

Student First Impressions and Satisfaction Survey Policy

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

Purpose

This policy is to ensure the continuous improvement of UCOL's processes by enabling a response to the feedback students give on their initial and on-going experience at UCOL.

Scope

The First Impression Survey and Student Satisfaction Survey are annual institution-wide tools that permit students to rate their experience of UCOL. The surveys provide UCOL with a tool to compare student satisfaction rates from year to year and are published in the UCOL Annual Report.

The First Impressions Survey

The First Impressions Survey targets new students enrolled in UCOL programmes. All programmes are surveyed within a three year cycle. The survey is administered six weeks into the teaching year. This survey is used to obtain student feedback in the form of satisfaction ratings for and comments about their initial UCOL experiences with enrolment and administration, teaching staff and course organisation, facilities and support services and overall UCOL experience.

The Student Satisfaction Survey

The Student Satisfaction Survey targets a random selection of 50% of all students enrolled in programmes that are a minimum of 17 weeks part-time and 12 weeks full-time. Selected students include students at each campus and online students. The survey is administered towards the end of the teaching year. This survey is used to obtain student feedback in the form of satisfaction and importance ratings for and comments about student's UCOL experiences with teaching staff, course organisation and assessment, library, student support services, general campus environment and facilities, computer facilities and services, transport, costs and expenses, student association and UCOL overall.

Responsibility

Director Academic Development is responsible for:

- Implementing the policy.
- Gaining approval for recommendations from Senior Management
- Monitoring follow up actions
- Reporting follow up actions back to Academic Board, Staff and Students.

Policy Statements

1. UCOL is committed to providing and maintaining effective teaching, support services, administrative services and a pleasant and safe environment in order to facilitate high quality learning.
2. Student satisfaction and first impression surveys are performed annually according to a standard set of procedures; and complement ongoing student evaluations of programmes and lecturing staff, programme and institutional audits and annual programme reviews within the overall framework of continuous quality assurance and improvement at UCOL.
3. Information from student surveys is used to identify areas for improvement, maintain quality standards, and meet the requirements of the AQMS (Standard Two).
4. Results are recorded, analysed, and recommendations prepared for the Director Academic Development.
5. Survey reports and recommendations for actions for improvement are approved by Senior Management Team.
6. Follow up actions for improvement are communicated to Academic Board staff and students.
7. Such actions are monitored and progress on their completion reported back to Senior Management Team, Academic Board, Staff and Students.

Relevant Legislation

Privacy Act 1993 (From 1 December: Privacy Act 2020)

Related Documentation

- [Student Satisfaction Survey Procedure](#)
- [Student First Impressions Survey Procedure](#)
- [Student Evaluations of Programmes Policy](#)
- Student Satisfaction Survey Instruction Manual
- AQMS (Standard Two)