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Survey analytics: What data do we collect?

Malcolm Rees
Manager, Student Survey and Evaluation Unit
Massey University

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Who are we?

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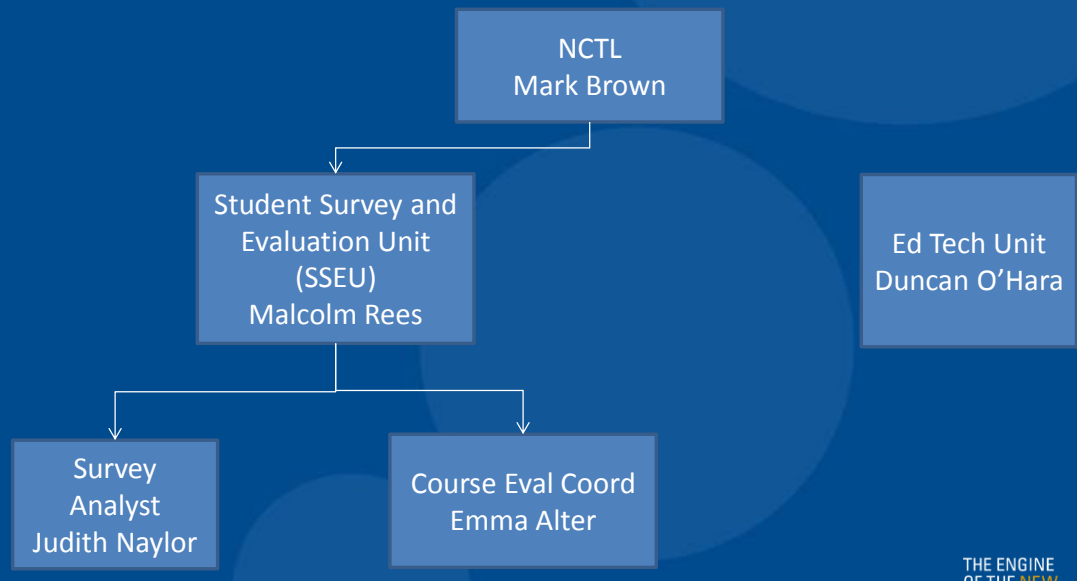
- Student Survey and Evaluation Unit



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Survey Systems

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- All online administration “Qualtrics”
- Mostly population level surveying
- Unique tokens
- Survey Advisory Group
- Analysis and reporting through:
  - Qualtrics
  - Excel
  - Nvivo

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Responsibilities

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- University-wide surveys
  - Student Experience Survey (SES)
  - Australasian Survey of Student Engagement (AUSSE)
  - International Student Barometer (ISB)
  - Graduate Destination Survey (GDS)
  - Graduate Longitudinal Study (GLS NZ)
- Some through external agencies other we do entirely ourselves

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Other survey assistance

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- Simple administration of existing surveys
- Survey design
- Survey agency in research project where staff member researched own students

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Student Experience Survey

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- Learning engagement
- Teaching support
- Educational development
- Services via student levy
- Other services

UES block
n = 27000

ITS resources
n = 5400
(Response rate 30%)
n = 1620 respondents
(1 level of disaggregation)
n = approx 500

Library
n = 5400

Careers Service
n = 5400

Learning spaces
n = 5400

Course information
n =5400

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AUSSE 2012

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Table 1: Population and response statistics

	Massey University		All institutions	
	First year	Later year	First year	Later year
Respondents	964	828	21390	25464
Target population size	3983	3545	87594	120369
Response rate	24	23	24	21

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Dimensions and outcome measures

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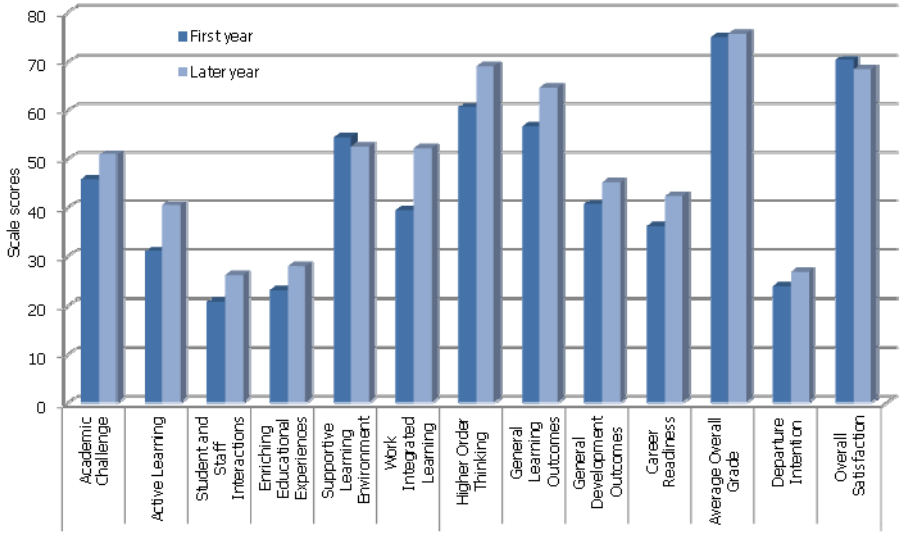

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Dimensions and outcome measures

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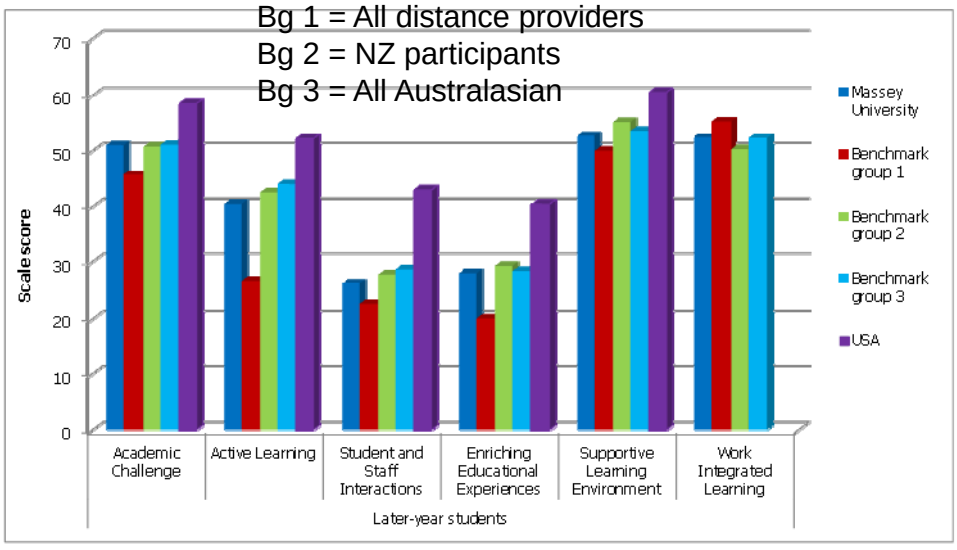

Figure 3: Later-year student engagement scale scores

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Active learning all internal n = 1224

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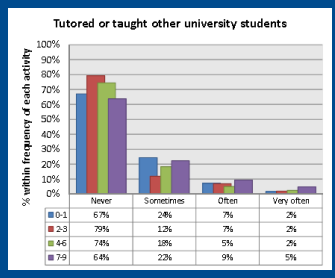
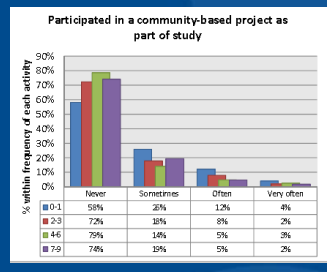
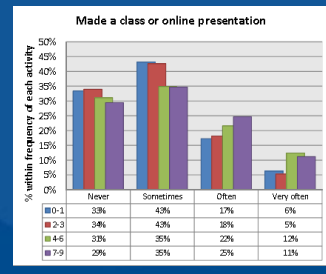


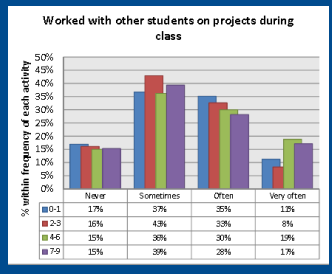
	Never	Sometimes	Often	Very often
0-1	67%	24%	7%	2%
2-3	79%	12%	7%	2%
4-6	74%	18%	5%	2%
7-9	64%	22%	9%	5%



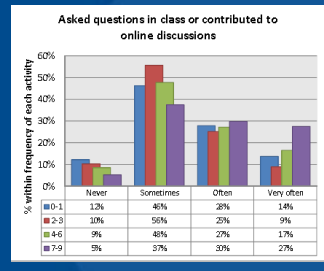
	Never	Sometimes	Often	Very often
0-1	58%	26%	12%	4%
2-3	72%	18%	8%	2%
4-6	79%	14%	5%	3%
7-9	74%	19%	5%	2%



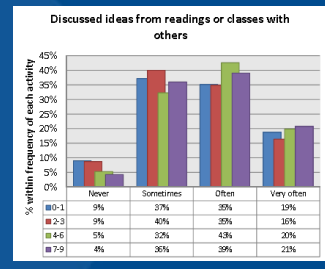
	Never	Sometimes	Often	Very often
0-1	33%	43%	17%	6%
2-3	34%	43%	18%	5%
4-6	31%	35%	22%	12%
7-9	29%	35%	25%	11%



	Never	Sometimes	Often	Very often
0-1	17%	37%	35%	12%
2-3	16%	43%	33%	8%
4-6	15%	38%	30%	19%
7-9	15%	39%	28%	17%



	Never	Sometimes	Often	Very often
0-1	12%	46%	28%	14%
2-3	10%	56%	25%	9%
4-6	9%	48%	27%	17%
7-9	5%	37%	30%	27%



	Never	Sometimes	Often	Very often
0-1	9%	37%	35%	19%
2-3	9%	40%	35%	16%
4-6	5%	32%	43%	20%
7-9	4%	36%	39%	21%

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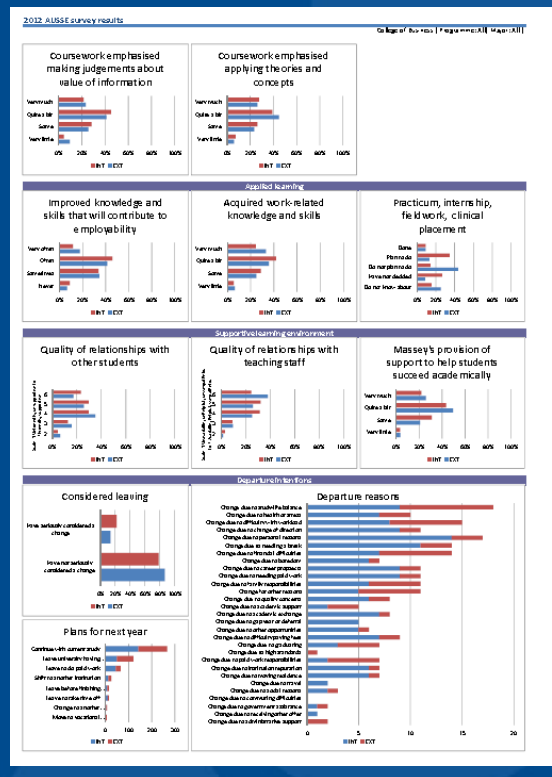

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International Student Barometer

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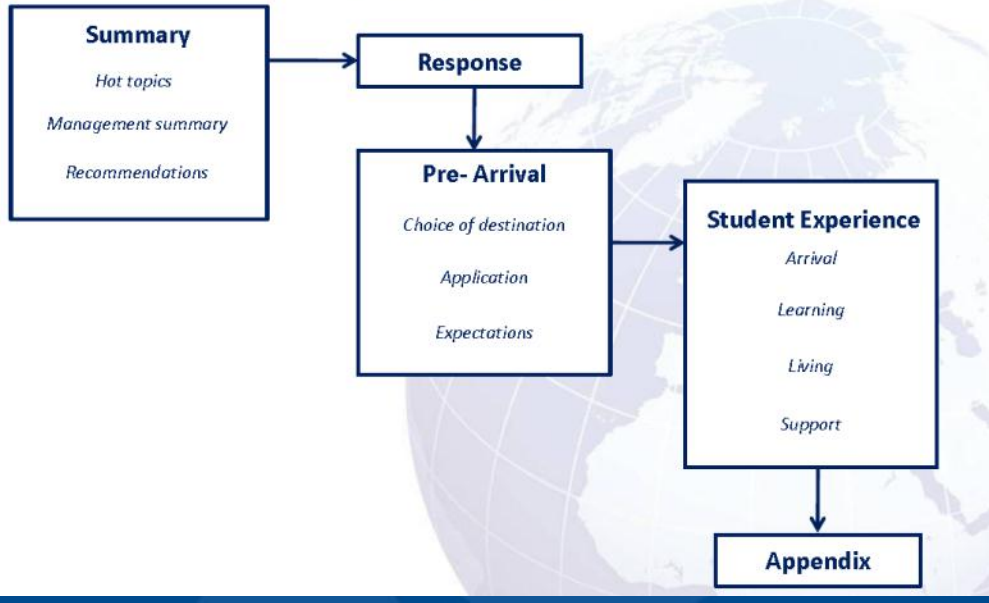
INTERNATIONAL INSIGHT

Overview



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International Student Barometer

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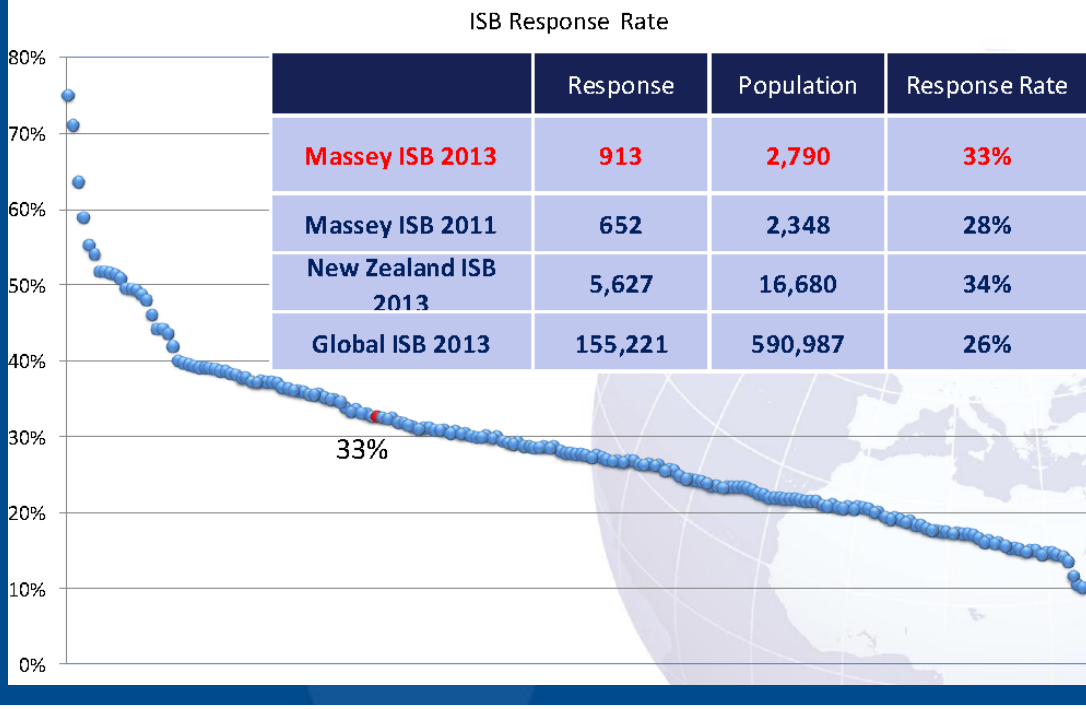
Response range – all participating universities



	Response	Population	Response Rate
Massey ISB 2013	913	2,790	33%
Massey ISB 2011	652	2,348	28%
New Zealand ISB 2013	5,627	16,680	34%
Global ISB 2013	155,221	590,987	26%

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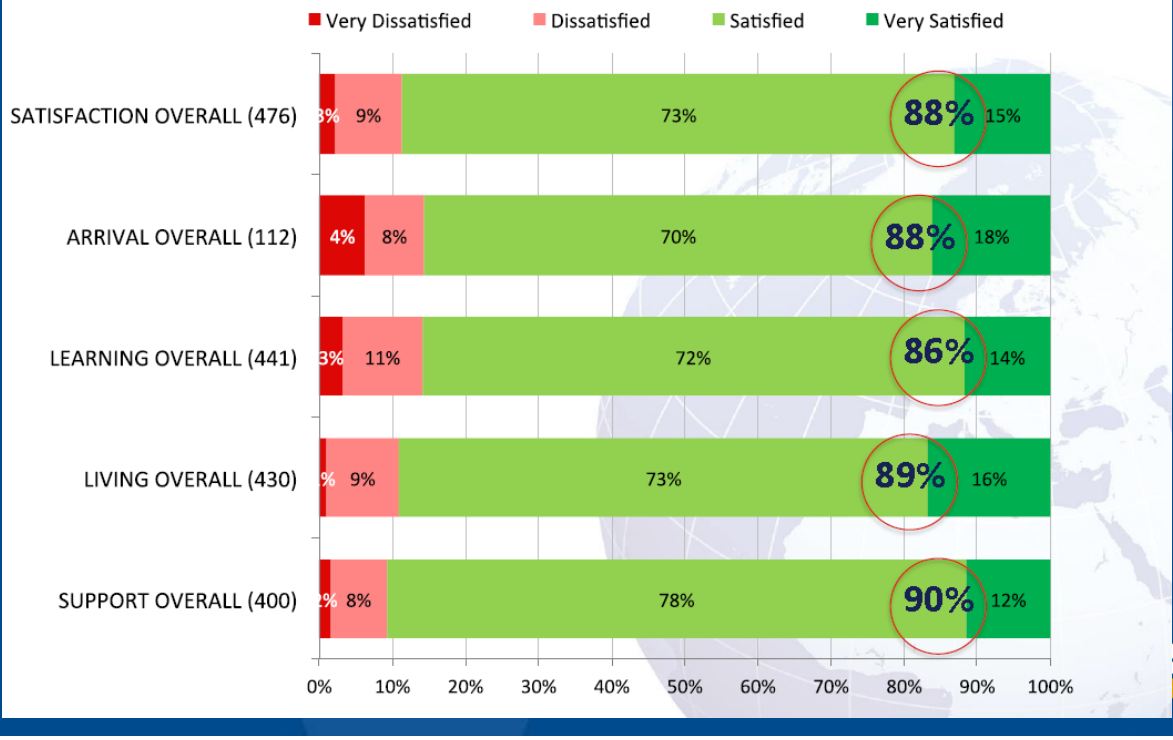
Top line results



ISB

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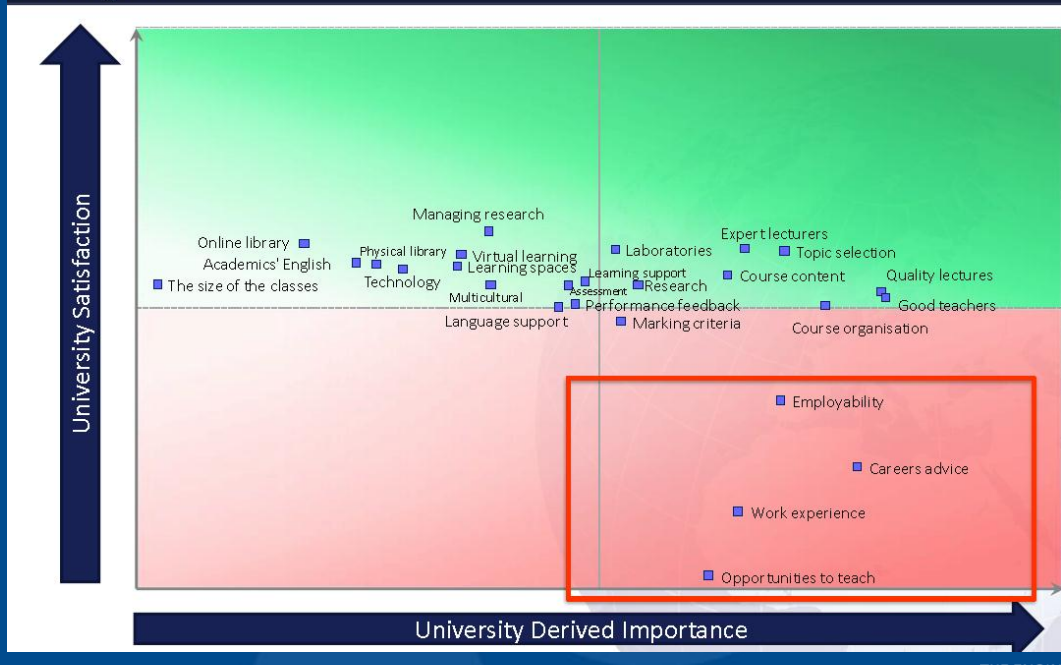
Learning matrix



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Graduate Destination Survey

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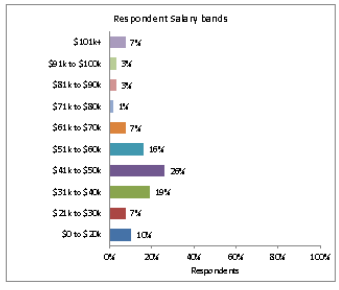
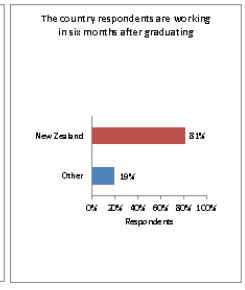
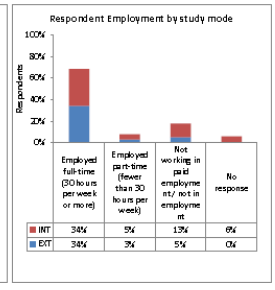
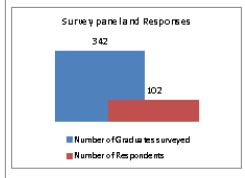
College: College of Business | Programme: Bachelor of Business Studies, Major: All | Ethnicity: All



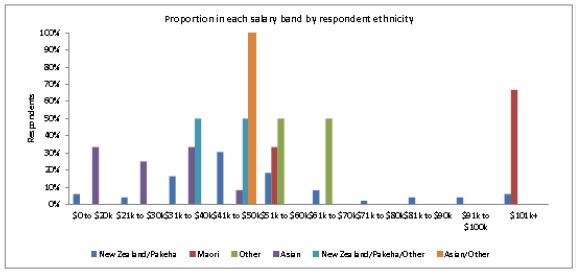


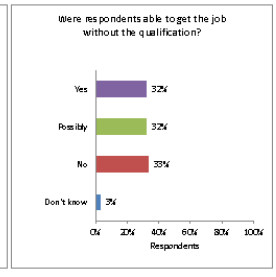


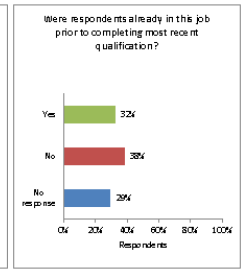
Response Rate
29.82%



Graduates surveyed by mode	
	Total
EXT	102
INT	240







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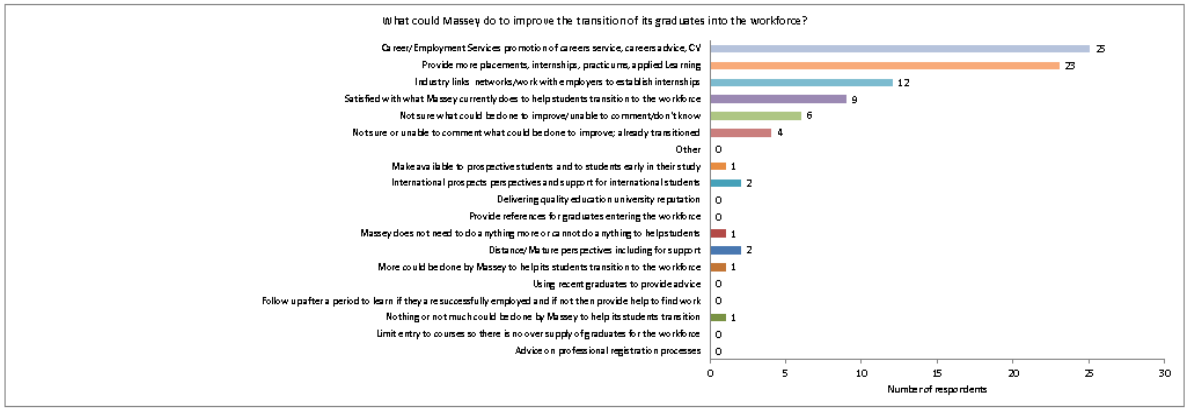
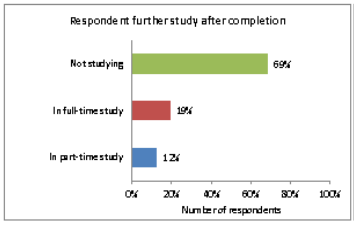
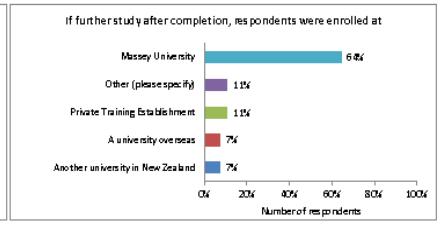
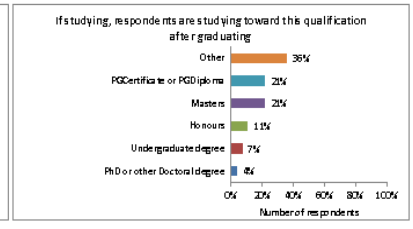
College: College of Business | Programme: Bachelor of Business Studies, Major: All | Ethnicity: All









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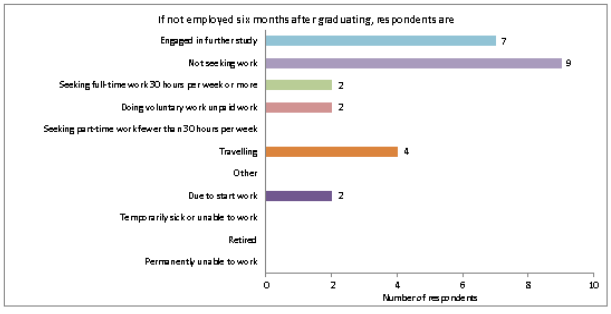

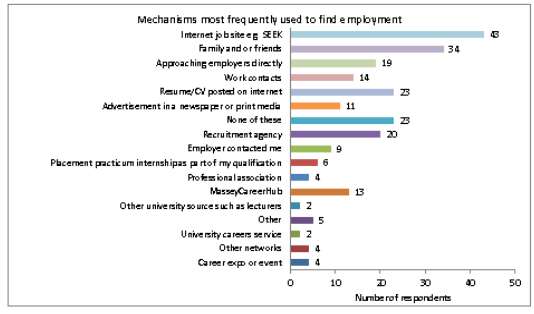

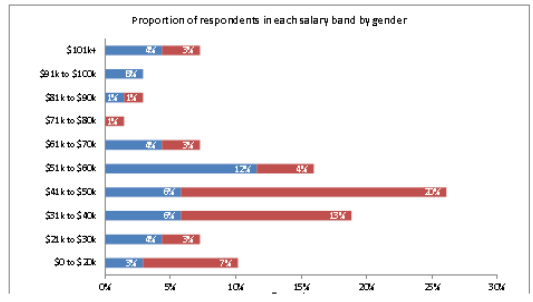

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Y OF NEW ZEALAND

Industry Group	Job Title	Total
Accommodation and Food Services	Chef	1
Administrative and Support Services	Customer Service Specialist	1
	Accounting software consultant	1
	Key Administrator	1
	Assistant Accountant	1
	Assistant Administrative	1
Agriculture, Forestry and Fishing	Accounts Administrator	1
Construction	Admin clerk	1
Education and Training	Project Coordinator	1
	Associate Director	1
Financial and Insurance Services	financial market dealer	1
	Property finance developer	1
	Management consulting Analyst	1
	Assistant Auditor	1
	Corporate finance analyst	1
	Bank manager	1
	Fund Administrator	1
	Banking consultant	1
	Management Control Auditor	1
	Claims consultant	1
	Accountant	1
	Commercial services manager	1
Health Care and Social Assistance	HR Advisor	1
Information Media and Telecommunications	Quality Assurance	1
Manufacturing	Marketing Assistant	1
Other please specify	Nanny	1
	Recruitment Consultant	1
	Operations Manager	1
	Airforce Officer	1
	Urban Valuer	1
	allocations executive	1
	Office manager	1
	Exporting administration	1
	Property Valuer	1
	Food and Agribusiness Banker	1
	Rugby player	1
	Management Accountant	1
	Administration Assistant	1
	Meat trimmer	1
Other Services	Home care duties	1
Professional, Scientific and Technical Services	Business Analyst	2
	Project Manager	1
	Tax specialist	1
	Legal executive	1
Public Administration and Safety	Supervisor	1
	Police Officer	1
Rental, Hiring and Real Estate Services	Letting agent	1
	accounting manager	1
Retail Trade	human resources management	1
	Sale consultant	1
	Retail manager	1
Transport, Postal and Warehousing	Sales Manager	1
Wholesale Trade	Business Analyst	1
	Accounts clerk	1

Employment location	Total	%
Central Auckland	15	24%
Northern Auckland	8	13%
Palmerston North	6	10%
Wellington	5	8%
Other please specify	3	5%
Lower Hutt Valley	3	5%
Tauranga	3	5%
New Plymouth	3	5%
Christchurch	3	5%
Sth Auckland & Bay of Plenty	2	3%
Western Auckland	2	3%
Marlborough	1	2%
Southern Auckland	1	2%
Southland	1	2%
Nelson	1	2%
Hamilton	1	2%
Nelson Province	1	2%
Rotorua	1	2%
Dunedin	1	2%
Northland	1	2%

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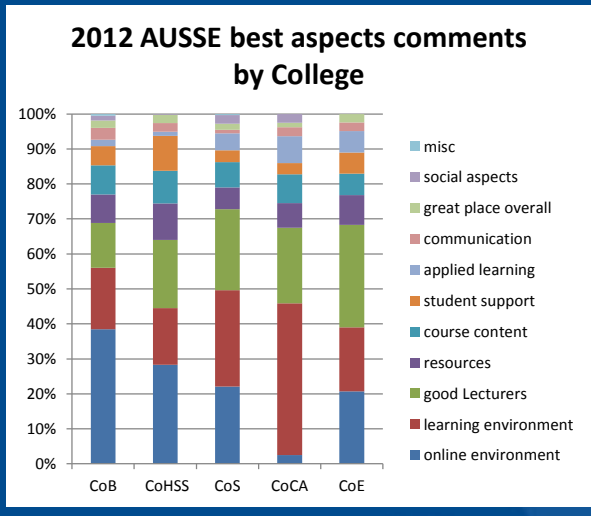
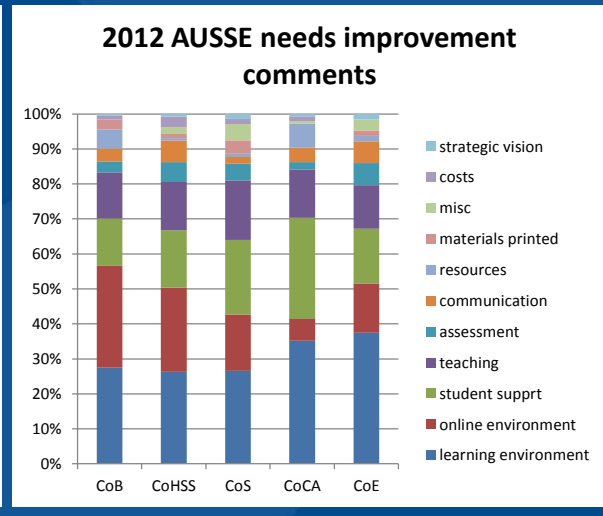
Qualitative analysis

- NVIVO





Future

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- Refining instruments
- Technology solutions
  - QR codes
  - Pop up's
  - APPs
  - Student response systems
    - Clickers
    - Top Hat
- Mobile devices
- Scale types

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http://surveys.massey.ac.nz

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