

Student First Impressions Survey Procedure

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Category: Academic	Date Created: November 2006
Responsibility: Director Academic Delivery	Date Last Reviewed: March 2013
Approval: Executive Director Quality	Version: 13.1

Scope

This document outlines the institution-wide procedures for implementing the First Impression Survey. Procedures cover delivery of the First Impression Survey, the approval and reporting of First Impression Survey results, action plans, follow-up actions and quality assurance processes.

Responsibility

The Director, Academic Development is responsible for:

- Delivery of the survey to online students and students on all campuses.
- Presenting draft results and recommendations/referrals to Senior Management Team.
- Presenting final survey reports to Academic Board.
- Releasing survey results and actions to staff and students.
- Monitoring follow-up actions.
- Reporting follow-up actions to Academic Board.
- Contributing survey findings to the Annual Report

Procedure

1 Survey Approach

The intention of this survey is to provide a record of students' first impressions of UCOL. This gives UCOL the opportunity to make improvements. Student participation in the survey is voluntary. The survey utilises a traditional survey method in the following manner:

- Survey questions about first impressions are determined by the researcher and staff from related areas.
- Students are asked to rate their satisfaction with each question item on a seven point Likert scale.
- An action plan, containing management recommendations and referrals, is produced from the analysis of the survey results.

2 The Questionnaire

The survey for students consists of four main sections:

- Enrolment and administration
- Teaching staff and course organisation
- Facilities and support services
- Overall experience

Each key area has a number of associated questions. Students are asked to rate their levels of satisfaction using a seven-point Likert-type scale. Students are also provided with a comments box at the end of each key area section. Note: On-campus and online student questions vary in some sections.

3 The Survey Sample

All programmes on all campuses are surveyed once over a three-year period. A survey schedule is created at the beginning of each three year cycle, with a representative selection of certificate, diploma and degree programmes surveyed each year. New and/or beginning students are targeted for the survey. Students are asked to complete the survey so UCOL can gain feedback and enable action at the beginning of the year.

4 Administering the Survey

The First Impressions Survey consists of a paper-based questionnaire that is completed by on-campus students in class time and a web-based survey that is completed by online students.

- Paper surveys are delivered to students on campus by programme administrators in class approximately six weeks into the programme. The questionnaire is designed using SurveyPro, printed and photocopied (in a single run). Completed surveys are scanned using Remark Office OMR, a programme designed to collect data from surveys and the resultant dataset exported into Microsoft Excel for analysis.
- Online students are contacted by email six weeks into their programme and are sent an online version of the survey (SurveyPro has a plug-in (NetCollect) designed to create HTML surveys for the web). Data from the web-based surveys is collected in the database automatically created by SurveyPro. The URL to the web-based survey is sent to selected students via an email merge process. This requires an accurate, student- approved list of email addresses (particularly where students are not provided with a UCOL-designated email address). A reminder is sent each week to students who have not responded prior to the return deadline.

5 Analysis of Data

Reports on the survey data are generated from median satisfaction scores. Satisfaction is ranked from 1-7, where 1 is very dissatisfied and 7 is very satisfied. In order to assess the response to each question the median value is calculated. Section A, C and D of the questionnaire ask questions relating to UCOL as a whole. The responses to questions from these sections are grouped and analysed separately for each campus/faculty. Section B relates to both UCOL as a whole and specific courses. Data from this section is reported by faculty/campus and is also analysed and reported on a class-by-class basis (this is provided in the appendices). Results tables and comments are described in the First Impression Survey Report. Data and feedback is used to formulate recommendations and referrals for the rolling action list.

6 Information for Management Action

Action 'messages' are implied by the ratings score for each question and comments at the end of each section.

- Recommendations are generated from Satisfaction Ratings Tables.
- Referrals are based on student comments. Specific details relating to comments should be included where possible (for example, campus, faculty and programme as well as the number of students making comments on issues per programme). All recommendations / referrals for action are linked to relevant management staff.
- All actions arising from recommendations and referrals have a deadline.

Recommendations for action by management are given at the end of each section. In order to ensure that the report is used for the constructive benefit of UCOL, the following processes are followed:

- The report is presented to the Office of the Chief Executive. This report will include draft recommendations.
- The Chief Executive (CE) meets with senior managers to consider draft recommendations and to prepare action plans arising from these recommendations.
- Senior managers are requested to finalise Action Plans, specifying when and how actions will be completed.
- The CE will release the report to staff, students and the Student Association.

7 Monitoring Follow-Up Actions

The Director, Academic Development is responsible for monitoring follow-up actions. This is achieved by requesting progress reports from relevant management as part of the quality assurance audit process.

8 Reporting Follow-up Actions to Academic Board

The Director, Academic Development is responsible for reporting follow-up actions back to Academic Board.

9 Reporting Actions to Staff and Students

The Director, Academic Development is responsible for reporting actions to staff and students. A summary report is made available to:

- Relevant staff: OCE, Directors, Executive Deans, Heads of Schools, Programme Leaders, Student Advisors, Student Coordinators, Managers, Staff Council, Committees.
- Relevant student bodies: Student Associations (including Presidents and Vice Presidents), Student Council and the Student Newspaper, "CREW".
- Various locations: UCOL Libraries, National Library, Student Health Centre, Student Resources and Marketing.

Relevant Legislation and/or Web Sites

- Privacy Act 1993 (From 1 December: Privacy Act 2020)
- Copyright Act 1994

Related Documentation

- [Student First Impressions / Satisfaction Survey Policy](#)
- [Student Evaluations of Programmes Policy](#)
- [Student Satisfaction Survey Procedure](#)
- Academic Statute
- Satisfaction Survey Instruction Manual