**LCF Sharing Good Practice for enhancing the student experience**

**Case study template 2019/20**

Thank you for submitting a case study. Please fill out this form as thoroughly as possible and return along with an image which we can include in the case study.

Return to [a.mckie@fashion.arts.ac.uk](mailto:a.mckie@fashion.arts.ac.uk)

**Background information**

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| Your name | David Hopwood |
| Your contact details | d.hopwood@fashion.arts.ac.uk |
| Your academic school/course/department | SDT  Product  Fashion Design and Development |

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| Please summarise what this case study is about in one or two sentences. |
| Using WeChat to connect with our Chinese students. |

**The details**

Please answer the following questions so that we can write up this piece. You may complete in note form or with bullet points as it will be written up or edited by one of the ADQA team.

*If you would prefer to be interviewed rather than fill this out, please contact* Annamarie McKie, Associate Dean: Student Experience[a.mckie@fashion.arts.ac.uk](mailto:a.mckie@fashion.arts.ac.uk)

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| What did you do/what has been happening? |
| When we went into lockdown in March 2020, myself and Eve Lin (FDD Year 2 tutor) created WeChat groups for all 3 years.  We did this, because a lot of our Chinese students were flying back to China before and after we went into lockdown and they were having to quarantine for 14days with no access to a good internet connection or stable VPN.  Setting up the WeChat enabled us to communicate with our students, to answer questions, to remind them of deadlines and to link them to anything they might have missed. |
| How did you engage students in this project, eg as co-creators or through a focus group/interviews? |
| We asked them to send Eve their WeChat and we set up the groups. |
| Was this in response to a student issue or request? How did this come about? |
| Yes, so we coukld continue to work with our students wherever they were in the world and so they would still feel connected to FDD even if they could not join in with online sessions. |
| Why did you take this approach? Was there anything novel in your approach? |
| To make sure our students did not feel isolated from us and we just used WeChat as all of our students could access it and it was easier for us as tutors to adapt to help our students. |
| What is the timeline? i.e. when did this happen, over what time period. |
| March 2020 - ongoing |
| What was involved in terms of logistics, time or resources? (To give readers a sense of the amount of work it took) |
| Asking students for their WeChat details and then setting it up. |
| Where did you get inspiration from to try this project or initiative? |
| Something I had previously done at another university where we had WhatsApp groups. |
| What difference has this made to staff or students? Please provide statistics if possible/relevant e.g changes in NSS scores, retention and attainment |
| In our Course Committee and also in the pastoral tutorials, student shave commented on how much they feel connected to us and part of the course. Their questions can get answered and it helps to reassure them if they cannot enter an online teaching room. |
| What are your plans for the future? |
| To keep using WeChat |
| What advice would you give another member of staff/department who wanted to emulate what you have done? |
| DO IT, saves on lots of emails and means you can send 1 message for them all to read and answer questions. |
| How can your experience address commonly encountered challenges and help other courses/improve retention and attainment at LCF? |
| I think it has helped us connect with our students and to make them feel part of FDD and LCF/UAL. It is reassuring for them to know we are available. |

**Quotations**

Please provide a minimum of TWO quotes:

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| Quote from someone involved in the project (this could be you) | WeChat has been useful for many different reasons, since starting back this academic year we have found it effective if students were having issues with Enrollment, logging into Moodle and BB Collab for example. |
| Name, job title and department/school/course | David Hopwood  Course Leader  Fashion Design and Development  Product  SDT |

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| Quote from a student who has benefitted from this pedagogic initiative (ideally a student but could be another member of staff or senior management) | I also never realized we had a FDD group on Wechat.  I just wanted to say thank you for creating one and I really appreciate you trying to reach out to the Chinese students! Tutors have never really made the effort before and as a previous student rep I used to try to speak up about the disconnect between the Asian students and the rest of the course, but nothing was ever really done before from the staff--so thank you! |
| Course name and year | Qing Yu Li, FDD, Year 3/4 |

**Links, resources and further information**

Please provide any additional information to include where relevant, such as:

* Examples of guides/resources
* Videos
* Links to other websites including relevant blogs
* Visual images