

# *Student communication at Radboud University*

Staff Mobility Week 2019  
University of Bergen

Bjorn Teeuwen MSc.  
*Nijmegen School of Management  
and  
Faculty of Social Sciences*

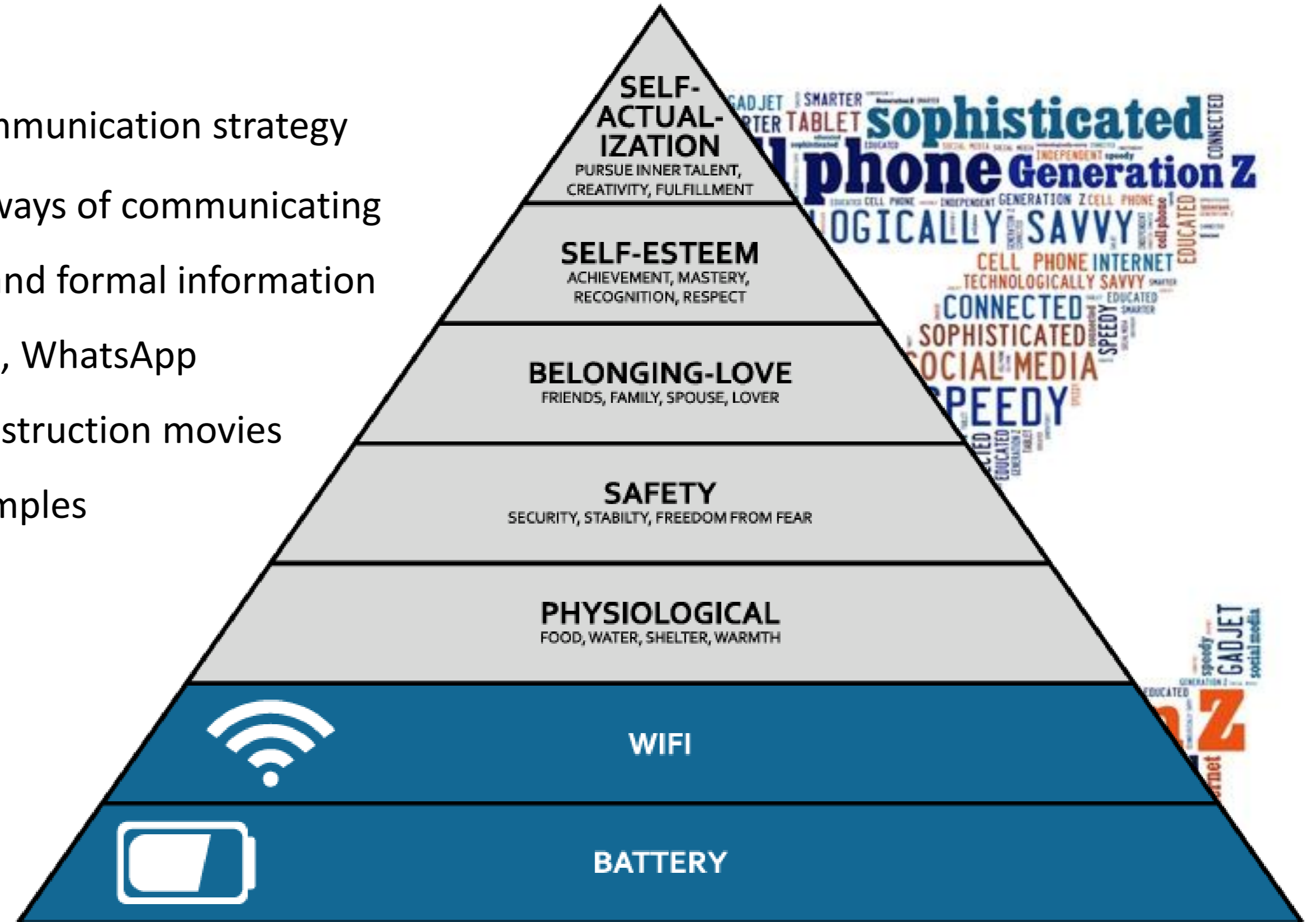
*Also:  
Freelancer  
Former fan of Ajax*

[b.teeuwen@fm.ru.nl](mailto:b.teeuwen@fm.ru.nl)



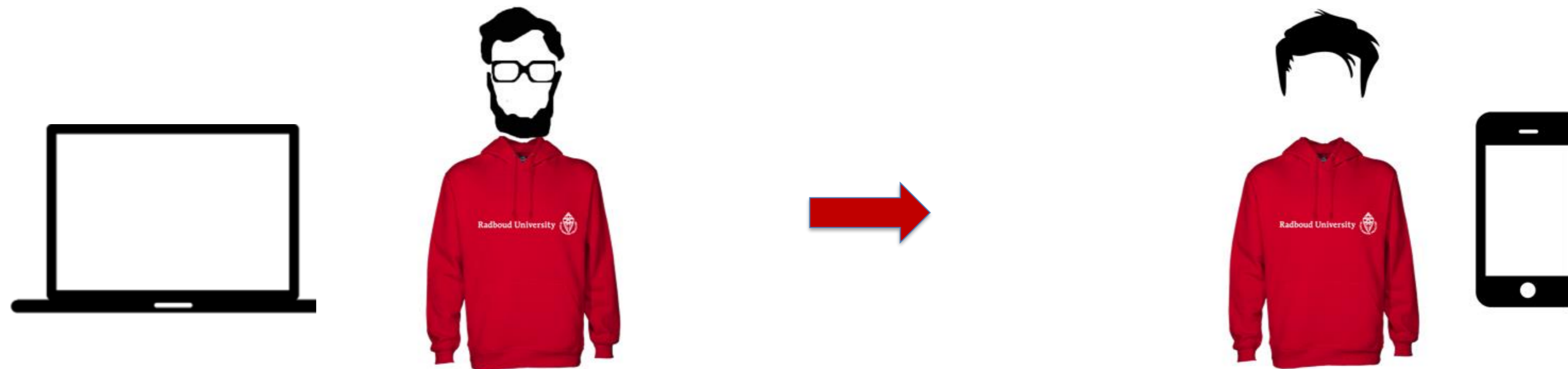
# Agenda

- Evaluation of our communication strategy
- Examples of ('new') ways of communicating
  - Support systems and formal information
  - Social media, chat, WhatsApp
  - Animations and instruction movies
  - Several other examples
- Future projects
- Tips



## Evaluation of our student communication

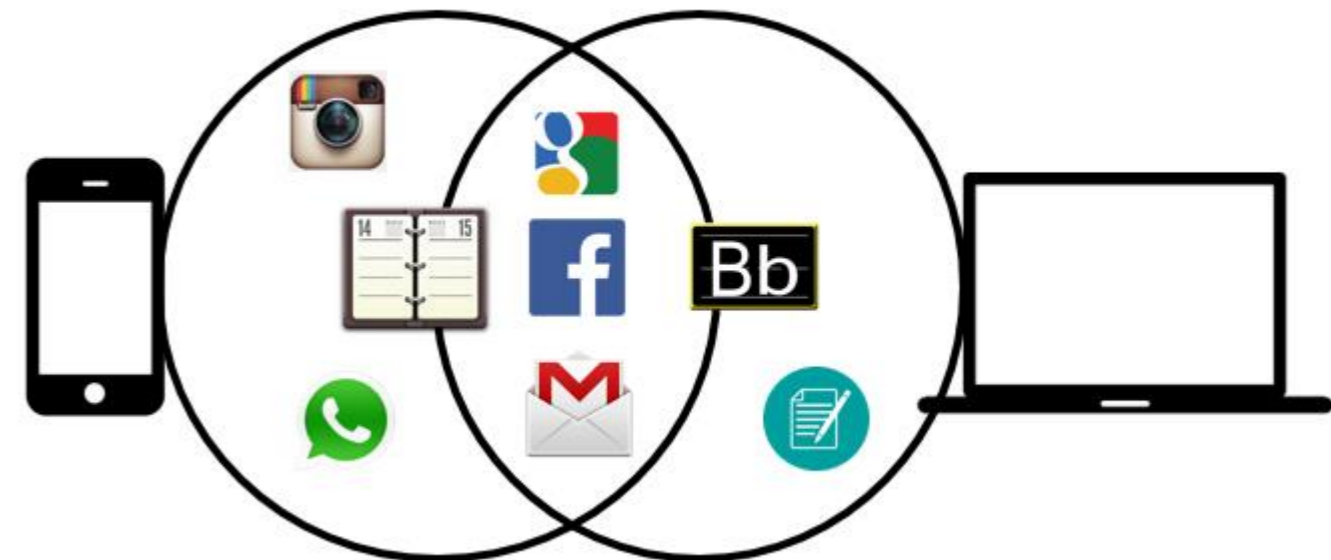
- Survey:
  - Students indicate they do not know where to find information
  - Students indicate they get too much information from too many sources --> students are missing information
  - Changing use of communication channels



## Evaluation of communication strategy

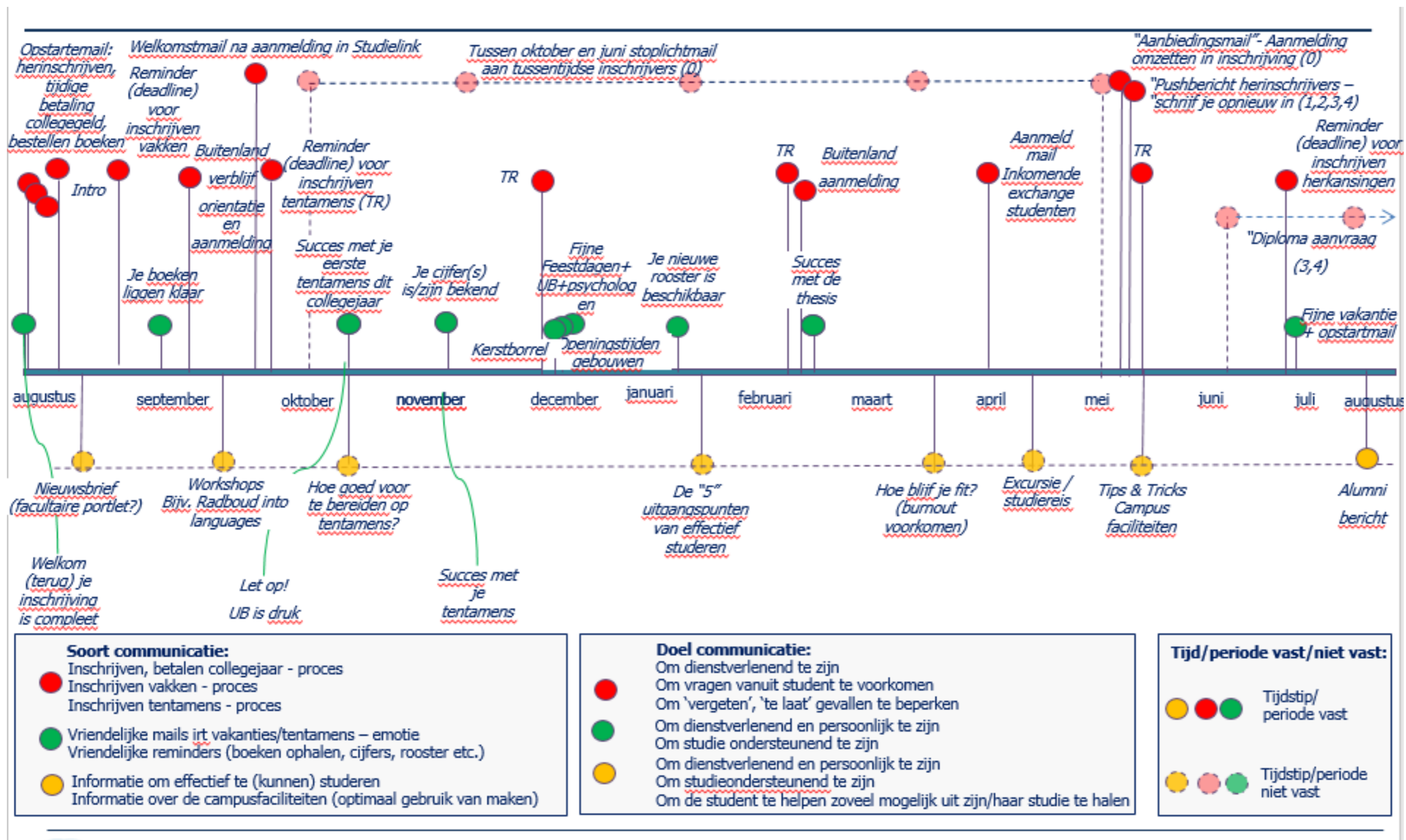
Issues with:

- Structure of information; numbers of senders, double information, too much information, irrelevant information
- Uniformity in content; course catalogues
- Uniformity in lay out
- Systems; IT systems are user friendly, but do not communicate with each other





# Contact strategy



## In general (in all communication to current students)

- Be precise (write/say what you mean)
- Be specific (show what you want the students to do)
- Be clear (avoid difficult words)
- Be short-spoken and use graphics (less than half a page per item)



## Support systems

- Student Portal
  - Osiris: the most important system for students (registration for education)
  - Brightspace: the most important system for education (communication between staff and students)
  - Radboud Student app: on the go information out of Osiris and Brightspace for current students



# Student Portal

PORTAL Radboud Universiteit Artificial Intelligence

MY PROGRAMME FACILITIES ADDITIONAL STUDENT AFFAIRS

Bjorn Teeuwen My sites +

### Directly to

- > [Bass](#)
- > [Blackboard](#)
- > [Brightspace](#)
- > [Campus card](#)
- > [Email](#)
- > [Osiris lecturer / supervisor](#)
- > [Personal schedule](#)
- > [RadboudNet](#)
- > [CMS administration](#)
- > [Rbs](#)
- > [Ris](#)
- > [Topdesk](#)

### Brightspace messages

- > [Boost your thesis! Juni 3, 4, and 5 2019](#)   
**Brightspace** 08 mei 2019 16:04
- > [Boost your thesis! Juni 3, 4, and 5 2019](#)   
**Brightspace** 08 mei 2019 15:56
- > [TWO VERY IMPORTANT ANNOUNCEMENTS](#)   
**Brightspace** 07 mei 2019 16:50
- > [Persoonlijke mappen en werkgroepmappen niet beschikbaar op 11 mei / Personal folders and workgroup folders not available on 11 May](#)   
**Brightspace** 07 mei 2019 16:00
- > [Doe mee aan het onderzoek naar het welbevinden onder studenten en maak o.a. kans op een Bol.com-bon van €100,-](#)   
**Brightspace** 07 mei 2019 15:00

### Osiris messages

No messages found.

- > [View more messages](#)

### Highlights

## Study landscape Spinoza C.00.09 opened on Saturdays

In order to meet the wishes of many students to make more study work places available during examination periods, the Faculty Board has decided to open the **Spinoza C. 00.09 Study Landscape** on a number of Saturdays.

This concerns the following Saturdays:


- Saturday, January 19<sup>th</sup>, 2019
- Saturday, March 30<sup>th</sup>, 2019
- Saturday, April 6<sup>th</sup>, 2019
- Saturday, June 15<sup>th</sup>, 2019
- Saturday, June 22<sup>nd</sup>, 2019
- Saturday, July 6<sup>th</sup>, 2019
- Saturday, August 10<sup>th</sup>, 2019

For each of these days, opening is foreseen from 9 am to 5 pm.


### Announcements

- > [Lecture: Academic crushes: Anna Bosman on George Canguilhem](#)   
**Announcements Faculty** 06 May 2019
- > [Challenge: "Future of AI"](#)   
**Announcements AI** 06 May 2019


### Student Advisor



Mw. Nav Muts  
**All AI students**  
Walk-in hours (no appointment necessary):  
Tuesday, Wednesday and Thursday, 12:30-13:30  
Room: SP B.00.73A  
[Book an appointment](#)



Mw. Marloes van Rootselaar  
**B1 AI students only**  
Walk-in hours (no appointment necessary):  
Wednesdays, 12:30-13:30  
Room: SP A.02.21  
[Book an appointment](#)




Dhr. Patrick Beckers  
**Going Abroad**  
Room: Comeniuslaan 4.00.34  
[Book an appointment](#)

### Your programme


- > [AI \(on the STIP-website\)](#)
- > [Agenda](#)
- > [Prospectus](#)
- > [Bachelor information](#)
- > [Master information](#)
- > [Studying abroad](#)
- > [Transational arrangements](#)
- > [Rules and regulations](#)

### Email



**STUDENT INFORMATION SYSTEM** **Radboud Universiteit** 

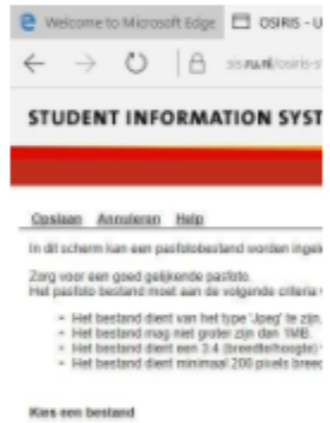
[Messages](#) [Personal details](#) [Notes](#) [Supervision](#) [Register](#) [De-register](#) [Results](#) [Progress](#) [Courses](#) [Stay abroad](#) [Log off](#)

[Update address](#) [Upload passport photo](#) [Messages](#) [Help](#)  **Personal details**


<b>Name</b>	T. Teststudent	
<b>Student id</b>	0043532	
<b>First Names</b>	Test	
<b>Name (as known by)</b>	THOMAS X	
<b>Date of birth</b>	01/01/1980	
<b>Place of birth</b>	Onbekend	
<b>Degree programme</b>	Contractonderwijs Faculteit Rechten, B AP History, B Medicine, Eerst de klas, Master in teaching German, Master in teaching Mathematics <a href="#">Status registration for degree programme</a>	
<b>E-mail</b>	rennendeteststudent@student.ru.nl	

**Additional information**

Addresses		
	Study address	Parental address
<b>Street name</b>	Postbus	Comeniuslaan
<b>House number</b>	9102	4
<b>Addition</b>		
<b>Additional</b>	Moeflonstraat x	
<b>Postal code</b>	6500 HC	6525 HP
<b>City</b>	NIJMEGEN	NIJMEGEN
<b>Country</b>	the Netherlands	the Netherlands
<b>Telephone</b>		
<b>Mobile phone</b>	0629527713	



# Osiris - application for study abroad

**STUDENT INFORMATION SYSTEM** **Radboud Universiteit** 

Messages Personal details Notes Supervision Register De-register Results Progress Courses Stay abroad Log off

Home Save Delete Help **Stay abroad requests**

Please select the type of international mobility you would like to apply for:

- **Study abroad**; if you want to study at one of our [partner universities](#) for at least three months

You can only apply for universities that your faculty has a contract with. You can find these universities on the [partnermap](#). If you apply for a university that does not have a contract for your faculty, this application will be rejected.

Please select only your Current Degree Programme.

Please note that start date and end date apply to the duration of your stay at the institution. These dates will be used if you apply for a grant for your stay abroad. You will only get a grant for the time you stay at the institution.

If you do not know the exact dates yet, please use the dates of our semester's:

- **Semester 1 2017-2018: September 1 – January 31**
- **Semester 2 2017-2018: February 1 – June 30**

If you cannot find (the city of) your university of choice, please select 'make a selection' under 'city'

**General**

Request for	* Current degree programme ▼	Status
Degree programme	* B AP History ▼	Date submitted
Stay abroad	* Study Abroad ▼	
Start date (see above)	* <input type="text"/> 🔍	
End date (see above)	* <input type="text"/> 🔍	

**Destination**

	1st choice	2nd choice	3rd choice (optional)
Country	* Czech Republic ▼	* Germany ▼	Indonesia ▼
City	* Brno ▼	* Duisburg ▼	Yogyakarta ▼
Institution	* Masaryk University In Brno ▼	* Universität Duisburg-Essen ▼	Universitas Gadjah Mada ▼

**Continue >>**

Home Save Delete Help 0043532 - T. Teststudent Last login: Wednesday, May 17, 2017 at 12:11

- 1 digital desk
- all documents in 1 location
- no double registration of information

# Osiris - back office

osiris Education Student Maintenance [go to menu](#) B.J.G. Grievink Radboud University [Search](#)

Search completed, number of rows found: 2 [12:24:05]

Home 2.3.20 Stays abroad

Show  Pending work  Filters

**Search** Standard selection OSIRIS (OSIRIS)

**Personal details**

Student number =

Limit students to =

\* Deceased? =

**OSIRIS Stay Abroad**

Process =

Decision =

Status =

**Degree programme**

Degree programme =

**Registration degree programme**

CROHO degree program =

**Find a stay abroad or requested gra** ACTIONS

View	Sect.	Process	Apl.	Degree programme	Student number	Status	Name	Decision	Name selected institution	NameInstitution 1st choice	Name institution 2nd choice
<input checked="" type="checkbox"/>		UIT-UIT-STUDIE	<input checked="" type="radio"/>	SOW-B-PS	0043532	Cancelled	Teststudent, THOMAS			Universidad de Palermo	Deakin University
<input type="checkbox"/>		UIT-UIT-STUDIE	<input type="radio"/>	LET-B-GES-A	0043532	Cancelled	Teststudent, THOMAS	Declined	Caucasus University	Háskólinn Íslands	Caucasus University

---

osiris Education Student Maintenance [go to menu](#) B.J.G. Grievink Radboud University [Search](#)

Search completed, number of rows found: 1 [12:24:57]

Home 2.1.90 Student - Stay abroad > 0043532

1 of 1

[go to menu](#)

- Student information
  - Personal details
  - Addresses
  - Additional information
  - Messages
  - Reports
- Degree programme
  - Prior educations
  - Degree programmes
- OSIRIS Application
  - Abroad
    - Stay abroad
    - Form student
    - Uploads
    - Institution and scholarship options
    - Grant details
    - Period abroad
    - Foreign exchange
  - Enrol CROHO
    - Enrolments
  - Enrol not CROHO

**Stay abroad** ACTIONS

View	Process	Description	Type of process	Degree programme	Start date	End date	Date of application	* Status	Decision
<input checked="" type="checkbox"/>	UIT-UIT-STUDIE	Study Abroad	Outgoing	LET-B-GES-A	01-01-2017	01-06-2017	07-03-2017	Cancelled	Declined
<input type="checkbox"/>	UIT-UIT-STUDIE	Study Abroad	Outgoing	SOW-B-PS	01-02-2018	30-06-2018	16-02-2017	Cancelled	

Rows Selected 1 Columns Hidden 4

**Checklist** Show:  Checklist  Questions student  Changing the answer is allowed  Show only own sections

View	Checklist	Answer	Status changed on	Status
<input checked="" type="checkbox"/>	<b>Form Aanvraag door student</b>			
<input checked="" type="checkbox"/>	Periode	Semester 1	07-03-2017	
<input checked="" type="checkbox"/>	Contact with your faculty International Office	No	07-03-2017	
<input checked="" type="checkbox"/>	Geen contact		07-03-2017	
<input checked="" type="checkbox"/>	Language of instruction	dsdsds	07-03-2017	
<input checked="" type="checkbox"/>	Number of credits	Yes	07-03-2017	
<input checked="" type="checkbox"/>	Expected credits	56	07-03-2017	
<input checked="" type="checkbox"/>	Sublet room	No	07-03-2017	
<input checked="" type="checkbox"/>	Header Uploads		07-03-2017	
<input checked="" type="checkbox"/>	Motivation letter		07-03-2017	
<input checked="" type="checkbox"/>	- Attachment	5afad298-dff0-4668-a09e-575ed284f6b0.jpg	07-03-2017	
<input checked="" type="checkbox"/>	Resume		07-03-2017	
<input checked="" type="checkbox"/>	- Attachment	5afad298-dff0-4668-a09e-575ed284f6b0.jpg	07-03-2017	
<input checked="" type="checkbox"/>	<b>Checklist Selectie door faculteit</b>			In process

Rows Selected 1 Columns Hidden 2

[Internal notes \(0\)](#)



# Brightspace

## Belangrijke mededelingen omtrent (her)tentamens / Important announcements concerning exams and resits



Posted Mar 13, 2019 17:00

*See English below*

In april starten de (her)tentamens weer. Het is belangrijk dat je je op tijd inschrijft voor zowel de tentamens als de hertentamens. Je kunt je tot uiterlijk één week voor het (her)tentamen inschrijven. Voor de eerste kans van een tentamen geldt dat je automatisch ingeschreven staat. Je dient echter voor alle tentamens uiterlijk één week voor het tentamen te controleren of je goed bent ingeschreven.

Let op: wil je gebruikmaken van extra voorzieningen tijdens je (her)tentamens? Dan dien je je uiterlijk twee weken voor aanvang van het tentamen in te schrijven. Controleer hierbij of je voorzieningen bij ieder (her)tentamen waarvoor je bent ingeschreven vermeld staan.

Meer informatie over het maken van (her)tentamens met voorzieningen vind je op [deze website](#). Met vragen kun je bij het [STIP](#) terecht.

*Exams and resits will start again in April. It is important that you register for both exams and resits in time. You are able to register up to one week in advance of the exam or resit. You are registered automatically for the first opportunity that an exam is sat. However, you are required to check if you have been properly registered for an exam at least one week in advance.*

*Please note: if you require special provisions during your exams or resits, you need to register at least two weeks in advance. Check if these provisions are listed with each exam or resit that you registered for.*

*Additional information about taking exams or resits with provisions can be found [here](#). If you have any questions you can contact [STIP](#).*

[Show All Announcements](#)



MAN-MSPACE-OrganisationFdM3-2018

Calendar ▾

Thursday, May 9, 2019



Upcoming events



Bookmarks ▾

No bookmarks have been added.



# Student Information Point

Faculty of Social Sciences

Contact Nederlands

Search

Studenten • Medewerkers • Alumni

HOME FACULTY STUDY INFORMATION PROGRAMME INFORMATION FACILITIES AND SUPPORT CONTACT

### What is STIP?

The Student Information Point (STIP) is the central place for current students. Here, you can find information about arrangements, applying for diploma's, career guidance, studying abroad, study advisors and student councils.

In case you have any feedback for this website or our services in general, please fill in our feedback form.

[FEEDBACK FORM](#)

### Occupation of computer rooms

Faculteit/Afdeling: Sociale Wetenschappen

Zaal	Vrij	Bezet
. (ResearchMaster)	0	0
A.01.01 (Onderwijs)	33	0
A.01.16 (Onderwijs)	17	0
A.02.55 (Onderwijs)	68	0
A.07.04 (ResearchMaster)	8	0
B.00.76 (ResearchMaster)	29	0
COM4.00.01 (Algemeen)	25	0
PCpark (Algemeen)	51	0
Spinoza.K55.A (Onderwijs)	20	0
Spinoza.K55.B (Onderwijs)	20	0
Stawerkplekken (Algemeen)	5	0
TvA8.00.09 (Algemeen)	50	0
TvA8.01.01 (ResearchMaster)	12	0
TvA8.01.02 (ResearchMaster)	0	0

### Directly to

- Student Portal
- Osiris
- Schedules
- Prospectuses
- Education and Examination Regulations
- Student Advisors
- Apply for a diploma or certificate

### Career Service

Boost your career! Learn

### International Office Social Sciences

International Office

### Agenda

There are no results.

> Agenda

### Follow our page on Facebook

Faculty of Social Sciences 630 likes

Liked

You and 17 other friends like this



## Information screens

**Events**

Lecture by NEC-director **Wilco van Schaijk**  
Wednesday 8 May | 12.15 PM - 1.30 PM | CC 1 | [www.synergy.nu/events](http://www.synergy.nu/events)

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**Corporate Responsibility Conference**  
Thursday 16 May | 12 PM - 6 PM | Elinor Ostrom Building | [www.ru.nl/nsm/crc2019](http://www.ru.nl/nsm/crc2019)

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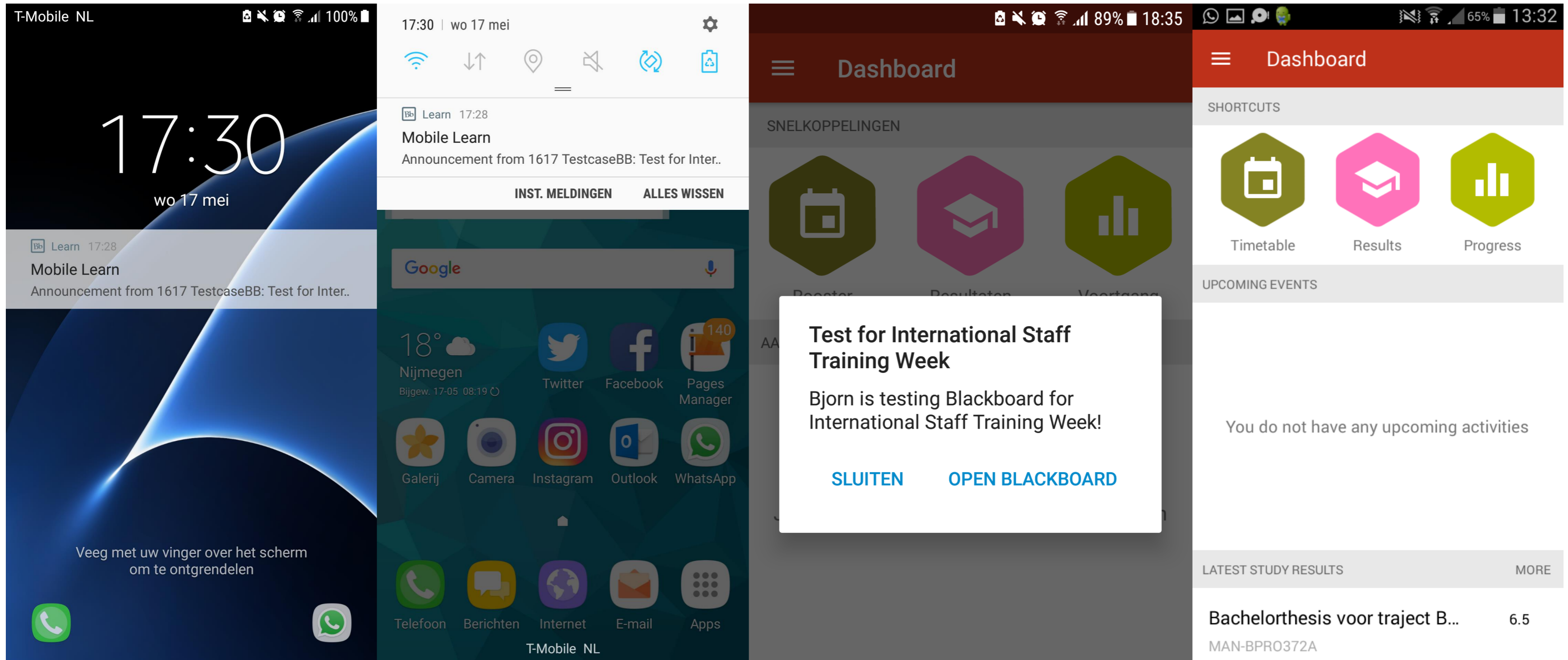
**Fuck Up Night**  
Tuesday 21 May | 7.30 PM | CC 5 | [www.startupnijmegen.nl/agenda/vukup-nights](http://www.startupnijmegen.nl/agenda/vukup-nights)

Nijmegen  
School of  
Management

Radboud University 



# Radboud Student app



# Radboud Student app

*Download now:*

## ***Radboud Student app***

*Always up to date on the latest information for your degree programme. Check on your smartphone your:*

- *Timetable*
- *Course notifications*
- *Marks*
- *Study progress*

*The app is available for iOS devices (App Store) and Android devices (Google Play Store).*

[www.ru.nl/english/app](http://www.ru.nl/english/app)



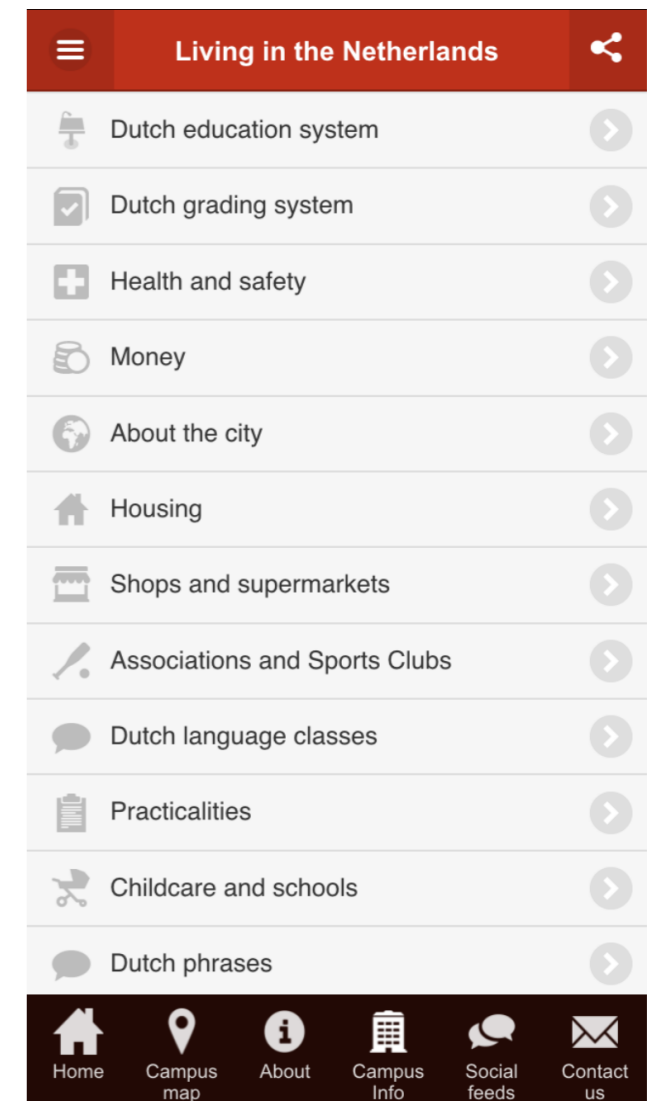
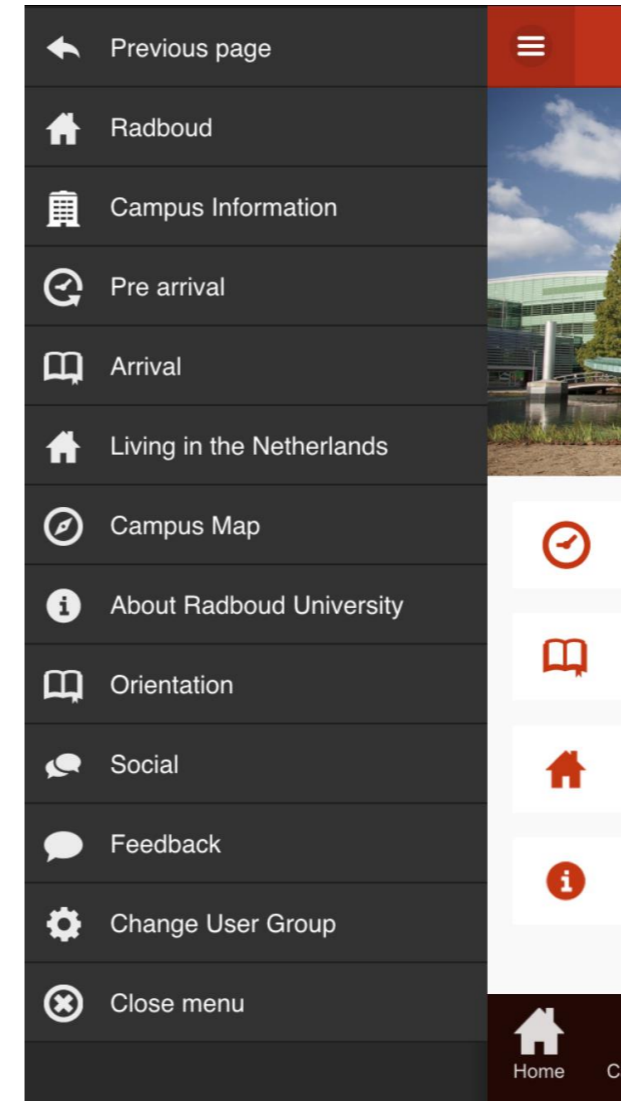
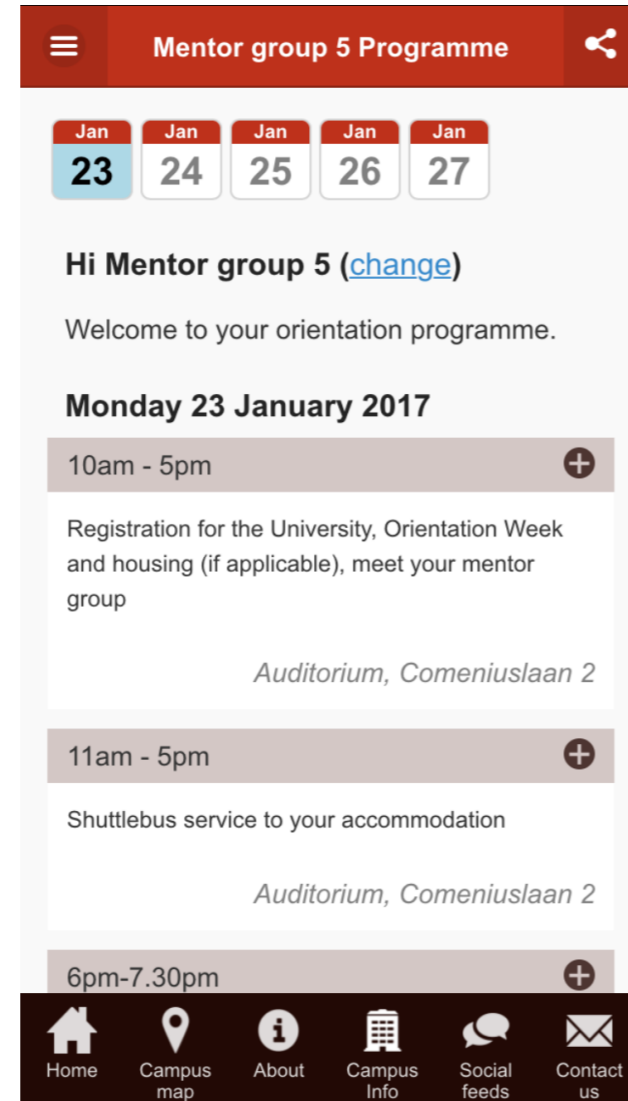
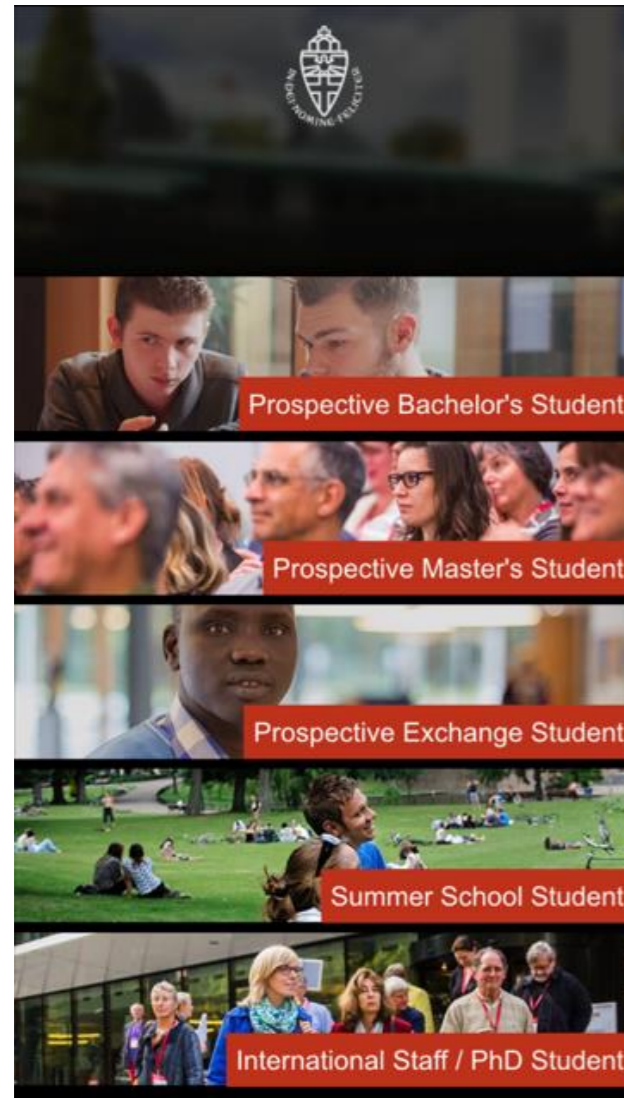
## Radboud Student app



*So: make it easy on yourself.*



# Radboud app for international students and staff





## Google Fusion tables - going abroad





# Instruction movies

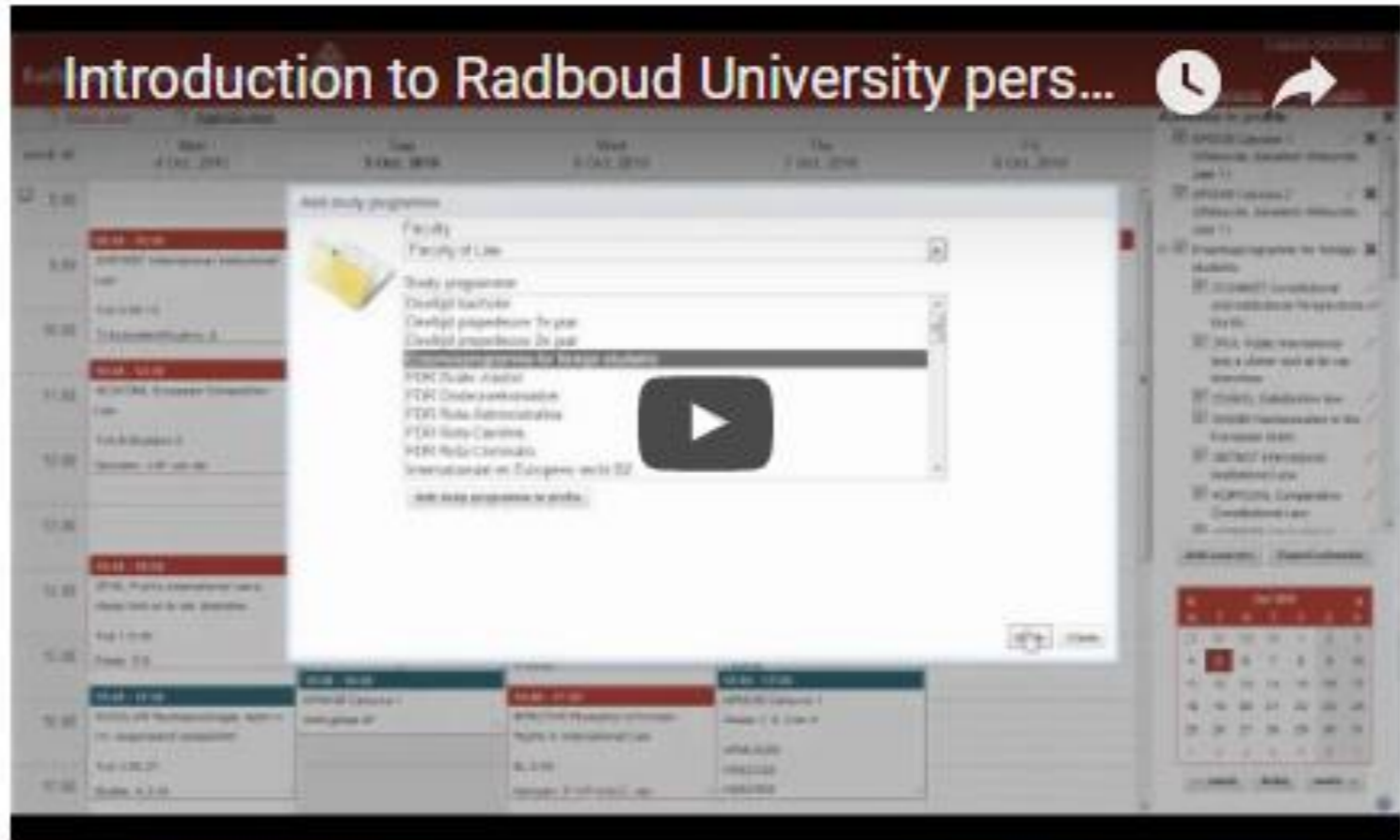
HOME EDUCATION RESEARCH FACULTIES & SERVICES NEWS & AGENDA WORKING AT ABOUT US

Radboud University > HelpAndInfo\_viewer

- > Education
- > Research
- > Faculties & Services
- > News & agenda
- > Working at
- > About us

**Help and info schedule viewer**

Introduction to personal schedule viewer



The screenshot shows a video player interface. The title bar reads 'Introduction to Radboud University pers...'. The video content displays a calendar view with a central pop-up window titled 'Add study programme'. The pop-up window has a search bar for 'Faculty' with 'Faculty of Life' entered. Below the search bar, there are sections for 'Study programme' and 'International or European work'. The 'Study programme' section lists 'Develop bachelor', 'Develop programme for year', and 'Develop programme for year'. The 'International or European work' section lists 'PER Study Assistant', 'PER Undergraduate', 'PER Study Administration', 'PER Study Centre', 'PER Study Centre', and 'International or European work'. A large play button is centered over the video content.











# Bachelor of Public Administration in 1 minute



# Brightspace!



## Social media statistics

% gebruik	15-19 jaar	20-39 jaar	40-64 jaar	65 - 79 jaar	80+
	96%	93%	85%	61%	36%
	80%	89%	77%	68%	61%
	86%	72%	51%	38%	26%
	13%	47%	35%	15%	7%
	66%	36%	17%	7%	3%
	23%	25%	19%	10%	8%
	16%	25%	19%	11%	4%
	67%	25%	4%	1%	0%



# Social media examples

**Faculteit der Managementwetenschappen (Radboud Universiteit Nijmegen)**  
Published by OBI4wan [?] · January 17 ·

De minister van Financiën, Jeroen Dijsselbloem, komt naar de Faculteit der Managementwetenschappen! ismus, Studievereniging BOW Nijmegen en ESV Nijmegen organiseren in samenwerking met de faculteit een College Tour. Aanmelden is verplicht en kan via [www.ru.nl/fm/dijsselbloem](http://www.ru.nl/fm/dijsselbloem).



**College Tour met Jeroen Dijsselbloem**  
*Datum:* 7 februari 2017  
*Tijd:* Inloop vanaf 18.30 uur  
*Locatie:* GR 0.100 (Grotiusgebouw)

7,920 people reached [Boost Post](#)

Like Comment Share

Jasper van Tol, Marsha Autar and 100 others · Top Comments

2 shares

Write a comment...

**Faculteit der Managementwetenschappen (Radboud Universiteit Nijmegen)** De tickets voor onze College Tour met minister Jeroen Dijsselbloem zijn allemaal vergeven! Je kunt je via [www.ru.nl/fm/dijsselbloem](http://www.ru.nl/fm/dijsselbloem) aanmelden voor de reservelijst. Als er plekken vrijkomen, krijg je een e-mail en kun je het alsnog bijwonen.



**Faculteit der Managementwetenschappen (Radboud Universiteit Nijmegen)**  
Published by OBI4wan [?] · March 30 at 7:00pm ·

Kersvers Denker des Vaderlands en hoogleraar Organisatiekunde René ten Bos vertelt in een interview met NRC over zijn ideeën over het denkerschap en over politiek. Lees het gehele interview hier: <http://bit.ly/2oki9de>.



4,505 people reached [Boost Post](#)

Like Comment Share

Charlotte Garrelts, Gerard Don and 61 others

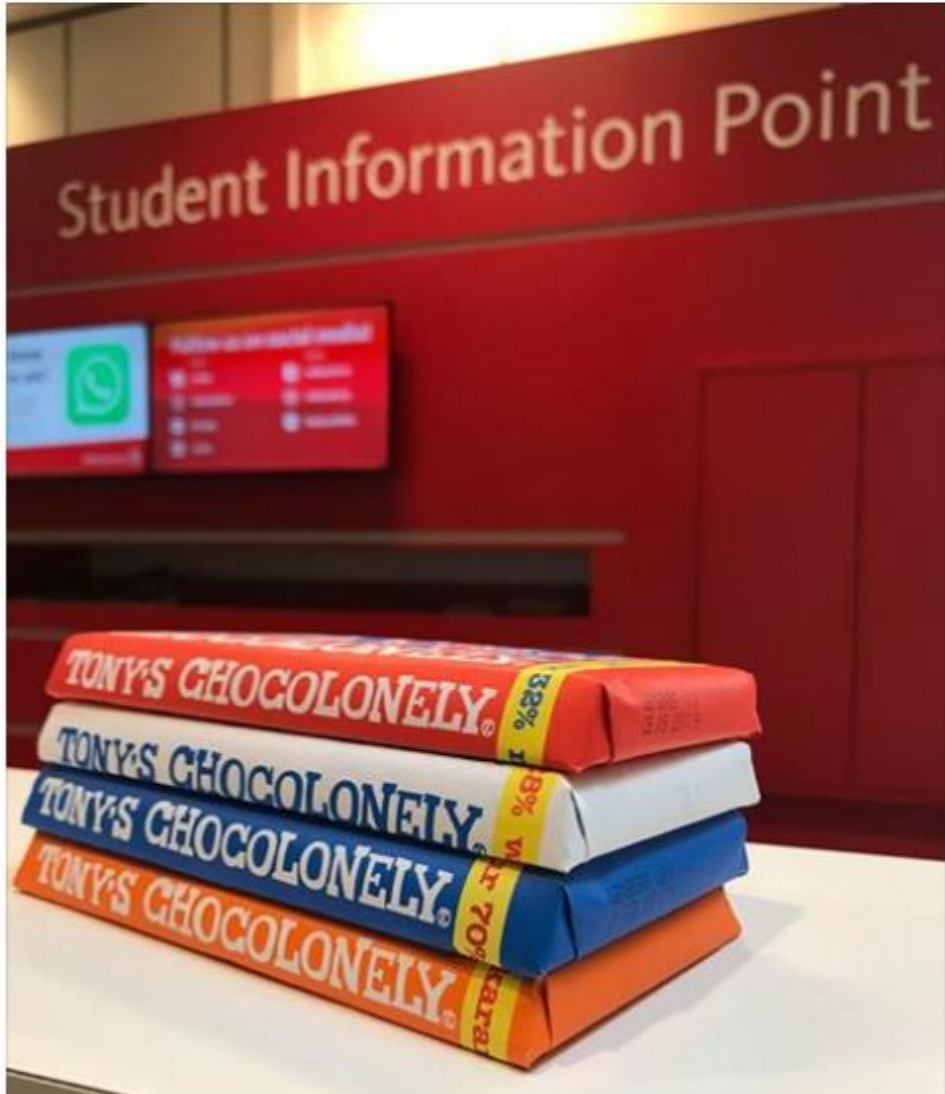
Write a comment...



# Social media examples

**Faculteit der Managementwetenschappen (Radboud Universiteit Nijmegen)**  
 Published by OBI4wan [?] · April 24 at 4:06pm · 🌐

Vrijdag is het Koningsdag en dat betekent dat het Management Study centre en het Elinor Ostromgebouw die dag gesloten zijn. Maar niet getreurd, want jij kunt namelijk deze repen Tony Chocolonely winnen! Wat moet je doen? Like dit bericht en tag hieronder je vriend(en) waarmee je deze repen wel op zou willen eten. Succes!



### Performance for Your Post

**14,829** People Reached

**455** Reactions, Comments & Shares *i*

<b>149</b> Like	<b>149</b> On Post	<b>0</b> On Shares	<b>0</b> On Shares
<b>5</b> Love	<b>5</b> On Post	<b>0</b> On Shares	<b>0</b> On Shares
<b>1</b> Haha	<b>1</b> On Post	<b>0</b> On Shares	<b>0</b> On Shares
<b>1</b> Sad	<b>1</b> On Post	<b>0</b> On Shares	<b>0</b> On Shares
<b>300</b> Comments	<b>282</b> On Post	<b>18</b> On Shares	<b>10</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares	<b>0</b> On Shares

**1,514** Post Clicks

<b>220</b> Photo Views	<b>0</b> Link Clicks	<b>1,294</b> Other Clicks <i>i</i>	<b>773</b> Other Clicks <i>i</i>
---------------------------	-------------------------	---------------------------------------	-------------------------------------

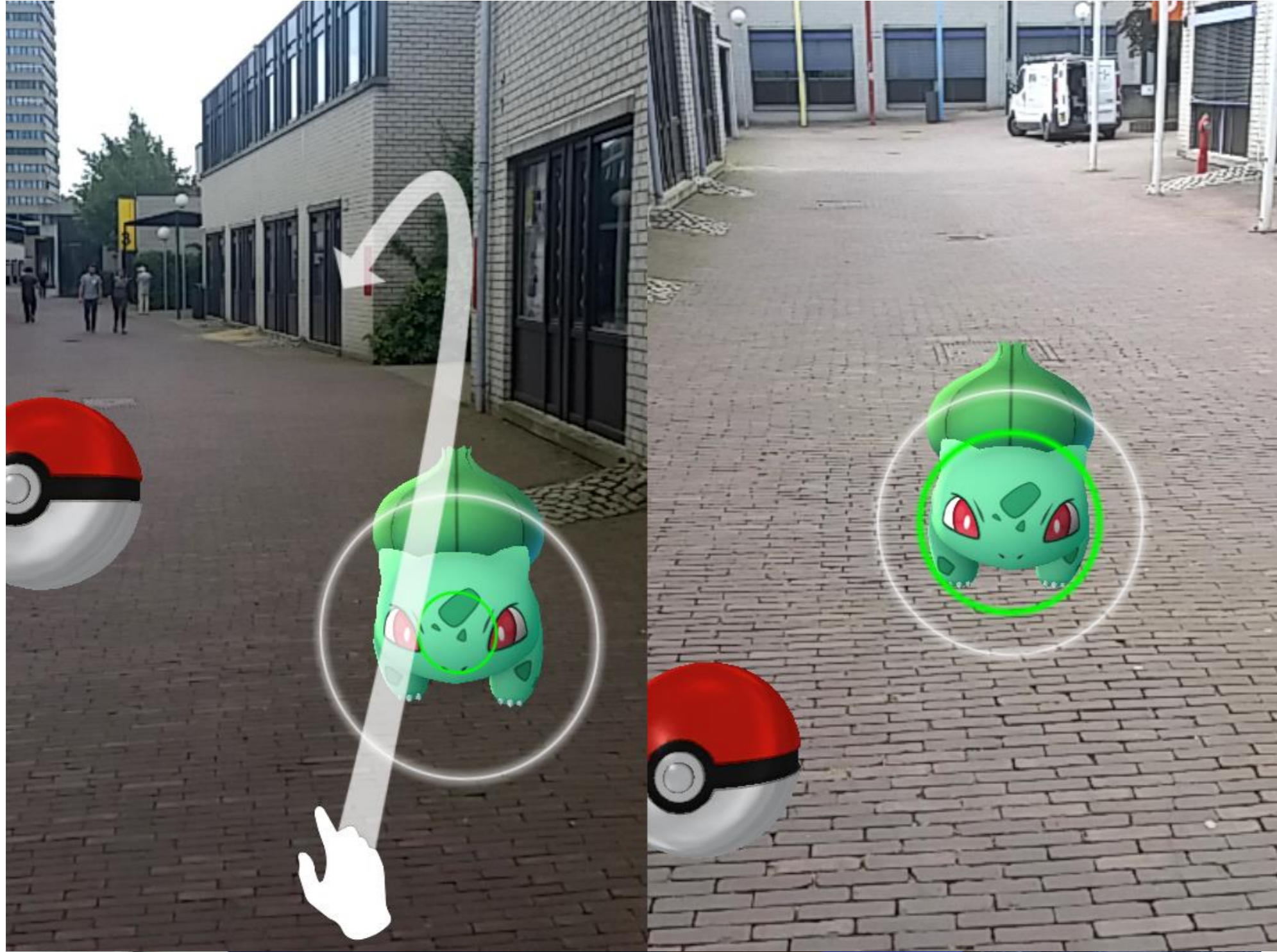
**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Hide All Posts  
 Unlike Page  
 what appears on posts

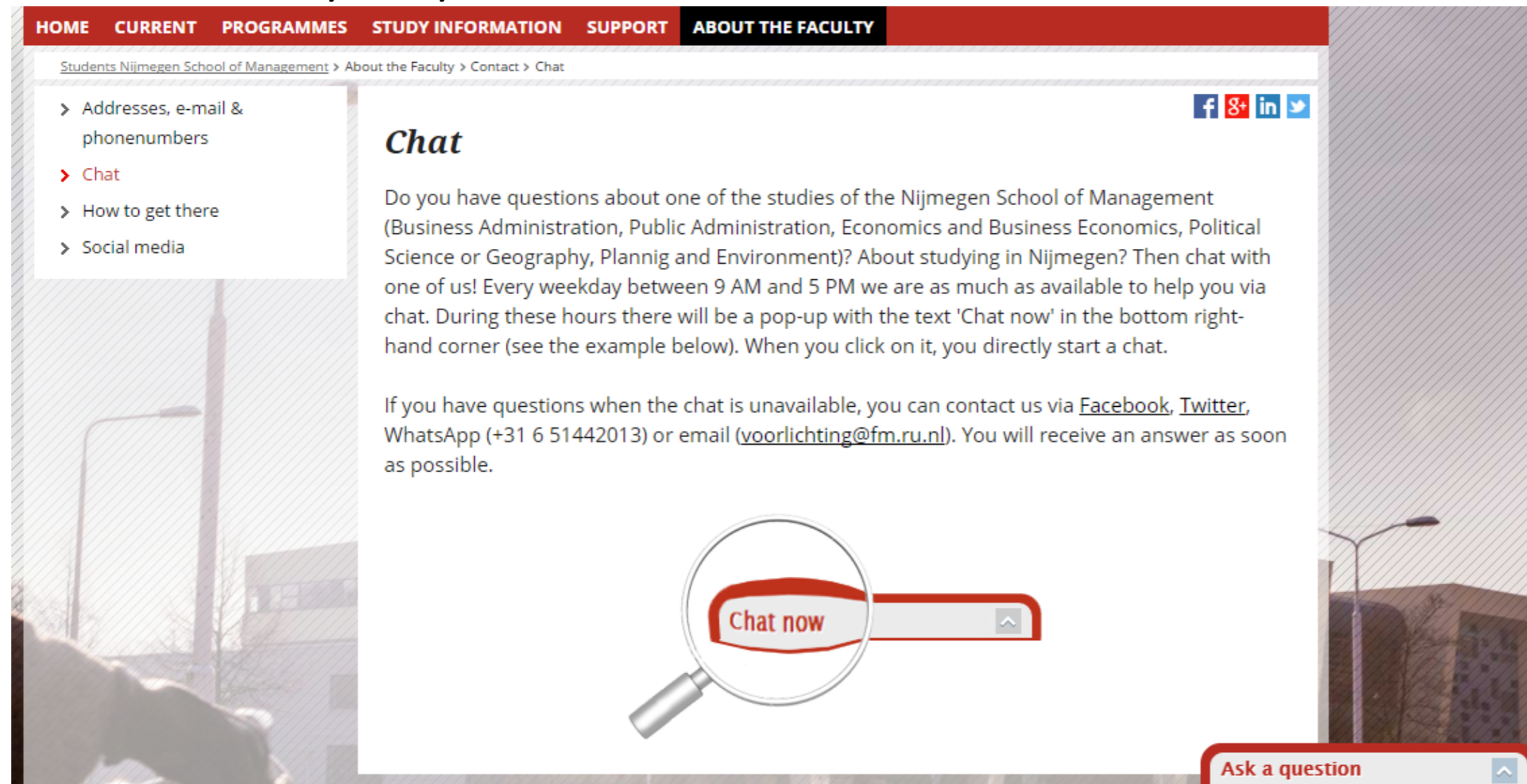
## Social media examples





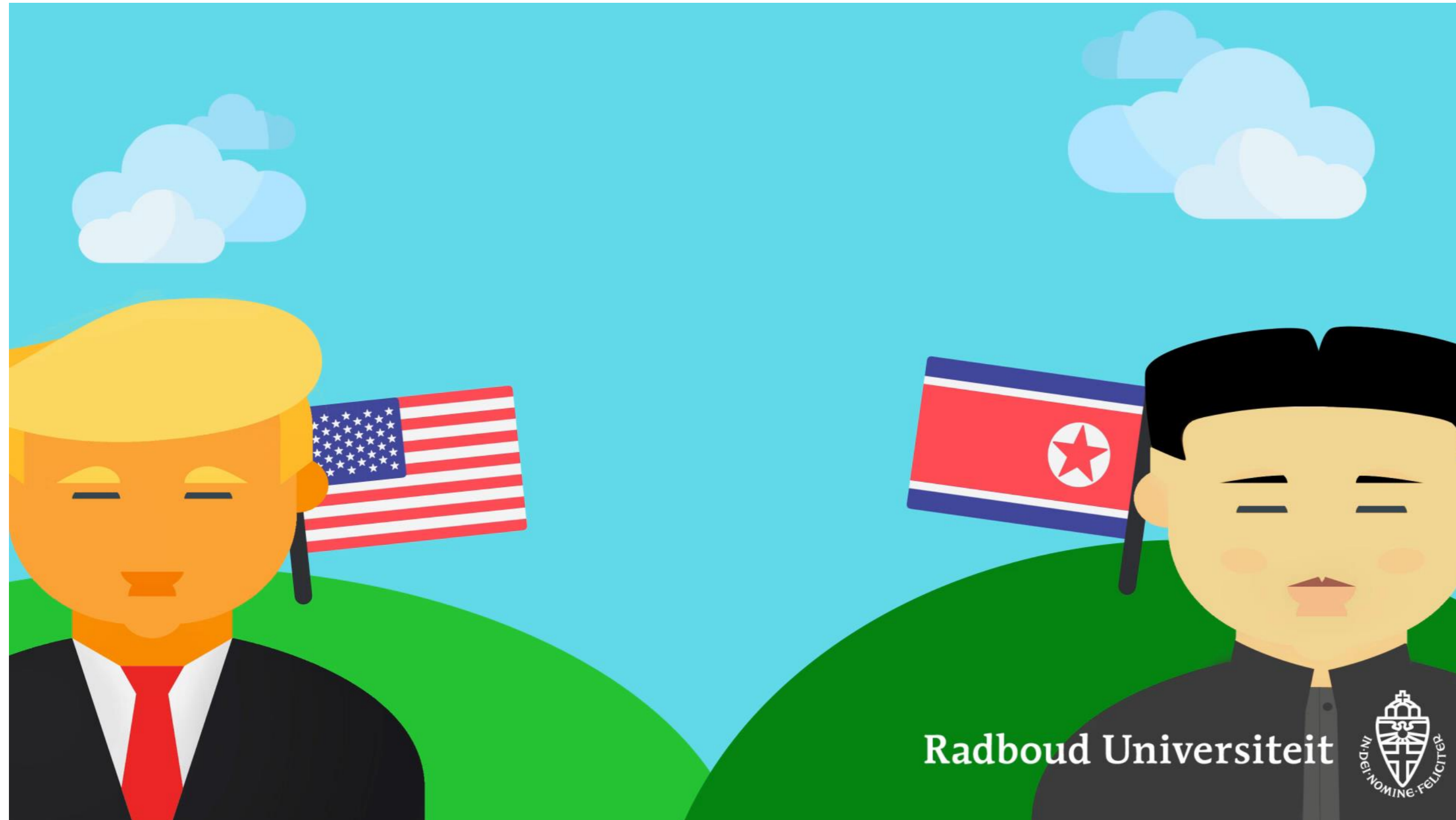
# Chat and WhatsApp

- Same as answering the telephone, emails or other questions
- From unhappy/uninformed to satisfied students/customers in just a few interactions
- Try to be as much online as possible
- [www.ru.nl/nsm/chat](http://www.ru.nl/nsm/chat)



The screenshot shows the 'Chat' page on the Nijmegen School of Management website. The navigation bar at the top includes 'HOME', 'CURRENT', 'PROGRAMMES', 'STUDY INFORMATION', 'SUPPORT', and 'ABOUT THE FACULTY'. The breadcrumb trail reads 'Students Nijmegen School of Management > About the Faculty > Contact > Chat'. A sidebar on the left lists navigation options: 'Addresses, e-mail & phonenumber', 'Chat' (highlighted with a red arrow), 'How to get there', and 'Social media'. The main content area is titled 'Chat' and contains the following text: 'Do you have questions about one of the studies of the Nijmegen School of Management (Business Administration, Public Administration, Economics and Business Economics, Political Science or Geography, Planning and Environment)? About studying in Nijmegen? Then chat with one of us! Every weekday between 9 AM and 5 PM we are as much as available to help you via chat. During these hours there will be a pop-up with the text 'Chat now' in the bottom right-hand corner (see the example below). When you click on it, you directly start a chat.' Below this text, it states: 'If you have questions when the chat is unavailable, you can contact us via [Facebook](#), [Twitter](#), WhatsApp (+31 6 51442013) or email ([voorlichting@fm.ru.nl](mailto:voorlichting@fm.ru.nl)). You will receive an answer as soon as possible.' At the bottom of the page, there are two call-to-action buttons: 'Chat now' (highlighted with a magnifying glass) and 'Ask a question'.

## YouTube pre-roll - Political Science



## YouTube pre-roll – Economics and Business Economics





## Other news or information



## Timelapse of our Elinor Ostrom Building





# NSM Update - monthly update about Nijmegen School of Management



## Tips for social media

- Set up a 'funnel':
  - [communicatie@fm.ru.nl](mailto:communicatie@fm.ru.nl)
  - Blogtrottr
  - WhatsApp group (ten colleagues and student assistants)
  - Monthly social media meeting (smaller team)
  - Trello (small team)
  - OBI4wan
  - Student assistant



## Tips in general

- Try to set up an extensive overview with all your channels and their purposes/goals
- Try to engage your colleagues and let them become part of the strategy
- Try to collaborate with students (ask them for advice and/or let them do take-overs)
- Try to delete some channels!

## Next...

- More digitization of student services (web forms, WhatsApp)
- Trends regarding social media
- Screencasts
- Podcasts
- (Micro) Influencers
- Marketing automation en remarketing
- Chatbots



## The good news for the marketing and communication departments...



## What are your best practices? What are your challenges?

