



CASE STUDY 3

Title: Internal Communication - Non-traditional student blog.

Three key words: Non-traditional student, Blog and Higher Education.

Transition the practice supports –

- Transition into University ('Getting there and Settling there').
- Transition through university ('Being there, Staying there').

This project applies to students of all years and has a particular focus on widening participation.

Abstract: This is a student-led initiative, carried out by a student on placement within the communications team. As part of the placement, the student created a blog that will be hosted on the universities own website. The blog will focus on non-traditional students and their journey to and through university.

Description: The blog aims to create a space for non-traditional students to access and discover a wealth of support structures already in place. It will provide an insight from a current non-traditional student who has faced many of the issues experienced by non-traditional students and will provide vital information and advice. The blog provides a voice from someone who has been, and is still currently, dealing with those transitions, giving the project a greater sense of validity. The blog will provide links to support and advice services within the university itself and third party organisations that can also help and give advice. Mostly though, this project is about providing a voice for non-traditional students and their transition into, and through, university, ensuring they feel as supported as all other students. The inspiration behind the project it to ensure that non- traditional students do not feel on their own and can relate what they are going through to real person who has had a similar experience.

Recommendations - Having someone who has actually lived through an experience and then advising on it is an invaluable tool. More could be done to promote this kind of activity across the university and within multiple departments

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