Using failure to promote success: on the role for fear of failing messaging at universities
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Concern about failing is a prominent part of the university experience for many students. Can stories about failure, rejection and setbacks be used to promote student success? Students need to know that there is help and strategies available when it comes to anxiety about failing. Drawing on insights from institutional and academic research, as well as international practice, the value of incorporating messages about failing in student messaging will be presented.

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