

CETL-MSOR 2015 Student plenary



UNIVERSITY OF  
**BATH**

## Promoting a mathematics support centre: what works?

Emma Collins-Jones, Lynn Luong, Inès Righi



**mash**  
Mathematics Resources Centre

# Introductions

Emma      BSc Sport & Exercise Science with  
Professional Placement (graduated June 2015)

Lynn      BSc Economics (Year 2)

Inès      BSc Politics with Economics (Year 3)

# Previously in MASH



University of Bath  
Department of  
Biology & Biochemistry  
**BB10213**  
**Part 1 Skills & Techniques Tutorials  
in Quantitative Biology  
2014/15**  
**WORKSHOP & NOTES FOR STUDENTS**  
Dr Cheryl Vukobratovic  
Email: [cheryl.vukobratovic@bath.ac.uk](mailto:cheryl.vukobratovic@bath.ac.uk)

Workshop	Workshop 1	Workshop 2	Workshop 3
Workshop 1	09:00 Room 111 (Science 025) Monday 09/10/14	09:00 Room 111 (Science 025) Monday 09/10/14	09:00 Room 111 (Science 025) Monday 09/10/14
Workshop 2	09:00 Room 111 (Science 025) Monday 09/10/14	09:00 Room 111 (Science 025) Monday 09/10/14	09:00 Room 111 (Science 025) Monday 09/10/14

Workshop 1: 09:00, Room 111 (Science 025), Monday 09/10/14  
Workshop 2: 09:00, Room 111 (Science 025), Monday 09/10/14  
Workshop 3: 09:00, Room 111 (Science 025), Monday 09/10/14

Please find attached the schedule for this module for the next workshop.

Additional help: For additional help with any aspect of your studies, come to a 3000-hour in...

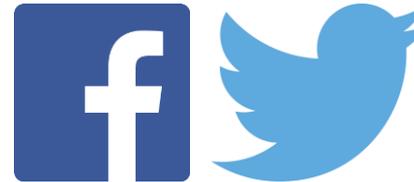
For more information on the MASH service, visit the MASH website at [www.bath.ac.uk/study/mash/](http://www.bath.ac.uk/study/mash/) or contact the MASH team at [mash@bath.ac.uk](mailto:mash@bath.ac.uk) or [+441224303100](tel:+441224303100).




**Exchange! 2015**  
**Sharing Ideas for Learning & Teaching at Bath**  
Thursday 7<sup>th</sup> May 2015, Chancellors' Building



Learning & Teaching Enhancement Office  
Academic Staff Development





## However...

I wish MASH existed  
when I was in first year

You should have drop-ins  
during exams

One of my housemates told  
me about MASH. It was lucky  
it just happened to come up in  
conversation.

You should advertise  
MASH better



# What did we do?

- Survey via **sigma** mailing list
- Spoke to other support services at Bath
- Researched other institutions and the literature
- Drew upon our own experiences

# Survey results: key findings

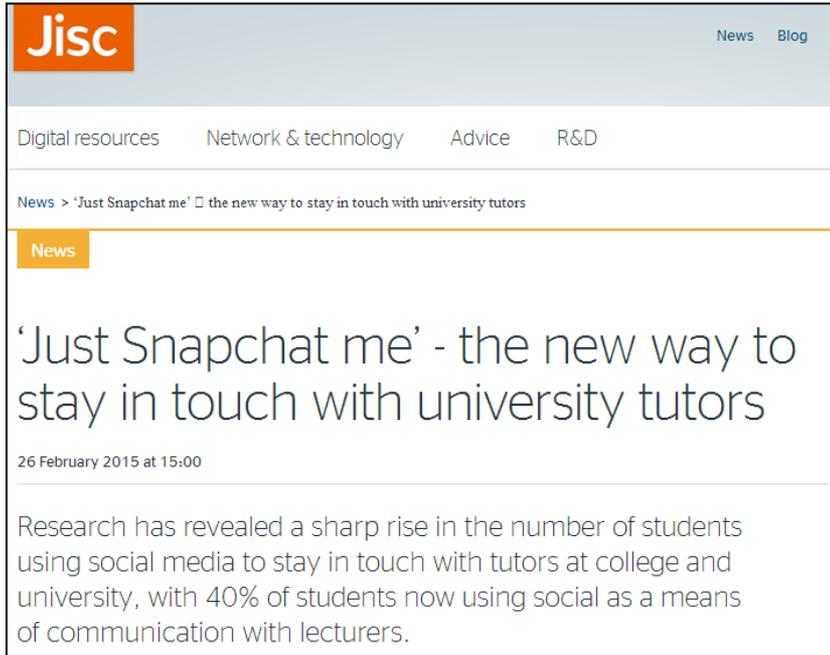
Lecture shout outs and promotion from lecturers are **most used** and **most effective** methods.

Difficult to know how effective promotional methods are.

Few Maths support centres use social media, many would like to...

But they don't know how / don't have time / are nervous about it / ...

# Social media – why?



The screenshot shows a Jisc news article. The Jisc logo is in the top left. Navigation links for 'News' and 'Blog' are in the top right. A menu bar contains 'Digital resources', 'Network & technology', 'Advice', and 'R&D'. The breadcrumb trail reads 'News > 'Just Snapchat me' - the new way to stay in touch with university tutors'. The article title is 'Just Snapchat me' - the new way to stay in touch with university tutors', dated '26 February 2015 at 15:00'. The text states: 'Research has revealed a sharp rise in the number of students using social media to stay in touch with tutors at college and university, with 40% of students now using social as a means of communication with lecturers.'

Institutions need to make sure they're  
[...] communicating with students  
over channels those students are  
already using.

**Martyn Harrow**  
Jisc Chief Executive

# Social media – why?

## Why educators can't live without social media



by Eric Stoller  
20 July 2015

From student recruitment to alumni relations, social media has a place at every step of the student journey, says Eric Stoller. Institutions and educators ignore it at their peril.

Communication is at the core of the human experience. How we learn, teach and engage is predicated on our ability to communicate with one another, and technology-based services

Social media doesn't replace face-to-face communication, it adds a needed layer of options





# SOCIAL MEDIA EXPLAINED



FACEBOOK

I like doughnuts



LINKEDIN

My skills include doughnut eating



TWITTER

I'm eating a #doughnut



PINTEREST

Here's a doughnut recipe



BLOGGER

Read about my doughnut eating experiences



LAST FM

Now listening to "doughnuts"



FOURSQUARE

This is where I eat doughnuts



INSTAGRAM

Here's a vintage photo of my doughnut



YOUTUBE

Watch me eating a doughnut



GOOGLE +

I'm a Google employee who eats doughnuts



Mash At Bath

16 February · Edited

Hi everyone,

There's a lecture this Wednesday that I thought some of you may be interested in.

The speaker is Premier League ref Lee Probert: "The demands of a modern day referee and why angles are so important".

It's in 5W2.3 at 5.15pm.

It's part of GULP, the university's public lecture series.

See you there!

The Demands of a Modern Day Referee and Why Angles are so Important | University of Bath

Lecture on the demands of a modern day football referee, the training required, how being in the best...

BATH.AC.UK

Like Comment Share

Seen by 22



Write a comment..



UNIVERSITY OF BATH

55 words



Premier League ref giving lecture on campus this Wednesday (+ link)

9 words



# Social media – key dates

- A-levels results day
- Freshers' week
- Exams
- University/Departmental open days
- ‘Maths dates’ – Pi day, World Maths Day, Birthdays of famous mathematicians, ...



Useful resource: <http://www-history.mcs.st-and.ac.uk/>



# Social media – Top tips for posting

- D** ✓ Interact
- O** ✓ Be visual
- ✓ Keep posts brief
- ✓ Publicise all settings
- ✓ Vary your posts
- ✓ Use pictures
- ✓ Ask questions
- ✓ Link all platforms
- ✓ Investigate tools to help you (Hootsuite, Bitly...)
- ✓ Make sure you know what you are doing!



# Social media – Top tips for posting

**D  
O  
N  
O  
T**

- ✗ Ignore the audience
- ✗ Be too formal
- ✗ Forget to appreciate responses
- ✗ Write lengthy posts

- ✗ Post too much
- ✗ Clutter newsfeed
- ✗ Start without a plan



# Social media – Facebook

 **Mash At Bath** shared Wadzi Pasipamire Bath SU's photo.  
12 August at 19:54 · 🌐



**Wadzi Pasipamire Bath SU**  
Good luck from the SU Officer Team to everyone getting their results tomorrow! Can't wait to see who our new freshers are - bring on 2015/16 🎓 📖

👍 Like    💬 Comment    ➦ Share

 **Mash At Bath**  
24 August at 07:38 · Edited · 🌐

On our way to Maynooth Uni to talk about social media and maths support  
Emma Collins-Jones Cheryl Voake-Jones  
— 🥳 feeling excited.



6 Likes

👍 Like    💬 Comment    ➦ Share

# Social media – Twitter



MASH at Bath @BathMASH · Aug 19

Looking forward to the social media for  
maths support workshop on Monday  
[@gomaynooth](#) [@CMacaBhaird](#) [#maths](#)  
[#facebook](#) [#twitter](#)

  2  1 



MASH at Bath retweeted



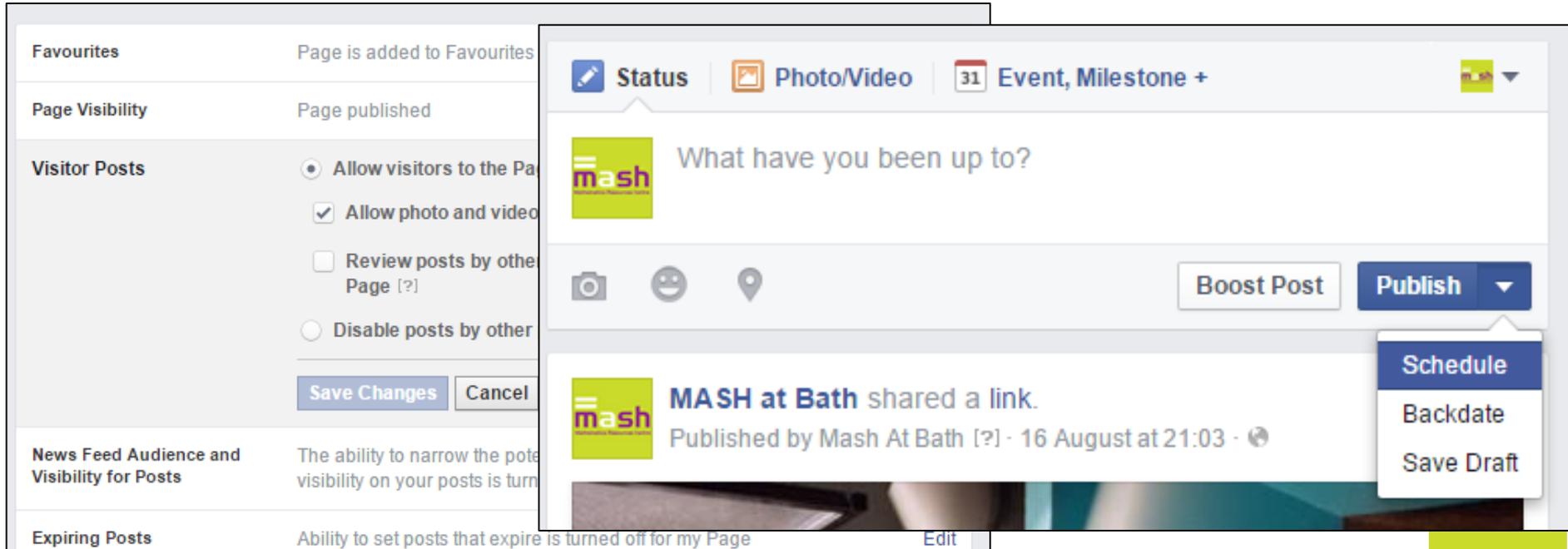
**University of Bath** @UniofBath · Aug 18

What does a mathematician really look like? [@Kit\\_Yates\\_Maths](#)  
[bit.ly/1MA8rw5](http://bit.ly/1MA8rw5) [#realfaceofmath](#)

  3  2 

[View summary](#)

# A couple of tips



The image shows two overlapping screenshots from a Facebook interface. The background screenshot displays the 'Visitor Posts' settings for a page, with options for allowing visitors to post, allowing photo and video, and reviewing posts. The foreground screenshot shows a post creation interface for a page named 'MASH at Bath'. The post text is 'What have you been up to?'. The interface includes buttons for 'Status', 'Photo/Video', 'Event, Milestone +', 'Boost Post', and 'Publish'. A dropdown menu is open under 'Publish', showing options for 'Schedule', 'Backdate', and 'Save Draft'.

**Visitor Posts**

- Allow visitors to the Page to post
- Allow photo and video
- Review posts by other Page [?]
- Disable posts by other Page [?]

**Save Changes** **Cancel**

**News Feed Audience and Visibility for Posts**

The ability to narrow the potential audience and visibility on your posts is turned on for my Page

**Expiring Posts**

Ability to set posts that expire is turned off for my Page **Edit**

**Status** **Photo/Video** **31** **Event, Milestone +**

**mash** What have you been up to?

**Boost Post** **Publish**

**Schedule**  
**Backdate**  
**Save Draft**

**mash** **MASH at Bath** shared a link.  
Published by Mash At Bath [?] - 16 August at 21:03

# Promotional video

Starts with a story

Covers key MASH activities, not all

Features many students

Key message: MASH is for all and friendly

**Visual:** People

**Audio:** General information

**Text:** Specific information



# Promotional video

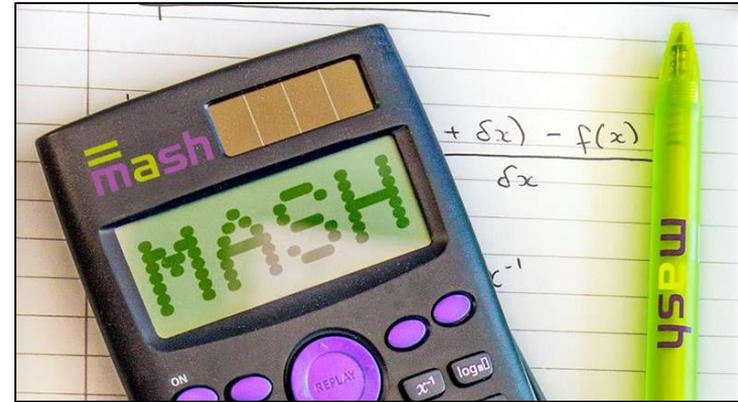
Easy for lecturers to...  
show in lectures  
link on VLE

- ✓ Removes coordination issues
- ✓ Can look again later





# Get an expert in!



# Next steps

- Develop other promotional materials
- Publish findings
- Publish social media guide

## In conclusion – so what does work?

- Speaking to students!
- Speak to other support services / departments at your institution
- Decide what you want to achieve (e.g. social media audit)
- Develop your brand
- Be committed! It takes time.
- Ask the experts.
- Time will tell...

# Acknowledgments



Thank you to **sigma**  
for providing the  
funding for this  
project.



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# Thank you for listening.

Comments and questions welcomed.



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[www.bath.ac.uk/study/mash](http://www.bath.ac.uk/study/mash)



[@BathMASH](https://twitter.com/BathMASH)



[www.facebook.com/BathMASH](https://www.facebook.com/BathMASH)

