



How to make efficient and effective use of email guidance

Emilie Kolbjørn Jensen
Randi Tang Nielsen

UNIVERSITY OF COPENHAGEN



Example from the inbox

Hi

To study Psychology is my biggest dream. I just want to ask how can I reach a grade point average on 6.0 e.g. by doing supplementary courses?

Kind regards

Sara

*Hi Sara
Thank you for your email.
Unfortunately, we do not have a recipe for what you should do. We make an individual assessment when you apply for a dispensation from the rules. I know you had hoped for a different answer.
I would like to help you find out if you have something that can help you obtain a dispensation from the 6.0 grade point average rule. Is that OK?
Read about dispensation from the 6.0 grade point average rule and consider the following:*

- How does it fit my situation?*
- How does it not fit?*
- Does it make sense for me to apply for a dispensation from the rule? If not, what can I do instead?*

*I hope my answer was useful.
Kind regards
Randi*



Example from the inbox

Mirroring
the tone

Making the
student an expert
on her own
situation

Contract

Assignment

Meta-
communication

Questions to:

- Facilitate reflection
- Uncover the situation

Acknowledgement

Agenda

Content

Welcome

Assumptions about email guidance

Who are we?

Our methodological base

Tools for email guidance

Thank you for today

Assumptions about e-mail guidance

E-mail guidance is:

- Time-consuming
- Unstoppable
- Different in quality from other types of guidance
- Only suitable for a certain types of questions

New focus on email guidance

E-mail guidance:

- Can facilitate a process
- Develop a personal relation
- Gives the same quality as on other platforms
- Is meaningful for students
- Is time-consuming

Who are we?





Team Guidance

**5 guidance
counsellors**

Platforms

21,000 inquiries in 2017

- Phone (7,400)
- E-mail (9,400)
- UCPH Student Centre (860)
- Workshops - physical (500)
- Workshops - SMS (1,000)
- Open House (1,500)

Development

Our target groups

- All age groups – primarily 17-24 years old
- Students in upper secondary school or on sabbatical year
- Parents
- Queries from applicants from **the Nordic countries** account for approx. 10% in the period January - March
- International applicants

Top three hottest topics

- **Admission to xx**

"What do I have to do to make sure to get admitted?"

- **Dispensations from the rules**

"I do not meet the requirements. What do I have to do to make sure to obtain a dispensation?"

- **I have an international exam**

"Tell me how my exam can be converted to Danish levels and grades. Which supplementary courses do I need to take?"

"Expert cap" position answer

Applicant (for Medicine):

"What do I have to do to make sure to get admitted?"

Expert cap answer:

"Go to Africa for 5 weeks and you are qualified."

Facilitators of a process – insisting on reflection

We use:

- Curiosity, neutrality and acknowledgement
- Meaning – as a central concept for making choices
- Karl Tomm's four types of questions
- Meta-communication

Our principles

We:

- Are not talking websites
- Are clear about what students get in our office
- Respect the student's perspective
- Expect the student to prepare before and after
- Negotiate the content of the session with the student

Facilitator cap answer

Applicant (for Medicine):

"What do I have to do to make sure to get admitted?"

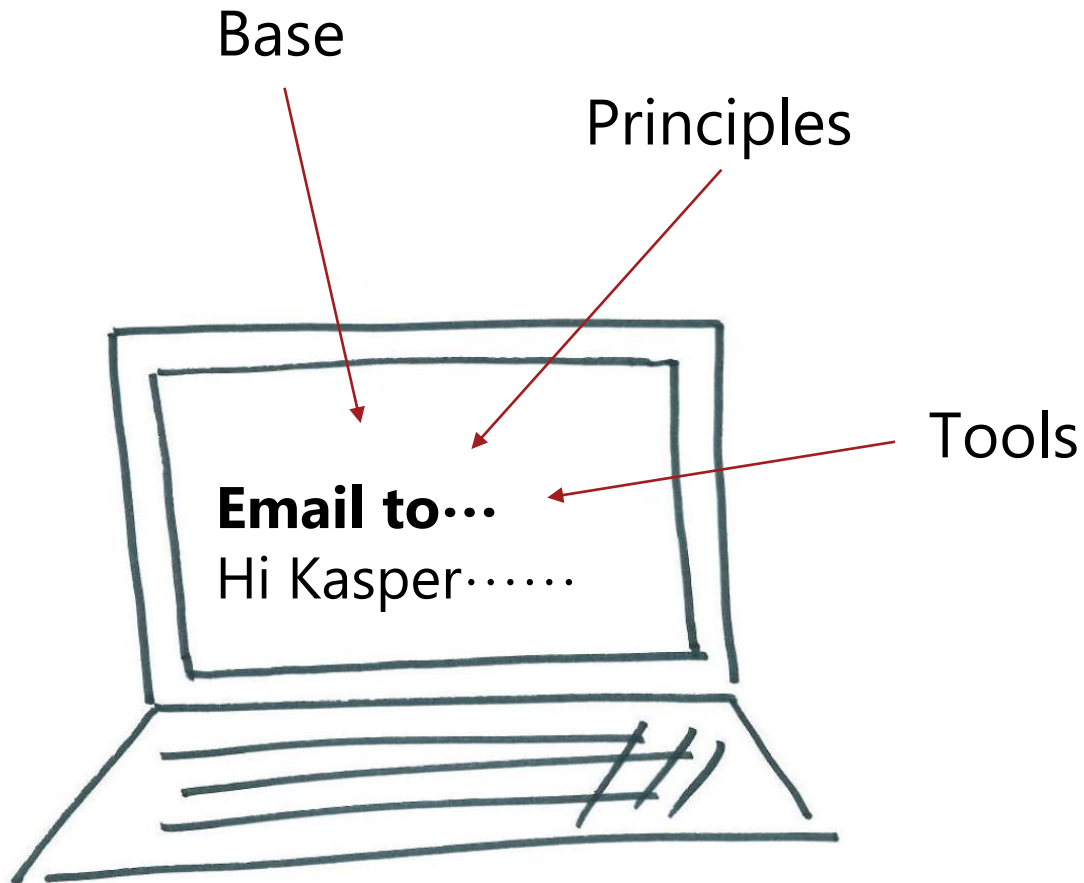
Facilitator cap answer:

"That is a very important question. Please tell me more about the activities that you are considering".

Reflections with your neighbour

How do you work with facilitation as a tool?

The practitioner's perspective



Action-oriented basic tools

- Give action-oriented instructions
- Give small assignments
- Ask curious questions
- Show the student what's in it for him/her
- Use circular questions to facilitate reflection

Example of basic tools

Hi

I'm applying for Political Sciences in 2018. At this point my grade point average is just above the entry requirement for political science, but to be on the safe side, I want to apply in quota 2.

Therefore I have a question. Is it a problem if I don't have any relevant work experience? I fulfil almost all other criteria for quota 2.

Kind regards

Camilla

Mirroring the tone

Assignment

Using short sentences

The language is active.
This sentence is too long – ups!

Hi Camilla

Thank you for your email. How exciting that you consider studying political science.

To get a grip on your relevant activities and to find out how to guide you further on, I would like to give you a small assignment. Is that ok?

Contract

Start by reading our guide about quota 2 and what we emphasised in particular in 2017. Then I'm curious to know:

- Within which of the criteria do you have relevant activities?
- Where is your profile weak?
- Have you considered doing activities to strengthen your profile?

Questions to:

- Facilitate reflection
- Uncover situation

Looking forward to hearing from you. Then we can continue our talk.

We give you more if
you prepare

Kind regards

Randi

Quota 2 and reflection on email

Hi UCPH

I need your advice. I finished a Professional Bachelor Degree in Media in 2010. After working as a journalist for 7 years, I want to do something new.

I want to pursue my other big dream: To study law. And I will do anything to improve my chances of getting accepted in quota 2 in the new year.

At this point, I work at a media agency, but I am looking for a position as a secretary at a law firm. Further, I have considered taking self-paid courses in Danish language, law or IT at the University.

There are many options, but before I make any decisions, I would like to hear your advice on what is the best way to improve my chances.

I hope to hear from you. I can also come by, if you have the time to talk to me.

I am looking forward to hearing from you.

Kind regards

Emma

Dear Emma

Thank you for your email.

How exiting that you are considering going in a new direction.

First, I am curious to know which thoughts lie behind your wish? And why law?

I can read that you have done a lot of thinking on how to improve your chances already. And as you write, there are many options. I would like to help you qualify the different options. Before we get to that, we need to find out which relevant qualifications you already have.

Therefore, please start by reading about admission in quota 2 and what we emphasised in the admission for law in quota 2 in 2017.

Then I would like to know:

- *Where is your profile strong/weak when you compare your qualifications to the information in the two links?*
- *Which new qualifications will you gain from the activities you have considered doing?*
- *Which holes do you see in your profile/your CV? How can you fill them?*

I hope you will get back to me.

Kind regards

Randi

Questions to:

- Uncover the situation
- Show interest

- Starting a process
- Explaining the purpose of this answer

Assignment + Questions to:

- Facilitate reflection
- Uncover the situation

Quota 2 and reflection on email - answer

Dear Emma

Thank you for your email.

How exiting that you are considering going in a new direction.

Questions to:

- Uncover the situation
- Show interest

First, I am curious to know which thoughts lie behind your wish? And why law?

I can read that you have done a lot of thinking on how

***I would like to help you qualify the different options.
Before we get to that, we need to find out which relevant qualifications you already have.***

Therefore, please start by reading about admission in quota 2 and what we emphasized in the admission for law in quota 2 in 2017.

Then I would like to know:

- *Where is your profile strong/weak when you compare your qualifications to the information in the two links?*
- *Which new qualifications will you gain from the activities you have considered doing?*
- *Which holes do you see in your profile/your CV? How can you fill them?*

I hope you will get back to me.

Kind regards

Randi

Assignment + Questions to:

- Facilitate reflection
- Uncover the situation

We try to facilitate reflection, but..

Dear Emilie

Thank you so much for your email. I am sorry I have not replied to it earlier. I have been busy at work, and have not had a lot of time. Now I have plenty of time.

Why law.

Jeg har længe vidst, at jeg gerne vil noget lidt andet end det jeg har uddannet mig til og jeg har haft jura i tankerne i lang tid. I november blev jeg helt sikker på, at det er det rigtige. Min bror har taget bacheloren (han sluttede med et 12 tal) og er netop nu ved at færdiggøre sin kandidat på CBS og min kusine læser også jura, så jeg har snakket meget med dem begge om det. Jeg ved derfor meget om de forskellige fag og den store og tunge læsbyrde. I mit virke som journalist har jeg skulle sætte mig ind i mange sager og har skulle prøve at forstå lovgivningen, så jeg er vant til at læse juridiske tekster. Jeg har en stor trang til endnu bedre at forstå og kende de love som vores sammenfund er bygget op på. En af de vigtigste grunde til at jeg gerne vil læse jura er, at jeg også i fremtiden gerne vil have med mennesker at gøre. Jeg vil gerne have et job, hvor jeg kan hjælpe mennesker med deres problemer og give dem den hjælp de har brug for. Som journalist har jeg ikke rigtigt været i en position, hvor jeg har haft mulighed for at gøre det. Jeg vil gerne have et job, hvor jeg skal formulere sig for at få deres budskab ud og det vil jeg gerne ændre på. En anden grund er, at jeg synes der mangler jurister som samtidig kender mediebranchen. Jeg har selv oplevet jurister og advokater på DR og i min fagforening journalistforbundet som har alt for lidt erfaring med branchen generelt, fordi de kun har arbejdet med det juridiske lige fra starten. Det kunne jeg godt tænke mig at ændre på.

Jeg ved, at man som uddannet jurist eller advokat skal arbejde meget og det er jeg ikke bange for - det gælder også i mit nuværende arbejde, hvor klokken tit bliver 11 før jeg kommer hjem på en almindelig dag. Men jeg tænker også over, hvor jeg kan arbejde når jeg bliver 60 år og der ved jeg at mine muligheder vil være meget større, hvis jeg læser jura nu.

Reagrding the links you send me så opfylder jeg kravene ang. gennemsnit og fag (dansk, engelsk og samfundsfag). I am in the process of writing my letter of motivation and adapt my CV. I can send you both. Maybe you can give me feedback. My work experience might not be 100 % relevant for law, but... til gengæld har jeg meget erfaring med mennesker og at forstå deres handlemønstre.

I have a special interest in media, IT and employment law and my background gives me a strong starting point in that field. Mediejura var et fag på min professionsbachelor (20 ests point), hvilket jeg var til eksamen i. Jeg har 10 års erfaring i film-, tv- og reklamebranchen og min erfaring vil jeg selvfølgelig kunne bruge i retningen af lov og etik. Jeg har også erfaring med research og vidensindsamling.

What can I add to my CV before the application date.

I have applied to a course in Danish language, but unfortunately, it was overbooked. I would have liked to do this course to refresh my grammar and get ready for writing better essays. I am also interested in a course in English, but it is not offered. I am also interested in a course in public law, a public agency or similar...

What do you say to all of this? Can you tell me how I should use the next couple of month? And what are my chances of getting in?

Further, can you recommend a course or a position that will improve my chances for next year?

Thanks!

Kind regards

Emma

Insisting on staying in the domain of reflection

Dear Emma

Thank you for your reply and your thoughts.

I see that you have already done a lot of thinking. That is a good start.

Acknowledgement

Meta-communication - explanation

We cannot give you feedback on your letter of motivation or your CV, but we offer workshops (on location or by SMS). Have a look on our website.

We cannot give you specific advice on activities either. The purpose of the questions I sent you earlier was to help you find out where your profile is strong/weak. They might also have helped you identify holes in your CV?

Repeating the question

You write about your qualifications and that they might not be 100 % relevant for law. How can you put focus on the relevant activities you have in your application?

You might already have thought about that – otherwise our workshops on quota 2 might help you on.

I hope my answer was useful.

Kind regards

Randi

Repeating the student's own words –
what happens when I say it out loud?

Introducing a circular question after giving information

Hi!

I'm not sure I know how the requirement of specific grades work if I apply for Economics.

Is it my grade point average? Or is it the average of the grades in the specific admission requirements?

Thanks!

Kind regards

Sofie

Introducing a circular question after giving information - answer

Dear Sofie

Thank you for your email.

It is understandable if you are confused. We have just changed it.

From now on you need to have a grade point average of minimum 6.0. Read more in our guide about grade point average requirement.

How does this affect your situation?

Kind regards

Emilie



Circular question to get the student to
relate her situation to the information

Hi!

Ahh, I see! Then there is no reason for me to apply. My grade point average is 5.9. But my grade point average in Math specifically is 8.0.

Thanks though!

Kind regards

Sofie

Summing up

- Insisting on reflection is difficult
- Work with your base, principles, tools
- Insist on asking questions
- Be curious
- Respect the student's reality

Mapping your base and principles

- How to get started

- What characterises the typical queries from your target group?
- What do you do? - what are the results?
- What would you like to change?
- What do you have to do differently to make that change?
- What elements will the change involve?
- Whom will you need to speak to?
- Where do you begin?

Thank you for listening

Guidance & Admission
optagelse@ku.dk



W

STUDIER.KU.DK

f

BLIVSTUDERENDE

@

KUSTUDIELIV