Student Experience Survey, 2012

Summary Report, June 2012
This project has been reviewed and approved by the Massey University Human Ethics Committee: Southern B, Application 11/09. If you have any concerns about the conduct of this research, please contact Dr Nathan Matthews, Acting Chair, Massey University Human Ethics Committee: Southern B, telephone 06 350 5799 x 8729, email humanethicsouthb@massey.ac.nz
Introduction

**Background**
The annual Student Experience Survey (SES) provides an opportunity for students to give the University feedback about their experience with services.

**Methodology**
The SES measures taught and research students’ experience with services throughout the student lifecycle. Distributed as an online-survey between 23rd April and 14th May 2012, 6,322 students responded (29% response rate).

**Key findings**
Overall 86.0% of all students rate all services and facilities as good or very good. This result is slightly down on the 2011 high of 88.3%.
Section 1

Trends in service performance
The 2012 results fell back slightly against 2011 figures however still remain above previous years. The largest dip was for Distance students (down 3.3%).
Both the Colleges of Education and Science maintained the 2011 results, whereas the College of Creative Arts saw the largest fall (down 5.6%).
Of the key student groups International students experienced the largest decrease over 2011 (down 3.4%) after a 5.4% increase the previous year.
Section 2

Overall experience in 2012
Overall experience by key service group

The SES measures students’ experience with services throughout the student lifecycle as represented in the figure and described in the table below.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrol</td>
<td>Enrolment services support students as they consider application to the University and enrol in a programme of study.</td>
</tr>
<tr>
<td>Start</td>
<td>Services for getting started are designed to support the student into active study and student life, particularly during the first three weeks of their course.</td>
</tr>
<tr>
<td>Study</td>
<td>Services and facilities that are designed to support study for taught and research students.</td>
</tr>
<tr>
<td>Information and communication</td>
<td>Attention is given to the effectiveness of information sources and communication channels.</td>
</tr>
<tr>
<td>Student Community</td>
<td>This group of services and facilities are designed to support living as a student.</td>
</tr>
</tbody>
</table>
Taught students rate performance & importance of key services

The relative importance (mean) and performance (% good/very good) of key service groups can be compared when focusing on priorities for improvement.

Ref #: 1.2 & 1.3
Research students rate performance & importance of key services

Base: n = 277 – 396

Importance (Mean ranking out of 5, 5=highest)

Ref #: 1.2 & 1.3
### Taught & research students rate performance of key services in 2011 and 2012

<table>
<thead>
<tr>
<th></th>
<th>Taught Students</th>
<th>Research Students</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2012</td>
</tr>
<tr>
<td>Overall</td>
<td>89</td>
<td>86</td>
</tr>
<tr>
<td>Enrolment</td>
<td>83</td>
<td>79</td>
</tr>
<tr>
<td>Starting</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>Studying</td>
<td>86</td>
<td>85</td>
</tr>
<tr>
<td>Information &amp; communication</td>
<td>85</td>
<td>81</td>
</tr>
<tr>
<td>Student Community</td>
<td>75</td>
<td>74</td>
</tr>
</tbody>
</table>

(\% of students who responded good or very good)

Note: the key service of ‘Enrolment’ was expanded to include pre-enrolment services in this year’s survey.
Section 3

Key findings by service group
80% of students feel they have selected the right course, and 75% are happy with the enrolment process. There may be scope to improve the initial information on the realities of study and university life.

Ref #: 2.4
Experience when starting at Massey

- Introducing you to your College or School (n=1906)
  - 60%
- Providing clear performance expectations (n=2401)
  - 74%
- Timely provision of study materials (n=2490)
  - 82%
- Supporting you to adjust to the university style of learning and teaching (n=2243)
  - 67%
- Providing early feedback on your academic progress (n=2327)
  - 57%

Early feedback on academic progress is at the same percentage as 2011, and a possible area for improvement.
Students were asked to identify one important study-related service or facility that had positively contributed to their ability to study and learn. Stream and the library resources consistently rank highly.
Students were also asked to identify one important study-related service or facility that needs to be improved. Of the options selected, ‘Study materials’ passed ‘Stream’ as the most frequently mentioned services since 2011.
Library related services and facilities retain the highest performance ratings of those listed. Both have the same percentage of good or very good as in 2011 and 2010.

Ref #: 4.2
Students’ experience of Stream continues to improve, rising from 82% in 2011. College/School administration has also improved over the year (up 3%).

Ref #: 4.3
At least 87% of students rate the effectiveness of the University website and targeted web-based services as good or very good. While this result is good, further improvements are underway as the website is recognised as the preferred information source and communication channel for students.

Ref #: 6.2
At Auckland, services for living rated as good or very good by at least 75% of students include: **sport and recreation services**, **printery**, and **health services**. The bookshop, cafe and food and health services received the same rating as in 2011.

Ref #: 7.1, 7.2
At Manawatu, services for living rated as good or very good by at least 75% of students include: sport and recreation services, bookshop, printery, counselling services, and health services.

Ref #: 7.1. 7.2
At Wellington, health services are rated by 82% of students as good or very good.
Glossary

The following terminology is used throughout this report:

**Student** - Applies to weighted data and is representative of the student population

**Respondent** - Applies to non-weighted data and includes those students who responded to the survey

**Current student** – A taught or research student who is currently enrolled at Massey University

**Taught student** - A current student who is enrolled in a programme of study at the undergraduate level or a postgraduate programme that does not require a research component of 96 credits or more.

**Research student** – A current student who is enrolled in a postgraduate programme that requires a research component of 60 credits or more. Flagged ‘wholly research’.

**Valid N**- shown as n=# indicates the number of students who responded to a question or an item within a question and excludes the response ‘not applicable’.
The Student Experience Survey has been developed and provided by a Massey University project team in collaboration with Victoria University of Wellington, and with assistance from STRATUM Ltd.