

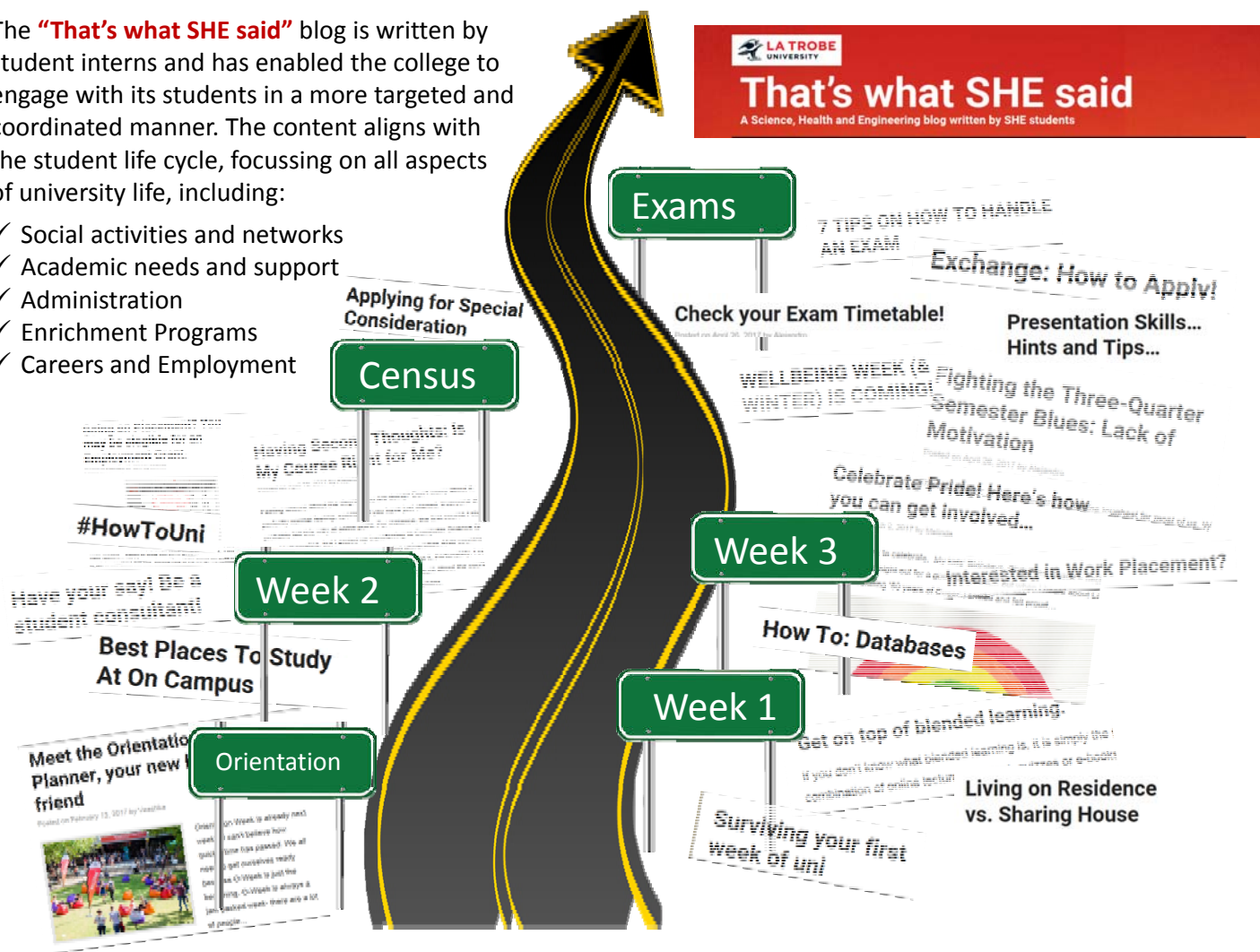
# Delivering 'just in time' information by students for students via the blog "That's what SHE said"

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In response to the increasing numbers of students commencing university with little academic collateral, the College of Science, Health and Engineering's Student Transition, Achievement and Retention (STAR) team at La Trobe University have developed a number of strategies to support these students. The "That's what SHE said" blog is one such initiative, designed to engage students, providing sign posts to guide them through university and assist them to develop a sense of belonging to their course, campus and college.

The "That's what SHE said" blog is written by student interns and has enabled the college to engage with its students in a more targeted and coordinated manner. The content aligns with the student life cycle, focussing on all aspects of university life, including:

- ✓ Social activities and networks
- ✓ Academic needs and support
- ✓ Administration
- ✓ Enrichment Programs
- ✓ Careers and Employment



## Providing timely information in a dynamic and engaging format



16,83 pageviews during 2016

More than 5,000 pageviews during Jan-April 2017

5,776 users in 2016

1,724 new users for 2017



35% returning users

Services managed by various University stakeholders (e.g., Indigenous Centre, Peer Learning Advisors, Student Development Advisors), report a significant increase in traffic to their websites shortly after promotion via the blog. There is also a subsequent spike in the uptake of these services.

Given the growing rate of success of the blog in reaching out to SHE students, the STAR team will continue to facilitate student interns in the development of the content that engages and informs SHE students.

