

## Katrina Strathearn – Portfolio

**Organisation:** University of Surrey

**Project:** 2015 Annual Review

**Skills:** Campaign Planning, Project Management, Content Planning, Content Sourcing, Stakeholder Management

Each year the University of Surrey has produced an Annual Review to capture the academic, student and research achievements and highlights of the previous year, in addition to a summary financial review. While we had progressed to a landing page and a short (outsourced) film, there were no goals in place to give the Annual Review purpose, and no way to truly measure its impact.

After taking a close look at who our key audiences were, what information they needed and how they wanted to consume it, two things became apparent:

1. Our audiences are time-poor and a large document (either printed or in PDF) was not meeting their need to access the most relevant information to them as quickly as possible.
2. The story of 2015 was made up of the achievements of thousands of people in the university, and therefore it is staff that should be front and centre when it comes to sharing that story. We needed a new format for the Annual Review that gave them greater ability to share the highlights of the year most relevant to them to the audiences closest to them.

Under the guidance of the Vice-Chancellor, I then proposed and managed a multi-channel, digitally focussed campaign comprising:

- A slim-line, glossy publication available in print and PDF ([http://www.surrey.ac.uk/annualreview/assets/7502-0915-annual-review-2015-text\\_lores.pdf](http://www.surrey.ac.uk/annualreview/assets/7502-0915-annual-review-2015-text_lores.pdf))
- A 3-minute film and 15 second teaser (<https://www.youtube.com/watch?v=sFC3o-qIYEE>)
- A purpose-built microsite (<http://www.surrey.ac.uk/annualreview/>)
- A series of four infographics highlighting the key statistics and achievements of the year (attached)

Key to the success of the campaign, both in terms of engagement and measurement, was social media. I worked closely with the Social Media Coordinator to deliver a comprehensive social media plan that began a week prior to the launch event and utilised key facts from the review and the infographics.

The campaign delivered outstanding results:

- Facebook: 29,090 post engagements for the release of the film including 1,140 shares, 3,489 likes, 249,556+ impressions and 81,000+ film views
- Twitter: engagement rates of between 2.2% and 7.2% with a high of 10,805 impressions and 162 video/image engagements.

**£3.5m+**

RECORD AMOUNT OF PHILANTHROPIC AND LEGACY INCOME RAISED IN 2014-15

» 8% INCREASE FROM 2013-14

# Philanthropy

ALUMNI, DONORS AND SUPPORTERS

Annual Review 2015



**1,350**

HOURS OF VOLUNTEERING

» 338 ALUMNI AND FRIENDS DONATED THEIR TIME AND EXPERTISE



**1,451**

DONORS

» 24% INCREASE FROM 2013-14

**83,000**

CONTACTABLE ALUMNI

Our alumni are undoubtedly our best ambassadors



**222**

STUDENTS IN RECEIPT OF SCHOLARSHIPS, AWARDS OR HARDSHIP GRANTS

**£450K**

SUPPORT FOR ACADEMIC POSTS

**£1.3m+**

SUPPORT FOR RESEARCH ACTIVITIES

Watch our year in review at [surrey.ac.uk/annualreview](http://surrey.ac.uk/annualreview)



Learn more at [surrey.ac.uk/annualreview](http://surrey.ac.uk/annualreview)

Wonderful things happen here.



30



YEARS SINCE FOUNDING OF THE SURREY RESEARCH PARK (SRP)



1st

SURREY'S SETSQUARED PARTNERSHIP RANKED GLOBAL NO 1 UNIVERSITY BUSINESS INCUBATOR IN THE 2015 UBI INDEX ASSESSMENT

£100m

FREE FUNDS PROVIDED TO THE UNIVERSITY BY SRP

# Business

## Annual Review 2015

£500m

ANNUAL ECONOMIC ACTIVITY STIMULATED BY SRP IN LOCAL REGION

165

BUSINESSES 'INCUBATED' BY SETSQUARED SINCE 2002

£119m

INVESTMENT RAISED BY SETSQUARED BUSINESSES

150+



TECHNOLOGY COMPANIES LOCATED ON RESEARCH PARK

An independent report in 2015 found that the University generated more than £1.5bn for the UK economy

6

NEWLY AWARDED KNOWLEDGE TRANSFER PARTNERSHIPS

£7

ECONOMIC IMPACT » FOR EVERY £1 OF UNIVERSITY INCOME



Watch our year in review at [surrey.ac.uk/annualreview](http://surrey.ac.uk/annualreview)



£1.5bn

IMPACT ON UK ECONOMY FROM UNIVERSITY AND RESEARCH PARK ACTIVITIES

17,500



JOBS SUPPORTED DIRECTLY AND INDIRECTLY IN THE UK BY UNIVERSITY ACTIVITIES » 10,000 IN THE BOROUGH OF GUILDFORD

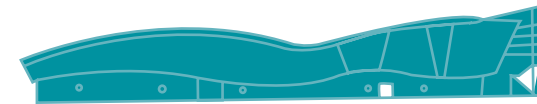
7.1

JOBS GENERATED IN UK ECONOMY FOR EVERY UNIVERSITY EMPLOYEE



### THE TIMES/SUNDAY TIMES AWARDS

- » UNIVERSITY OF THE YEAR
- » UNIVERSITY OF THE YEAR FOR STUDENT EXPERIENCE



# £500,000

REFURBISHMENT OF SURREY SPORTS PARK HEALTH & FITNESS SUITE



# 31st

TEAM SURREY'S 2015 FINISHING POSITION IN THE BRITISH UNIVERSITIES AND COLLEGES SPORTS (BUCS) LEAGUE

- » 41-PLACE IMPROVEMENT FROM PREVIOUS YEAR

# £20,000

CROWDFUNDED FOR NEW SPORTS-TEAM MINIBUS

# 96.9%

ALUMNI IN WORK/ EDUCATION SIX MONTHS AFTER GRADUATING IN 2014

# 2nd



FOR EMPLOYABILITY AMONG ENGLISH CHARTERED UNIVERSITIES

# 2,000+

PROFESSIONAL TRAINING PARTNER ORGANISATIONS



The University of Surrey Students' Union

ACTIVITY, COMMUNITY, SUPPORT, VOICE

- » USSU RESTRUCTURED INTO 4 NEW 'ZONES'

# 16th

UNIVERSITY OF SURREY STUDENTS' UNION RANKING IN 2015 NSS

# Education

## Annual Review 2015

We can only provide an exceptional learning experience for our students by being in the vanguard of teaching quality and innovation

# 5th

NATIONAL STUDENT SURVEY (NSS) 2015

- » 92% OVERALL STUDENT SATISFACTION SCORE



# 14,094

2014-15 STUDENT POPULATION INCLUDING:

- » 10,464 UNDERGRADUATE
- » 2,521 POSTGRADUATE TAUGHT
- » 1,109 POSTGRADUATE RESEARCH

# 80.8%

UG STUDENTS ACHIEVED A 'GOOD DEGREE' (1ST OR 2:1) IN 2014-15

- » UP FROM 78.5% IN 2013-14

# 2nd



VET SCHOOL TO OPEN IN UK SINCE 1965

Watch our year in review at [surrey.ac.uk/annualreview](http://surrey.ac.uk/annualreview)

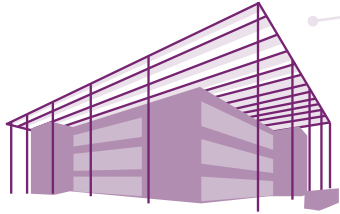




# 196

## NEW RESEARCH AWARDS

- » BEST YEAR EVER FOR RESEARCH FUNDING
  - » 196 NEW RESEARCH AWARDS WORTH £43.7M
- \*AUGUST 2014 TO JULY 2015



# £70m

## 5G INNOVATION CENTRE OPENED ON CAMPUS

- » GLOBAL HUB FOR 5G RESEARCH IN COLLABORATION WITH INDUSTRY PARTNERS

Watch our year in review at [surrey.ac.uk/annualreview](http://surrey.ac.uk/annualreview)



## UNIVERSITY GLOBAL PARTNERSHIP NETWORK EXPANDS

- » AUSTRALIA'S UNIVERSITY OF WOLLONGONG JOINS SURREY, SÃO PAULO AND NORTH CAROLINA STATE IN THE UGPN

# 1,500+

- » SURREY RESEARCH PUBLICATIONS FEATURING AN INTERNATIONAL CO-AUTHOR (2012-15)

# Research

## Annual Review 2015

“  
We look forward to seeing the impact on the wider world of our record year for research awards  
”

# 98%

- » OF OUR RESEARCH RATED WORLD LEADING, INTERNATIONALLY EXCELLENT OR INTERNATIONALLY RECOGNISED IN TERMS OF ORIGINALITY, SIGNIFICANCE AND RIGOUR BY REF



## MEASURING SUCCESS WITH NPL

- » SURREY JOINS DEPARTMENT OF BUSINESS, INNOVATION & SKILLS AND UNIVERSITY OF STRATHCLYDE IN PARTNERSHIP TO SET A NEW STRATEGIC DIRECTION FOR NATIONAL PHYSICAL LABORATORY (NPL), THE UK'S NATIONAL MEASUREMENT AUTHORITY

## INVESTING IN RESEARCH

- » A NEW REAL-TIME HUMAN-PERFORMANCE CAPTURE STUDIO
- » A NEW SPATIAL AUDIO PRODUCTION SYSTEM
- » A NEW 5-LASER-WAVELENGTH RAMAN MICROSCOPE SYSTEM (FOR USE AS A REGIONAL SPECTROMETER FACILITY)
- » AN ADDITIONAL BEAM LINE AT THE ION BEAM CENTRE FOR THE PROCESSING OF SEMICONDUCTOR MATERIALS
- » NEW PREMISES FOR THE CENTRE FOR ENVIRONMENTAL STRATEGY (CES)
- » A REDEVELOPED SIMULATION SUITE WITH VIDEO-CAPTURE TECHNOLOGY, WHICH IS BEING USED TO EDUCATE CARE HOME STAFF ABOUT DIGNITY AND COMPASSION
- » STATE-OF-THE-ART GAIT AND MOVEMENT EQUIPMENT FOR DEVELOPMENT OF HEALTH-RELATED ASSESSMENT AND REHABILITATION
- » THE ONLY MASK-ED HIGH-FIDELITY SILICONE PROPS EQUIPMENT CURRENTLY IN USE IN UK HIGHER EDUCATION FOR SIMULATING PATIENTS IN HEALTHCARE TEACHING
- » GOLD-STANDARD DUAL X-RAY ABSORPTIOMETRY EQUIPMENT FOR MEASURING MUSCLE DISTRIBUTION AND BONE DENSITY IN NUTRITIONAL SCIENCES AND SPORTS AND EXERCISE SCIENCE