Feedback or feed

FORWARD?

A case study on creative student evaluation conducted by Charles University in Prague
Introduction

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• 2012 – now: PhD candidate at Victoria University in Melbourne
• 2010 – 2012: Project manager at PR office at Charles University in Prague
Outline

• Charles University in Prague (CU)
• Communication strategy of CU
  – Theoretical section
  – Practical section
  – What students said about the project
• Conclusion and recommendation
Feedback or feed

FORWARD?

A case study on creative student evaluation conducted by Charles University in Prague
Feedforward instead of feedback

- A process focused on the future performance
- Participants give suggestions
- They also help and learn
- Evaluation no longer a passive process

(Goldsmith 2012)
Charles University in Prague

INTRODUCTION
Charles University in Prague

- Biggest and oldest university in the Czech Republic
- Founded in 1348
- 51,000 students
- 17 faculties
- Among the 2% of world’s best universities

(CUNI 2013)
Charles University in Prague

Reputation based on historical tradition

(CUNI 2013)
Charles University in Prague

51 000 students = 51 000 creative minds
Communication strategy of Charles University

Unit for undergraduate students of Faculty of Social Sciences
Communication Strategy Unit

1 semester - 2010/2011

14 undergraduate students majoring in Marketing Communications and PR

2 coordinators

1 goal
Communication Strategy Unit
Communication Strategy Unit

- Intensive workshop
- 3-4 hours weekly

Theoretical & practical sections
Communication Strategy Unit

Theoretical section
- essentials of marketing communications
- specifics of university marketing
- communication research methods
Communication Strategy Unit

Practical section

- analysis of current situation (discussions)
- research
- evaluation
- recommendations
Communication Strategy Unit

Practical section

- students broken up in four groups
- each group was in charge of different research
- process and findings of the research discussed every session with other groups
Communication strategy of Charles University
Analysis of communication activities of...

...five oldest universities

Images of logos were taken from the universities’ official websites, see List of references
Analysis of communication activities of...

...five best universities (THE ranking)

Images of logos were taken from the universities’ official websites, see List of references
Analysis of communication activities of...

...three Czech universities (closest competitors)

Images of logos were taken from the universities’ official websites, see List of references
Analysis of communication activities of...

...Charles University

Sources of images are acknowledged in the List of references
Communication strategy of Charles University
University Survey

UNIVERSITY MAGAZINE “FORUM”
1 (bad)...4 (excellent)

- 1st: 2%  
- 2nd: 9%  
- 3rd: 4%  
- 4th: 3%  

Do not know/do not use: 85%
Public Survey

List the most important things you think that CU should improve.

1. Facilities and equipment (27%)
2. Openness towards public (10%)
3. Website pages (10%)
Communication strategy of Charles University

RECOMMENDATIONS & IMPLEMENTATION
Recommendations

University on-line communication
- incorporate university colour
- interconnect main page with social media
- present university news
- improve presentation of magazine FORUM
Recommendations

University web pages - before
Implementation

University web pages - after
Religionistiku nelze mínit jenom smrtně vážně

Jeden z nejmladších studentských spolků vznikl na sklonku loňského roku při Ústavu filosofie a religionistiky na FF UK. Zasebou má už ale několik zajímavých akcí, a tak jsme požádali jeho zástupce, aby nám spolek trochu bliží představili.

27.dubna 2011
Implementation

University magazine - after
Recommendations

University profile on Facebook
- create an official profile
- interconnect faculty profiles
- communicate daily and engage students in discussion
Recommendations

University Facebook profile - before
Implementation

University Facebook profile - after
Recommendations

Exhibition show GAUDEAMUS
- involve all faculties in university presentation
- employ students as university representatives
- emphasise importance of university life
Recommendations

Exhibition show - before
Implementation

Exhibition show - after
Communication strategy of Charles University

OUTCOMES
Course outcomes

• Continuing cooperation with university students
• Ongoing implementation of the strategy
• The Dean’s Award for outstanding projects
• Media coverage
• Learning experience both for the marketing department and the students
Communication strategy of Charles University

WHAT STUDENTS SAID
What did you think of the unit?

I have got a personal interest in Charles University and its positive image – the better image the university has the better recognition I will get as its student. The course was very intense since we met every week for nearly four hours. But I really enjoyed it.

Štěpán Soukeník, student
What did you think of the unit?

The course Communication Strategy of CU was an exceptional opportunity for me. Our weekly brainstorming was not only inspirational but fun. I am glad we created a real project which will help the university’s presentation.

Marek Vohralík, student
What did you think of the unit?

Since my entry to Charles University I have been eager to contribute to its development and co-create its positive image. At the same time I knew the university had many weaknesses in its style of presentation and as a student of Marketing Communications I felt the need to do something about it.

Šárka Ludvíková, student
Engaging students in evaluation process

CONCLUSION
Benefits for the students

- Collaborative learning (Panitz 2002)
- Developing of higher level thinking skills (Panitz 2002)
- Active and creative participation
- Putting theory into practice
Benefits for the University

- Valuable insight
- New and creative ideas
- Improvement of student-university interaction
- Strong university identity
- Students as brand ambassadors
Conclusion

• Students’ evaluation is not only feedback
• Students as co-producers of university development (Kotzé & du Plessis, 2003)
• Their motivation, passion and sense of belonging can generate powerful “feeding-forward”
Thank you for your attention

QUESTIONS?
More questions?

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