



## Promoting a mathematics support centre: what works?

Emma Collins-Jones, Lynn Luong, Inès Righi



# Introductions

Emma      BSc Sport & Exercise Science with  
Professional Placement (graduated June 2015)

Lynn      BSc Economics (Year 2)

Inès      BSc Politics with Economics (Year 3)

## Previously in MASH



University of Bath  
Department of  
Biology & Biochemistry

**BB10213**

**Part 1 Skills & Techniques Tutorials  
in Quantitative Biology**  
2014/15

**WORKSHOP & NOTES FOR STUDENTS**

Dr Cheryl Goodwin  
Email: [cheryl@bath.ac.uk](mailto:cheryl@bath.ac.uk)

SESSION	Workshop 1	Workshop 2	Workshop 3
Session 1	01.12.14 (Wednesday) 10:00am - 12:00pm	12.12.14 10:00am - 12:00pm	13.12.14 (Friday) 10:00am - 12:00pm
Session 2	08.01.15 (Friday) 10:00am - 12:00pm	15.01.15 (Friday) 10:00am - 12:00pm	22.01.15 (Friday) 10:00am - 12:00pm

Please find the dates for the next tutorial on the right hand side of the page.

Workshop topics for the sessions to be booked by the end working:


**WORKSHOP 1: 01/12/14**

The following topic will be one aspect of protein structure, as in a B02010 class, see <http://www.bath.ac.uk/biology/bb10213/> for details, including the timetable. Please also provide your own material for discussion, as the sessions are designed to be interactive.

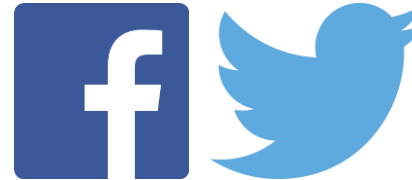




**Exchange! 2015**  
**Sharing Ideas for Learning & Teaching at Bath**  
Thursday 7<sup>th</sup> May 2015, Chancellors' Building



Learning & Teaching Enhancement Office  
Academic Staff Development



## Promoting a mathematics support service: what works?



## However...

I wish MASH existed  
when I was in first year

You should have drop-ins  
during exams

One of my housemates told  
me about MASH. It was lucky  
it just happened to come up in  
conversation.

You should advertise  
MASH better



# What did we do?

- Survey via **sigma** mailing list
- Spoke to other support services at Bath
- Researched other institutions and the literature
- Drew upon our own experiences

# Survey results: key findings

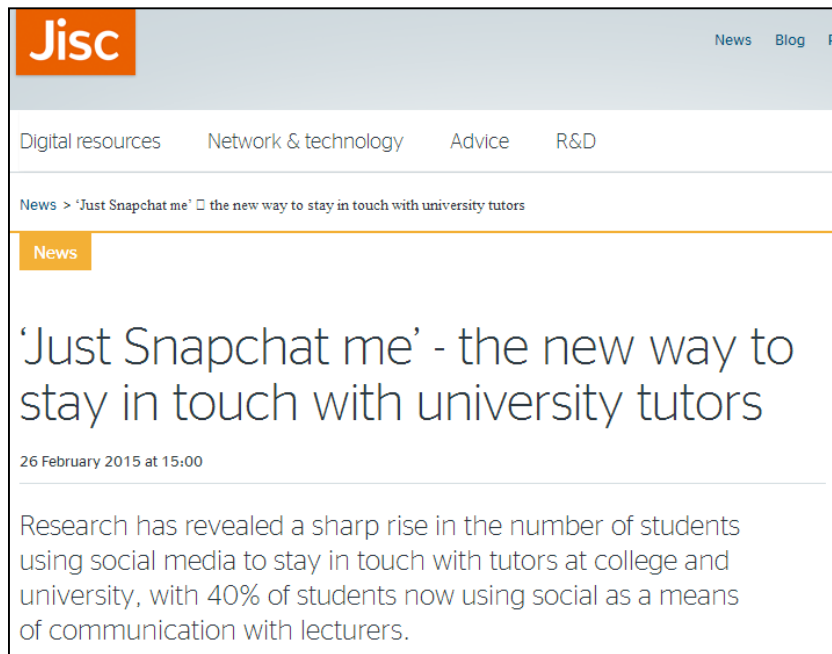
Lecture shout outs and promotion from lecturers are **most used** and **most effective** methods.

Difficult to know how effective promotional methods are.

Few Maths support centres use social media, many would like to...

But they don't know how / don't have time / are nervous about it / ...

# Social media – why?



Institutions need to make sure they're [...] communicating with students over channels those students are already using.

**Martyn Harrow**  
Jisc Chief Executive

# Social media – why?

## Why educators can't live without social media



by Eric Stoller  
20 July 2015

From student recruitment to alumni relations, social media has a place at every step of the student journey, says Eric Stoller. Institutions and educators ignore it at their peril.

Communication is at the core of the human experience. How we learn, teach and engage is predicated on our ability to communicate with one another, and technology-based services

Social media doesn't replace face-to-face communication, it adds a needed layer of options





# SOCIAL MEDIA EXPLAINED



FACEBOOK

I like doughnuts



LINKEDIN

My skills include doughnut eating



TWITTER

I'm eating a #doughnut



PINTEREST

Here's a doughnut recipe



BLOGGER

Read about my doughnut eating experiences



LAST FM

Now listening to "doughnuts"



FOURSQUARE

This is where I eat doughnuts



INSTAGRAM

Here's a vintage photo of my doughnut



YOUTUBE

Watch me eating a doughnut



GOOGLE +

I'm a Google employee who eats doughnuts



Mash At Bath

16 February · Edited

Hi everyone,

There's a lecture this Wednesday that I thought some of you may be interested in.

The speaker is Premier League ref Lee Probert: "The demands of a modern day referee and why angles are so important".

It's in 5W2.3 at 5.15pm.

It's part of GULP, the university's public lecture series.

See you there!

The Demands of a Modern Day Referee and Why Angles are so Important | University of Bath

Lecture on the demands of a modern day football referee, the training required, how being in the best...

BATH.AC.UK



Like



Comment



Share

✓ Seen by 22



Write a comment...



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55 words



Premier League ref giving  
lecture on campus this  
Wednesday  
(+ link)

9 words



Promoting a mathematics support service: what works?

# Social media – key dates

- A-levels results day
- Freshers' week
- Exams
- University/Departmental open days
- 'Maths dates' – Pi day, World Maths Day, Birthdays of famous mathematicians, ...



Useful resource: <http://www-history.mcs.st-and.ac.uk/>



# Social media – Top tips for posting

**D  
O**

- ✓ Interact
- ✓ Be visual
- ✓ Keep posts brief
- ✓ Publicise all settings
- ✓ Vary your posts
- ✓ Use pictures
- ✓ Ask questions
- ✓ Link all platforms
- ✓ Investigate tools to help you (Hootsuite, Bitly...)
- ✓ Make sure you know what you are doing!



# Social media – Top tips for posting

**D  
O**

✗ Ignore the audience

✗ Be too formal

✗ Forget to appreciate responses

✗ Write lengthy posts

✗ Post too much

✗ Clutter newsfeed

✗ Start without a plan

**N  
O  
T**

# Social media – Facebook



# Social media – Twitter



MASH at Bath @BathMASH · Aug 19

Looking forward to the social media for  
maths support workshop on Monday  
[@gomaynooth](#) [@CMacaBhaird](#) [#maths](#)  
[#facebook](#) [#twitter](#)

🔄 2 ★ 1 ...



MASH at Bath retweeted



University of Bath @UniofBath · Aug 18

What does a mathematician really look like? [@Kit\\_Yates\\_Maths](#)  
[bit.ly/1MA8rw5](https://bit.ly/1MA8rw5) [#realfaceofmath](#)

🔄 3 ★ 2 ...

[View summary](#)

# A couple of tips

**Favourites** Page is added to Favourites

**Page Visibility** Page published

**Visitor Posts**

- ☒ Allow visitors to the Page to post
- ☒ Allow photo and video posts
- ☐ Review posts by other Page [?]
- ☐ Disable posts by other Page [?]

**Save Changes** **Cancel**

**News Feed Audience and Visibility for Posts** The ability to narrow the potential audience for your posts is turned on for this Page

**Expiring Posts** Ability to set posts that expire is turned off for my Page **Edit**

**Status** **Photo/Video** **31 Event, Milestone +**

**mash** What have you been up to?

**Boost Post** **Publish**

**mash** **MASH at Bath** shared a link.  
Published by Mash At Bath [?] · 16 August at 21:03 · 🌐

**Schedule**  
**Backdate**  
**Save Draft**



# Promotional video

Starts with a story

Covers key MASH activities, not all

Features many students

Key message: MASH is for all and friendly

**Visual:** People

**Audio:** General information

**Text:** Specific information



# Promotional video

Easy for lecturers to...  
show in lectures  
link on VLE

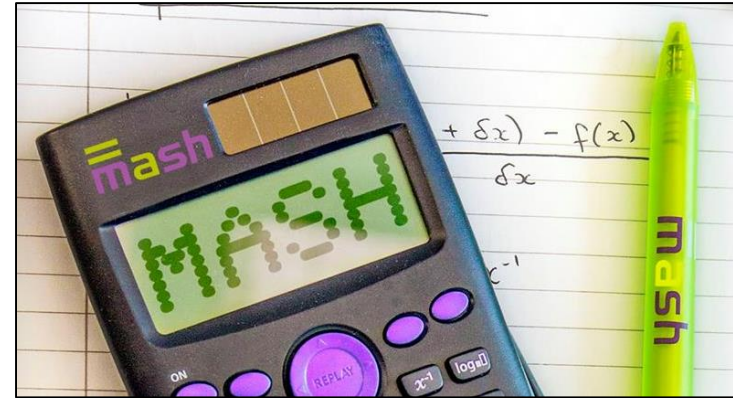
- ✓ Removes coordination issues
- ✓ Can look again later





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# Get an expert in!



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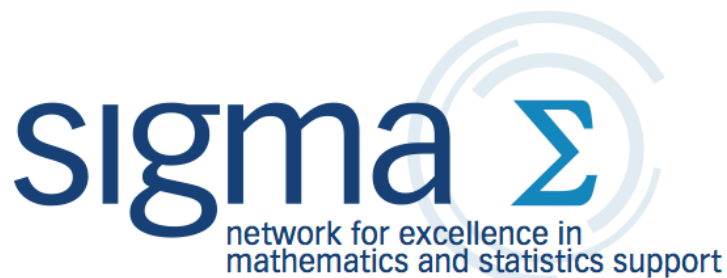
## Next steps

- Develop other promotional materials
- Publish findings
- Publish social media guide

## In conclusion – so what does work?

- Speaking to students!
- Speak to other support services / departments at your institution
- Decide what you want to achieve (e.g. social media audit)
- Develop your brand
- Be committed! It takes time.
- Ask the experts.
- Time will tell...

# Acknowledgments



Thank you to **sigma**  
for providing the  
funding for this  
project.



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# Thank you for listening.

Comments and questions welcomed.



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[www.facebook.com/BathMASH](https://www.facebook.com/BathMASH)

