

LIGHTS CAMERA ACTION

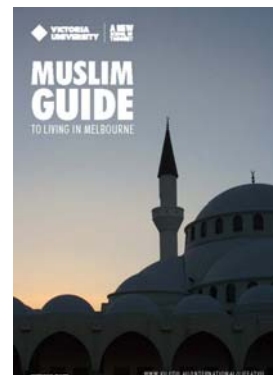
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WE TOOK A STOCKTAKE

We found that information resources we have available to our students were all in the format of written texts, including pretty booklets, course guides etc...



WE WANTED TO SHARE OUR STORY

Key questions we asked ourselves?

- More importantly what are they absorbing?
- What are their expectations?
- What are students really reading?



We then answered?

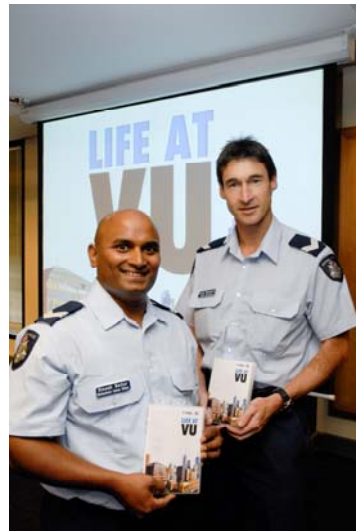
- Students are probably not reading much
- Some students have unrealistic expectations
- Reading is even more challenging when English is a second language for most.

Mediums to encourage absorption?

- If it wasn't a comic or a magazine there was no guarantee students were even reading our booklets
- IT, TV – technology - lets meet students with something that has more of a chance of them looking at
- We dreamt up lets make a DVD.

SOME OF OUR GOALS AFTER IDENTIFYING A GAP

- Develop a resource that would engage parents/guardians and our soon to be arriving student.
- Importantly our key focus was to engage with each student with dialogue before they arrived.
- Attempt to deliver realistic expectations to our students through this medium. We thought this could not be achieved through reading booklets and text alone.
- Deliver a positive safety message in partnership with Victoria Police. De-mystify the fears that people may have from experiences with their own countries' authority figures.



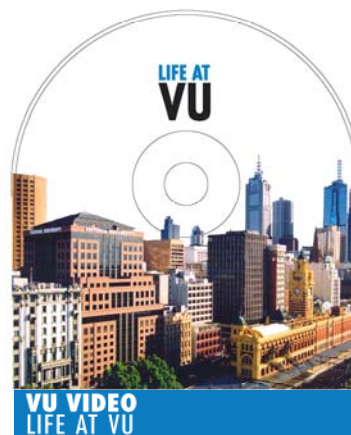
WE WANTED THE DVD TO:

- Relay an experience that was REAL.
- Create a dialogue delivered from both students and staff.
- Expose arriving students to the many forms of Australian Accents.
- Remove some possible pre-conceived fears due to the unknown experience that awaits arriving students.
- Support our Pre-Departure booklet that was re-designed to complement the DVD material.



ONE OF THE IMPORTANT QUESTIONS?

- Budget – how did we pay for it?
- We applied for a university Teaching and Learning Support (TLS) grant that we were received – \$20,000
- The inclusive cost of the project was \$25,000 with the majority of that cost going to our chosen production company.
- Did we achieve our goals? Perhaps and sometimes we think so, but we will let you be the critic as you sit back, hopefully enjoy and possibly you can find some ideas from what we have done. We will back after the viewing with a quick summary and question time.



BENEFITS

- Increase in both our orientation and our late orientation numbers.
- Reduction in front counter questions at the start of the semester.
- Involving our current international students. The greatest compliment we received from them is their desire to have had access to this kind of resource when they started.



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WHERE TO FROM HERE

- Survey Analysis - to capture student feedback and opinion quantitatively.
- Possible translations
- If we ever updated what would we possibly add: Water Safety, Fire Safety, the importance of practicing your English and Pedestrian Safety.

CHALLENGE

- The number one challenge is getting the pre-departure pack to students before they arrive.
- We do use this as an opportunity of sharing something with arriving students that acknowledges their investment.



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WHAT WE CAN OFFER YOU

- We have uploaded the Life at VU DVD online for our students that you can all access from:
http://www.vu.edu.au/International/Life_at_VU/index.aspx
- For all Victorian providers we have made the police safety message download generic so that you can upload it to your own site through google video or refer students to the link which is:
<http://video.google.com/videoplay?docid=-2751857414029643325&hl=en>
- The confidence that anyone can achieve a similar resource.

Lets move through to question time and a chance for others to share similar projects they have or are involved in.