

## 'A hole lot of feedback' - Students make their voice heard



For the past three years, the [Academic Programmes Quality & Resources Unit](#) (APQRU) has embarked on a yearly outreach campaign to increase awareness about the importance of [study-unit feedback](#). This campaign is carried out during Fresher's Week and is given a fresh theme every year to make it appealing to students. During this year's campaign, 'A hole lot of feedback', students were encouraged to participate in a game of cornhole with the opportunity to win prizes whilst receiving information about how student feedback is collected and why it is so important.

This campaign proved to be of interest amongst students, as evidenced by a good turnout, and it provided a great opportunity to clarify any doubts students had regarding feedback. One pertinent point that was emphasised related to the **strict anonymity** that is ingrained in the feedback collection process. As a result of this campaign, APQRU has seen a heartening increase in the students' participation rate, which will hopefully continue to improve in the coming years.

More importantly, year after year, this initiative aims to demonstrate that the collection of feedback goes beyond just a survey at the end of each semester – it is a vital component in fostering a quality culture at the University. Such feedback collection is crucial to "[maintain the relevance of teaching programmes](#)" – one of the main commitments under the [Learning and Teaching](#) pillar of UM's [Strategic Plan 2020-2025](#).

*Through this [Quality Mailshot Initiative](#), the [QAC](#) aims to disseminate best practices at UM that align with both national and European standards for quality in higher education. If you have an example of good QA practice which you would like us to share, please get in touch with us at [qac@um.edu.mt](mailto:qac@um.edu.mt)*