

Report on the Quality Mailshot Initiative

A) Introduction

In 2019, the Quality Assurance Committee (QAC) launched the Quality Mailshot initiative in order to showcase good quality practices taking place across campus by means of occasional mailshots sent to staff and students. The mailshots feature a brief text (generally around 50-60 words) with an accompanying image, drafted in cooperation with the entity relevant to the mailshot's content. A standard operating procedure (ZQA-001-01) has been developed to outline the whole process.

The schedule devised for the dissemination of these mailshots took into account examination sessions and recess periods, with at least fourteen days between each mailshot. A degree of flexibility was maintained whenever time-sensitive issues arose, whereby some mailshots were shifted around or retained for future use in order to release mailshots deemed more relevant to the current circumstances. A case in point is the decision to release a mailshot outlining online learning initiatives in view of the COVID-19 situation. The full schedule of mailshots for academic year 2019-2020 is available at the end of this report.

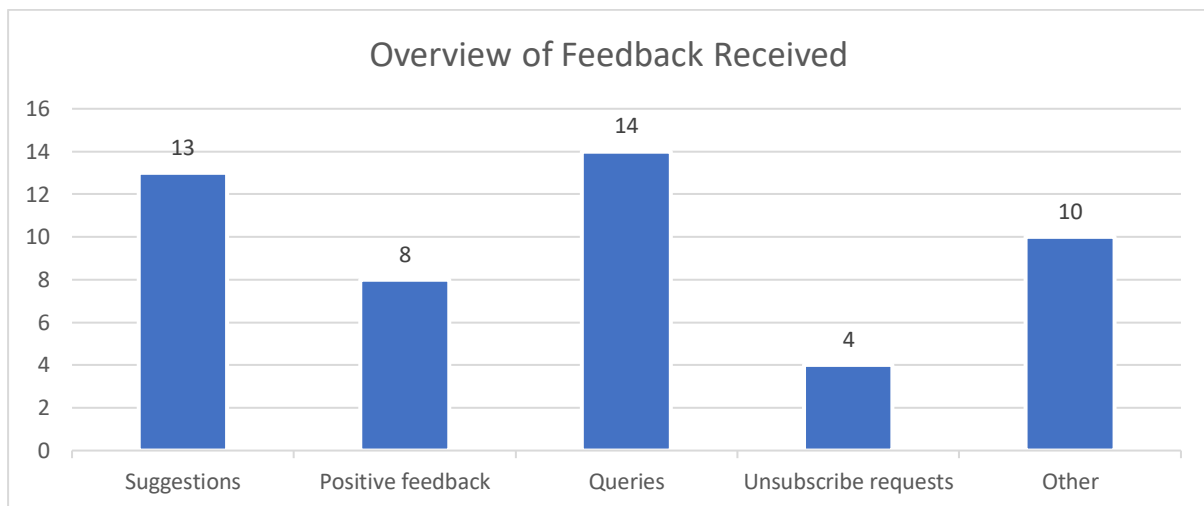
B) Overview of Feedback Received

During the academic year 2019-2020, a total of **13** mailshots were sent, and **49** responses were received, thus averaging around four responses per mailshot. These responses generally fall under the following broad categories:

- 1) ***Suggestions for future mailshots***: At the end of every mailshot, recipients are invited to contact the QAC with examples of good quality practices from their own entity, for consideration as potential future mailshots.
- 2) ***Positive feedback for the initiative or practices shared***: A number of recipients thanked or congratulated the QAC for this initiative, or the respective entities for the practices shared.
- 3) ***Queries stemming from the mailshot***: Some recipients had queries related to the mailshots sent.

- 4) **Requests to unsubscribe from the mailing list:** A small number of recipients asked not to receive further mailshots.
- 5) **Other:** A few generic responses did not fit under any of the above categories.

Below is a chart outlining the type of feedback received:



C) Overview of Action Taken

Whenever deemed necessary, relevant action was taken in line with the response received.

Below is an overview of the type of action taken:

- Responses asking for particular details were forwarded to the most relevant entity for follow-up.
- Meetings were held whenever requested.
- Suggestions for future mailshots were considered and those that were deemed relevant for dissemination were kept in the pipeline for the next academic year.
- In the case of Mailshot 6 (regarding the SOP portal), some entities came forward with their own SOPs for inclusion on the portal. Following the necessary vetting, these SOPs were added.
- Following feedback received with regard to Mailshot 7 (regarding online learning), a [Newspoint article](#) was published, featuring the good practices shared by staff and students in response to the mailshot.

D) Conclusion

A dedicated section on the recently revamped QAC website features an [archive](#) of all mailshots sent to date. Apart from the mailshot text, the full mailshots are also made accessible in PDF format ([example](#)). Overall, the Quality Mailshot initiative has been well-received by the University community and has generated appreciable interest. A number of practices have already been earmarked for sharing during the next academic year, following a steady flow of suggestions for future mailshots. The success of this initiative was the result of joint efforts from the staff of the Quality Support Unit (QSU), the Communications, Marketing and Alumni Office, IT Services, and staff members from the UM entities involved in the mailshots themselves.

Schedule of Mailshots for Academic Year 2019-2020

Mailshot 1 - **Quality Mailshot Initiative:** *Wed 4th December*

Mailshot 2 - **UM Ranking in U-Multirank:** *Wed 18th December*

Mailshot 3 - **UM Ranking in Webometrics:** *Wed 8th January*

Mailshot 4 - **Google Scholar Citations:** *Wed 5th February*

Mailshot 5 - **Reviewing Courses through Department-led Student Feedback:** *Wed 19th February*

Mailshot 6 - **New SOP Portal:** *Wed 4th March*

Mailshot 7 - **Online Learning:** *Wed 18th March*

Mailshot 8 - **Peer-to-peer Observation and Reflection:** *Wed 1st April*

Mailshot 9 - **Disposal of Chemical Hazardous Waste:** *Wed 22nd April*

Mailshot 10 - **Upskilling University Staff on Quality Practices:** *Wed 6th May*

Mailshot 11 - **Most Cited Publications by UM Scholars:** *Wed 20th May*

Mailshot 12 - **The University's Institutional Repository:** *Wed 27th May*

Mailshot 13 - **INACSL Certification for Nursing Labs:** *Wed 3rd June*