

Standard Operating Procedure: Student Interaction

East Bridge University (EBU), Paris

Document title	Standard Operating Procedure: Student Interaction
Linked policy	Student Interaction Policy
Applies to	MBA, Executive Doctorate, and M.Ed cohorts (online delivery)
Owner	Offices of Academic Quality and Student Support
Version	1.0 April 2025
Next review date	Annually, or earlier if tools or workflow change

1. Purpose and scope

This Standard Operating Procedure (SOP) describes the operational steps EBU staff follow to set up, maintain, monitor, and evidence student interaction across the MBA, Executive Doctorate, and M.Ed online cohorts. It supports the Student Interaction Policy and should be read alongside it. The procedure covers three areas: the discussion board, the monitoring of student engagement, and online collaboration between students.

2. Roles involved

Role	Responsibility
Programme Coordinator	Coordinates the procedure for each cohort and owns engagement follow-up.
Faculty / Module Tutor	Moderates discussion, sets collaborative tasks, and prompts participation.
LMS Administrator	Configures the LMS, maintains discussion boards, and generates analytics reports.
Student Support Services	Contacts and assists students flagged as inactive.
Academic Quality and Student Support Office	Compiles and stores evidence for audit and review.
Alumni Manager	Coordinates alumni engagement activities, manages alumni communication channels, organises networking and

Role	Responsibility
	engagement initiatives, maintains alumni platforms, and retains records of alumni-related interaction activities.

3. Procedure

3.1 Discussion board setup and moderation

Step 1. Before each course or term begins, the LMS Administrator confirms that a discussion board is enabled within the LMS for every active module in the cohort.

Step 2. The Faculty or Module Tutor initiates and leads discussion by posting topics aligned to the coursework and readings, and explains how and when students are expected to take part.

Step 3. The Faculty or Module Tutor leads and monitors the discussion board on a regular basis, responds to student questions, helps students clarify doubts, and keeps discussion focused on academic content.

3.2 Monitoring of student engagement

Step 1. The LMS Administrator ensures that login analytics, submission records, and participation data are being captured within the LMS.

Step 2. The Programme Coordinator reviews engagement data at regular intervals, recommended at least once per month, using the following indicators:

- Frequency and recency of student logins
- Submission of homework and assessments against deadlines
- Contributions to discussion boards and collaborative activities

Step 3. Where a student shows reduced or no activity, the Programme Coordinator records the concern and asks Student Support Services or the relevant tutor to contact the student.

Step 4. The contact, the student's response, and any agreed actions are recorded so that follow-up can be tracked and evidenced.

3.3 Online collaboration between students

Step 1. The Faculty or Module Tutor opens a discussion topic or poses a question on the LMS discussion board to prompt interaction between students.

Step 2. Students respond to the topic, raise and clarify doubts, and reply to one another's contributions within the thread.

Step 3. The Faculty or Module Tutor guides the discussion, keeps it on topic, and ensures that students have the opportunity to take part.

Step 4. The discussion threads are retained within the LMS as evidence of student interaction and collaborative discussion in practice.

3.4 Alumni Portal

Step 1. The Alumni Relations Department maintains the University's Alumni Portal and ensures that access is available to eligible students and graduates

Step 2. Relevant institutional announcements, alumni updates, professional opportunities, and engagement activities are published through the portal on a periodic basis.

Step 3. Student and alumni participation within the portal is monitored through available usage records and interaction data.

Step 4. Records of portal activity are retained as evidence of ongoing alumni engagement and student interaction beyond programme completion.

3.5 Alumni Magazine

Step 1. The Alumni Relations Department coordinates the publication of the University's Alumni Magazine at intervals determined by the University.

Step 2. Students, alumni, faculty members, and invited contributors may be invited to submit articles, interviews, achievements, research highlights, or professional insights for publication.

Step 3. Published editions are distributed electronically through University communication channels.

Step 4. Copies of published editions and records of contributor participation are retained as evidence of engagement and community interaction.

3.6 Global Alumni LinkedIn Community

Step 1. The Alumni Relations Department maintains the University's official LinkedIn alumni community.

Step 2. Students and graduates are invited to join the community and participate in professional discussions, knowledge sharing, and networking activities.

Step 3. University announcements, alumni achievements, industry updates, and professional opportunities may be shared through the platform.

Step 4. Membership records and engagement activity may be retained as supporting evidence of professional networking and alumni interaction.

3.7 Industry Briefing Sessions

Step 1. The University organises online Industry Briefing Sessions featuring industry practitioners, guest speakers, subject matter experts, Alumni leaders or organisational leaders.

Step 2. Invitations and joining instructions are communicated to students and alumni through approved University channels.

Step 3. Participants engage in presentations, discussions, question-and-answer sessions, or related professional development activities.

Step 4. Session materials (if any), event recordings and event communications are retained as evidence of participation and engagement.

3.8 Online Networking Events

Step 1. The University organises online networking events designed to facilitate interaction between students, alumni, faculty members, and invited professionals.

Step 2. Event formats may include structured networking sessions, panel discussions, virtual roundtables, or facilitated group interactions.

Step 3. Participants are encouraged to exchange professional experiences, establish connections, and engage in collaborative discussion.

Step 4. Event supporting documentation are retained as evidence of networking and community engagement.

3.9 Annual Convocation

Step 1. The University plans and organises an Annual Convocation for graduating students in accordance with institutional procedures.

Step 2. Eligible students, alumni, faculty members, university representatives, and invited guests are notified of the event through official communication channels.

Step 3. The event may include graduation ceremonies, academic recognition activities, networking opportunities, and alumni engagement initiatives.

Step 4. Attendance records, event programmes, photographs, recordings, and related documentation are retained as evidence of student, alumni, and institutional interaction.

4. Records and evidence

The following records are retained to demonstrate that student interaction is delivered and monitored as described:

- Screenshots or exports of active discussion boards for each cohort
- LMS engagement and login analytics reports
- Records of homework and assessment submissions

- Logs of follow-up contact with students identified as inactive
- Examples of tutor-led discussion threads showing student interaction
- Alumni Portal activity records and engagement reports
- Copies of Alumni Magazine publications and contributor records
- LinkedIn alumni community membership and engagement records
- Convocation attendance records, event programmes, photographs, and recordings

These records are stored by the Offices of Academic Quality, Student Support and Alumni Relations Department made available for internal review.

5. Review

This procedure is reviewed at least once every twelve months, alongside the Student Interaction Policy, to ensure continued effectiveness in supporting student engagement, alumni interaction, and institutional quality assurance objectives. The procedure may also be reviewed sooner if there is a material change to the University's systems, programme structure, student engagement framework, or alumni engagement activities. Suggested changes are submitted to the Academic Quality and Accreditation Office.



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