WHAT TO EXPECT WHEN YOU’RE EXPECTING DATA

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WHAT TO EXPECT WHEN YOU’RE EXPECTING DATA

• What counts as data?
• What data is available to me?
• What does this data mean?
• How do I use this to effect change?
• What do students think ‘data’ means?

• To explore this, I used a reliable and scientifically certified source*. 
WHAT COUNTS AS DATA?

• Statistics
• General info
• Surveys
• Tech
WHAT DATA IS AVAILABLE TO ME?

• National Student Survey (NSS)
• Postgraduate Experience Surveys (PTES/PRES)
• League Tables
• What else?
WHAT ABOUT ALTERNATIVE SOURCES?
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Compliment
Food/Drink
Stock
Cleaning
Toilets
Studyrooms
Stationary
Temperature
I.T, Laptop & Device
Infrastructure
Complaint
Access & Membership
Furniture
What Does This Data Mean?

- Depending on qualitative/quantitative, response rates, & time of year, it can mean different things.
- Don’t isolate the data.
  - Does NSS data align with what is being reflected in SSLC action grids or equivalent?
  - Scenario
- Check with stats team within your institution to ensure that the data is significant
- Weighting for verbatim comments
• How can this broader scope of data be used to improve the student experience?
  • The Edinburgh problem?
• Campaigns- allocating resource, prioritising
• Reviewing your own association
• Continuous improvement cycle
  • “I’ve been complaining about this for ages”
• Innovative solutions or ‘easy wins’
• Drill down. ‘Oh, we have a problem with feedback’ – yes, but why?
Quantitative data tells you there’s a problem with the temperature. Qualitative data tells you whether to turn it up or down.
TIPS FOR STAFF

• Sit down with sabbatical officers at beginning of term

• Put NSS and equivalents into friendly interface

• Align comments with strategy

• Ensure associate staff are able to access useful software

• Big feedback events may not work, go small if you need to

• Get students to discuss verbatim comments with you not just in big committees.
TIPS FOR STUDENTS

• Don’t make assumptions- use the data
• Include data in the handover pack
• It’s not just a numbers game- comments count.
• Think about how you’re going to collect data to measure success at the beginning.
• Ask for help
What are you currently doing at your institutions to support students using data to make institutional change?
What limitations, if any, do you have to do this? Can these be changed? How can you get around them?
So far this year, what have you found in your data that can be used to make institutional change whilst working collaboratively with your Student Association?
Thank you.
Any questions?