PRE-NOTIFICATION STRATEGY FOR COHORT D

Dear colleague,

As we have shared in the last few midpoint / end of cohort reviews, we are implementing a new system called MailJet to help us with the issues related to internet service providers (e.g. Gmail, Office 365) blocking our email invitations. We have also been working to trial new activity that will improve our response rates and a pre-notification email (a warm up) is one strategy that we have been considering.

To successfully warm up the new IPs and keep them warm, we will need to move to an almost continual delivery of emails. This warm up activity should commence within cohort C so they're ready for a spike in September where we will email over 450,000 graduates in week one.

As we are changing our approach, we wanted to let all providers know so you're aware. There is also an important update on the new quality rule on UKMOB – see below.

PRE-NOTIFICATION ACTIVITY

From 14 August to 30 August, we will stagger the delivery of a pre-notification email to approved cohort D graduates that shares key information about the survey and lets them know they'll receive their unique survey link in early September. This is similar to the activity that we are asking providers to do as part of the suggested graduate contact plan which should still be completed from w/c 19 August.

DELAY TO QUALITY RULE

We advised you that we will be releasing a new quality rule on UKMOB that will check mobile numbers supplied are valid. This new rule will not be implemented until **w/c 19 August**.

As we are commencing the warm up activity prior to the approval deadline, we will only email graduates with approved records. To ensure there is no bias in our treatment of prospective respondents, all cohort D graduates must receive this warm up email.

As we need approved email addresses for this warm up exercise, **we need all providers to have submitted and approved their records by / on 16 August**.

Once the new UKMOB quality rule is implemented, any records already approved, may need to be re-approved, should they not pass the new validation (i.e. if the mobile number is not valid). We do not use the UKMOB data straight away, but this should be done as a matter of urgency before the end of the month.

If you are an English FE college, you will only be required to approve your contact details in the provider portal if you have made changes to your contact details data and / or any of your records fail the quality rules.

If you have any questions, please email liaison@hesa.ac.uk or call +44 (0) 1242 211 144.

Regards,

Liaison

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