



Find Out More

## HEA Teaching and Learning Conference December 2025

Leading Change Together: Building the Future of Teaching and Learning in Higher Education



# TUS Starter Pack


**TUS**

Ollscoil Teicneolaíochta na Sionainne:  
Lár Tíre, An Iarthar Láir  
Technological University of the Shannon:  
Midlands Midwest

### Institution(s) and Partner Organisations Involved

TUS – Technological University of the Shannon, Midlands & Midwest SATLE Funded.

Led by & Coordinated by TUS Student Resource Centre, TUS Centre for Pedagogical Innovation and Development and supported by TUS Marketing Department.

### Contributor(s)

**Sarah La Cumbre**, TUS Student Resource Centre Manager

**Sinead Denby**, TUS Student Resource Centre Projects Officer

**Dora Curley**, TUS Student Resource Centre Student Support and Administrator

**Clara Keevey**, TUS Centre for Pedagogical Innovation and Development Instructional Designer

**Daire Taylor**, TUS Marketing Department, Graphic and Digital Designer

### What level(s) of your institution does this work affect?

- Across multiple units/schools/faculties
- Institutional level

### Date and Timeframe

Academic Year 2025–2026 – Launched in August 2025 as part of TUS's Digital Transformation initiative; pilot phase and ongoing implementation.

### Alignment and Focus

#### Focus

- Digital Transformation in the Tertiary Sector

### Frameworks, Policies, or Strategies Aligned

- TUS Digital Transformation Strategy – institutional commitment to digitally-enabled teaching, learning, and student support.
- National Access Plan (NAP) 2022–2028 – supporting access, participation, and equitable support for underrepresented students.
- HEA Systems Performance Framework 2023–2028 – Pillar 3: Access and Participation, focusing on institutional performance indicators.
- QQI CINNTE Institutional Review (2024) Recommendations – promoting consistent, equitable student support across campuses.
- Universal Design for Learning (UDL) Principles – ensuring accessibility, inclusivity, and diverse learning needs, supported by the Altitude Charter - The National Charter for Universal Design in Tertiary Education.
- AIDA Model (Awareness, Interest, Desire, Action) – evidence-informed communication strategy applied to student engagement.
- TUS Strategic Plan – Priority 3: People and Organisation – Operate as an integrated organisation, where everyone's potential can be realised, and where all individuals are provided with equal opportunities.
- Putting Learning First: TUS Learning, Teaching and Assessment Strategy 2022 – 2025. Pillar 3 - Pedagogies of Care and Positive Transition and Pillar 5 - Technological Innovation and Digital Capacity; TUS is committed to equipping its students with high levels of digital skills by offering exposure to digital technologies as described in Attribute 4 within the TUS Graduate Attributes Framework 2022 – 2025.

### Discipline

- Education
- Information and Communication
- Technologies Teaching and Learning

### Impact, Lessons Learned and Future Directions

#### Impact and Evidence of Success

The TUS Starter Pack's impact was evaluated through both quantitative analytics and qualitative student feedback. A survey of 1,230 first-year students (42% response rate) showed 82% rated the Starter Pack very or extremely helpful, highlighting timetable info, orientation schedules, campus maps, Library/IT support, and student support videos as being most valuable to them.

Approx 3200 first year students received the link via email to the starter pack. During the key onboarding period (27 August–16 September 2025), website analytics alone indicated that 2,098 users participated in 2,833 engaged sessions demonstrating a strong reach that was further augmented through direct engagement via the email link.

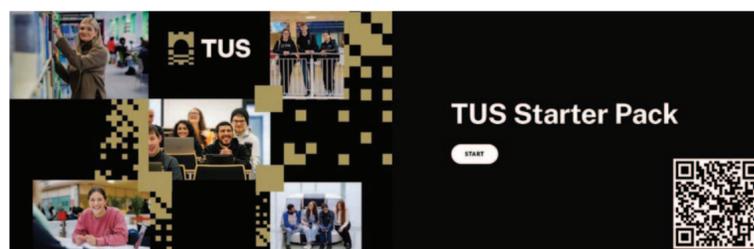
#### Future Plans and Sustainability

Building on the Starter Pack's success, the team is developing a Student Support Pack to provide guidance and resources throughout the academic year. Both platforms will be updated annually for each CAO intake, requiring minimal maintenance and ensuring sustainability while supporting continuous engagement. They will continue to evolve through ongoing feedback, strengthening consistency, accessibility, and excellence in student support across all campuses.

#### Top Tips

- Engage stakeholders early and collaboratively– Engage cross-functional teams from the outset to ensure alignment, shared ownership, and consistency in messaging across departments and campuses.
- Keep content concise and interactive – short videos, step-by-step guidance, and interactive maps help students navigate key tasks and reduce anxiety.

### Initiative Description



#### Aims and Objectives

- To ensure equitable access to essential pre-arrival and induction information for all first-year students across TUS's multi-campus environment.
- To enhance the student experience by reducing anxiety, improving preparedness, and fostering a sense of belonging from pre-entry onwards.
- To streamline and integrate administrative and communication processes through a cohesive, digitally enabled one-stop platform.
- To support institutional Digital Transformation goals and promote inclusive, accessible, and sustainable student support practices.

#### Outline or Description

The TUS Starter Pack is a digital platform designed to support first-year students across TUS's multi-campus environment. It provides a user-friendly digital one-stop-shop, for essential pre-arrival and induction information, helping students navigate registration, IT access, timetables, support services, and campus orientation. This platform also hosts curated resources geared towards supporting students in their onward academic journey. It also aims to streamline communication, reduce student anxiety, improve preparedness, and foster a sense of belonging ahead of commencing university life.

#### Planning and Development

The project commenced in early 2025 and was led by the Student Resource Centre and CPID, working together with stakeholders from across our relatively newly integrated organisation to streamline processes and provide essential content. These included Registry, Admissions, Timetabling, IT Services, Library, Equality, Diversity & Inclusion, Students Union, Campus Services, Marketing & Communications. The team followed a structured development process (ADDIE), to identify student needs, design content, develop the platform, implement and gather feedback. The platform was built using Articulate Rise, following inclusive design principles to ensure accessibility for all students.

#### Implementation and Delivery

The Starter Pack includes short videos, interactive maps, social media links (Instagram, TikTok), and step-by-step guidance for all key tasks. It launched in advance of the publication CAO Round 1 offers in August 2025, giving students immediate access to essential information. The platform was also adapted for international students to create the TUS Global Starter Pack, ensuring equitable access to support across all student cohorts and across our 7 geographically dispersed campuses.

#### Learning and Engagement Approaches

The initiative uses a step-by-step approach to guide students through tasks, helping them build confidence and digital skills while promoting independent engagement. By combining interactive content with clear instructions, the platform supports diverse learning styles and encourages students to connect with peers before arriving on campus.

#### Assessment and Outcomes

Student feedback is indicative of a strong impact: a survey of 1,230 first-year students (42% response rate) found 82% rated the Starter Pack very or extremely helpful, with an average score of 4.26/5. Internal staff reported fewer pre-arrival queries and smoother registration processes, reflecting improved efficiency and communication.

#### Impact and Future Development

The Starter Pack has significantly enhanced the TUS Connect and Engage Programme by improving student preparedness, reducing anxiety, and strengthening the sense of community and belonging across all campuses. The project will continue as an evolving platform, with plans for interactive orientation modules, peer-led content, and integrated feedback tools. It is anticipated that the Starter Pack and derivative iterations will continue to evolve as a core digital aspect of the student journey, supporting learners from pre-entry through to graduation to further advance TUS's mission of inclusive and digitally enabled education.

### Funding & Acknowledgements Details

National Forum's Strategic Alignment of Teaching and Learning Enhancement (SATLE) Funding in Higher Education 2024 –2025, Learning Enhancement Project (LEP).