



Report on the Quality Mailshot Initiative (2025-2026)

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 six series of mailshots, the initiative was renewed for academic year 2025-2026. Good practices from the below University entities have featured in this series:

- Faculty of Education
 - Faculty of Engineering
 - Faculty of Health Sciences
 - Faculty of Information & Communication Technology
 - Faculty of Medicine & Surgery
 - Library Services
 - Office for Professional Academic Development
 - Research Support Services Directorate
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B) Encouraging participation in QA initiatives

Two mailshots disseminated at the beginning of this academic year were dedicated to showcasing important quality assurance initiatives, namely the Annual Programme Review (APR) and Students for Quality Assurance (S4QA). Through these mailshots, the Quality Support Unit (QSU) was able to reach out to the university community to inform, guide, and encourage participation.

The mailshot concerning the APR ([*Annual Programme Review \(APR\): What you need to know*](#)) was devised in the form of a brief FAQ in order to remind FICS of their upcoming submission deadline and clarify the most commonly received queries. This proved effective, given the improvement in the APR submission rate for December 2025 when compared to December 2024.

Another mailshot was dedicated to promoting the S4QA initiative ([*Students for Quality Assurance: Your chance to make a difference!*](#)), which encourages students to join an Internal Quality Review panel and play a central role in the Periodic Programme Review of programmes. Several students responded to the mailshot and registered their interest, ultimately enabling the QSU to establish a pool of 26 students that joined the PPR cycle for academic year 2025/2026.

C) Mailshots on UM's performance in international rankings

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

- **QS World University Rankings 2026:** UM achieved its highest ranking to date, placing in the 741-750 band up from the 751-760 (2025) and 851-900 (2024) bands. Moreover, a significant achievement was registered as regards the *Employment Outcomes* indicator, which saw UM ranked 40th in the world and 7th in Europe (with scores of 98.1 and 99.9 respectively).
 - **Ranking Web of Universities (Webometrics):** UM continued its positive trend in this ranking, moving into 801st position from its previous 829th place (2025), as well as improving by four positions in Europe to climb up to 314th place. These results place UM within the top 2.5% of around 32,000 higher education institutions worldwide.
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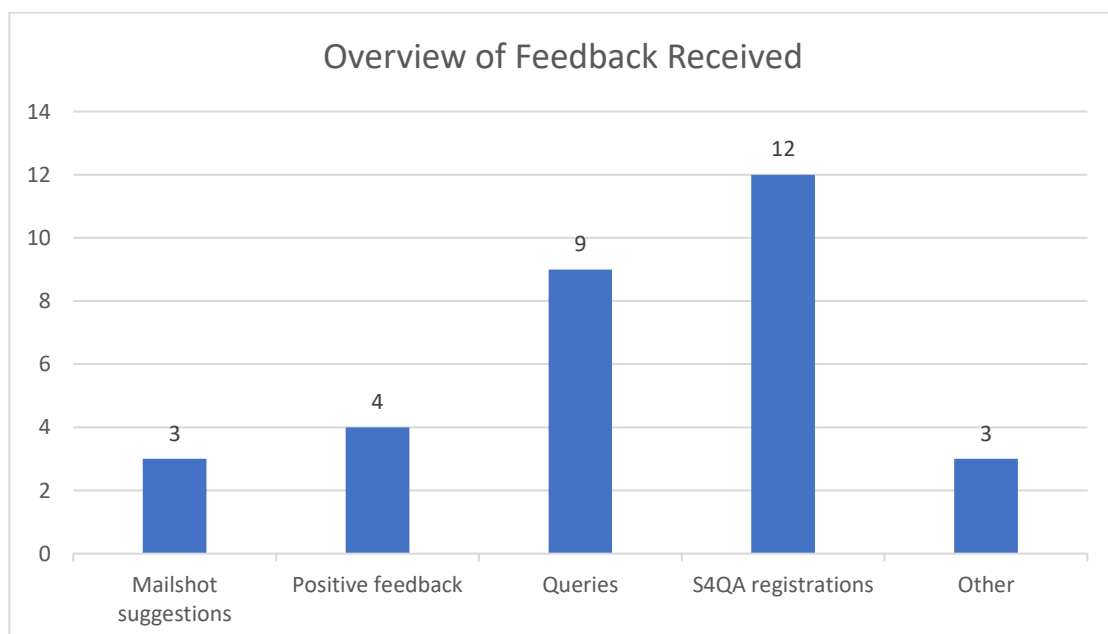
These ongoing improvements in international rankings are made possible through the dedicated work of the QSU and the support of a number of colleagues. By sharing these improvements amongst the University community, it is hoped that a sense of pride is instilled, together with a commitment to further contribute to UM's success and reputation.

D) Overview of Feedback Received

During the academic year 2025-2026, a total of **15** mailshots were sent, and **31** responses were received. These responses may be categorised as follows:

- 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) ***S4QA registrations***: A number of students responded directly to the mailshot to register their interest in joining the S4QA.
- 5) ***Other***: Other generic responses.

Below is a chart outlining the type of feedback received:



E) Overview of Action Taken

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. One such suggestion was shared in this year's series, while another two will be shared during academic year 2026/2027.

In some instances, the 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) Conclusion

A dedicated section on the QA website features an [archive](#) of all mailshots sent to date. For the seventh 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 2023. This commendation is encouraging and further affirms the initiative's relevance and impact.

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

01/10/25	Mental Health Nursing programmes - A partnership in learning
15/10/25	Annual Programme Review (APR): What you need to know
29/10/25	Students for Quality Assurance - Your chance to make a difference!
12/11/25	Mentoring for success: Your partner in academic quality
26/11/25	Discover Leganto: The smarter way to manage reading lists
10/12/25	UM showcases digital innovation in quality assurance at EQAF 2025
14/01/26	Cross-border quality in focus: QSU engagement with leading Irish universities
11/02/26	Assessment in the age of GenAI: Turning challenge into quality enhancement
25/02/26	Strengthening peer-learning across Europe
11/03/26	UM ranks 7th in Europe and top 40 worldwide for Graduate Employability
25/03/26	Multidisciplinary conference on human-technology relations
15/04/26	From dialogue to action: Strengthening student-staff connections
29/04/26	Strengthening quality through scholarship: The Annual Pharmacy Symposium
13/05/26	UM consolidates positive trend in Webometrics ranking
27/05/26	UM contributes to EARMA discussion on AI in research management