



2022 New Oxford Student Events

The warmest welcome ever given to the new student intake

In 2022, 48 of our alumni groups held a welcome event for new students – the highest number to date. This contrasted with 29 events held in 2021.

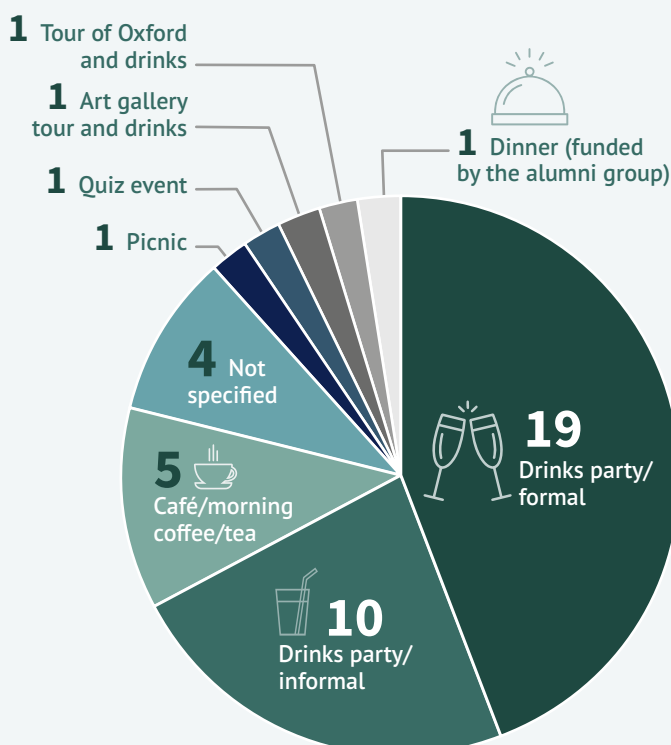
A welcome event is a key component in the Network's strategy to reach out and connect with new students. Our evidence suggests that early engagement leads to greater engagement. The Oxford University Society (OUS) Cornwall has a well-established student society that complements the alumni group helping to build allegiance and support. OUS Hampshire & Isle of Wight has similarly established its own student group to maintain a connection with future alumni.

Type of Event

In 2021, 15 of the 29 events held were online. In 2022 we saw a strong move back to providing in-person events with groups keen to engage with students and alumni. **Only four groups chose to do an online event in 2022.**

Type of Event – In Person

We had a range of events this year from formal dinners and drinks to an art gallery tour and a picnic in the park. One group offered both an online and in-person event to maximise the numbers that could attend.



47 welcome events for new students (29 events in 2021)



16 events represented
17 European groups

Only **4** events were held online in 2022



Group Feedback

The most positive feedback came from groups who had 'gone the extra mile' and chosen a special venue attractive to students and easily accessible. Groups that had thought about the structure and format of their event reaped rewards. The message is plan early.

OUS Manchester

We had a great evening. **Fifty freshers arrived and our panel of six undergraduates** (plus one 2021 graduate) was thoughtful, helpful, entertaining, and presented some very contrasting views of Oxford life which provided something for everyone... the atmosphere was absolutely buzzing.

OUS Worcestershire

We had the best response for our event this year with **20 freshers, and one undergraduate** who also joined us to assist with advice and information.

OxCam Netherlands

We had **20 people at our Freshers' party in the Netherlands**. Most were from Oxford but there were six from Cambridge. We had two recent Oxford graduates who spoke to the students and answered questions and our secretary devised a quiz which was enjoyed by the participants.

Student Feedback

OUS Cardiff and SE Wales

Thank you for the lovely night! I found it extremely reassuring as a new student and it would be great to see events such as this continue in the future. I will still be using this email throughout my time at Oxford, so you are more than welcome to contact me about upcoming events.

OUS Tayside

The event was animated, useful and enjoyable... it was important to find out about Oxford before going up.



Attendance Rates

Three groups attracted 50 or more attendees: OUS Manchester and OUS Hampshire & Isle of Wight with 50 attendees each and Oxford 10 with 80. OUS Nigeria had 17 students at their first in-person event and eight at the second. Just one student attended their online event confirming a marked preference this year for meeting in person.

10 groups attracted 25% or more of their invitees.

These (except for OUS Cornwall) are based in urban conurbations. OUS Cornwall's student-led event in Oxford continues to be an attractive option for new students.

Timing of Event and Impact on Attendance

Looking at the best-performing cohort, there is a marked preference for early to mid-September. August is prime holiday season reflected in lower attendance rates. There were also problems if an event was held too late in the season – one European group with an event on 24 September said many students were already in the UK.

3 groups attracted 50+ attendees



10 groups attracted 25% of their invitees



18 groups attracting 20% or more of their invitees held September events



The 2023 Campaign

- We have asked the University's Admissions Service for data on the number of offers given to students in 2023. Contact us now to see how many offers have been made to students in your area. This will help you to plan.
- Difficulties getting new students to attend your pre-term welcome event? Invite students to a post-Michaelmas term event when they are home for the holidays.
- Think about student representation on your committee. A recent graduate may be in touch with the current student body and can provide willing faces for support at your event.
- If you are a Special Interest Group (SIG), please get in touch with the Networks Team. An online event outlining what you do may help to build early interest and we can promote this across the wider network.
- Join forces. Groups combining resources may find an event easier to organise. Our East and West Sussex OUS groups held a successful joint event in 2022.
- In 2023, there will be a new, improved New Oxford Student Event page to highlight your events and promote your activities. Send us details of your event early to maximise publicity.