

# What does the data landscape look like from the Students' Association?

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[www.hisa.uhi.ac.uk](http://www.hisa.uhi.ac.uk)

Highlands and Islands  
Students' Association  
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Key  
Performance  
Indicators

Survey  
Results

WHAT DATA?

Student  
Rep Data

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- National Student Survey (NSS)
- Student Experience and Satisfaction Survey (SESS)
- Early Student Experience Survey (ESES)
- Postgraduate Taught Experience Survey (PTES)
- Postgraduate Research Experience Survey (PRES)
- End of Module Surveys

# WHY SURVEYS?

- Measure student satisfaction across the partnership (HISA specific) ↓
- Results can be broken down:
  - Academic Partner
  - Course
  - Subject Network
  - FE/HE
- Allows precision in identifying areas for improvement
- Students can improve HISA

## PROBLEMS...

- Survey fatigue – too many?
- Is the data meaningful? – tick-box effect
- Low numbers can mean skewed results
- Is it tokenistic?



**LOW SURVEY  
RESPONSE  
RATES FROM  
DISENGAGED STUDENTS**



**HIGH RESPONSE  
RATES FROM  
ACTIVELY  
ENGAGED STUDENTS**

**SURVEYS!**



**SURVEYS EVERYWHERE!**

# WHAT DATA?

## KPIs

- Key Performance Indicators
- Indicators of how well we are performing in certain areas
  - E.g. Student Satisfaction
- Targets that we set ourselves
- Targets we are set by others
- Usually statistical



## WHY KPIs?

- They are the most important areas?
- We have criteria to meet?
- We have targets to meet in certain areas?
- We want to compete with the rest of the sector?
- They could be leverage for more funding or other resources?
- We are measuring how much we have improved?



## PROBLEMS...

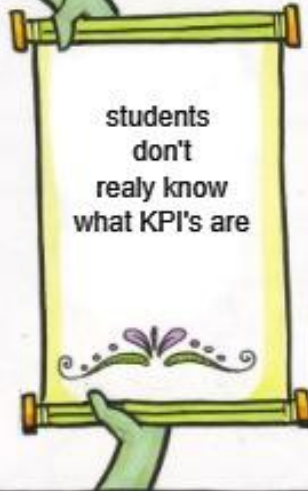
- Are we measuring the right areas?
- Do students care/know about KPIs?
- Are we measuring areas students care about?
  - Should we be measuring ourselves based on students perspectives and standards?
  - Our focus could be misdirected to areas that engage students the least?
  - Hitting KPIs can get us more funding/resources – these should go to the areas students care about the most?

I'VE FINALLY FOUND IT... AFTER 15 YEARS



Robotatertotcomics

THE SCROLL OF TRUTH!



students  
don't  
realy know  
what KPI's are

NYEHHH



## WHAT DATA?

## CLASS REP DATA

- Number of sign-ups
- Drop-out rates
- Number trained
- Demographic data
- Numbers attending meetings
- Numbers engaging in online training

# WHY CLASS REP DATA?

- Student Rep engagement - meaningful
- Monitoring numbers
- Scale of student voice
- Equality of representation

# PROBLEMS...

- Is the data accurate?
- Difficult to keep track
  - 13 locations
  - Different levels of representation
  - FE + HE
  - Variation in terminology

# SOME OBSERVATIONS

- Personal opinion – Qualitative over quantitative
  - Manipulation of statistics
  - Meaningful feedback = Action points
- Interaction with data dependant on skill level
- Access can be an issue depending on officer level, and other factors

# SOME QUESTIONS

- Are we using data correctly?
- Could we use it better?
- Do Students' Associations engage with data the same way across the sector?
- Should there be more student ownership over data?

ANY  
QUESTIONS?



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