

A young woman with dark hair is looking over a red book. The book is open, and the text is printed on the right page. The background is a blurred green, suggesting an outdoor setting.

The Importance of Student Experience Feedback National Student Survey Highlights

11 November 2010

Sami Benyahia, Director

Ipsos MORI



<http://www.youtube.com/watch?v=JrUNnabIYrg>

The National Student Survey (NSS)

3

- **Collecting student feedback is increasingly important**
- **The NSS is a student experience survey**
- **An annual measure of the student mood**
- **A high profile survey**
- **A census of UK final year undergraduates**

News > Education > Higher education

Student survey is bland and worthless, claims academic

Polly Curtis

Education Guardian, Thursday 12 June 2008 09.38 BST

[Article history](#)



A government-commissioned £2m annual survey of students' experiences of higher education is being widely manipulated, according to an assessment by an academic who recently quit the project.

The National Student Survey (NSS) was commissioned by the government as a guide for university applicants,, but has been branded as "methodologically worthless" by Lee Harvey, who quit as director of the Higher Education Academy (HEA) last month after a row over the survey.

“A national treasure?”

5

“A unique and valuable survey, giving students a high profile, collective voice about the quality of their experience in higher education, and the opportunity to have a real impact”

Pr Michael Arthur, Chair of the Russell Group,
former Chair of the NSS steering group,
University of Leeds Vice-Chancellor



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Student Voice – National Student Survey

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The National Student Survey usually starts at the beginning of February each year and runs until the end of April.

It is conducted by Ipsos Mori on behalf of the Higher Education Funding Council for England (Hefce). Universities in England, Wales, Northern Ireland and some in Scotland take part in the survey.

All final year students (not only third year as some courses are four year and final year foundation degree students are included) will be asked to complete the survey.

Student feedback on six key areas of the academic experience is recorded;

- * Teaching on my course
- * Assessment and Feedback
- * Academic Support
- * Organisation and Management
- * Learning Resources
- * Student Support

Results in the public domain

7

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Unistats is the official website to help you make an informed choice when deciding which UK university or college to apply to. It includes the results of the latest National Student Survey.



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National Student Survey Results

The National Student Survey Results Website
... for Universities, Colleges and Students' in the UK

» Home » My Student Comments

My Student Comments

Here you can view comments made by students taught at your institution. Students may offer one positive or one negative comment or both when completing the National Student Survey in response to the question "Looking back on the experience, are there any particularly positive or negative aspects you would like to highlight?" that is asked after question 22.

The comments are as given by students, though partially "cleaned" by Ipsos MORI to remove expletives and to protect anonymity. To safe guard anonymity comments will not appear for groups of less than 10 respondents.

Here you can also view your students' responses to your institution's Additional Open Question.

Taught or Registered

Taught

1. Choose departments

(The department codes are unique to your institution and indicate the internal department code for each student)

All departments
Whole Institution
003L
006H



Selections

2. Sort output

(Here you can select to have the comments sorted according to their relevance to questions 1 - 22)

1. Staff are good at explaining things.
2. Staff have made the subject interesti



No sorting

You Said We Did



About Student Opinion | Actions | Internal Surveys | **External Surveys** | For Staff

▣ National Student Survey

▣ International Student Barometer

▣ Postgraduate Research Experience Survey

▣ Postgraduate Taught Experience Survey

Student Services

National Student Survey 2010

Final year cohorts of undergraduate students filled in the National Student Survey this Spring. This was the 6th National Student Survey. The company Ipsos-MORI released the results to each participating university in early August and to the media on 18th August.

The National Student Survey questions can be seen at www.thestudentsurvey.com.

87% of Newcastle University's students were satisfied or very satisfied with their degree programme. 16 subject areas achieved scores at or over 90%. 11 subject areas were ranked in the top 5 of similar programmes across the country.

The result of NSS 2010 placed Newcastle joint 6th (with University College London and Nottingham University) within the Russell Group of 20 research-intensive UK universities. For further information:

- [The National Student Survey web pages](#)
- [NSS Questions \(including optional questions\)](#)

Subject areas are looking closely at their results and at the open comments that graduating students made in order to make further enhancements to their programmes.



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Students vote Birkbeck number one in London and joint fifth nationally

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Students vote Birkbeck number one in London and joint fifth nationally

Birkbeck has come top in London and is joint fifth nationally (with the University of Oxford) for overall student satisfaction in the National Student Survey 2007. The College, which is the capital's only specialist provider of evening degree courses, beat every higher education institution in London.

The survey, carried out by Ipsos MORI, covers all full-time and part-time undergraduate students in publicly funded higher education institutions in England, Wales, Northern Ireland, and some institutions in Scotland, during their final year of study. Over 177,000 students responded, a 60 per cent response rate.

The Master of Birkbeck, Professor David Latchman, says: "Once again, our students have told us how much they value Birkbeck's excellent reputation for teaching. We pride ourselves in having a real understanding of the needs of our diverse body of students, many of whom are juggling daytime work or family commitments with evening study.

"By combining our strong track record for inspirational teaching with world-class research, Birkbeck provides a unique environment for students to flourish in a vibrant centre of academic excellence."

Professor David Eastwood, HEFCE's Chief Executive of the Higher Education Funding Council for England, says: "I'm delighted that for the third year running, the results of the NSS have improved. Higher education



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Lobbying tool for SUs

11

Students' Union
University of the Arts London

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► The Students' Union Response to the National Student Survey Results 2009

10th August 2009 12:32 pm
Author: Helen Gimber | President



The **National Student Survey** (NSS) is a survey that takes place each Spring of all final year undergraduates across the UK. It's a fantastic opportunity for students to directly shape decision making across the University, and it's something that we fully support.

The results for 2009 have just been released, which is the fourth year of NSS results, and it continues to show that students are highly critical of their student experience at UAL, with overall satisfaction at 63% keeping us at the bottom of the list nationally. This is important as students are using sites such as **Unistats** and University Guides in newspapers to decide which University to go to. **Click here to download** the Students' Union response to this years results. We aim to be using the NSS to lobby the University to change some key things that will enhance the student experience at UAL.

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www.port.ac.uk/pbs Best on South Coast in **National Student Satisfaction Survey** 2010.

[National Student Survey](#)
www.sirpeterscott.com Is the NSS a fraud? Does Kingston falsify results?

[The National Student Survey](#)
The **National Student Survey (NSS)** is an excellent opportunity for final year undergraduates to feedback on their academic experience, while the results will ...
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[HEFCE : Learning & teaching : National Student Survey : Data : 2010](#)
18 Aug 2010 ... New in this section. 2010 **National Student Survey**. Responses to the survey show continued high levels of satisfaction. ...
www.hefce.ac.uk/learning/nss/data/ - [Cached](#) - [Similar](#)

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18 Aug 2010 ... The **National Student Survey** forms part of the revised quality assurance framework (QAF) for higher education. The aim of the survey is to ...
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[National Student Survey - Wikipedia, the free encyclopedia](#)
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League Tables

18 August 2010 Last updated at 10:22



Student satisfaction rate stalls at 82%, survey finds

By Katherine Sellgren
BBC News education reporter

UK students' satisfaction with their undergraduate courses has stalled, the National Student Survey has found.

Overall, 82% of finalists at UK universities in 2010 were satisfied with the quality of their course, the same percentage as last year.

Universities warn satisfaction ratings could deteriorate as funding cuts bite.

The NSS, in which 252,000 students took part, is published by the Higher Education Funding Council for England (Hefce) to help maintain standards.

"The survey provides vital information to inform young people's choices



Students were asked about every aspect of their university experience for the NSS

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Clash of world views

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Used by league tables

14

Institutions ranked by overall satisfaction	2008 (%)	2009 (%)	2010 (%)
University of Buckingham	96	92	95
St Mary's University College; A College of The Queen's University of Belfast			94
Open University	94	94	93
University of Oxford	92		93
Medway School of Pharmacy		97	93
University of St Andrews			93
Aberystwyth University			92
University of Cambridge	93	91	91
Central School of Speech and Drama	85	79	90
University of East Anglia	91	90	90
Institute of Education	90	93	90
University of Exeter	91	90	90
University of Sussex	86	86	90
University of Glasgow			90
Keele University	89	88	89
University of Leicester	91	91	89
Loughborough University	91	89	89
University of Sheffield	89	89	89
University of Warwick	88	88	89
University of Aberdeen			89
University of Stirling			89
University of Essex	88	85	88
University of Reading	88	87	88
Royal Academy of Music	94	83	88
Royal Agricultural College	78	81	88
University of Durham	89	88	87
University of Hull	88	87	87

82% overall satisfaction is not enough!

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EXECUTIVE





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National Student Survey 2010 - Undergraduate Student Satisfaction Not Improving Despite Tuition Fee Increases

Source: **eGov monitor - A Policy Dialogue Platform**
Published Wednesday, 18 August, 2010 - 08:45

The National Student Survey 2010 revealed that 82% of UK undergraduates in their final year are satisfied with their higher education course. Last year, the results were exactly the same.

However, 40% of students have criticised the feedback on coursework they receive from the teaching staff. 252,000 undergraduate finalists took part in the National Student Survey (NSS) 2010, which "provides vital information on young people's choices and helps universities and colleges maintain learning and teaching that meets their students' needs," Hefce chief executive Sir Alan Langlands said.

Scotland leads the way in the UK with 86% satisfied with their course while England comes out worst with 81%. Incidentally both Scotland and England had the same exact satisfaction levels in last year's survey.

Wales was down one percent to 82% in 2010 while Northern Ireland also fell one per cent to 83%.

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- ✦ Education & Skills
- ✦ Health
- ✦ Localism
- ✦ Technology & Innovation

Geographical Coverage








- ✦ United Kingdom
- ✦ Europe

The survey

16

- 22 core questions and open comments
- Special questions for NHS students
- Also but not in the public domain
 - Optional banks of questions
 - Bespoke questions on demand

National Student Survey

Ipsos MORI       

Please write in your date and month of birth.
This information is essential to validate your response.
We may contact you again if your date and month of birth are missing or incorrect.

For each statement, show the extent of your agreement or disagreement by putting a cross in the box which best reflects your current view of the course. **DD** **MM** **YY** If you need to change your answer obliterate your cross by completely shading the box then place a cross in the correct box. Please use a black or blue ink pen.

The teaching on my course

4. I will recommend this course

	Definitely agree	Mostly agree	Neither agree nor disagree	Mostly disagree	Definitely disagree	Not Applicable
Learning resources						
16. The library resources and services are good enough for my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I have been able to access general IT resources when I needed to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I have been able to access specialised equipment, facilities or rooms when I needed to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal development						
19. The course has helped me to present myself with confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. My communication skills have improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. As a result of the course, I feel confident in tackling unfamiliar problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall satisfaction						
22. Overall, I am satisfied with the quality of the course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Looking back on the experience, are there any particularly positive or negative aspects you would like to highlight?
(Please use the boxes below.) Please ensure that your comments do not identify you individually.

Positive

Negative

- **150 HEIs**
- **120 FECs (HE in FE)**
- **400,000 students**
- **252,000 students (63%) took part in 2010**

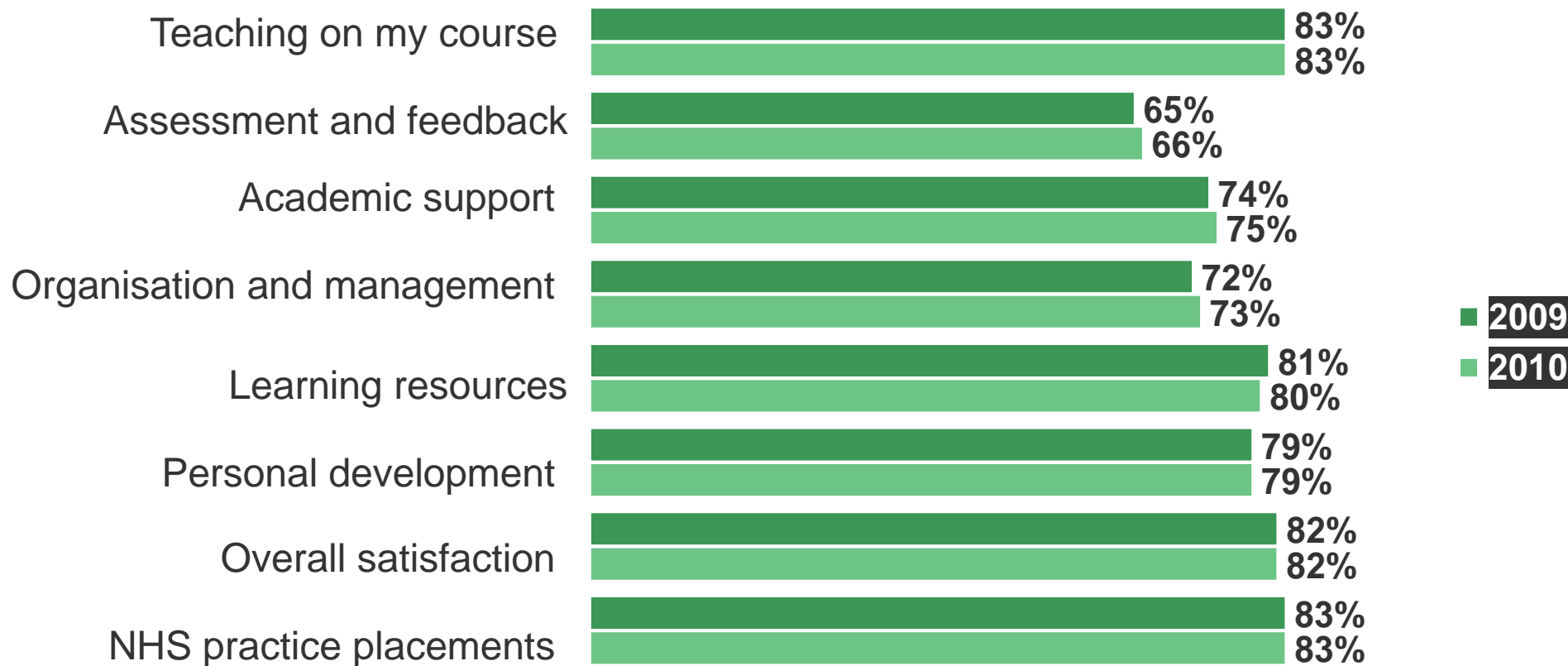
What do final year undergraduates say?

18

- **“Overall, we are satisfied”**
- **Assessment and feedback continues to be the lowest scoring area but improving**
- **Some differences between countries**
- **Some differences between HEIs and FECs**

Overall Results (% agree)

19

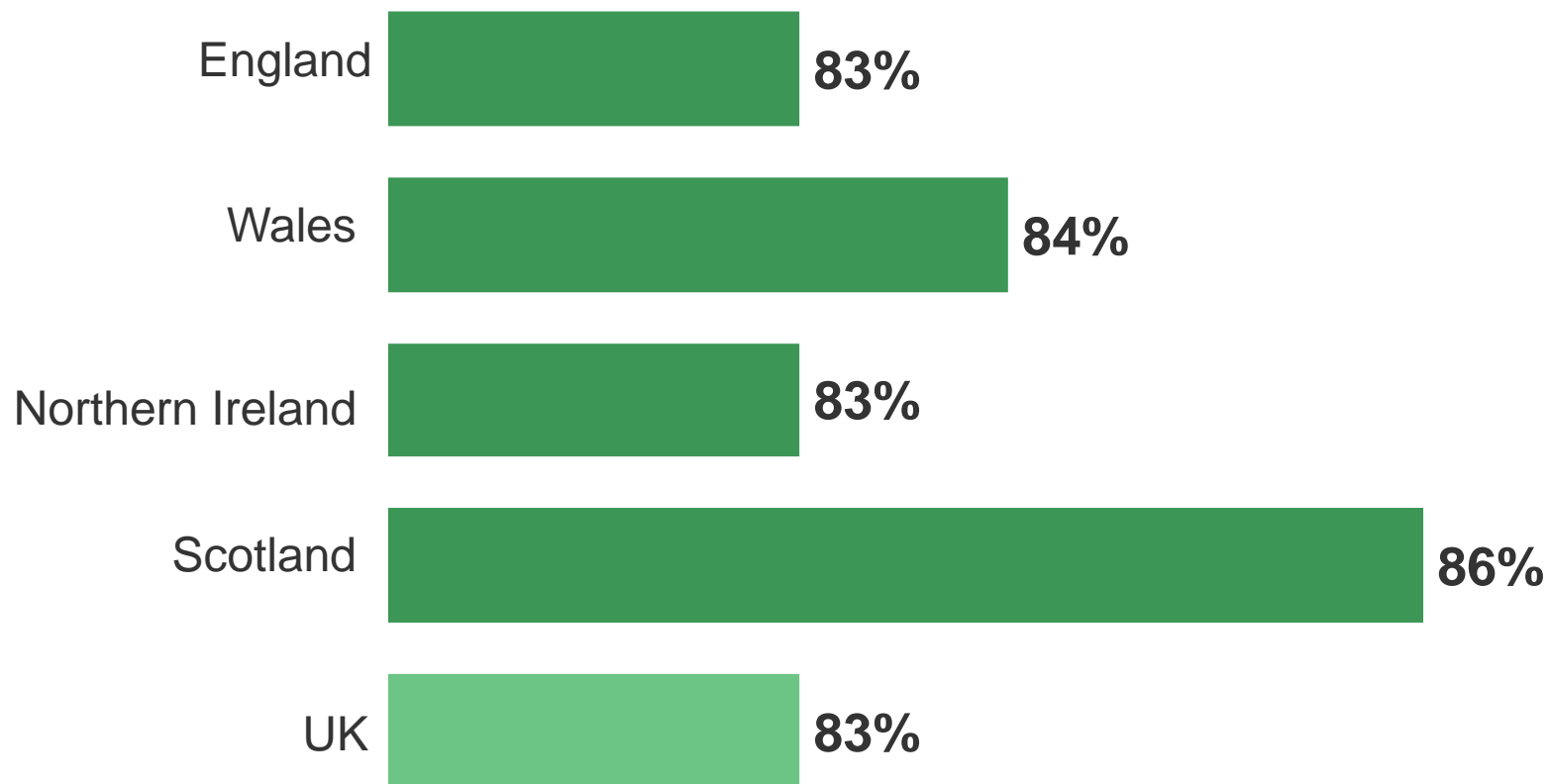


Base: c.223,000 and c.252,000 NSS respondents, fieldwork January – April 2009 and 2010

Source: Ipsos MORI

Teaching on my course (% agree)

20

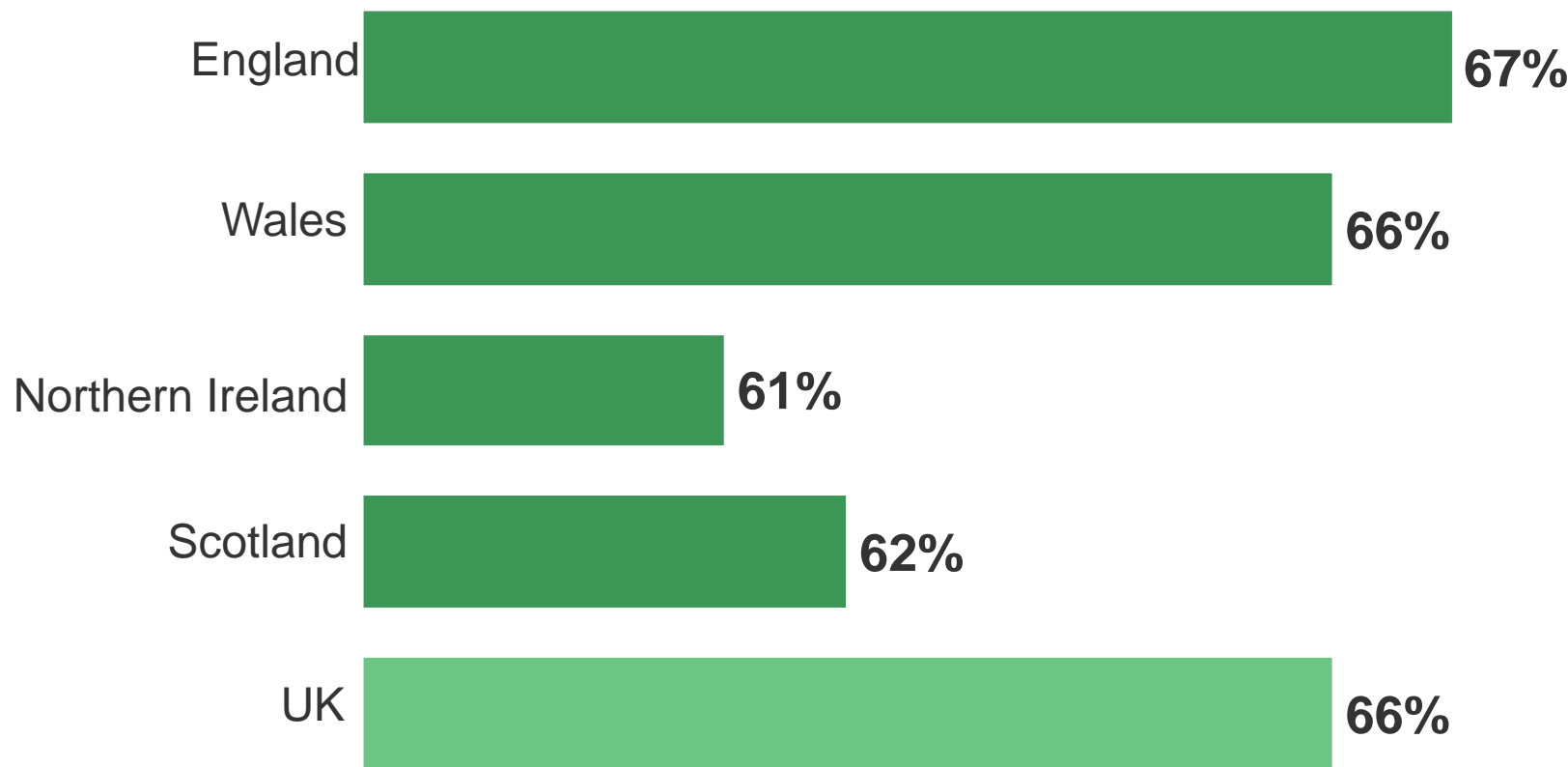


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Assessment and feedback (% agree)

21

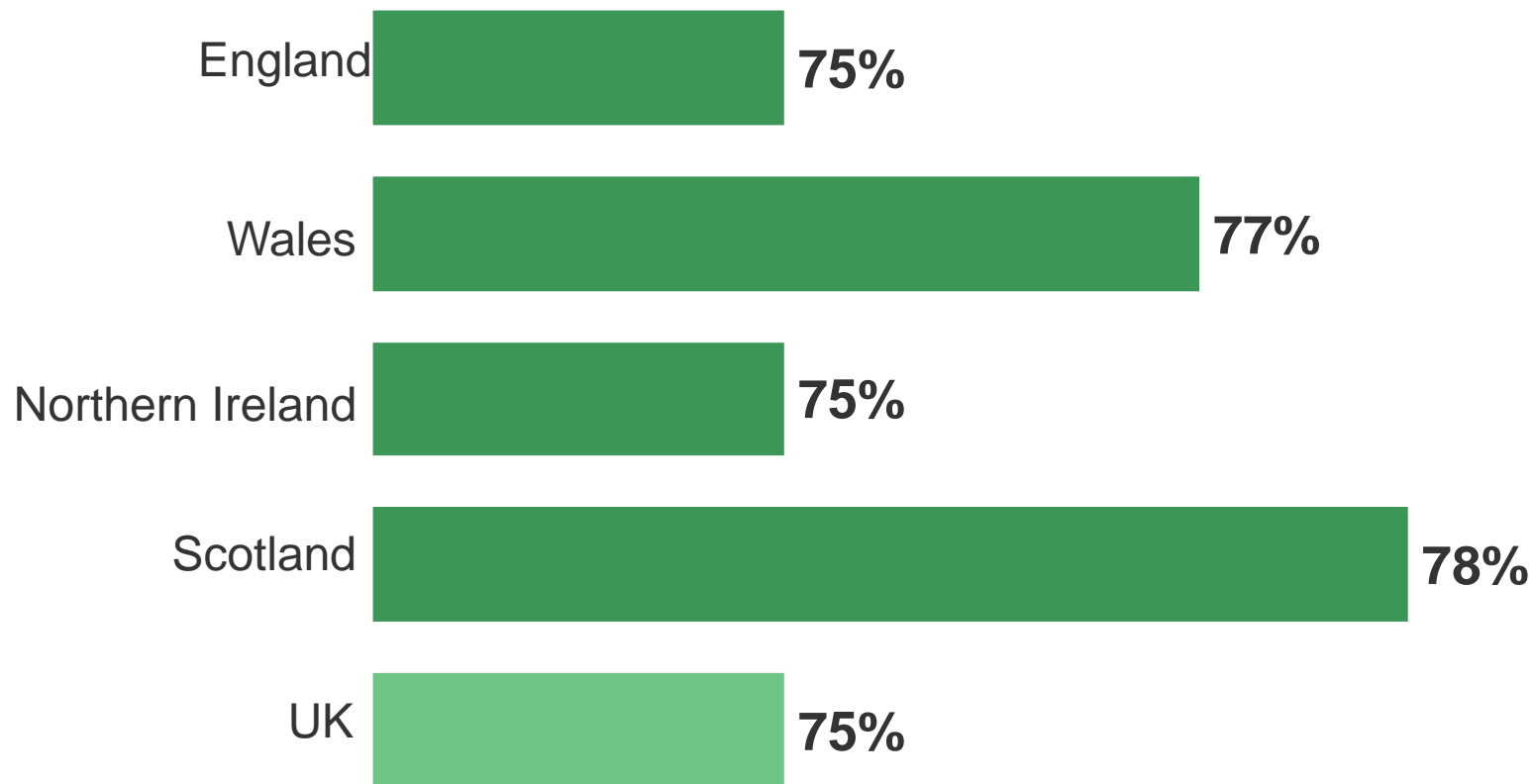


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Academic support (% agree)

22

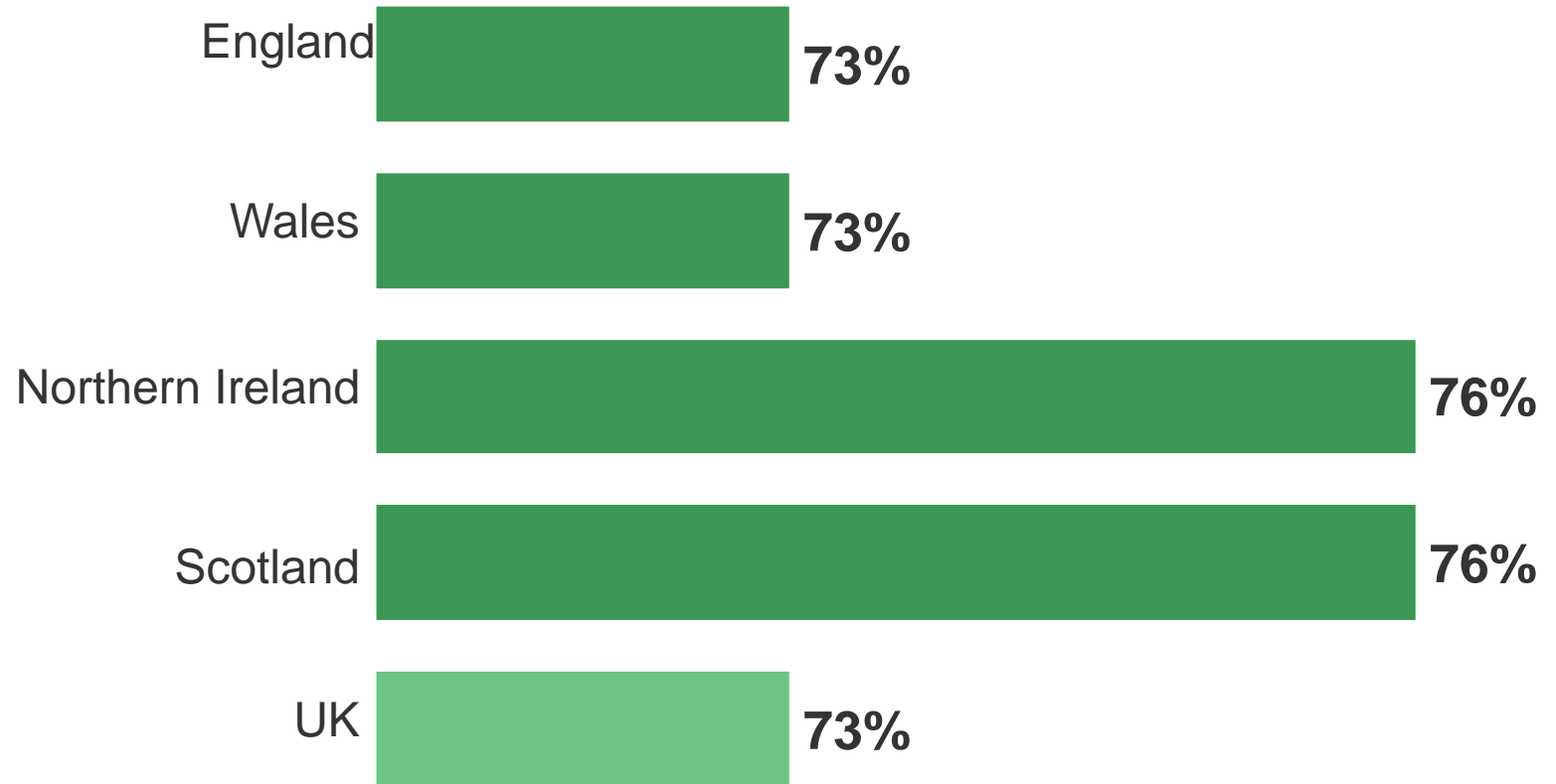


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Organisation and management (% agree)

23

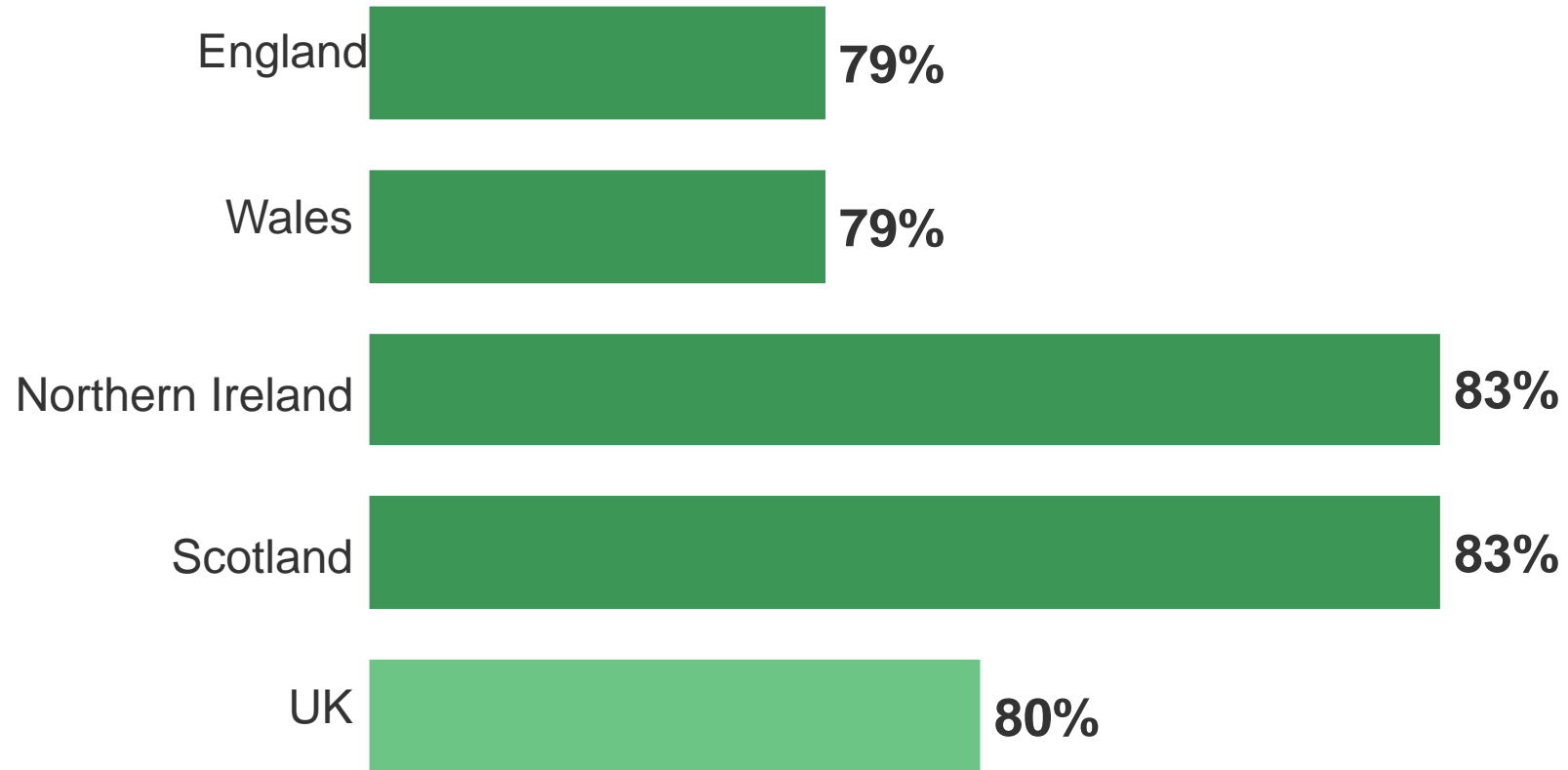


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Learning resources (% agree)

24

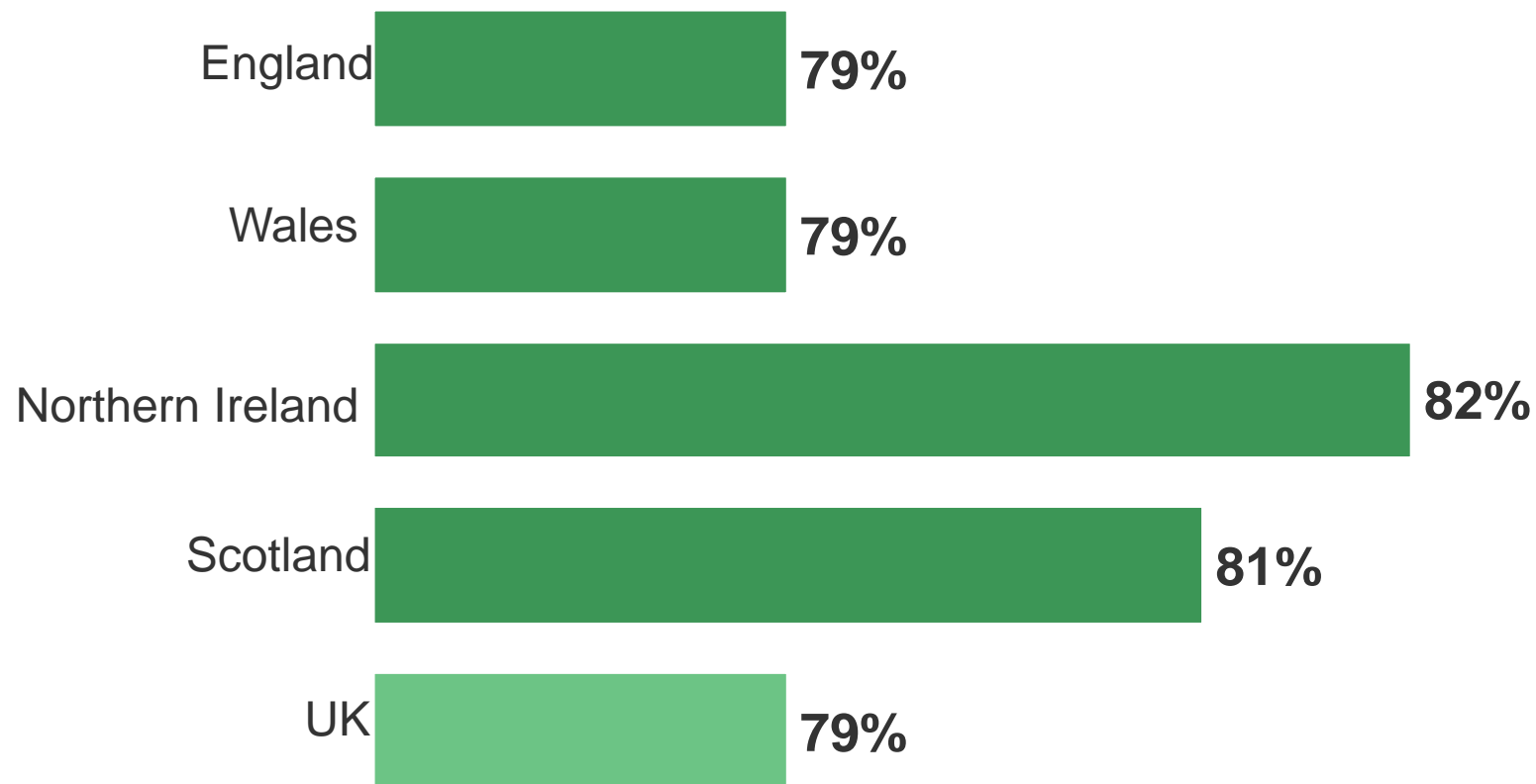


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Personal development (% agree)

25

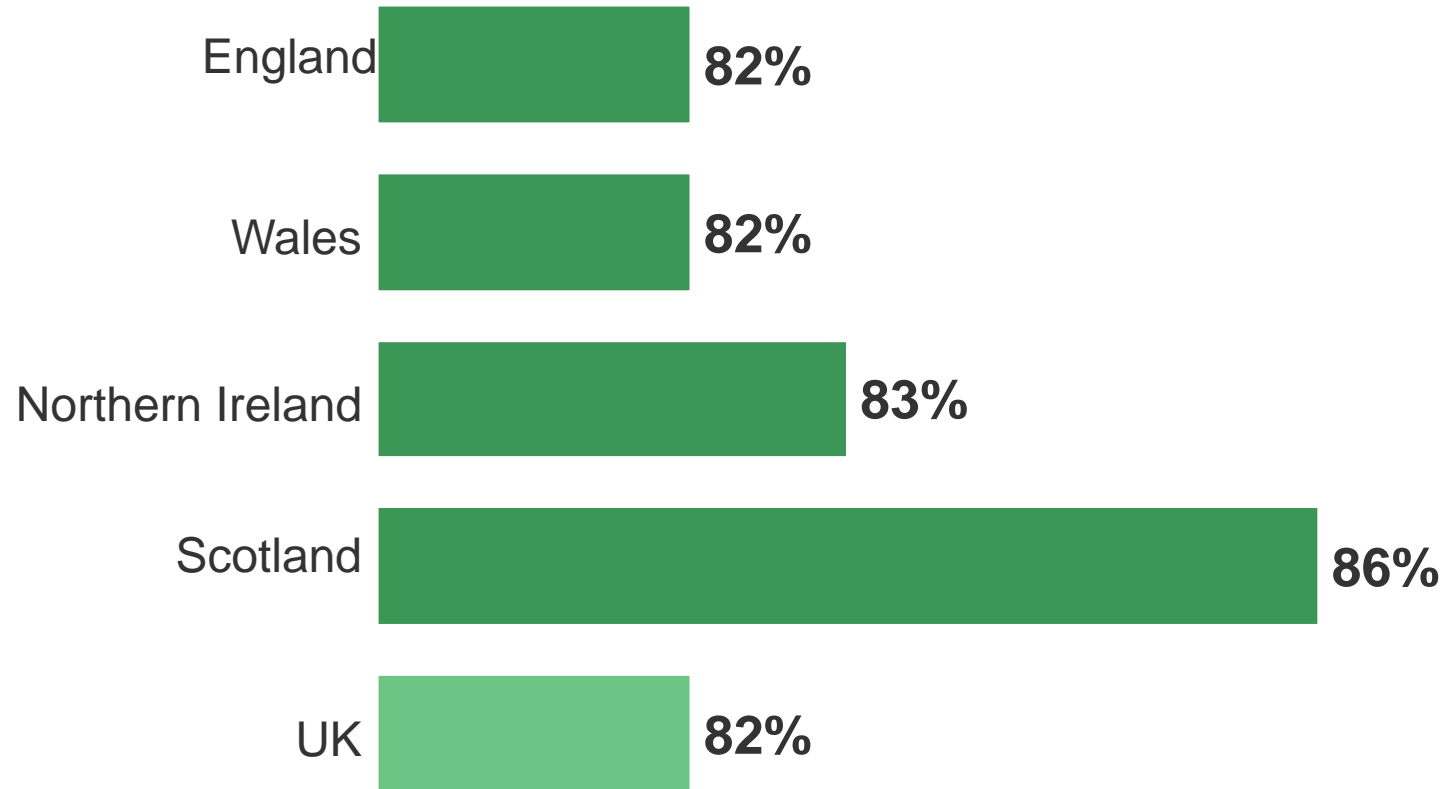


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Overall satisfaction (% agree)

26

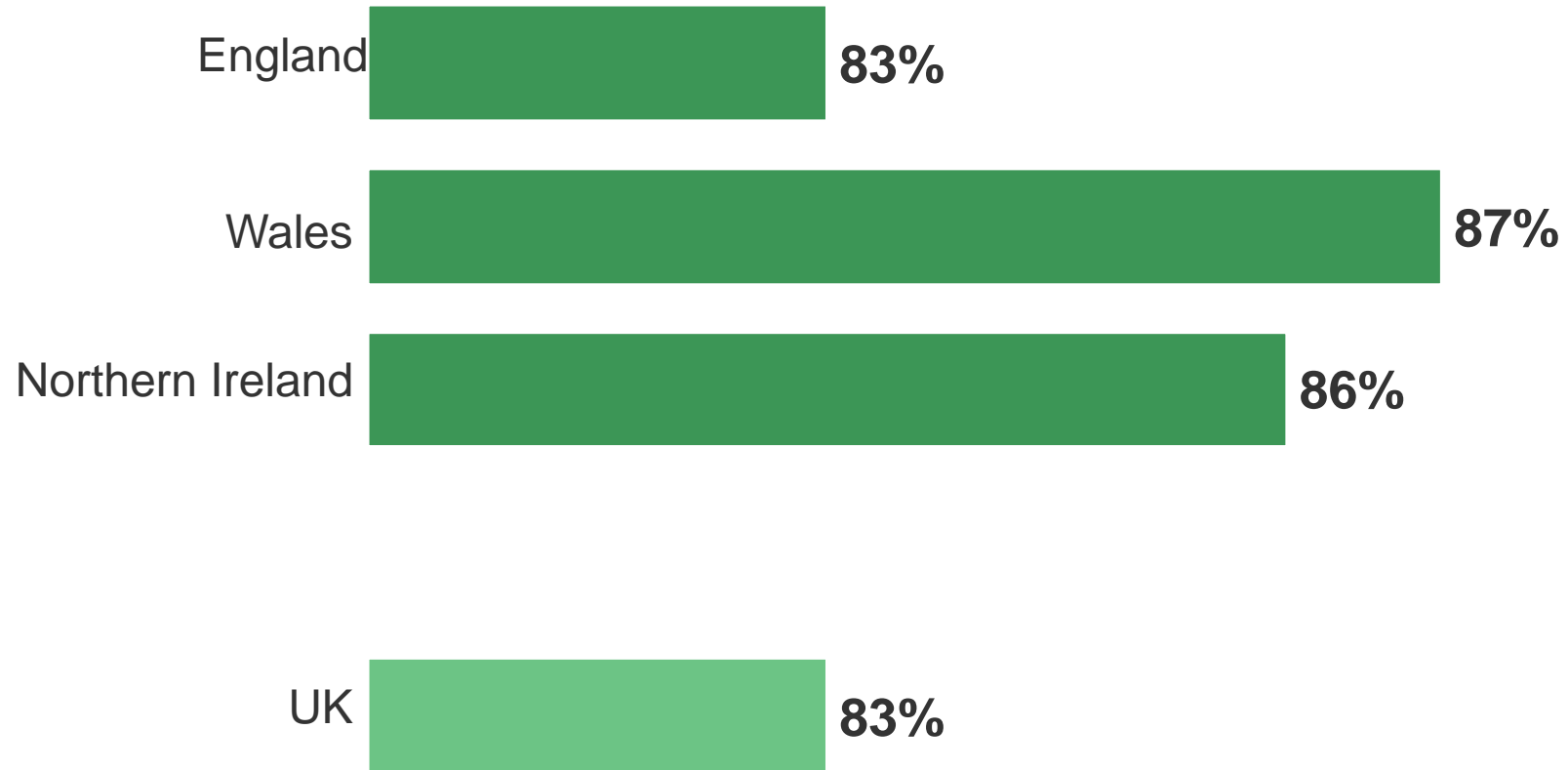


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

NHS practice placements (% agree)

27



Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

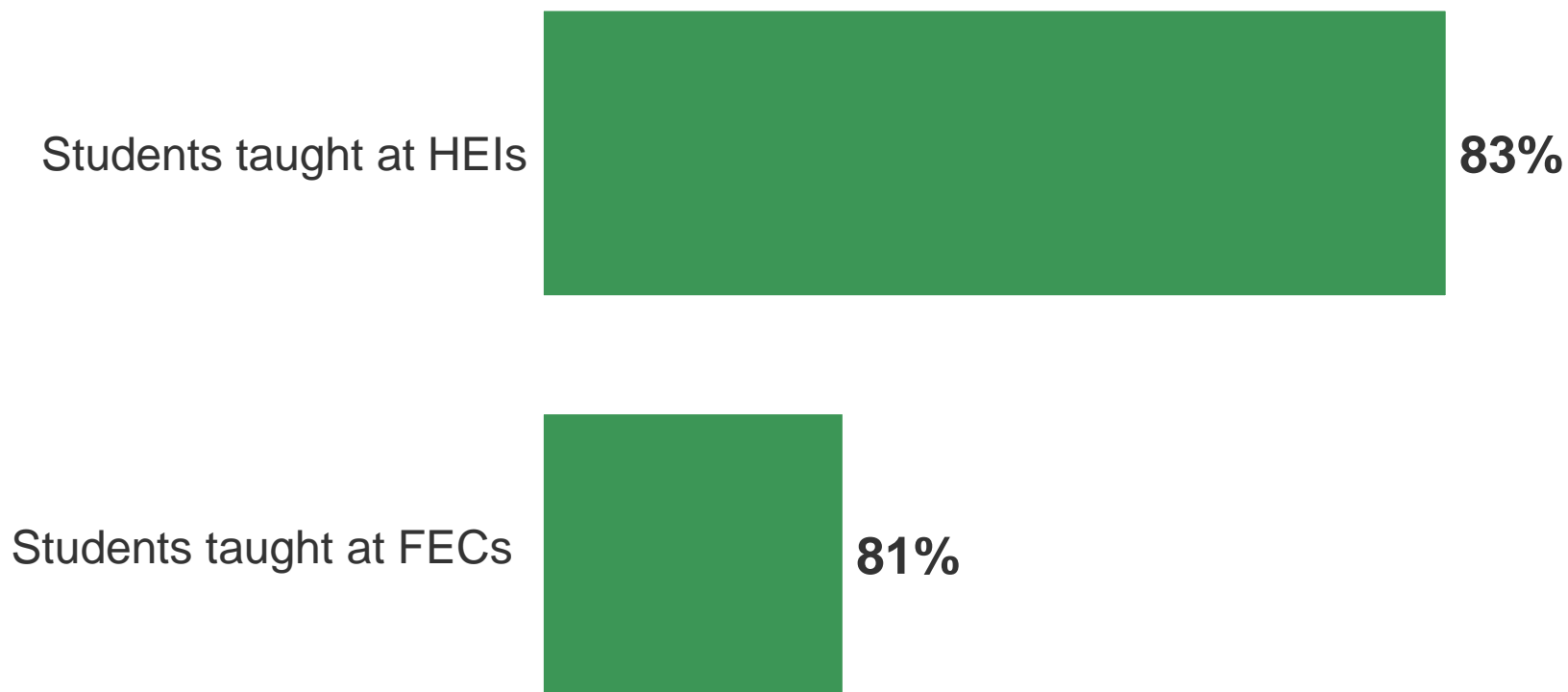
Is a University experience better?

28

- Teaching, academic support and personal development score the same in HEIs or FECs
- Assessment and feedback better in FECs
- HEIs better at Learning resources and organisation and management
- Students taught in HEIs more positive about their experience

Teaching on my course (% agree)

29

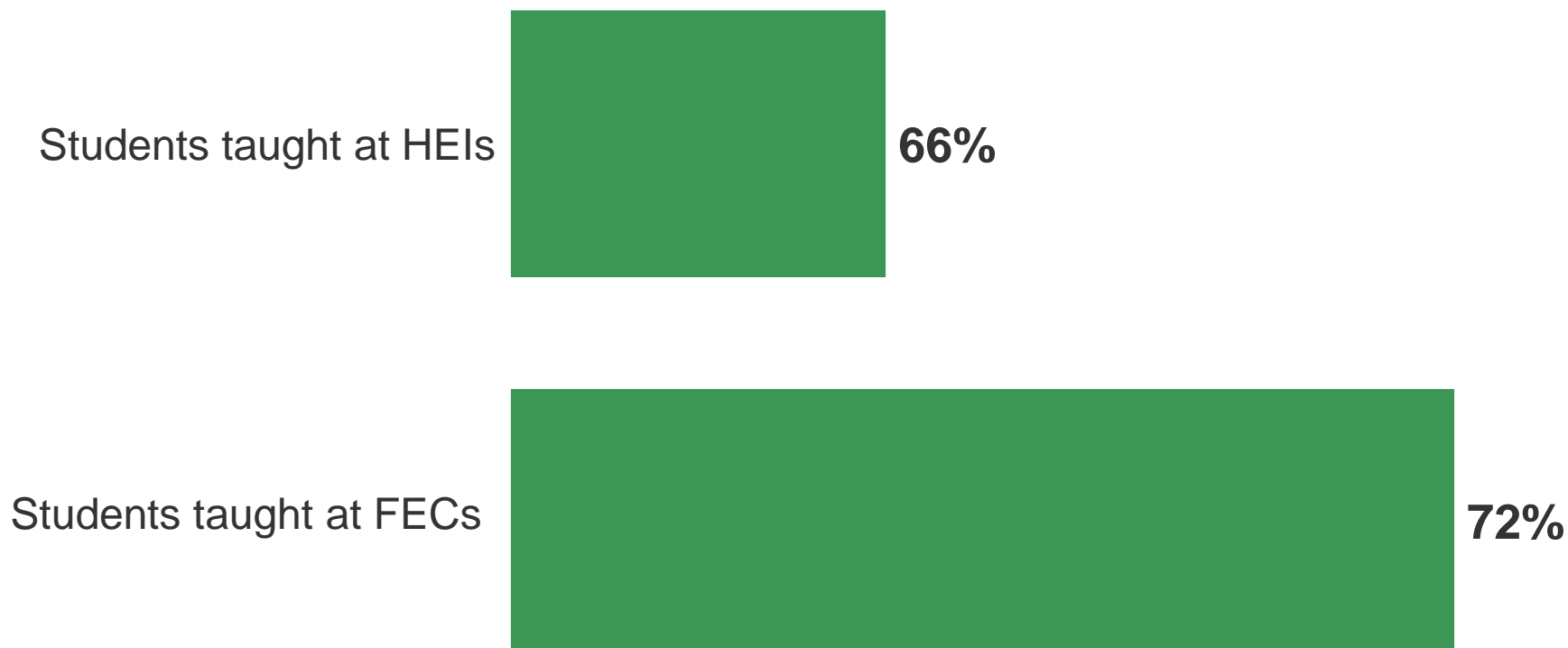


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Assessment and feedback (% agree)

30

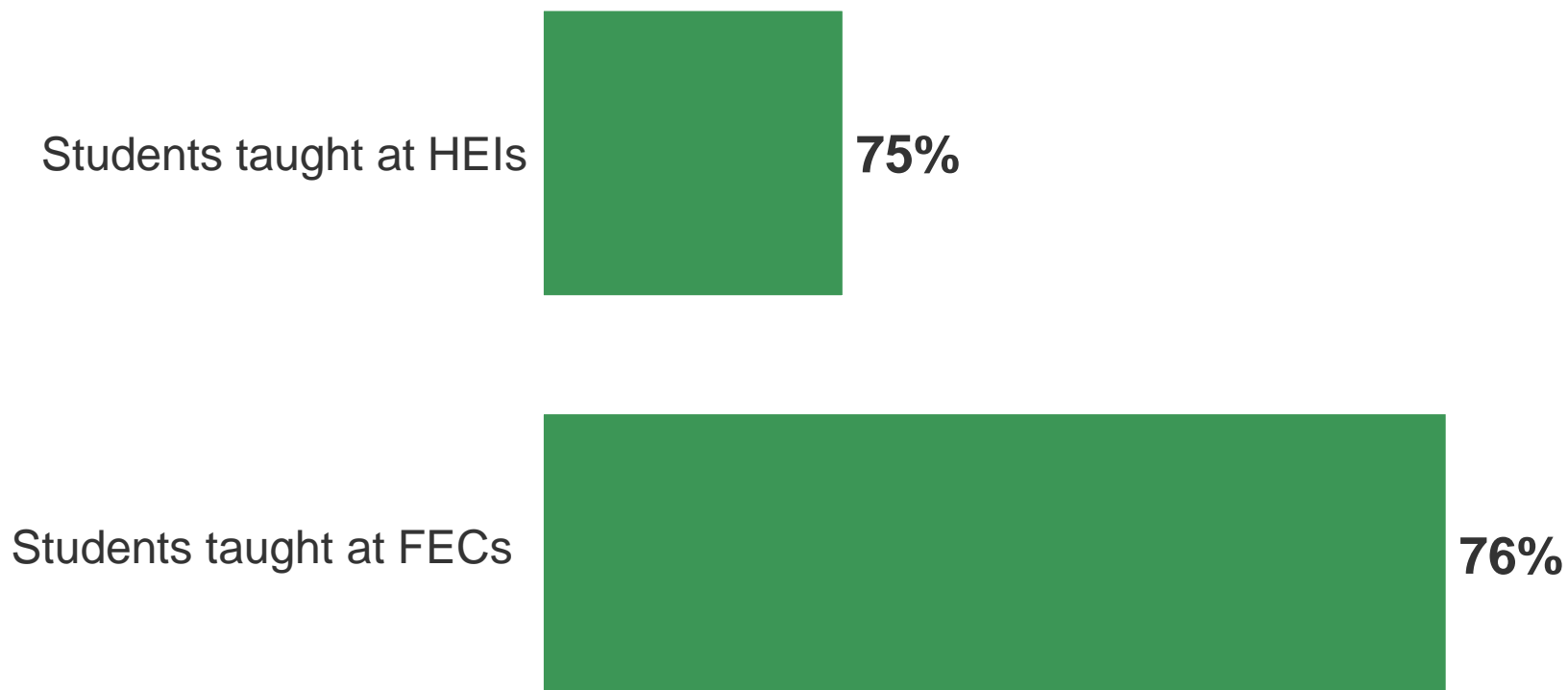


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Academic support (% agree)

31

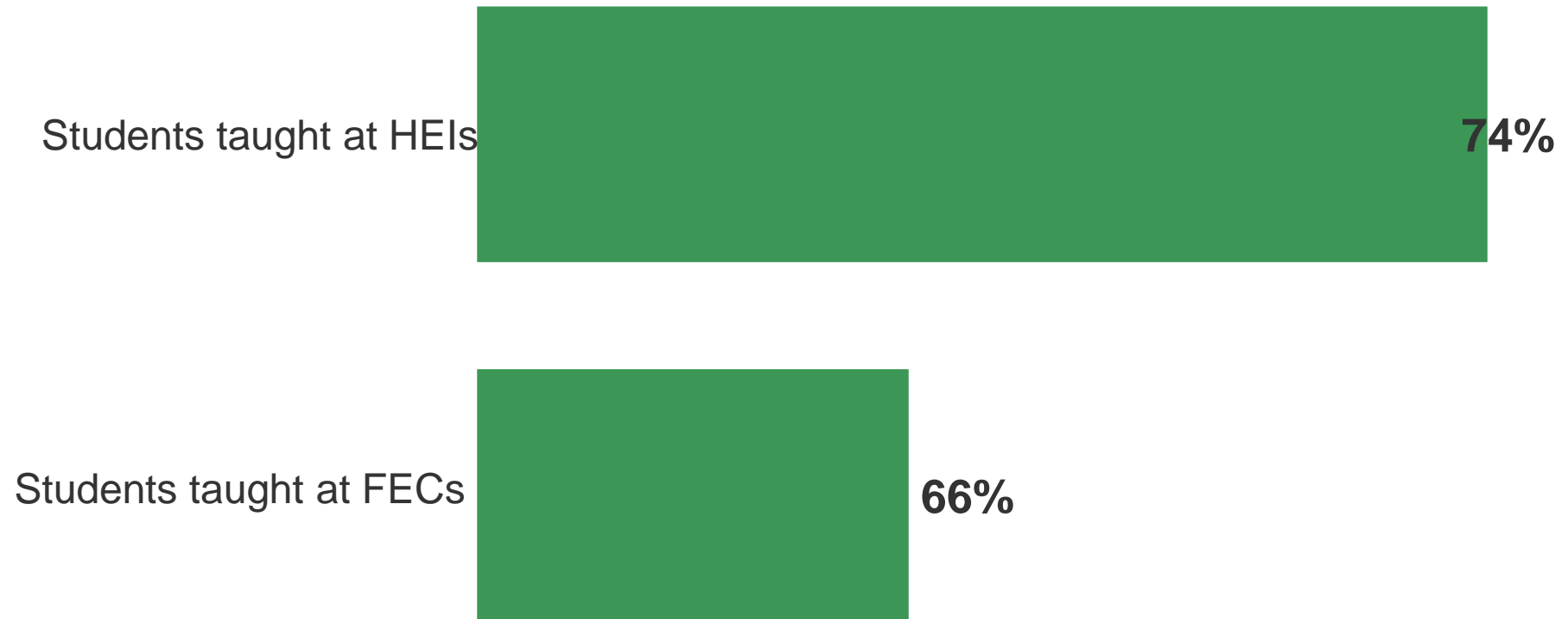


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Organisation & management (% agree)

32

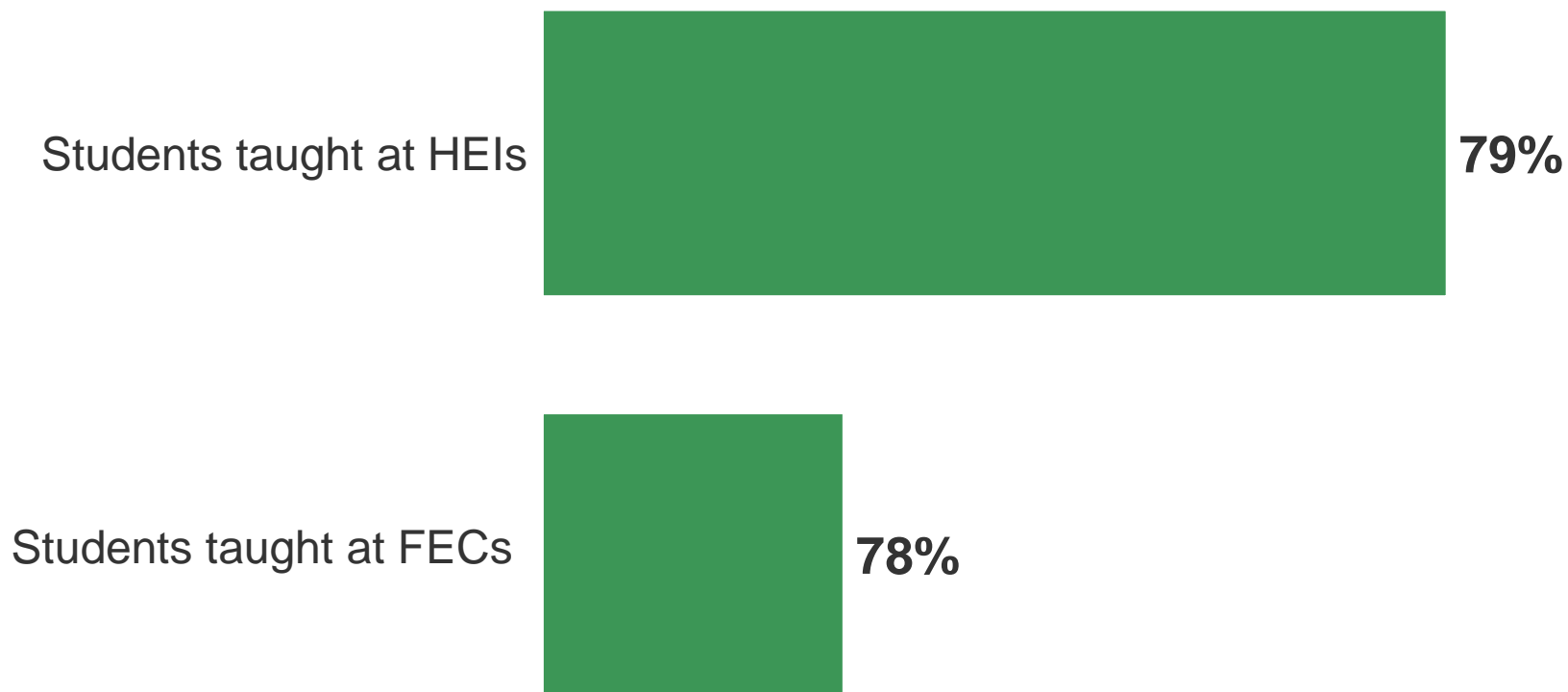


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Personal development (% agree)

33

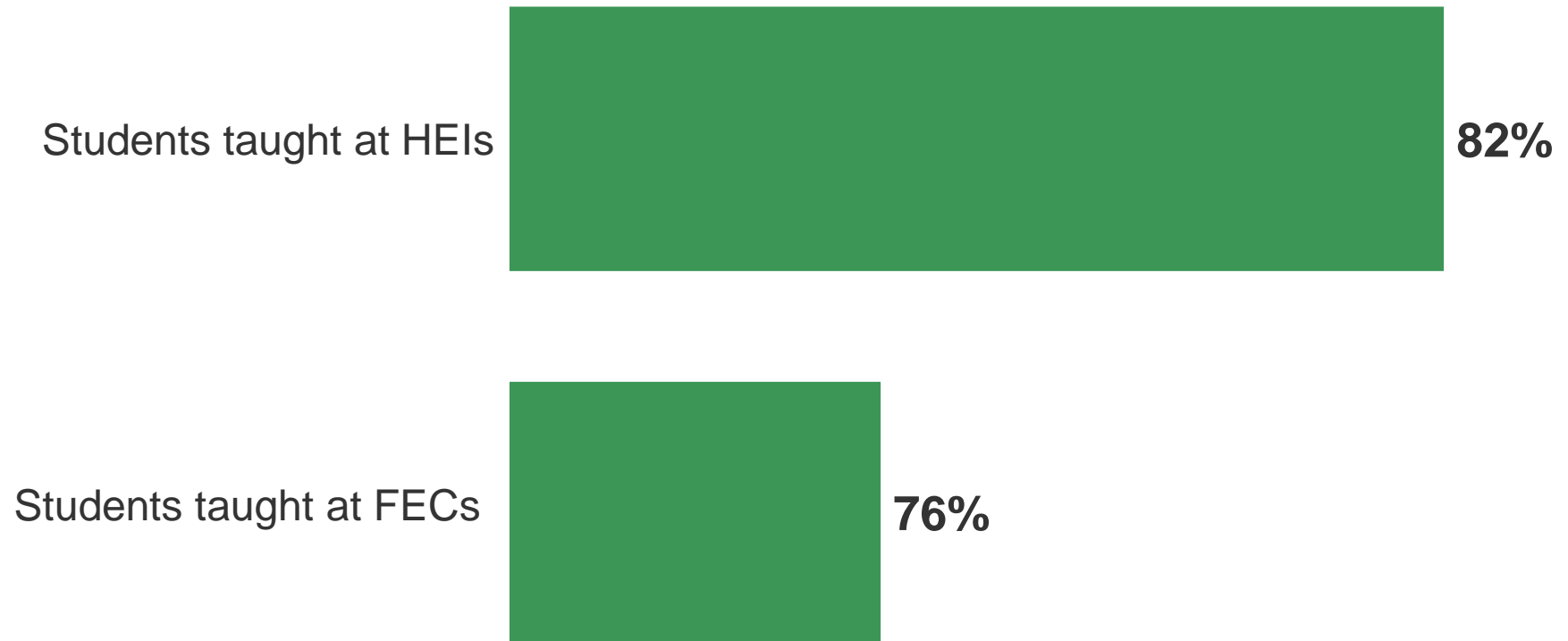


Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Overall satisfaction (% agree)

34



Base: c.252,000 NSS respondents, fieldwork January – April 2010

Source: Ipsos MORI

Overall satisfaction in the league tables

35

- The data are not wrong!
- Although should be interpreted in context
- The University of Buckingham - highest HEI score for overall satisfaction (95%)
- FEC Central Sussex College score is higher (97%)
- The Open University continues to attract high scores
- St Mary's University College, University of Oxford, Medway School of Pharmacy, University of St Andrews, Aberystwyth University and the University of Cambridge scores are very high

- The difference between the highest (HEI: 95% and FEC: 97%) and lowest (HEI: 62% and FEC: 31%) scores is significant!
- The difference between first, second, third, fourth ... is insignificant – an HEI can 85th and still scores an excellent score (82%), the national average!
- The value of the results is in the detail and how they apply to an institution, a subject, a department, a course...

More generally and consistently

- **Students view HE courses positively**
- **All aspects of T&L evaluated positively**
- **No element of teaching quality is evaluated negatively**

- **Mature students more positive about assessment & feedback and teaching & learning**
- **Part-time students generally more positive**
- **Students in small institutions are generally more positive**
- **Large variations according to subject of study**
- **But no clear divide between Science and Arts & Humanities**

THANK YOU

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