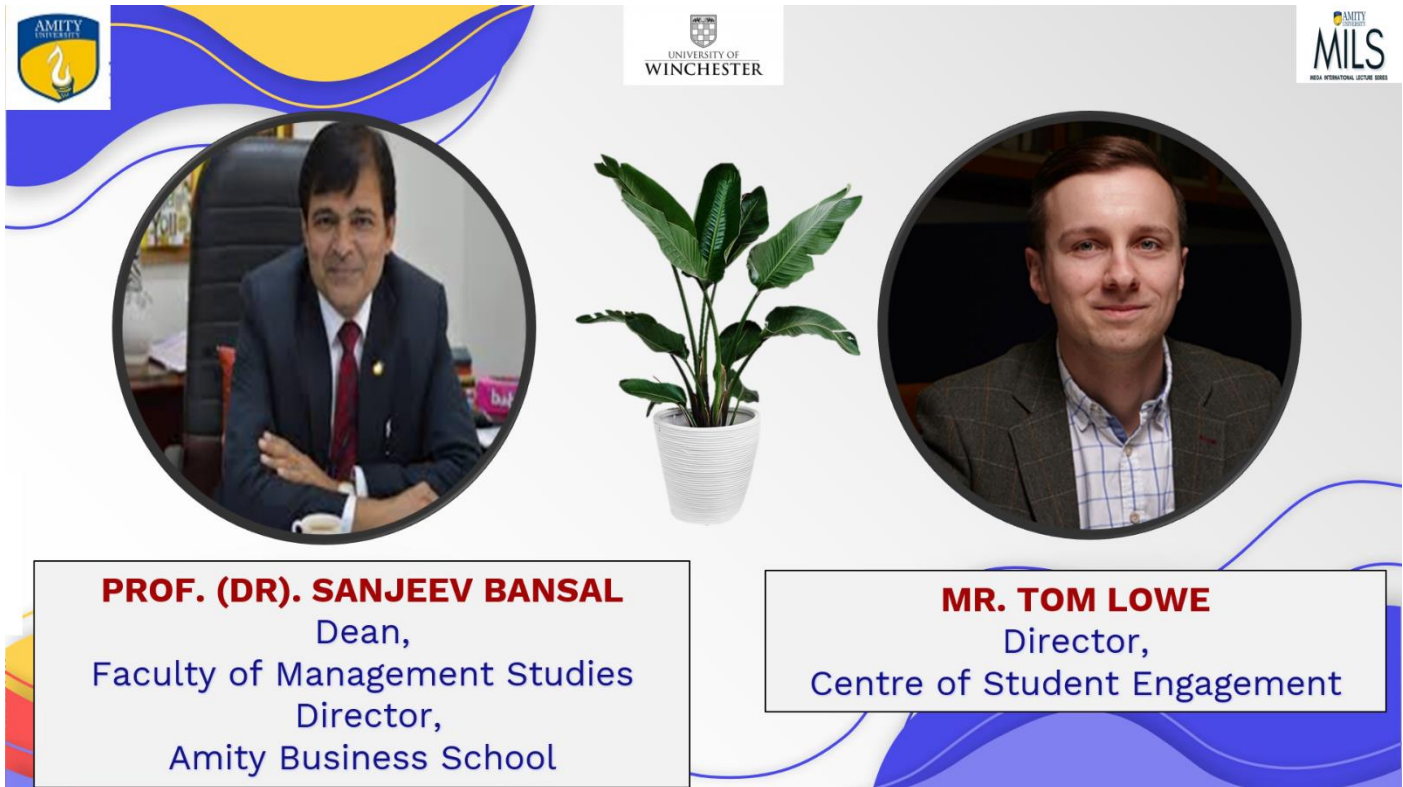


## Mega International Lecture Series

The International Lecture was conducted on **2<sup>nd</sup> December 2021** at **02:30 pm - 03:30 pm IST(+5.30GMT)**. **Dean Prof. (Dr.) Sanjeev Bansal** (Dean Faculty of Management Studies and Director and Head of Amity Business School). honoured Mr. Tom Lowe with a sapling.



**Prof. (Dr.) Anupama Rajesh** (Head of Internationalization and Professor of Amity Business School) briefed the audience about MILS. Dr. Anupama welcomed Mr. Lowe with a famous Hindi proverb, bringing out the webinar's agenda.

A curtain-raiser for the lecture series showcasing all the speakers was run.





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## MEGA INTERNATIONAL LECTURE SERIES



Prof (Dr) Martin Broad  
(28th Oct, 2021)  
University Of Winchester  
Dean  
Business, Law and  
Digital Technologies



Mr Richard McCracken  
(29th Oct, 2021)  
The Case Centre, UK  
Head and Director



Dr. Karen Cripps  
(11th Nov, 2021)  
University of Winchester, UK  
Principles of Responsible  
Management Education  
(PRME) Champion



Prof Ivan Coste Maniere  
(18th Nov, 2021)  
Skema Business School  
Director & Professor - Marketing  
Founder - MSc Luxury & Fashion  
Management  
SKEMA Business School, France



Mr. Tom Lowe  
(2nd Dec, 2021)  
University of Winchester, UK  
Director  
Centre for Student Engagement



Prof (Dr) Peter Stokes  
(20th Jan, 2022)  
Leicester Castle Business  
School, De Montfort  
University  
Professor  
Leadership & Professional  
Development



Dr Simon M Smith  
(13th Jan, 2022)  
Oxford Brookes University, UK  
Principal Lecturer  
Business, Management &  
Enterprises



Prof (Dr) Leo Paul Dana  
Montpellier Business  
School  
Visiting Professor (INSEAD)  
Marie Curie Fellow at Princeton  
University



Dr Anupama Rajesh  
Head Internationalization Cell  
Professor  
Amity Business School



Dr Sanjeev Bansal  
Dean  
Management Studies  
Director & Head  
Amity Business School



### Leading in the New Reality: Insights into Actions

16th - 18th February, 2022  
Amity University Campus, Noida

For Further Details / Registration:  
<https://www.amity.edu/abs/glrc2022>  
[glrc@amity.edu](mailto:glrc@amity.edu)

The session was started by **Mr. Tom Lowe (Head, Student Engagement & Employability at University of Winchester, UK)**, with a warm welcome to the students.





Mr. Tom Lowe greeted the gathering with utmost warmth and fervour. He enlightened the gathering about “The renewed focus on student engagement and managing communications during covid-19,” helping develop more engaging and unique relations between the University and the students in the post COVID ’19 scenario. Through the webinar, Mr. Lowe brought forward the importance of proper communication and relations of the student with the University to have a suitable learning-teaching experience.



Through the lecture, Mr. Lowe aimed at the renewed focus on student engagement and managing accurate and efficient communications during the COVID'19 and beyond. The lecture was highly informative and engaging as Mr. Lowe elucidated many factors for successful student engagement. The term “Push Factors and Pull Factors” as determinants of success were highlighted in the lecture. He further explained the concept of student success and efficient engagement through nine doctrines: -

- 1) Trust
- 2) Courage
- 3) Plurality
- 4) Responsibility
- 5) Authenticity
- 6) Honesty
- 7) Inclusivity
- 8) Reciprocity
- 9) Empowerment

## Student Success & Student Engagement



Amity University



The Push Factor includes an Office for students, which will directly lead to accountability in the students. Whereas the Pull Factors included: -

- a. Enhancement
- b. Sense of belonging
- c. Learning
- d. Transformation of lives
- e. Accessibility

As the lecture progressed, Mr. Lowe presented the main agenda of the gathering, efficient student engagement, and communication success in Higher Education. He discussed the success of an engaged student in Higher Education, and academically engaged student is more likely to succeed and progress through Higher Education. Student engagement represents both time and energy invested by the student in educationally purposeful activities, also the effort of the institute in organizing such activities.

The role and definition of Generation Z students were discussed by Mr. Lowe around university education and the success of engagement with such students. He also very efficiently pointed out the simplest definition of a Gen Z student, born in the year 2000+. He also directed the gathering towards four names of Gen Z's names: Digital Gen Z, Tuition fee Gen Z, Covid – 19 Gen Z, and Activist Gen Z.

Mr. Lowe perfectly clarified the meaning of student engagement to the gathering. Bringing forward aspects such as: -

- a. Notes writing
- b. Listening
- c. Participation
- d. Resolving queries
- e. Interaction
- f. Paying attention
- g. Overall involvement
- h. Retention

He placed student engagement in three areas, first – the behavioural engagement, second – the cognitive engagement, and third – the emotional engagement. These three are the pillars of student engagement in an institution.



Going forward, Dr. Lowe also illuminated the gathering regarding the phases of student engagement during COVID–19 and its elements. The phases were: -

- i. Phase 1 – The lockdown crisis
- ii. Phase 2 – Management of the unknown
- iii. Phase 3 – Socially distant semester
- iv. Phase 4 – Final straw
- v. Phase 5 – Socially distant University

Mr. Lowe explained each phase in detail to the gathering, describing the whole process with every detail to make the gathering understand the depth of the whole situation and its impact on the student engagement and the success of communication between the students and the institution.

As the webinar progressed, Mr. Lowe made a very crucial statement, “We are partners in our Students Success,” and mentioned five senses of Student Success:

-

- i. (Re)Acclimatisation of students to higher education
- ii. Imposter syndrome and sense of belonging
- iii. Mental health consequences of COVID-19
- iv. Increasing unattainable hidden curriculum
- v. Accounting for inequality of experience

He also stressed the importance of Student Success for all no matter what their background, technical poverty, or financial poverty.

In conclusion, he expressed that Student Success is a matter of understanding the expectations of the students and always remembering the visions and goals of an institute as a temple of knowledge and student growth. A student's voice is the path towards Student Success and efficient engagement in higher education.

You tube link:

<https://youtu.be/qC9pkoE5unw>




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# Student Engagement in Higher Education

Students engaging with staff/other students

Staff engaging students



(Bryson, 2014)

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# Student Engagement during COVID-19

- **Phase 1:** The lockdown crisis
- **Phase 2:** Managing the unknown
- **Phase 3:** Socially distant semester
- **Phase 4:** The final straw
- **Phase 5:** The Socially Distant University

**NEWS**


Home | Brexit | Coronavirus | UK | World | Business | Politics | Tech | Science | Health | Family & Education

UK | England | N. Ireland | Scotland | Alba | Wales | Cymru | Local News

## Coronavirus: UK schools, colleges and nurseries to close from Friday

© 18 March 2020

Coronavirus pandemic



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# But what is our campus bubble now?



@TomLowe\_

@\_UoW



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# Did we have time to engage students' voices?

Student engagement is about **staff** and **students meeting half way** in spaces to have discussions. Student Representation meetings are a core practice in Student Engagement (Lowe and El Hakim, 2020)



Traditional HE without engagement



Students as Customers



Students as campaigners / activists



Student Representation meetings

@TomLowe\_

@\_UoW



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ENGAGEMENT

Audio Setting ^



Q&A



Chat



Raise Hand



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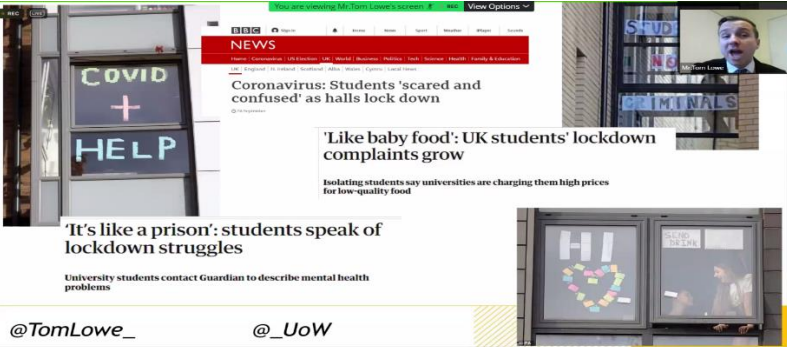


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**NEWS**

Coronavirus: Students 'scared and confused' as halls lock down

'Like baby food': UK students' lockdown complaints grow

Isolating students say universities are charging them high prices for low-quality food

**'It's like a prison': students speak of lockdown struggles**

University students contact Guardian to describe mental health problems

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## We are partners in our Students Success

**Five Sense of Student Success**

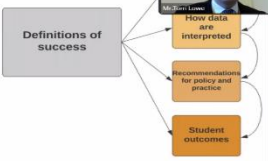
- Consideration 1:** (Re)acclimatising to studying
- Consideration 2:** Imposter syndrome and sense of belonging
- Consideration 3:** Mental health consequences of COVID-19
- Consideration 4:** Increasingly unattainable hidden curriculum
- Consideration 5:** Accounting for (in)equality of experience

Student success for all students no matter their background?

- Technology poverty
- Space poverty
- Financial poverty

(Weatherston and Schussler, 2021)

(Pownall et al., 2021)



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## ..and remember why we are here



- The University as a place of knowledge production
- Student learning and success
- Life experiences
- Unlocking potential
- Thriving against adversity

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