



Digital Excellence Impact Case Studies

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Using Adobe Express to produce a lifestyle e-magazine for students, offering support during holiday periods

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The lifestyle and wellbeing service is part of SLS. Students are referred to this service by the mental health, disability, or welfare advisors when they express an interest in support in exercise, sleep and/or nutrition, or other aspects of their lifestyle which may be preventing them from performing within their studies or managing their time efficiently.

As well as one-to-one support, the lifestyle and wellbeing service also delivers group sessions. This ranges from sleep workshops to eating healthy on a budget or simply mindful exercise sessions. These sessions are freely available to all students and advertised through every communication channel available within the university.

The service is always looking to increase its outreach to the student population through new and invigorating ways to capture the students' interest.

Background

During lockdown the service felt it needed more online resources to get information out to students who may struggle to reach out for support. So, a lifestyle e-magazine was created. This tool was used as a way to answer the most popular queries the service received from students. And provide useful links to resources and information which would best support a healthy lifestyle whilst keeping it simple and fun too. Management were very impressed with the first couple of e-magazines and the service received positive feedback from staff and students upon reading them.

As the services started to prepare for returning to campus and a more hybrid approach was adopted in order to support all the student's needs, it became difficult to get the right supportive information out to students, as their needs were continuously changing. Society as a whole were exploring unfamiliar territory.

As society changes so does the approaches the services take in order to relate to the student population and deliver the relevant support.

As we discussed online supportive resources, it was suggested that some training within the use of social media be given, to best understand what appeals to students and what they're looking for online.

After the training was given, it was more apparent about how students react to information. This training concluded that short, catchy, and attractive pieces of information are more likely to capture the students' interest and not long wordy documents.

When the service was asked to produce an e-magazine for the winter holiday period - keeping in mind the service needed to produce something more eye-catching (i.e., a less wordy document) which would appeal to students and encourage them to participate in healthy practices whilst less support was available to them on campus.

Approach

The deadline given for the assignment wasn't very long and it was suggested that Adobe Express be used to produce the work. Due to inadequate knowledge, confidence, and skills around using Adobe, it was suggested that it may help contacting Simon from Digital Transformation who had recently reached out to management within SLS.

After meeting with Simon that week for a tutorial, he was very supportive and suggested that Adobe Express might be a more useful tool for creating the e-magazine. His instructions and guidance were easy to follow and as a result, a quality piece of work was produced within the timeframe it was needed to be completed.

Rather than have to use text to supply links to different events/websites - using Adobe Express meant it could be added by buttons with relevant, colourful and eye-catching images with smaller and catchier bouts of text to support the information.



This looked better and meant the information could be quickly scanned and still absorbed in comparison to the word bulky text with links integrated within it.

When the Adobe Express page was completed, it was placed on the library sites for students to access and distributed to student facing services within SLS to pass onto students they felt needed the lifestyle support over the winter break.

Outcomes

Using Adobe Express meant the work was produced within the set time frame without any detrimental implications on existing workload. The completed product fulfilled the criteria provided by management and exceeded expectations, as they were impressed with the way the information was presented.

Since learning how to use Adobe Express, it has been used to produce further pieces of work to support wellbeing events and get information out to the students. For example, it was used to promote University Mental Health Day events.

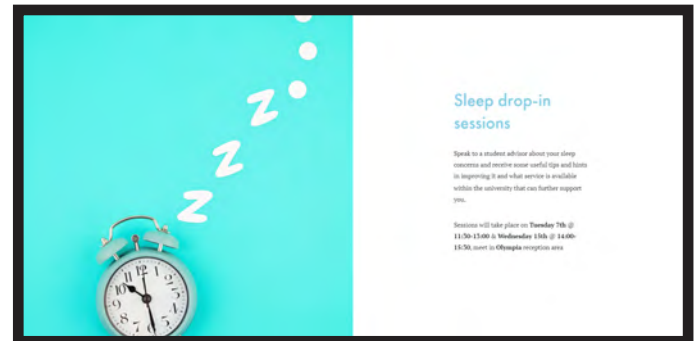
The lifestyle team receive queries on a regular basis around offering support to students internally and externally, with regards to aspects of lifestyle (e.g., what LGBTQ+ support is available in and around the university?). In order to support this need for information, Adobe Express is being used to develop links for staff to pass onto the students. These links will be specific to the students wants and needs, whether it be around nutrition, sleep or exercise or managing stress.

This will make it easier to get the relevant information out as it's much more time efficient for staff and students can access all the relevant information within one link.



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In the future it would be good to receive more training around the use of Adobe Creative Campus, as it is evident it works as a useful tool in offering support and guidance across the university to all students. It also better equips staff in offering more information rich answers to questions around lifestyle or issues affecting or impacting their students studies.