

# Student Services supporting student success

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Meeting Student Expectations and Complaints, 5 March 2013

# Student Services helping to support student retention



- What is AMOSSHE?
- Do we really know what students want?
- Meaningful engagement and response
- Changed expectations – challenges

# What is AMOSSHE?



## THE UK STUDENT SERVICES ORGANISATION

- We inform and support the leaders of student services
- We represent, advocate for, and promote the student experience
- We promote student well being, retention, progression and achievement

# Student services include...



- Careers
- Financial advice
- Loans
- Religion/belief
- Legal compliance
- Health
- Mental health
- Counselling
- Child care
- Accommodation
- Learning skills
- Mentoring
- **Student services manage human complexity and risk**
- **Interventions we make are part of student learning and a big part of the HE experience**

# Do we really know what students want?



- Over last decade expectations have changed
- Redefined 'student success'?
  - Fees
  - Consumerism
  - No longer education for education's sake - education for employment
  - Expect quality accommodation, social activities, sports activities
  - Social Media

# Surveys and their value



- Surveys as a means of understanding expectations?
- ‘Unknown unknowns’ – what is the value of a response?
- How robust is the questioning?
- student services – about understanding expectation and impact
- Value and Impact work

# What I want now...



AMOSSHE

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# My first flight\*....

(\*it was great)





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# Meaningful engagement and Responses



**We need a more evidence based understanding of expectations**

**We know:**

- Sense of belonging is vital (HEA, *Retention What Works?*)
- Non-traditional students are harder to engage, easier to lose
- MOOCS change expectations, but we don't know how
- Peer and staff engagement
- Planned and managed student engagement

# Challenges to meeting changed expectations



- Need to ask what devalues our students' expectations, the 'known knowns' – e.g. IT
- Social media - people expect responses very quickly
- Resources

# Conclusions



**To ensure student success HE providers need to:**

- Understand different customer expectations and resource accordingly
- Enable earlier interventions in a way that is more intelligent e.g. on employability
- Address issues around completion in new pro-active ways e.g. building a sense of community to meet expectations

# **AMOSSE**

## **The Student Services Organisation**



### **Annual Conference :**

Imagine... , Liverpool Hilton 10-12 July 2013