

## Student Services supporting student success

#### **Ben Lewis**

Chair, AMOSSHE, the Student Services Organisation Head of Student Advisory Services Division, Cardiff University

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...



The Student Services Organisation

- 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

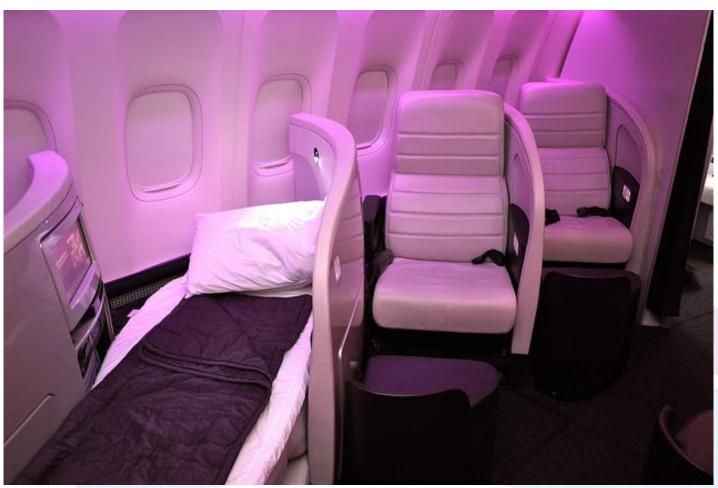
### Surveys and their value



- 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...





## My first flight\*.... (\*it was great)





### 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

### 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

# 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

## **AMOSSHE The Student Services Organisation**



#### **Annual Conference:**

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