

Student Surveys Policy

1.

Student Surveys Procedures

3. Content and participation

- Surveys normally should be run using the Qualtrics survey platform.
- Students should be advised when third party providers are being used to deliver/analyse surveys. The following suggested text may be used: “We use a third party provider, Qualtrics, to deliver/analyse our surveys. For more information, please see [Qualtrics Privacy Statement](#).” Alternatively if a different application is used then their Privacy Notice must be embedded instead.
- All surveys should aim to follow the same question format and scaling convention as NSS, PTES and PRES. The response set should be, from left to right:
 - “Definitely Agree, Mostly Agree, Neither Agree or Disagree, Mostly Disagree, Definitely Disagree, Not applicable”
- Where demographic data is being collected, questions and response sets should follow the guidance set out by the

Student Surveys Guidance

1. Designing your Survey

- The HEA have advised that when writing survey questions the following should be considered:
 - Is the question relevant to the target group of respondents?
 - Is the question compatible with the overall theme and purpose of the survey?
 - Will the information from this question be useful? Can it be acted upon?
 - What response format best suits the question (e.g. drop down list, multiple choice, free text)
 - Are all the response options provided consistent with each other?
 - Should the question be mandatory? Can everyone answer it?
- Keep the survey brief – an overly long questionnaire can negatively affect response rates.
- Consider the value of quantitative results vs qualitative results. Quantitative results are quick and relatively easy to analyse, qualitative results can provide insight but are time consuming to review.
- It should be made clear to students when third party providers are used in delivering surveys. Suggested text to use when running a survey via a third party provider is:

We use a third party provider, Qualtrics, to deliver/analyse our surveys. For more information, please see [Qualtrics Privacy Statement](#).

Alternatively if a different provider is used then their Privacy Notice must be embedded instead.

- It should be clear to students that their data will be treated in accordance with Data Protection requirements. Suggested text to use is:

All personal data will be processed in accordance with the relevant Data Protection Legislation which is set out within the College's [Data Protection Policy and associated Codes of Practice](#) and the [Student Privacy Notice](#)

- It should be clear to students whether the survey is anonymous or confidential. Anonymous is where it is impossible for the survey responses to be linked to an individual student. Confidential is where those administering the survey can link the students' responses to

individuals. If the survey is confidential, students should be assured that

2. Participants

- Final year UG students (plus any non-final year students who are included in NSS) should NOT be surveyed in any College-wide survey EXCEPT for NSS and UG SOLE lecturer/module evaluations.
- Year Abroad/Placement students will not be surveyed whilst on year abroad or placement (unless survey is specifically for these students).
- Occasional students should not be included in College wide surveys, unless it is considered important to do so.
- For Master's level surveys, consider whether you need to include both part-time first year and second year students. [Part-time students are less likely to respond to surveys than full-time students, for this reason, the College includes only 2nd year part-time students in the PTES survey]

3. Results

- Students may accidentally or purposely identify themselves or others or others in free text comments. You will need to have checks in place to assure that an individual's right to anonymity is protected prior to the circulation of results.
- Similarly, when analysing results, or allowing colleagues access to the raw data to carry out their own analysis, checks need to be in place to ensure that no individual can be identified from the demographic (or other similar data).
- When carrying out analysis make sure that results are not quoted for areas that have fewer than at least 5 responses and preferably 10 responses. This way students can be assured that any reported results will be anonymous and that they will not be identifiable.

4. Feedback to Students

4.1. It's important for students to have faith in the surveying process and that their responses will be considered and that they will receive feedback.

- Plan your feedback process in advance
- Send a "Thank you" email after the survey – thanking the students for taking part and telling them what will happen next with their results and when
- Formulate an action plan
- Ensure results (and action plans) are discussed in appropriate fora, e.g. Staff-Student Committees

- Publish results and action plans (consider the format and whether this should be public or internally accessible)

Approved by QAEC / Senate

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