



Report on the Quality Mailshot Initiative (2022-2023)

A) Introduction

In 2019, the Quality Assurance Committee (QAC) launched the Quality Mailshot Initiative in order to showcase good quality practices taking place across campus by means of occasional mailshots sent to staff and students. The mailshots feature a brief text with an accompanying image, drafted in cooperation with the entity relevant to the mailshot's content. A standard operating procedure (ZQA-001-02) was developed and updated to outline the whole process.

The schedule devised for the dissemination of these mailshots takes into account examination sessions and recess periods, with at least 14 days between each mailshot. A degree of flexibility is maintained whenever time-sensitive issues arise, whereby some mailshots are shifted around or retained for future use in order to release mailshots deemed more relevant to the current circumstances. The full schedule of mailshots for academic year 2022-2023 is available at the end of this report.

Following the success of the first three series of mailshots disseminated during academic years 2019-2020, 2020-2021 and 2021-2022, the initiative was renewed for academic year 2022-2023. Good practices from the below University entities have featured in this series:

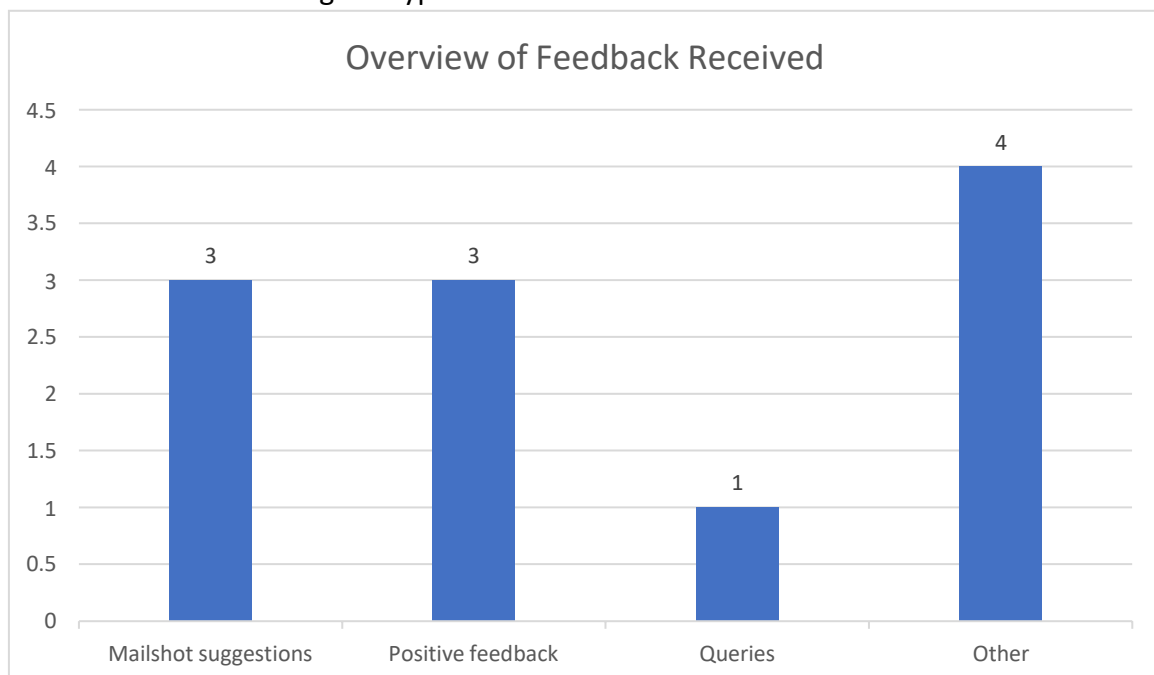
- Faculty of Arts – Department of Maltese
- Faculty of Dental Surgery
- Faculty of Economics, Management & Accountancy
- Faculty of Health Sciences – Department of Nursing
- Faculty of Science
- International Institute for Baroque Studies
- Mediterranean Academy of Diplomatic Studies
- Institute for Tourism, Travel & Culture
- Euro-Mediterranean Centre for Educational Research
- Centre for the Study & Practice of Conflict Resolution
- Library

B) Overview of Feedback Received

During the academic year 2022-2023, a total of **13** mailshots were sent, and **11** responses were received. These responses generally fell under the following broad categories:

- 1) ***Suggestions for future mailshots***: At the end of every mailshot, recipients are invited to contact the QAC with examples of good quality practices from their own entity, for consideration as potential future mailshots.
- 2) ***Positive feedback for the practices shared***: A number of recipients thanked the QAC for sharing these positive practices.
- 3) ***Queries stemming from the mailshot***: Some recipients had queries related to the mailshots sent.
- 4) ***Other***: A few generic responses did not fit under any of the above categories.

Below is a chart outlining the type of feedback received:



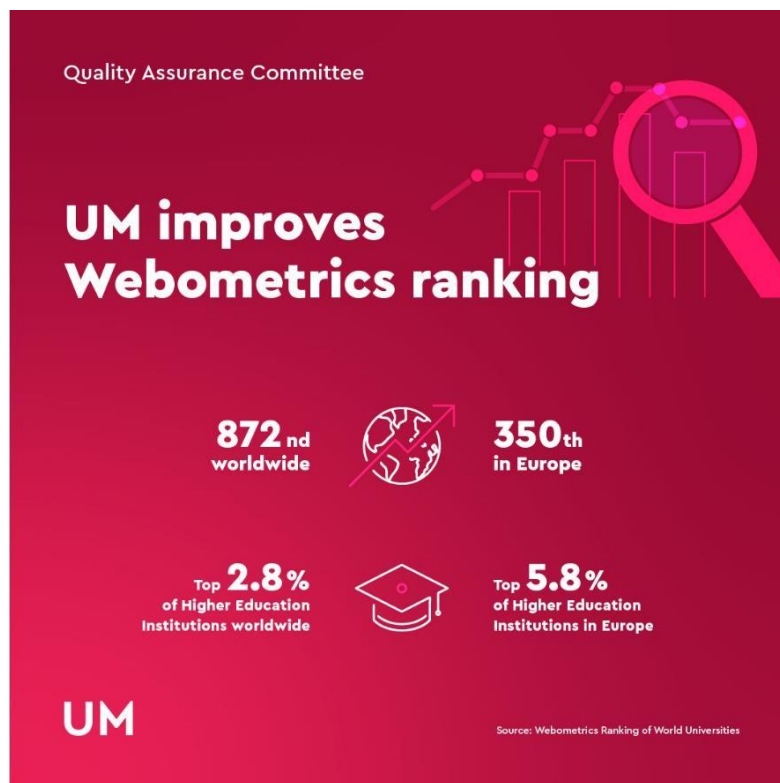
C) Overview of Action Taken

Whenever deemed necessary, relevant action was taken in line with the response received.

Below is an overview of the type of action taken:

- Certain queries that could be dealt with expediently were answered by the QSU. Responses asking for particular details were forwarded to the most relevant department for follow-up.
- Suggestions for future mailshots were considered and those that were deemed relevant for dissemination were included in this year's series.
- With regard to the [mailshot](#) concerning the MSc in Tourism Development & Culture, a prospective student expressed interest in following the programme, and was directed to the concerned Institute.

Where deemed relevant, certain mailshots were redesigned and shared across UM's social media accounts through collaboration with the Marketing, Communications & Alumni Office. This increases the reach of such mailshots beyond staff and students, to include the general public that follows the University on social media. An example of this initiative is available below.



The "UM improves Webometrics ranking" mailshot was disseminated on 1 March 2023. It was then redesigned as per above and shared on Facebook on 7 March.

Furthermore, this year's series of mailshots has sought to make relevant connections between the mailshots' content and the University of Malta's Strategic Themes, as per the [Strategic Plan 2020-2025](#). These links serve to reinforce UM's various strategic commitments while showcasing how the latter are being achieved in practice.

D) Conclusion

A dedicated section on the Quality Assurance website features an [archive](#) of all mailshots sent to date. Apart from the mailshot text, the full mailshots are also made accessible in PDF format. For the fourth year running, the Quality Mailshot Initiative has been well-received by the University community and has generated appreciable interest. The success of this initiative is the result of joint efforts from the staff of the Quality Support Unit, the Marketing, Communications & Alumni Office, IT Services, and staff members from the UM entities involved in the mailshots themselves.

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Quality Support Unit

6 June 2023

E) Full List of Mailshots

Academic Year 2019-2020

- Mailshot 1 - [Quality Mailshot Initiative](#) (4 December 2019)
- Mailshot 2 - [UM ranking in U-Multirank](#) (18 December 2019)
- Mailshot 3 - [UM ranking in Webometrics](#) (8 January 2020)
- Mailshot 4 - [Citations in Google Scholar](#) (5 February 2020)
- Mailshot 5 - [Reviewing courses through department-led student feedback](#) (19 February 2020)
- Mailshot 6 - [SOP Portal](#) (4 March 2020)
- Mailshot 7 - [Online learning](#) (18 March 2020)
- Mailshot 8 - [Peer-to-peer observation and reflection](#) (1 April 2020)
- Mailshot 9 - [Disposal of chemical hazardous waste](#) (22 April 2020)
- Mailshot 10 - [Upskilling of UM staff](#) (6 May 2020)
- Mailshot 11 - [Most cited publications by UM scholars](#) (20 May 2020)
- Mailshot 12 - [The University's institutional repository](#) (27 May 2020)
- Mailshot 13 - [INACSL certification for nursing labs](#) (3 June 2020)

Academic Year 2020-2021

- Mailshot 14 - [Quality practices in translation studies](#) (20 October 2020)
- Mailshot 15 - [UM's top scholar by H-Index](#) (3 November 2020)
- Mailshot 16 - [Positive QA initiatives by MATSEC](#) (17 November 2020)
- Mailshot 17 - [Student progress meetings](#) (1 December 2020)
- Mailshot 18 - [Recognition of CLS work with Eurofound](#) (15 December 2020)
- Mailshot 19 - [The NOHA master's programme in international humanitarian action](#) (5 January 2021)
- Mailshot 20 - [The KSU Buddy System](#) (19 January 2021)
- Mailshot 21 - [UM improves Webometrics Ranking](#) (23 February 2021)
- Mailshot 22 - [Donation of publications to UM Library](#) (9 March 2021)
- Mailshot 23 - [Assisting migrant integration through education](#) (23 March 2021)
- Mailshot 24 - [UM academics: publications and citations](#) (13 April 2021)
- Mailshot 25 - [E-portfolios for nursing students](#) (27 April 2021)
- Mailshot 26 - [Away Day for freshers](#) (11 May 2021)
- Mailshot 27 - [The use of AI in digital games](#) (25 May 2021)
- Mailshot 28 - [Person-centred curricula at the Department of Mental Health](#) (14 July 2021)

Academic Year 2021-2022

- Mailshot 29 - [ICT student meetings](#) (5 October 2021)
- Mailshot 30 - [‘Bite-sized concerts’ for Music Studies students](#) (19 October 2021)
- Mailshot 31 - [UM joins the International AI Doctoral Academy](#) (2 November 2021)
- Mailshot 32 - [Community engagement through applied research](#) (16 November 2021)
- Mailshot 33 - [Initiatives at the Department of Disability Studies](#) (18 January 2022)
- Mailshot 34 - [UM ranked in top 2.85% in Webometrics](#) (15 February 2022)
- Mailshot 35 - [The Office of the Registrar issues Digital Credentials to all graduands](#) (1 March 2022)
- Mailshot 36 - [Using action to achieve results at the Department of Gender & Sexualities](#) (15 March 2022)
- Mailshot 37 - [UM reduced capped programmes](#) (29 March 2022)
- Mailshot 38 - [Students’ voice matters](#) (26 April 2022)
- Mailshot 39 - [Riċerkaturi: Maltese research outreach](#) (10 May 2022)
- Mailshot 40 - [Staff and Student Mobility](#) (24 May 2022)

Academic Year 2022-2023

- Mailshot 41 - [Online teaching and assessment: What we have learned from the Pandemic Era](#) (5 October 2022)
- Mailshot 42 - [Higher education and industry](#) (19 October 2022)
- Mailshot 43 - [Student societies’ involvement in feedback exercises](#) (2 November 2022)
- Mailshot 44 - [The MSc in Tourism Development & Culture \(TourDC\)](#) (16 November 2022)
- Mailshot 45 - [Il-Barokk: Sharing the Baroque Age on TV](#) (30 November 2022)
- Mailshot 46 - [Encouraging critical thinking through literature and experiences](#) (14 December 2022)
- Mailshot 47 - [Diversifying assessment methods following students’ feedback](#) (11 January 2023)
- Mailshot 48 - [The Faculty of Dental Surgery within the community](#) (15 February 2023)
- Mailshot 49 - [UM improves Webometrics ranking](#) (1 March 2023)
- Mailshot 50 - [Embedding industry knowledge in the learning experience at MEDAC](#) (15 March 2023)
- Mailshot 51 - [Assimilating knowledge and experience through simulation at the Department of Nursing](#) (29 March 2023)
- Mailshot 52 - [Broadening UM's engagement with worldwide universities](#) (19 April 2023)
- Mailshot 53 – [Kollezzjoni Programmi tal-Festa](#) (3 May 2023)