driving experience in Virtual Reality. This is applied to a Lincoln-centric spoof of "Star in a Reasonably Priced Car" where colleagues run a timed lap in a Porsche 911 GT3.

7 Episodes Released

We have released 7 episodes and we have filmed 10. Originally I did all the filming and editing myself, but more recently Student Life have been supporting the project.

There are many departments that need representation, and we are still in the process of contacting people willing to drive a lap in our car.

Every episode is student led.

They come up with the questions and run the interview. They have also worked on selecting people to interview and have run focus groups on how the episodes should be presented.
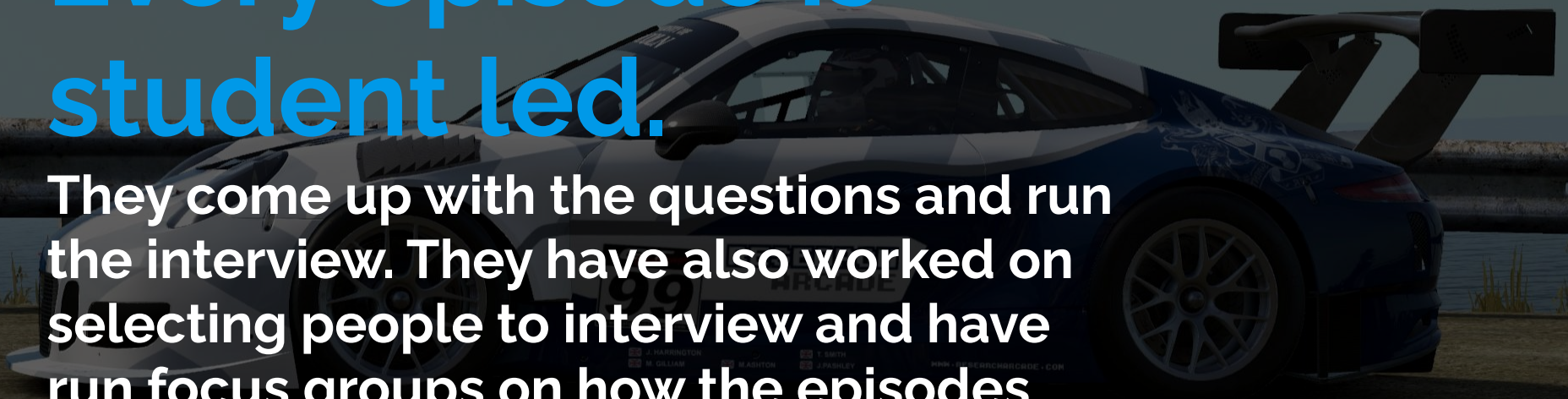
What about the impact?

80 Enquiries about work placement opportunities by week 4.

Episode 1

Increased engagement in extracurricular research opportunities.

Episode 2

"I didn't know that student advice could help me with housing issues"

Episode 6

From the School of Computer Science.

Thanks for listening!

Questions?

Please vote for me to be your Dean of LALT!
Vote Here - https://goo.gl/hxSzn3