Ementoring to improve retention

Pamela Zigomo

Brightside

Background to Brightside

- National education charity set up in 2000
- We use online technology to **connect, inform and inspire** more young people to achieve their full potential through education:
- Supported over 25,000 young people
- 60 university, charity and business partners

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Introduction

Factors affecting student retention

- Quality of pre-entry information
- Integration into HEI community
- Financial management skills
- Study skills
- Ongoing support strategies
- Early recognition techniques

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Session outline

- Our ementoring approach
- Case study - Pre-entry ementoring project: Nottingham University summer school
- Case Study - Integration into HEI community and development of fiscal skills: Birmingham City University peer mentoring and customised student calculator
- Diagnostic tools for early recognition on the ementoring platform
- Questions/Discussion

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Our ementoring platform

Brightside's ementoring platform gives a mentee the opportunity to:-

1. Connect with their community - Messages
2. Research useful information - Bright Knowledge
3. Develop useful skills - Mentee Activities
4. Build and manage their personal budget - Student Calculator

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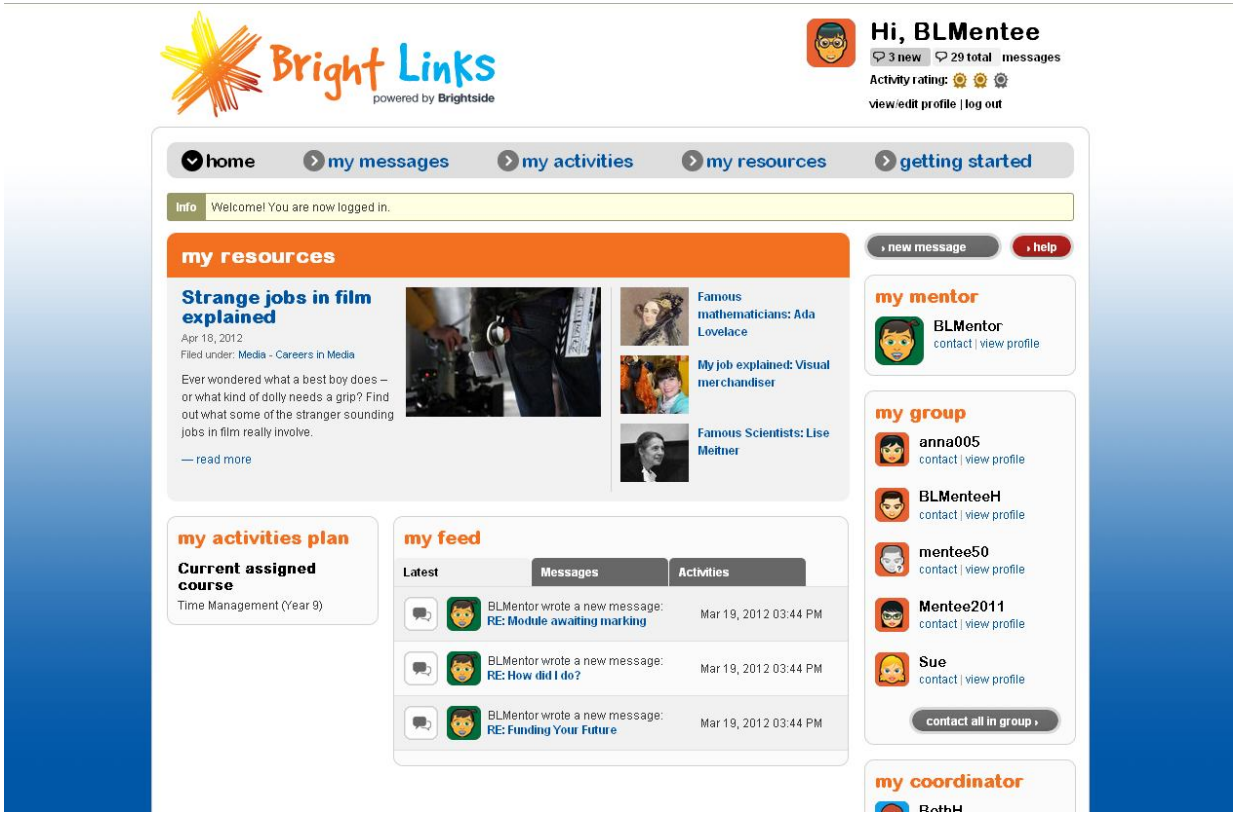
Ementoring platform



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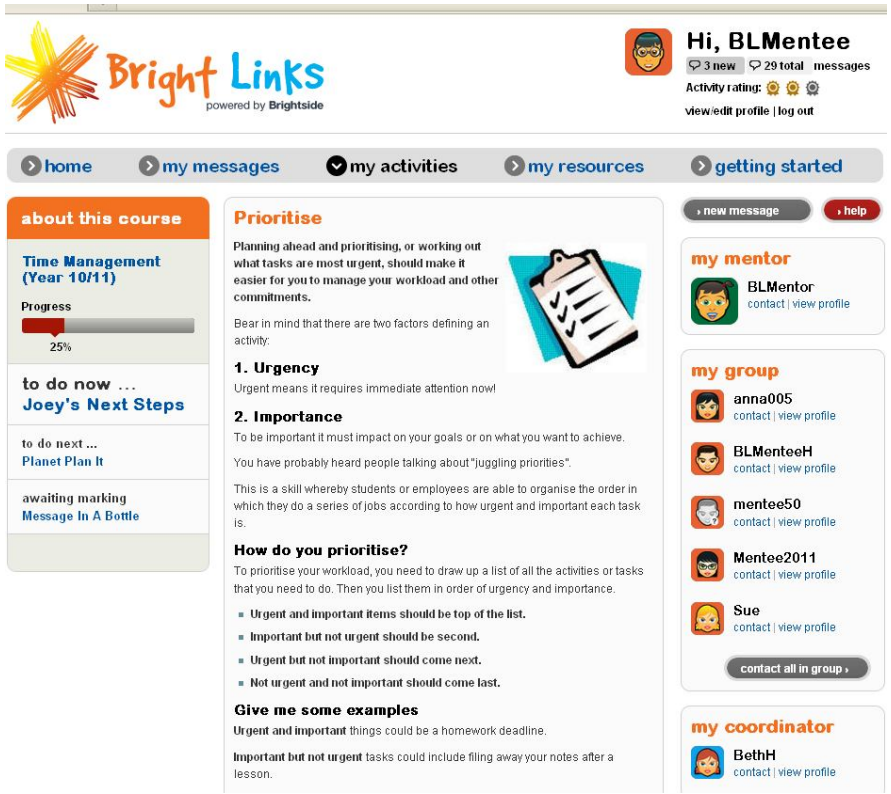
Skill building activities



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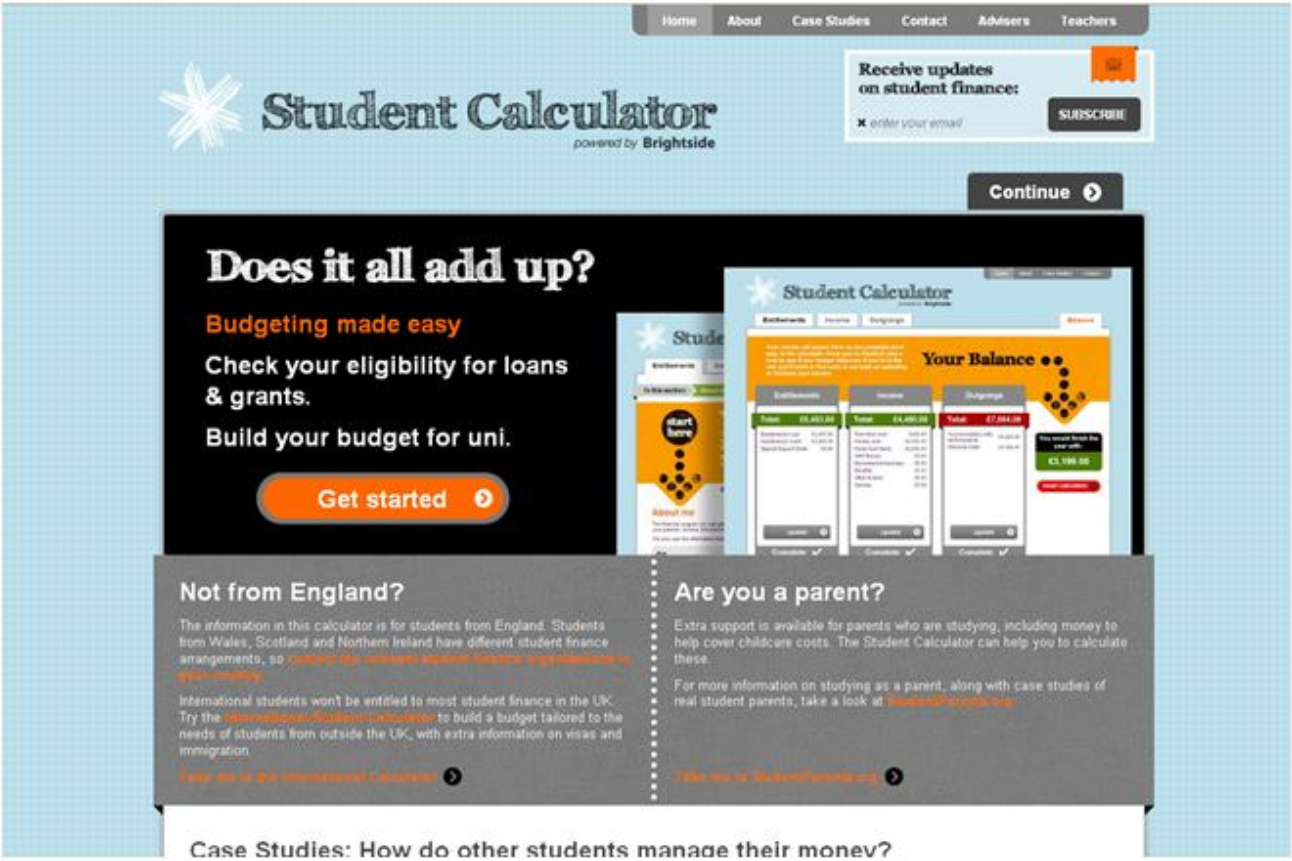
Student Calculator



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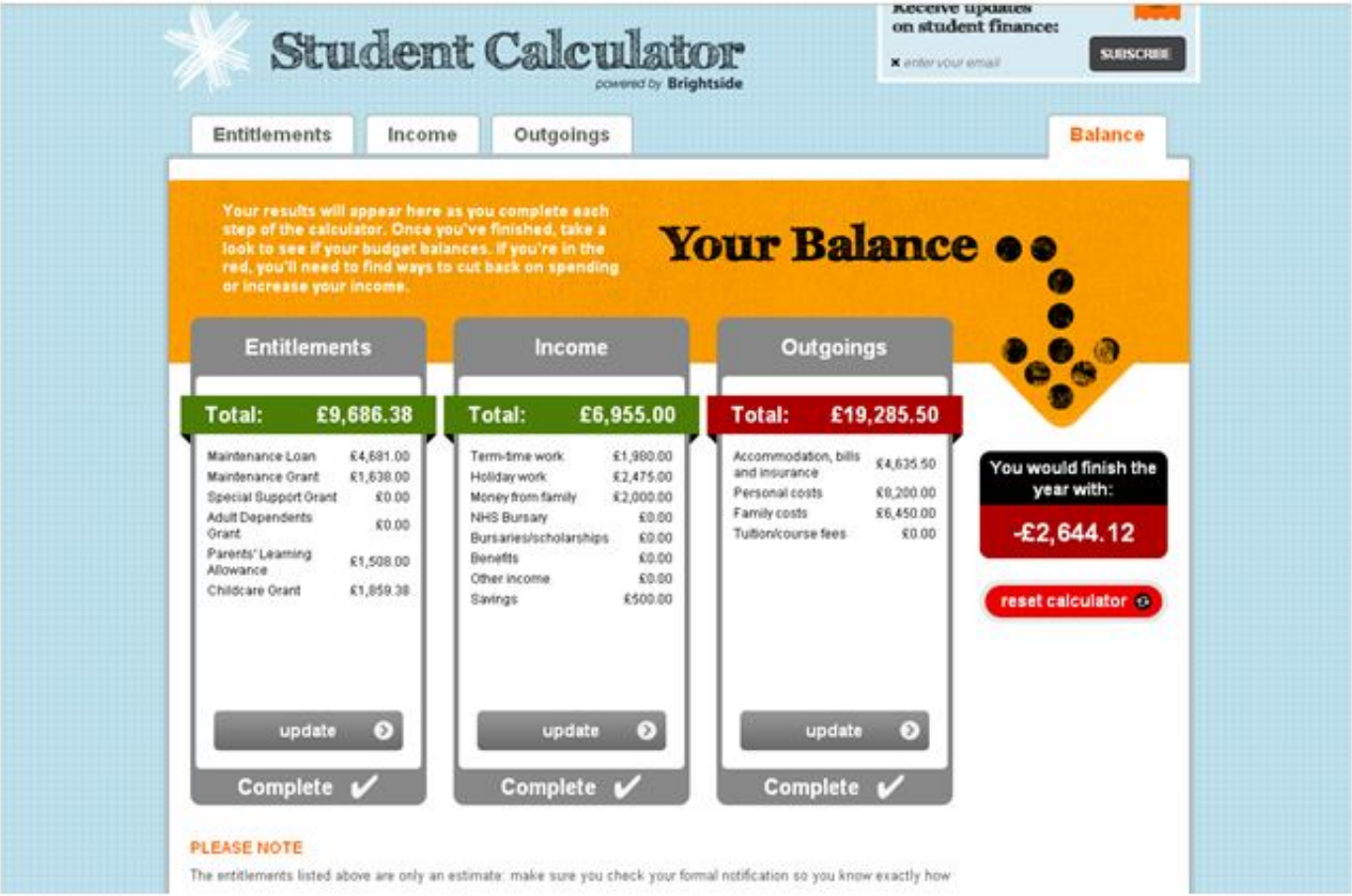

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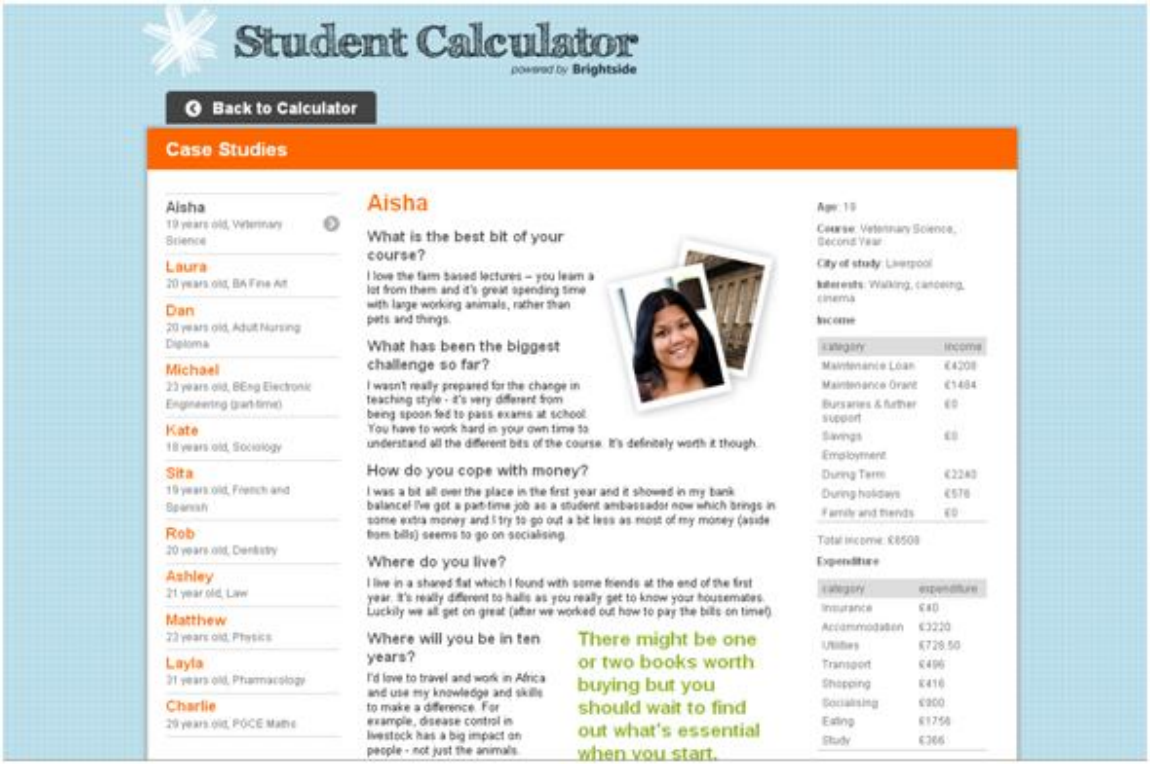

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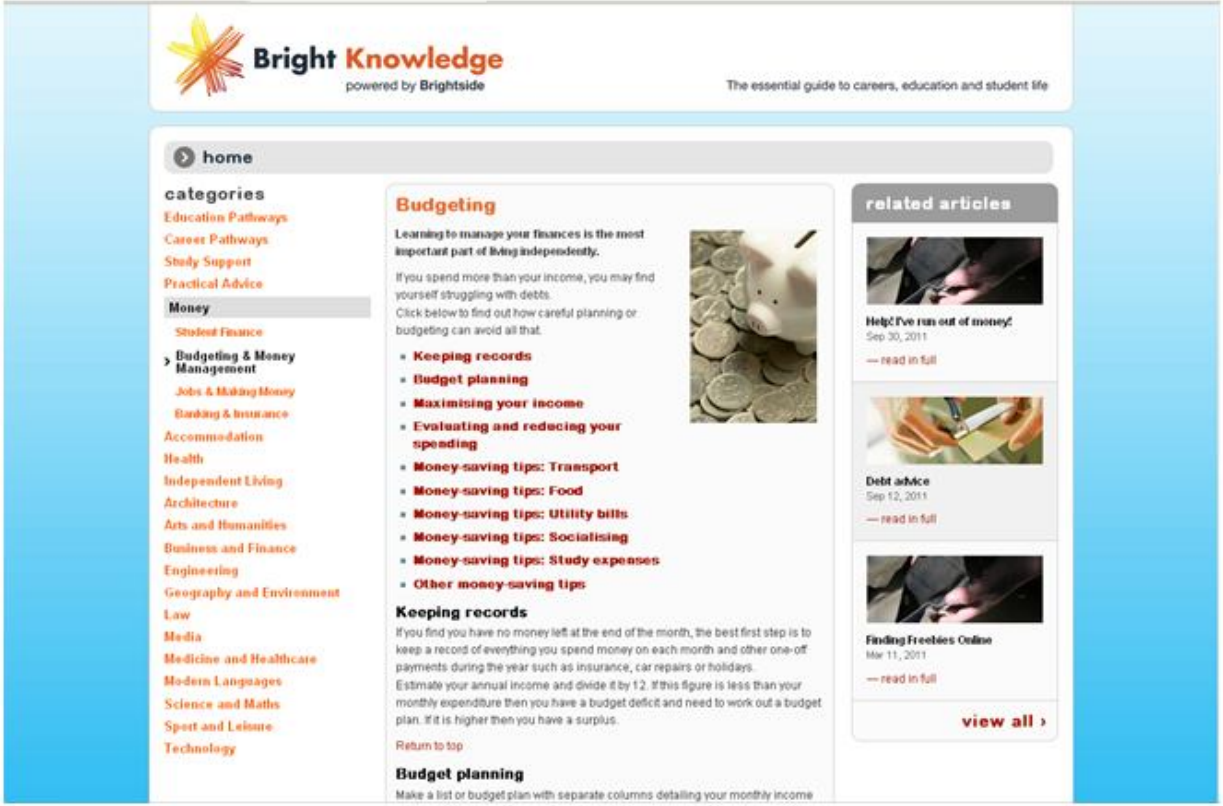
Bright Knowledge



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Case study - Pre-entry

Pre-entry – University of Nottingham Summer School

- Year 12 students live on campus for 5 days to gain an experience of university life
- Following summer school use the Bright Links ementoring platform
- Paired in advance with undergraduate students who can give information and advice on any issues related to higher education and their final year of school/college.

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Case study - Integration

Peer mentoring at Birmingham City University

- Peer mentoring in various academic departments
- Scheme launched at the start of the academic year
- Usually a face-to-face meeting at the start of the scheme (to take place within the training event)
- Incorporate a customised student calculator – to help with budgeting and planning tips so that a student does not have to drop out due to financial difficulties

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Diagnostic tools

The ementoring coordinator can view:-

- Mentee activity on the site – logins and number of messages sent
- Review content of messages exchanged
- Message keyword search – e.g. tracking use of words such as *‘leaving’; ‘lonely’; ‘worried*’

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Questions…

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Thank you!

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