# Student Satisfaction Survey Procedure

***Controlled Document – refer to Intranet for latest version***

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## Scope

This document outlines the Institution-wide procedures for implementing the Student Satisfaction Survey as specified in the Student First Impressions and Satisfaction Survey Policy. Procedures cover delivery of the Student Satisfaction Survey, the approval and reporting of 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 results and recommendations/referrals to Senior Management Team for amendment,

- presenting final survey reports to Academic Board,

- reporting survey results and rolling action lists to staff and students,

- monitoring follow up actions,

- reporting follow up actions to Academic Board,

- reporting actions to Staff and Students, and

- contributing survey findings to the Annual Report.

## Procedure

### 1    Survey Approach

The survey utilises methodology developed by the Centre for Research into Quality, University of Central England, Birmingham.

- Survey questions are determined by students through a series of focus groups run at each campus. Consequently, there is some variation each year as to the questions that are included in the survey.

- Students are asked to rate both their satisfaction with, and the importance of, 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    Focus Groups

Focus groups are used to determine what issues are important to students and what sort of questions they would like included in the survey.  Focus groups are run on all campuses with students from a range of UCOL programmes and communities of interest.   On campus focus groups are offered free food (pizza/baking, approximately $35 per focus group depending on the size of the group).  Fora are set up for online and on-campus students to contribute to focus group discussions. There is some minor variation each year as to the questions that are included in the survey.

Data from focus group sessions are used to:

- generate relevant survey questions,
- identify urgent issues for immediate action, and
- clarify and reinforce actions in existing action plans (audit, student evaluations, monitors' reports).

## 3    The Questionnaire(s)

The questionnaire focuses on ten key areas:

- teaching staff,
- course organisation and assessment,
- library,
- student support services,
- campus environment and facilities (optional for online students),
- computer facilities and services (optional for online students),
- transport (optional for online students),
- cost and expenses,
- student association, and
- overall UCOL experience.

Each key area has a number of associated questions. Some questions in some key areas are optional for online students. Students are asked to rate for satisfaction and importance using two seven point Likert - type scales. Students are also provided with a comments box at the end of each key area section.

Students sent the survey are offered prizes in a draw for participating in and completing the survey, ie 10 x $100 cash prizes, 20 movie passes (student rate approximately $8 per ticket) and chocolate bars ($1.20 per bar).

## 4    The Survey Sample

The Student Satisfaction Survey targets a random selection of 50% of all students at each campus and online students enrolled in programmes that are a minimum of 17 weeks part-time and 12 weeks full-time.  The sampling frame consists of students enrolled in Postgraduate and Undergraduate Degree, Diploma, Certificate and other programmes.

## 5    Administering the Survey

The survey is designed using SurveyPro.  This programme can generate:

- a paper version of the survey,

- 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 out to randomly selected students via an email merge process. This requires an accurate and student-approved list of email addresses (particularly where students are not provided with a UCOL email address based on their ID number). The mail merge process is sent to all students who do not respond, once a week in the first weeks of the survey and more often in the final week. A chocolate reward is offered to students in the final week if they respond to the survey. Students must confirm their address by a set date to receive the reward (chocolate bar).

## 6    Contacting Prize Winners

All prize winners are randomly selected from survey respondents whose IDs match with those selected to participate in the survey. All prize winners are contacted by email and are required to confirm their current address by a set date in order to receive their prize.

## 7    Analysis of Data

Reports on the survey data are generated from the average satisfaction and average importance score for each question by the demographic categories. Confidence limit calculations are used to deem when low responses are statistically robust.

Student ratings are reported in tables by the demographic categories: Campus, Faculty, Gender, Age Group, Disability, Ethnicity, Mode of Attendance and Programme Type.

- **A – E Tables**

  o   The main product of the student satisfaction survey methodology is a set of tables which illustrate how students have rated the survey items for importance and satisfaction. The A – E tables present the findings of the student satisfaction survey in a way that highlights which items require management action. Ratings range from Very Unsatisfactory to Very Satisfactory and Very Important to Not Very Important.

  o   A proportion of respondents make comments at the end of each question section. Comments are summarised and examples provided by Campus and Faculty. Number and overall percentage of comments is provided.

## 8    Information for Management Action

Action 'messages' implied by each letter of the A – E tables are based on action implications from the Student Satisfaction Manual (Harvey, L., Plimmer, L., Moon, S., & Geall, V. (1997). *Student satisfaction manual*. In H. Eggins (Ed.), The Society for Research into Higher Education, UK: Open University Press).

- Recommendations are generated from Satisfaction and Importance ratings tables. In the Student Satisfaction Survey, a mean value is calculated for the satisfaction and importance ratings. Student Satisfaction Survey importance and satisfaction ratings are translated into A – E tables. (Note: scores reported in tables are the most important and reliable indicator of student ratings overall.)

- Referrals are based on student comments. (Note: student comments are generally representative of a small proportion of sampled students and are not always a reliable indicator of overall satisfaction levels – this is particularly the case in the Student Satisfaction Survey.)

- 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:

  o Senior managers are requested to finalise Action Plans, specifying when and how actions will be completed.

  o The CE will release the report to staff, students and the Student Association.

## 9    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.

## 10    Reporting Follow-up Actions to Academic Board

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

## 11    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: CE, 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 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 and Satisfaction Survey Policy
- Student Evaluations of Programmes Policy

- Student [First Impressions Survey Procedure](#)
- AQMS
- Satisfaction Survey Instruction Manual