



Student Engagement in the FTUC Award

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How does student engagement fit into the FTUC criteria?

Mandatory criteria 004 and 005

Campaigning and influencing criteria CI001 to CI012

Why is student engagement important?

Key dimensions of engagement in an organisation

1. **Normative** – vision of youth participation in the organisation
2. **Structural** – facilitation, staff, budget
3. **Operational** - everyday practices and mechanisms by which young people have a meaningful say
4. **Physical** - the provision of an actual space
5. **Attitudinal** - the dynamics of interactions between adults and young people as well as between young people themselves

Where to start

- What are you trying to achieve and why?
- Who do you need to engage with?
- How much time and resource can you allocate?
- What are the skills and capacity within your team and partners?
- How willing are you to share decision making and power?

How to recruit students?

- Put out your messages on multiple channels
- Link opportunities to academic courses
- Incentivise participation
- Clearly explain the benefits of taking part
- Bring a friend events
- Be present at key University events
- Make it fun

Levels of engagement

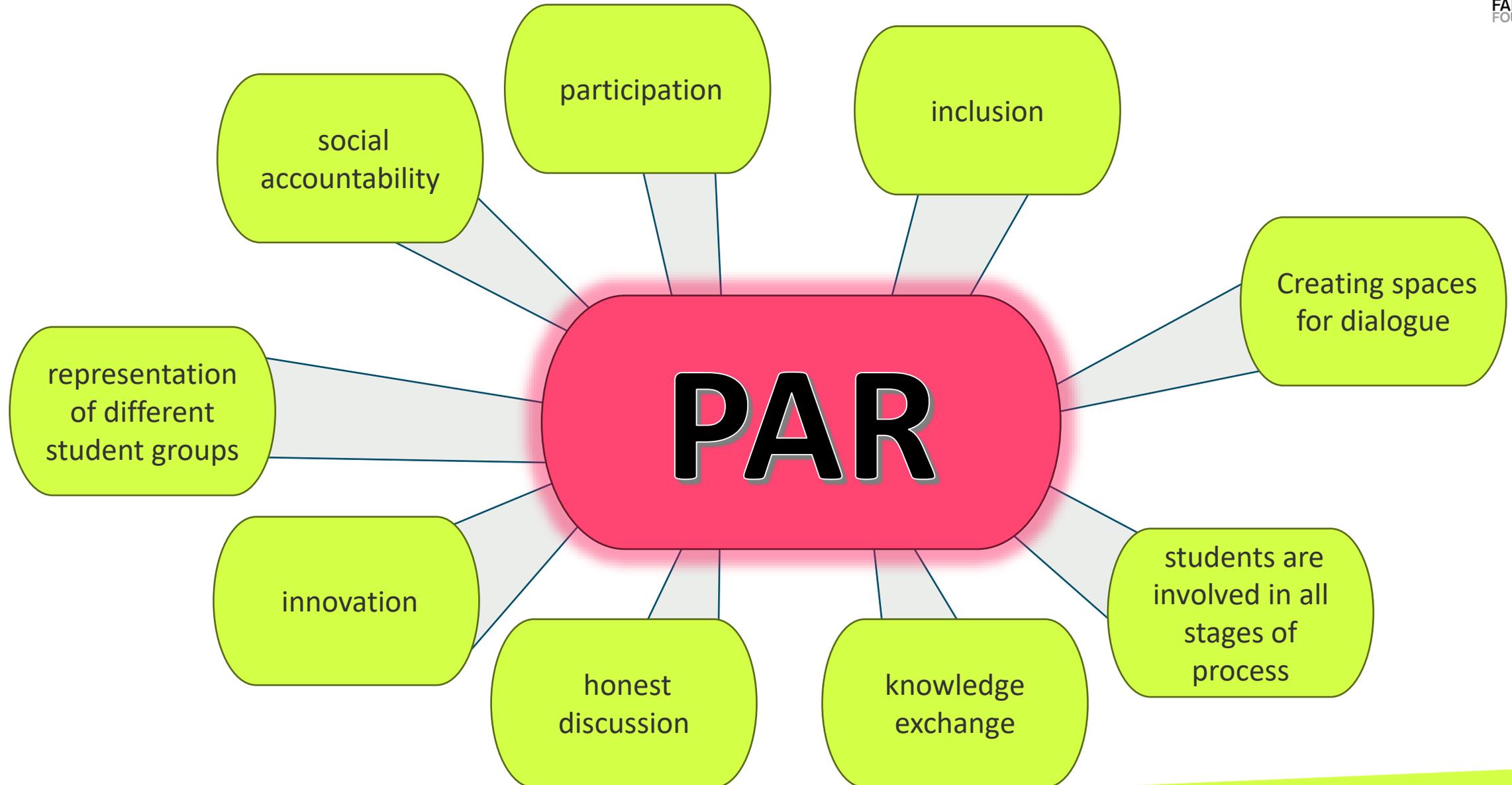


Methods of engagement and impact



Method	What it can be used for and how	Level of engagement	Benefits	Drawbacks
Newsletters and leaflets	Sharing information, advertising events, providing feedback	INFORMING	Can reach a large number of people	One way flow of information
Word of mouth	Sharing information, advertising	INFORMING	Can reach and encourage more disengaged people	Not targeting the desired audiences
Surveys	Gathering information, feedback and opinions	CONSULTING	Efficient way of gathering large amounts of data	Low response rates
Interviews	Gathering information, feedback and opinions	CONSULTING	Opportunity to build trust and engage	Can be resources intensive
Focus groups	Gathering information, feedback and opinions	CONSULTING DECISION MAKING	Allows issues to be explored in more detail	Time and resource intensive
Workshops/events	Sharing, gathering information, feedback and opinions	INFORMING, CONSULTING DECISION MAKING	Knowledge sharing Reach large numbers	Staff, time and budget intensive
Action/ participatory research	Voice opinions and influence and shape decisions	DECISION MAKING, TAKING ACTION, SUPPORTING	Empowerment, builds skills	Staff, time and budget intensive Requires skill and capacity building

Participatory action research



Barriers to engagement

- Top-down approaches
- Previous negative experiences
- Insufficient resourcing to do this work well
- the provision of an actual space that young people can claim as their own
- the ongoing challenge of engaging young people digitally following the Covid-19 pandemic,
- lack the confidence, skill, or means to participate easily.
- Difficulty for staff to share power and decision making with students

What does great student engagement look like?

Meaningful

Inclusive

Participatory

Shared power and responsibility

Student lead

Knowledge exchange

Progressive

Innovative

Shared decision making

Open discussion

Clear communication

References/ links

- [Youth-Led Participatory Action Research Guides - Oxfam Policy & Practice](#)
- [Enhancing social justice and socially just pedagogy in higher education through participatory action research: Teaching in Higher Education: Vol 29 , No 1 - Get Access \(tandfonline.com\)](#)
- [Inclusion and social justice in sustainable higher education: An integrated perspective through the lens of public engagement, Journal of Management & Governance | 10.1007/s10997-023-09672-x | DeepDyve](#)
- [PowerPoint Presentation \(worldvision.org.uk\)](#)
- [Citizen Participation and Inclusive Governance - The Hague Academy](#)
- [What is Youth Engagement? - Youth Development Program Toolkit - ACT for Youth](#)
- Kudva, N. & Driskell, D. (2009). [Creating space for participation: The role of organizational practice in structuring youth participation](#). *Community Development*, 40(4), 367–380.
- [Layout 1 \(cdhn.org\)](#)
- [youth power survey FINAL PUBLISHED 24.11.22.pdf \(ymcageorgewilliams.uk\)](#)
- [Engagement Pyramid: Visualise the different ways a person might get involved with your Campaign \(commonslibrary.org\)](#)
- [An Introduction to the Engagement Pyramid — Pedal Lucid](#)



Fairtrade student volunteer feedback

Imogen Suett

Fairtrade volunteer

About me!

- Philosophy and Politics student @ University of Bristol
- Passionate about environmental and social justice
- Joined through auditor role and subsequent call for volunteers

Why did I join?

- To develop new skills
- To aid a cause I care about
- To learn more about Fairtrade
- To use the opportunity as a gateway
- To be a a part of a community

How I believe student engagement can be better...

1. Clearer and simple communication

2. Link back to volunteer's courses

3. Promoting projects with long-term goals

4. Connect students with students

5. Promote networking opportunities

6. Develop incentives for volunteers