

NATIONAL STUDENT SURVEY

Processes used by Quality Enhancement to encourage students and staff to engage with the National Student Survey

1. Posters and advertising materials are forwarded to all Faculties/Schools for display in main areas, prior to the commencement of the survey.
2. Executive Deans, Associate Deans, Heads of Schools and Course Directors are informed of the dates of commencement of the survey in advance.
3. Regular tweets are sent out through various channels for the duration of the survey, such as:
 - Ulster University twitter
 - Students' Union twitter
4. Regular adverts are run on campus plasma screens in main student areas including the Students' Union, for the full duration of the survey.
5. During the survey a pop-up advert is received by students when logging on to their University email informing them of the survey and this includes a QR code to link to the survey.
6. An advert is run on the University Blackboard website for the duration of the survey – which also includes the QR code to link to the survey.
7. All eligible students receive emails at the start and during the survey, highlighting the reasons for, and the importance of the survey.
8. Quality Enhancement (QE) upload weekly response rates to the University's surveys website, which details the response rates by courses, Schools, JACS codes etc. This information is also forwarded regularly to Course Directors.
9. Quality Enhancement have a number of iPads and provide a service to Course Directors where QE staff members will pre-arrange with Course Directors to attend scheduled, or specifically arranged classes with the iPads to encourage students to complete the survey – a small thank you to students is provided (eg chocolate, pens, highlighters, post-it notes etc) for completing the survey. Course Directors are encouraged to use this service, which has been very successful.
10. This year, for the first time, Ulster University employed a number of students to assist with the survey – the students assisted with class visits, or set up stalls on each campus for a period of 2-3 hours on designated days. The students were very proactive and this exercise was very successful as the University had a high participation rate (76%).
11. QE carry lists of eligible students when going into classes – the list can be checked for students eligibility if they are having difficulty logging on to the survey or are receiving a message to say that they are not eligible.