

Covid collaboration

Chair: Chris Price

Divisional Registrar, Medical Sciences Division



Covid testing

Martin Thornley

Finance Business Partner
Medical Sciences Division

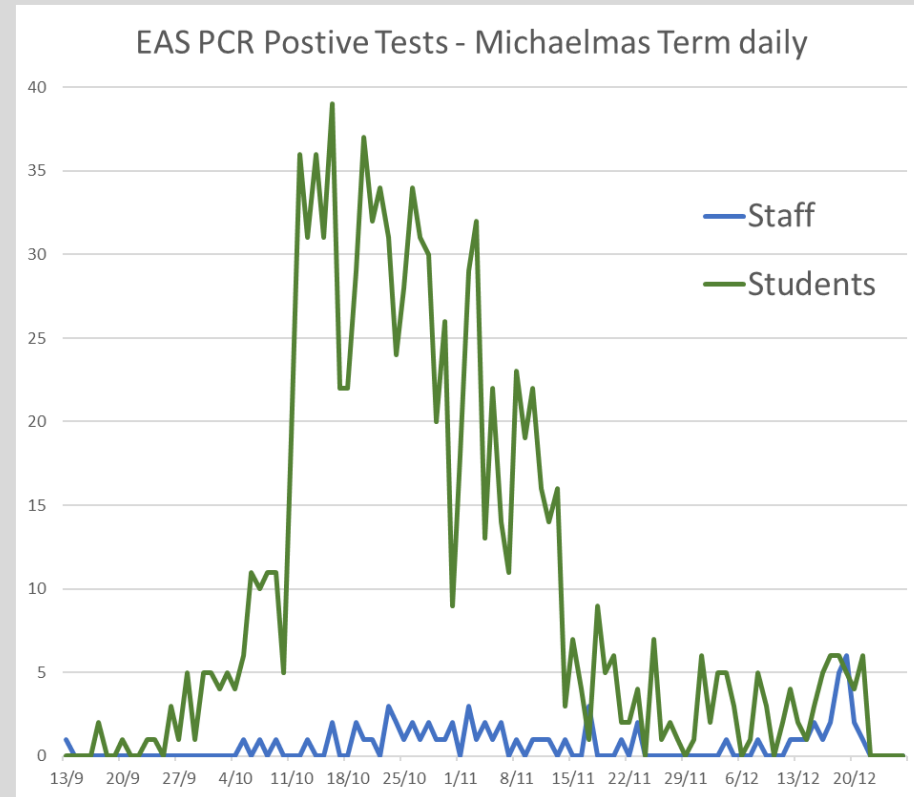
Sara Passmore

Head of FOCUS Development
FOCUS Programme



The challenge

- Keep the university running
- Protect the community



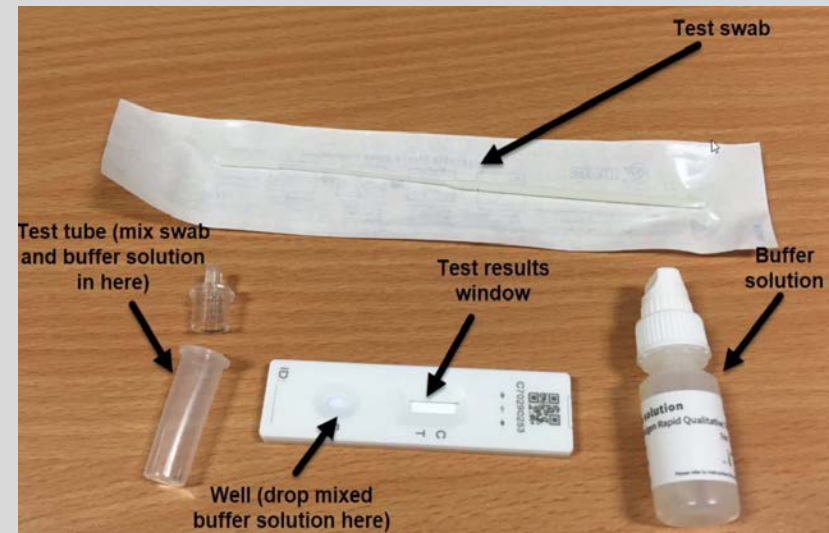
How we went about it

- Testing Pods
- IT System
- Results Liaison



The challenge

- Subtle message
- Constant change
- Rapid delivery



Covid Testing – Symptom-free testing



Christmas LFD testing

TESTING
STEERING
GROUP

Medical Sciences

Clinical
Leadership

Clinical
support

IT System

Christmas LFD testing

TESTING
STEERING
GROUP

Medical Sciences

Clinical
Leadership

Clinical
support

IT System



Colleges



Support
team
(Focus and
IT Services)



Insurance/
Legal/Info
Compliance



Comms
teams



FM team,
Estates

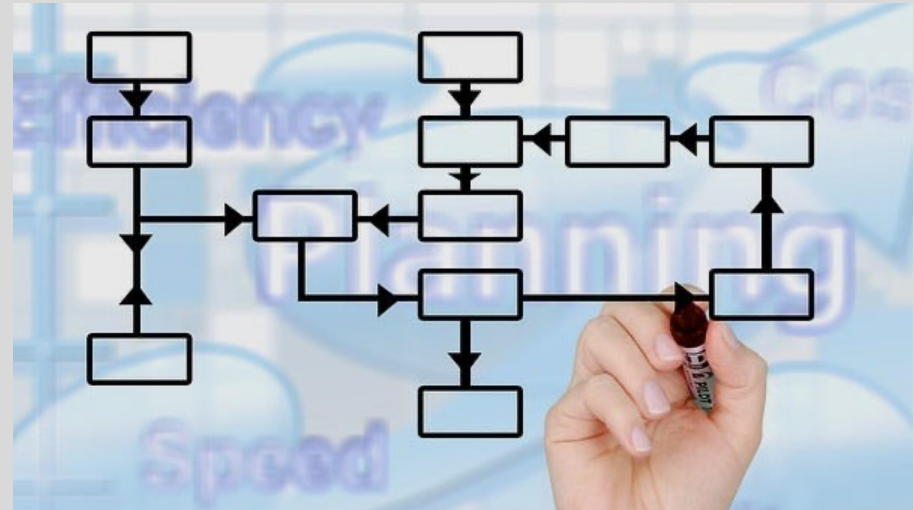


Students

COLLABORATION

Success and learnings

- Work out the end to end process
- Structured approach
- Flexibility
- “Burning platform” does focus the mind



Bodleian Libraries

Louise Clarke

Head of Social Sciences Libraries



The challenge

- Provide researchers and students with the library resources they need
- as an integrated experience
- during a pandemic!



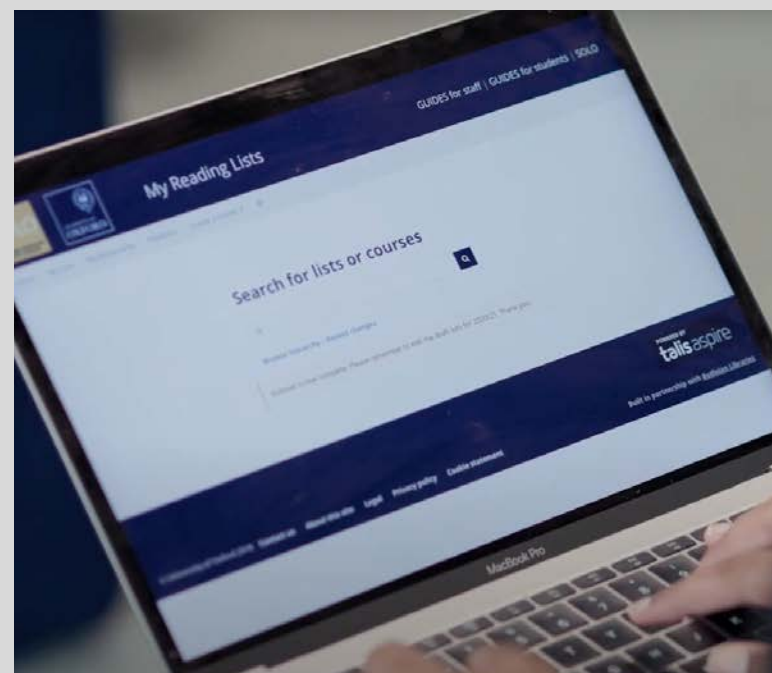
How we went about it

- Convened a high-performing team
- to focus on service transformation
- enabled by reprioritisation of resources



How we went about it

- Access to collections
 - eBooks & HathiTrust
 - ORLO
 - Scan & Deliver
 - Click & Collect



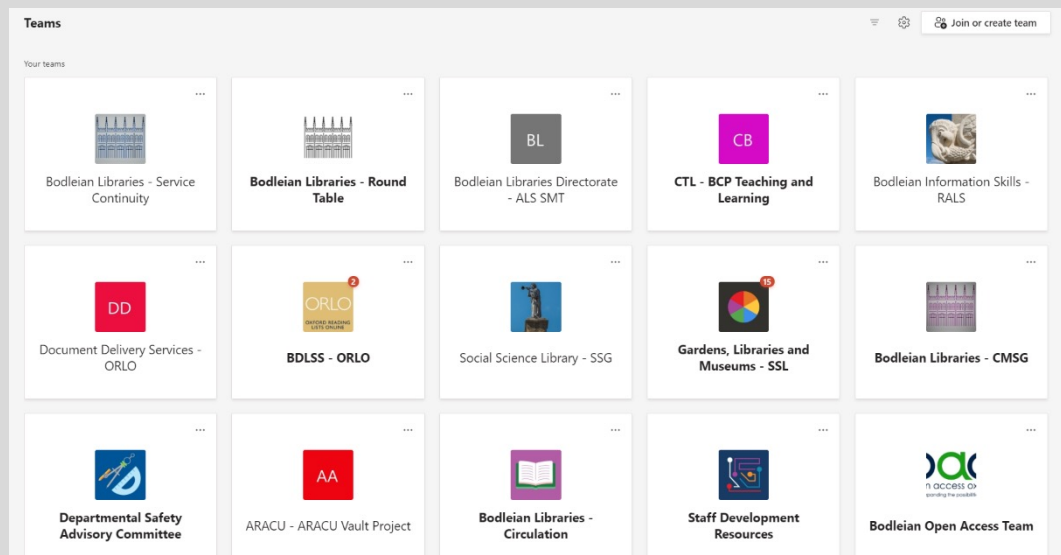
How we went about it

- Access to library staff and spaces
 - Live Chat & central enquiry team
 - Bodleian iSkills & virtual consultations
 - Space Finder



Collaboration

- Contingency planning
- Staff wellbeing
- Consultation and feedback



Success and learnings

- Usage statistics
- New organisational capabilities
- Value of the libraries



Online teaching and assessment

Saira Shaikh

Academic Registrar

Padraig O'Connor

Head of Humanities Education Planning
and Support



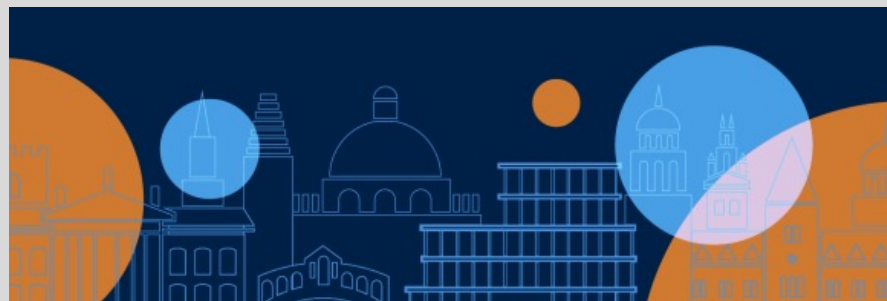
The challenge

- The pandemic struck as students approached end of year assessments
- Rapid move to online modes of teaching and assessment
- The need to offer student support online



The move to online exams

- Rapid development of open-book exams in TT20 – reliance on Weblearn
- A raft of new policies and procedures
- New Inspira exams platform from TT21



Online teaching and learning

- ‘Online-only’ TT20, and hybrid teaching thereafter
- Technology enhancements to facilitate remote learning
 - Canvas
- Development of ‘Flexible and Inclusive Teaching’ resources



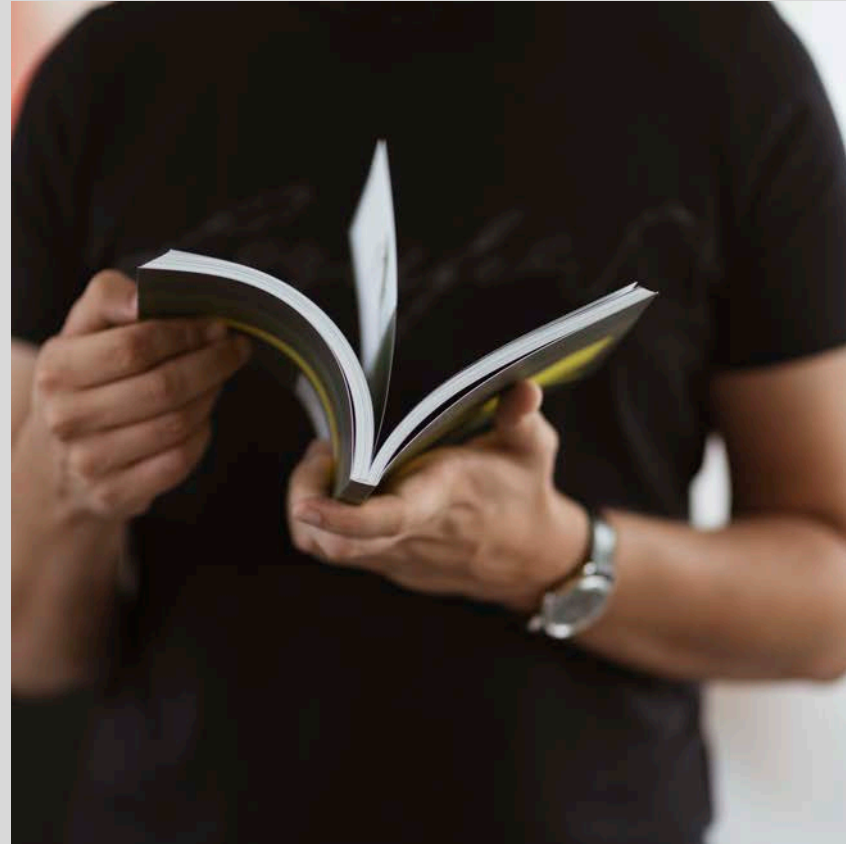
Collaboration

- Development of central policies, procedures and guidance
- Local implementation at department level – with support from divisional offices
- Close work with IT colleagues to ensure technology supported our ambitions



Success and learnings

- Over 20,000 open-book exams taken to date
- 64% of students satisfied with online teaching in TT20
- Learnings now contributing to longer term teaching and assessment strategies



Health campaign

Gill Green

Change Communications Manager

Julia Paolitto

Head of Communications, Trinity College



The challenge

To influence and promote the necessary behaviours to keep the collegiate University and local community safe during the pandemic



How we went about it

- What to say?
- How to gain agreement?
- Where to say it?



**STOP THE SPREAD.
PROTECT OUR
COMMUNITY.**

COVID-19 Response: health campaign

What we did

Oxford University
COVID-19 RESPONSE

**HEALTH CAMPAIGN
Communications Pack**

Version 17, effective from 9 April

Overview

Although we all hope the situation is becoming a little more optimistic and lockdown measures are gradually easing, it's still really important for all University members to remember to keep following the guidance in order to protect themselves and the community. Thank you to everyone who has helped to share the University's health messages since the campaign launched at the start of the 2020-21 academic year.

Please do contact us if you have any ideas or requests for additional materials.

Campaign Materials

All current Health & Safety materials

Latest materials in the pack

This version of the pack has been updated for Trinity term 2021, with some new branding and a key message of 'Stay COVID-safe, keep protecting the community'. There are also materials to promote regular symptom-free (SFTD) testing to students and staff who are studying or working on site. In addition, we have included some new signage aimed primarily at college libraries.

Printed campaign materials

Posters can be printed A3 or A4, either locally or via the Print Studio (printstudio@oxoni.ac.uk). Estates stock a range of products with the campaign design and branding including on-site signage and face coverings. Order via the link above or by emailing success@oxoni.ac.uk.

Protect our community. Protect the vulnerable. Protect yourself.

Oxford University
COVID-19 RESPONSE

TEMPLATE A
Materials that can be tailored

Assets available:
PDFs A4/A3
InDesign and Word working files

TEMPLATE B
Single message

Assets available:
PDFs A4/A3
Digital screens
PowerPoint slides
InDesign and Word working files

TEMPLATE C
Five steps to stay safe

Assets available:
PDFs A4/A3
Digital screens
PowerPoint slides

TEMPLATE D
Instructional messages

Assets available:
PDFs A4/A3
Digital screens
InDesign and Word working files

Protect our community. Protect the vulnerable. Protect yourself.

CORONAVIRUS

Students • Prospective students • Staff • Status and testing data • Local community • Health

Oxford University
COVID-19 RESPONSE

COVID-19 RESPONSE - Studying, researching, working and living in Oxford in the 2020-21 academic year

CORONAVIRUS

Students • Prospective students • Staff • Status and testing data • Local community • Health

Testing for those with COVID-19 symptoms

Last reviewed 9 April 2021

The University's in-house COVID-19 testing service is now open to all staff and students of the University and colleges, providing rapid access to free testing for

Collaboration within/with:

- PAD
- Health campaign team
- Colleges & University
- Libraries
- Councils
- Oxford Brookes/Russell Group
- Projects
- Specialisms

Protect our community.
Protect the vulnerable.
Protect yourself.

Oxford University 
COVID-19 RESPONSE

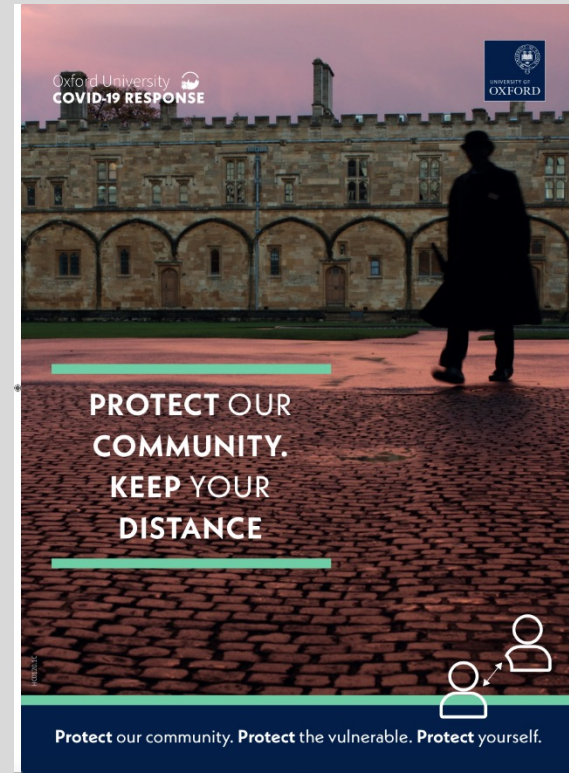
Success

Figures

- 2.1m visits to COVID-19 webpages
- 4000 campaign pack downloads

In our staff and student survey:

- 78% of staff and 43% of students: 'information just right'
- 85% of staff and students could recall the campaigns 'five key behaviours' visual
- 94% comms approval rating in recent staff testing pilot
- Average student newsletter weekly open rate of 62%
- Average of 11,000 staff a week opening the University Bulletin
- Testing for COVID-19: Early Alert Service Launch
- COVID-19 response pages launch
- Christmas Travel Tests launch



Learnings

1. Be very explicit on how colleagues can help
2. Always explain why
3. Demonstrate how people can take control
4. Focus on what people can do rather than what they can't do
5. Use visual inferences
6. Consider different risk appetites
7. Consider different attitudes to authority
8. Mention the context e.g. 'wear face coverings in all communal areas including the foyer outside the dining hall and in the lodge area'.
9. Remind individuals of desired behaviours at times when they are most relevant
10. Place messages as near as possible to the desired behaviour
11. Visualise the behaviour
12. Don't communicate too soon
13. Prevent message fatigue
14. Peer pressure is the biggest carrot
15. Damage limitation can be better than perfection
16. Remember the outside noise
17. Don't sugar coat it
18. Respect your audience's intellect



The Trinity term health campaign

- Launched on 9 April
- Materials include:
 - Posters
 - TV screen displays
 - Social media products
 - Newsletter text
 - Symptom-free testing promotion
 - Library materials



Covid Collaboration

Q & A

