Report on the Quality Mailshot Initiative (2024-2025)

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.

The schedule devised for the dissemination of these mailshots takes into account examination sessions and recess periods, with at least fourteen 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.

Following the success of the first five series of mailshots, the initiative was renewed for academic year 2024-2025. Good practices from the below University entities have featured in this series:

- Faculty of Economics, Management & Accountancy
- Faculty of Information & Communication Technology
- Faculty of Health Sciences
- Faculty of Media & Knowledge Sciences
- Faculty of Medicine & Surgery
- Faculty for Social Wellbeing
- Institute of Earth Systems
- Islands & Small States Institute
- Academic Programmes Quality & Resources Unit

This year's series of mailshots has continued to highlight and 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.

B) Update to the Standard Operating Procedure

The Quality Mailshot Initiative is governed by a dedicated SOP that was first issued in 2020, and revised in 2021. In view of the pre-set June 2025 revision date, the QSU pre-emptively revised the SOP in February 2025 to better reflect current practices and further ensure the continuous improvement of this initiative. The latest SOP version is ZQA-001-03.

C) Mailshots on UM's performance in international rankings

During this academic year, three mailshots were dedicated to showcase UM's performance in international university ranking exercises. The mailshots celebrated three main accomplishments:

- UM maintaining its 801-1000 ranking band in the Times Higher Education (THE) World University Rankings (WUR) 2025, as well as increasing its score in all five key areas, despite the increase in participants.
- UM debuting in the 501-600 ranking band in the inaugural THE Interdisciplinary Science Rankings (ISR) 2025.
- UM improving by 40 positions to rank 829th in the Ranking Web of Universities (Webometrics), placing it in the top 2.59% of over 32,000 participants.

The above achievements were made possible through the dedicated work of the QSU and the support of a number of colleagues. By sharing these improvements in international rankings amongst the University community, it is hoped that a sense of pride is instilled, together with a commitment to further contribute to UM's success and reputation.

D) Overview of Feedback Received

During the academic year 2024-2025, a total of **13** mailshots were sent, and **10** 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***: Requests for information regarding the shared mailshot.

4) ***Other***: Other generic responses.

Below is a chart outlining the type of feedback received:
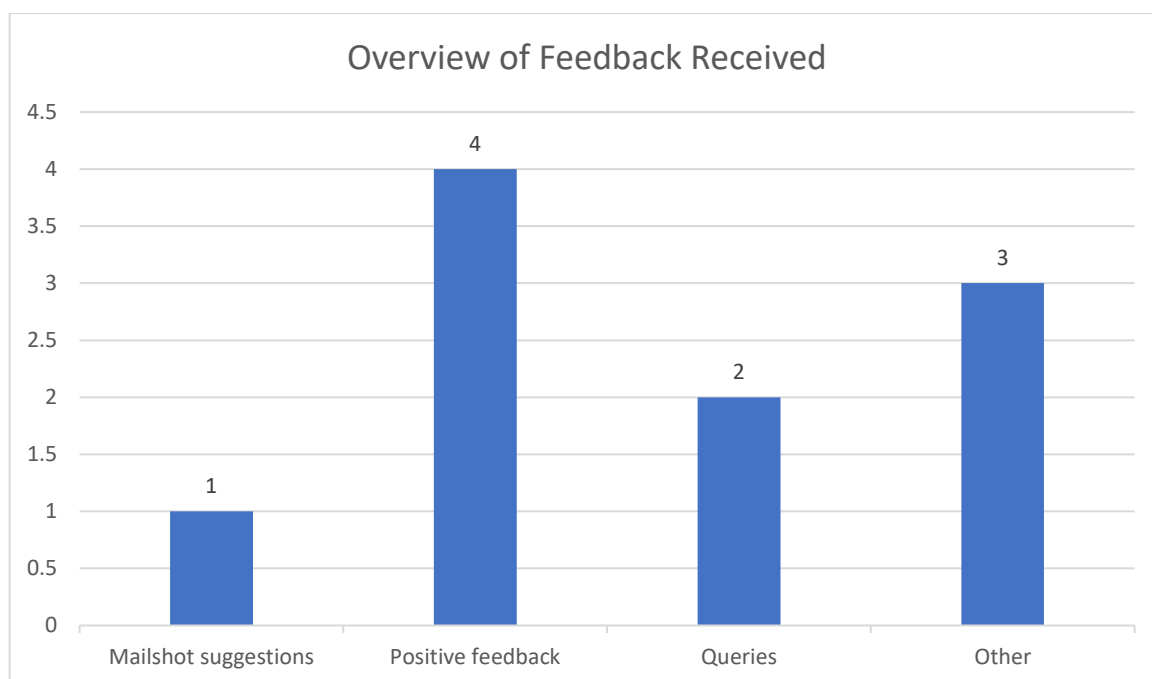
E) <u>Overview of Action Taken</u>

Whenever deemed necessary, relevant action was taken in line with the response received. 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. The suggestions for future mailshots were considered and those that were deemed relevant for dissemination were included in this year's series.

In some instances, the Quality Support Unit (QSU) is approached by the Marketing, Communications & Alumni Office (MCAO) with a suggestion to extend the reach of specific mailshots. This involves the possibility of disseminating the content to a wider audience by leveraging platforms such as Newspoint and the University's official social media channels. Such collaboration aims to enhance visibility and ensure broader engagement with the intended message.

F) <u>Conclusion</u>

A dedicated section on the QAC 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 sixth 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.

It is worth highlighting that these joint efforts have resulted in the Quality Mailshot Initiative being recognised as an example of good practice under Standard 1 (Policy for Quality Assurance) in the report prepared by the review panel following the External Quality Assurance (EQA) audit at UM in May/June 2023. This commendation is encouraging and further affirms the initiative's relevance and impact.

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18 June 2025

G) Full List of Mailshots for Academic Year 2024-2025

16/10/24	Alternative assessment method in Gender Studies
30/10/24	Strengthening global impact: partnership empowers small island states
13/11/24	Enhancing student learning through innovative assessments
27/11/24	Mapping learning outcomes: A roadmap to enhanced student engagement
11/12/24	Arts-based pedagogy: A dynamic approach to learning in nursing education
08/01/25	UM maintains rank, improves scores in THE 2025
12/02/25	'A hole lot of feedback' - Students make their voice heard
26/02/25	Enhancing academic excellence: Industry collaboration in programme development
12/03/25	Student representation on Boards of Studies
26/03/25	UM ranked in first-ever THE Interdisciplinary Science Rankings
10/04/25	UM soars in global Webometrics rankings - Top 2.59% worldwide!
30/04/25	Student-led collaboration enhances practical preparation for medical students
28/05/25	Your voice matters: Help shape your University experience!