

Student Experience Surveys Policy

POLICY DETAILS:

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Author	Head of Learning and Teaching
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THE GLASGOW SCHOOL OF ART

Student Experience Surveys Policy

Introduction

1. All students have the right to provide feedback on their experiences of studying at the Glasgow School of Art. In meeting this expectation GSA operates a range of student experience surveys, open to all students at all levels of study. Collectively these surveys provide a core set of data and benchmarks to inform enhancement activity and support monitoring and evaluation.
2. This policy sets out GSA's operation of student surveys in order to assure their quality, reduce survey fatigue, and ensure appropriate analysis, response and dissemination. This policy is guided by the following key principles:
 - All students have the opportunity to provide feedback on their learning experience annually through a range of student experience surveys.
 - Participation in all student experience surveys is voluntary.
 - Feedback gathered via surveys is used by GSA to enhance the student experience and identify good practice.
 - Feedback from surveys should be analysed and considered in partnership with students, and where appropriate enhancement actions identified.
 - Actions in response to surveys should be reported to students within a timely manner to close the feedback loop.
 - Staff have a right to access student survey data where it pertains to their role / department in order to support reflection and enhancement.
 - Gathering feedback through surveys is a GSA-wide effort with academic and Professional Service staff asked to contribute through activities that encourage students to take part.
 - Data gathered through student surveys is anonymous and should never be analysed or reported in such a way that could identify individual students' responses.
 - Survey data should be gathered and handled in accordance with GSA's Data Protection Policy and students made aware of the institutions basis for processing data.
 - It is recognised that student surveys have benefits and limitations due to their population, response rate, content, interpretation and use. This will be considered in the analysis and response to survey data as appropriate.

Student Experience Surveys

3. GSA operates a number of student surveys internally as part of our monitoring and evaluation work, as well as externally through national surveys as required.

4. GSA's Student Partnership Group holds institutional oversight for the coordination of all GSA wide student surveys for undergraduate and postgraduate taught students. Surveys relating to postgraduate research students are coordinated by the Research Office.
5. GSA currently operates the following student surveys to which this policy applies:
 - National Student Survey (NSS)
 - Student Experience Survey (SES)
 - PGR Student Experience Survey
6. A range of internal surveys are also operated by Professional Service departments and academic Schools such as course evaluation surveys. Appendix 1 outlines institution wide surveys, their target populations, data collection periods and reporting bodies.

Coordination and Promotion of Surveys

7. Gathering feedback through surveys is a GSA-wide effort. Survey owners hold primary responsibility for coordinating and organising surveys, ensuring sample populations are identified and accuracy checked, and that surveys are appropriately setup and available to students as required.
8. Survey owners are required to ensure that all stakeholders are aware of data collection periods and timescales for availability of results, providing information and resources to support survey promotion to students.
9. Survey owners are responsible for coordinating central communications in partnership with Marketing and Communications, ensuring consistent messaging as to the purpose, use and outcome of surveys to encourage student participation.
10. GSA will always seek to work in partnership with the Students Association to promote student participation in surveys and to ensure that results are used pro-actively to improve the experience of students.
11. Programme teams are responsible for introducing surveys to their students, explaining their purpose and outcomes, and encouraging students to participate.
12. No action should be taken to influence a student's response to a survey. Further guidance is given in Appendix 3.

Data Collection

13. Data collection for all GSA wide student surveys listed in appendix 1 will be organised into an annual 'Survey Season' at the beginning of Semester 2. This approach aims to maximise student participation, and provide a clear and consistent message to students and staff as to the nature and purpose of student surveys at GSA.
14. Data collection will be undertaken through online means only and will utilise GSA endorsed systems in line with the Data Protection Policy.

15. A minimum response rate of 50% is expected for each survey at programme level. Where response rates fall below 50% programme teams must evidence other whole cohort feedback opportunities within their Programme Monitoring and Annual Reporting.

Survey results, analysis and reporting

16. Survey data should be made available to Programme Leaders and Professional Services in a timely manner to support reflection, analysis and action planning.
17. Data should be provided at institutional and programme level where programmes have achieved established reporting thresholds. Reporting thresholds are set out in Appendix 2.
18. Where possible, and full assurance of participant anonymity, analysis of survey data should include protected characteristics to ensure full consideration of the diversity of students experiences and representation of all students within responses.
19. Programme Leaders are expected to discuss the outcomes of surveys with students and the programme team to collectively identify actions, initiatives and changes in response to student feedback. Where no actions are taken in response to surveys this should be clearly communicated and explained to students.
20. Identified actions should be clear, time specific and allocated to appropriate member(s) of staff to implement and report on. Reporting of actions taken should be done through the Staff Student Consultative Committee as well as updated to the wider student body through programme Canvas sites.
21. Survey data should be utilised within Programme Monitoring and Annual Reporting (PMAR) to monitor impacts of enhancements and inform subsequent actions.
22. Survey owners are responsible for analysing survey data at the institutional level and producing reports for appropriate committees and groups. Institutional level data should be made available to all staff and students via the appropriate Intranet pages.

Review and Monitoring

23. GSA's Student Partnership Group will review the effectiveness of student surveys for undergraduate and postgraduate taught students annually as part of its institutional oversight role. Survey effectiveness will be considered in relation to:
 - Student response rates including consideration of protected characteristics
 - Feedback from staff on the timeliness and usability of reporting and data sets
 - Feedback from students and the Students Association particularly on their awareness of surveys and institutional and programme responses to their outcomes
24. The Student Partnership Group will report on outcomes of the review of effectiveness to Education Committee making recommendations as required.

Appendix 1: Operation of GSA Student Surveys

Survey	Internal / External	Owner	Frequency	Target Population	Population data deadline	Data Collection Period	Availability of Results	Dissemination	Reporting body
National Student Survey (NSS)	External	Learning and Teaching	Annual	Graduating UG Students	End of October	February to end of April	Mid July	GSA Intranet GSA Email	SLG & Academic Council
Student Experience Survey (SES)	Internal	Learning and Teaching	Annual	UG Students Stages 1 to 3 and all PGT Students	Early December	February	Early March	GSA Intranet	Education Committee
PGR Student Experience Survey	Internal	Research and Enterprise	Annual	All PGR Students	Beginning of August	End of August	November	GSA Intranet	Academic Council & Research Committee

Appendix 2: Reporting Thresholds

Survey	Publication Threshold	Reporting Detail
National Student Survey (NSS)	A minimum of 10 responses.	Metrics and free text comments reported at programme level.
	Less than 10 responses or less than 50% response rate.	Metrics and free text comments reported at Institutional level and CAH3 subject grouping.
Student Experience Survey (SES)	A minimum of 10 responses.	Metrics and free text comments reported at programme level.
	Less than 10 responses.	Metrics and free text comments reported at School level.
PGR Student Experience Survey	No reporting threshold in place.	Metrics and free text comments reported at School level.

Appendix 3: Survey promotion principles for staff

Academic staff are best placed to speak to students about the benefits and importance of student experience surveys and should encourage students to participate. All those involved in the promotion of surveys should be aware of the guidelines regarding inappropriate influence. Staff can remind eligible students to complete a survey but they have a responsibility to ensure that their students are encouraged to give their honest feedback on their student experience without undue influence.

To avoid undue influence staff should therefore not:

- explicitly instruct students on how to complete any survey, such as explaining the meanings of questions or response scales. The questions and scale are self-explanatory and students should be left to interpret these in a way they see fit.
- recommend that students respond in a certain way, e.g. 'I recommend that you select agree or mostly agree', or misrepresent the scale to students, e.g. defining the 'neither agree nor disagree' as a negative response.
- link a survey to league tables, job prospects and the perceived value of students' degrees.
- tell students that if their courses do not achieve good satisfaction scores, this will make their degrees look bad to future employers.
- arrange compulsory sessions for students to complete student surveys. Completion of any of the surveys, while beneficial to GSA, is completely voluntary for students. While arranging completion sessions is encouraged, staff should not enforce student attendance nor make students feel there may be consequences should they not attend.
- stand or sit beside students when they are completing a survey, or take them through their responses question by-question. Students should be given due privacy so they can respond with honesty and not feel that they are being monitored or encouraged to answer the survey in a particular way.
- require students to provide evidence that they have completed the survey.
- complete the survey on behalf of students.