WHAT TO EXPECT WHEN YOU'RE EXPECTING DATA

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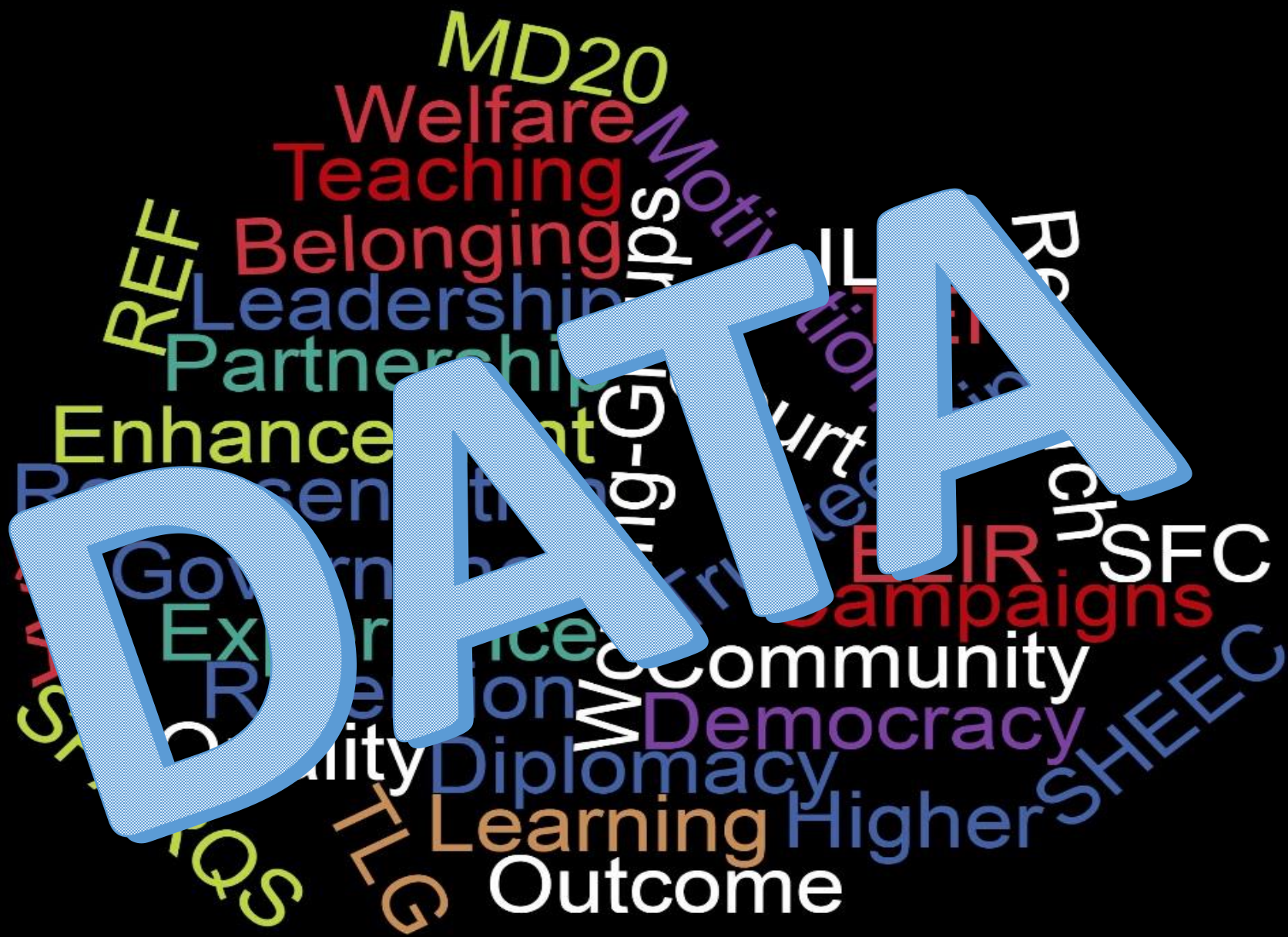

DATA
MD20
Welfare
Teaching
Belonging
REF
Enhance
SFC
Community
Democracy
Diplomacy
Learning
Higher
Outcome
SHEEC
TLG

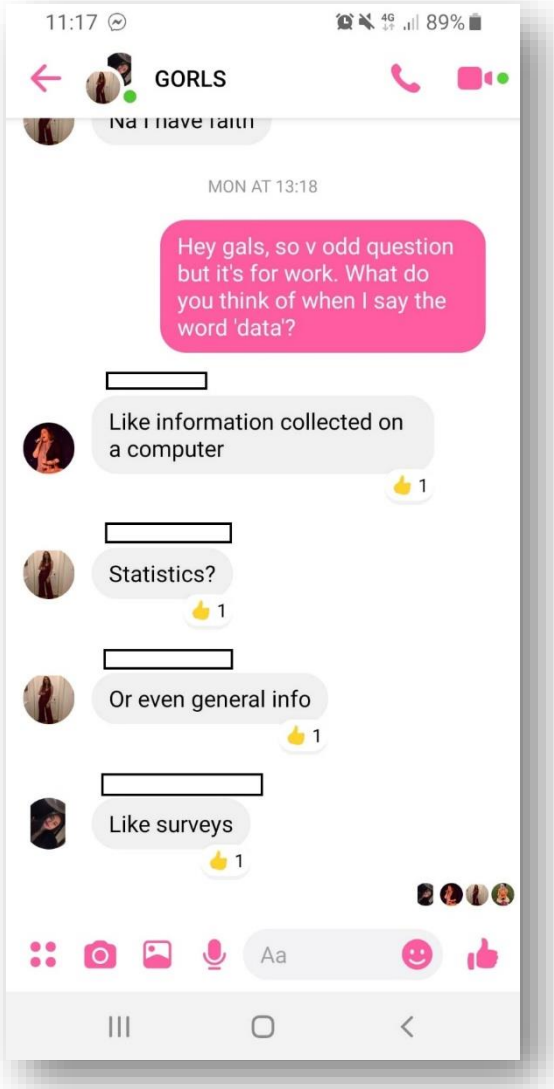
WHAT TO EXPECT WHEN YOU'RE EXPECTING DATA

- What counts as data?
- What data is available to me?
- What does this data mean?
- How do I use this to effect change?

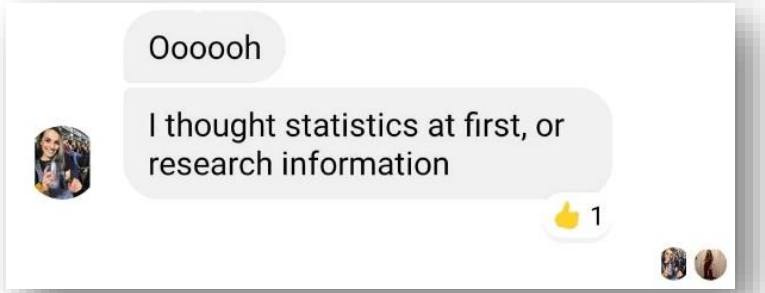
WHAT COUNTS AS DATA?

- What do students think ‘data’ means?
- To explore this, I used a reliable and scientifically certified source*.

WHAT COUNTS AS DATA?

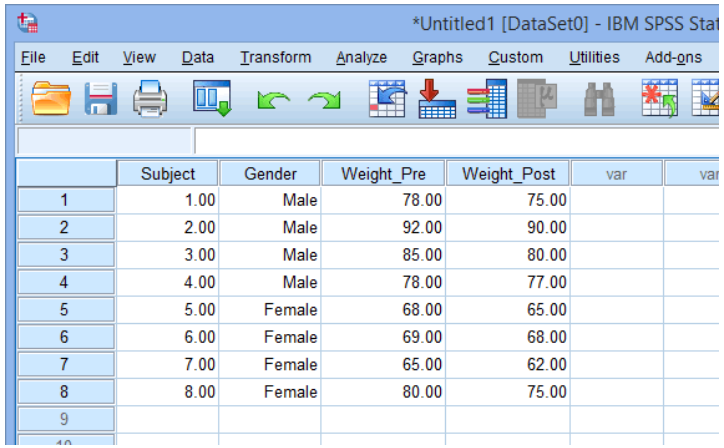


- Statistics
- General info
- Surveys
- Tech



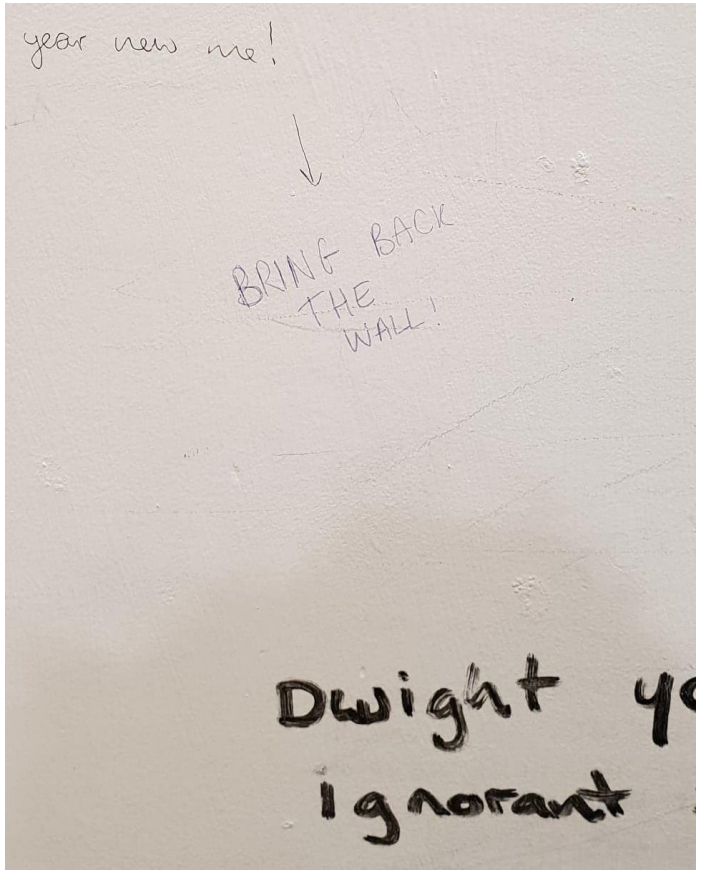
WHAT DATA IS AVAILABLE TO ME?

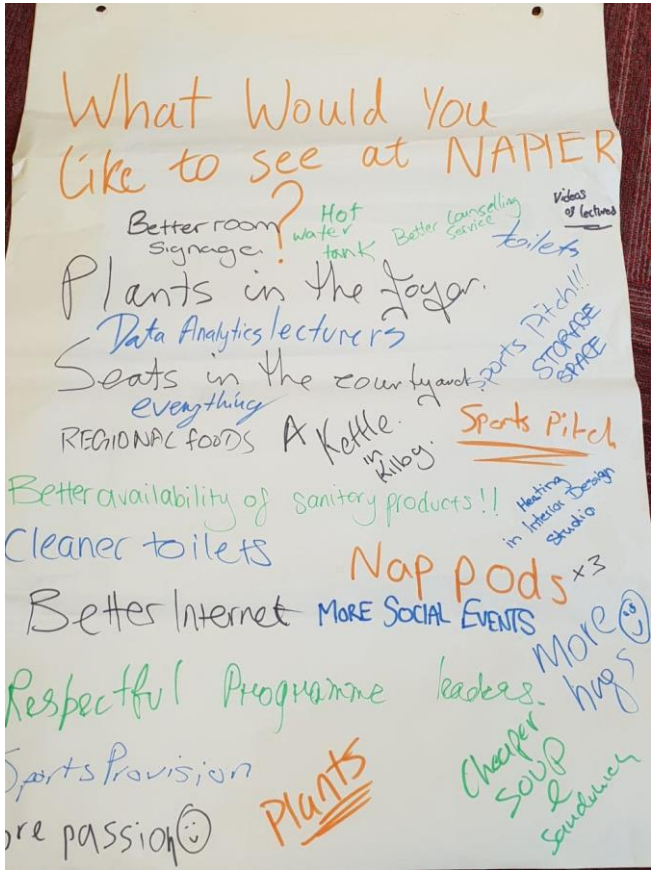
- National Student Survey (NSS)
- Postgraduate Experience Surveys (PTES/PRES)
- League Tables
- What else?



	Subject	Gender	Weight_Pre	Weight_Post	var	var
1	1.00	Male	78.00	75.00		
2	2.00	Male	92.00	90.00		
3	3.00	Male	85.00	80.00		
4	4.00	Male	78.00	77.00		
5	5.00	Female	68.00	65.00		
6	6.00	Female	69.00	68.00		
7	7.00	Female	65.00	62.00		
8	8.00	Female	80.00	75.00		
9						

WHAT ABOUT ALTERNATIVE SOURCES?





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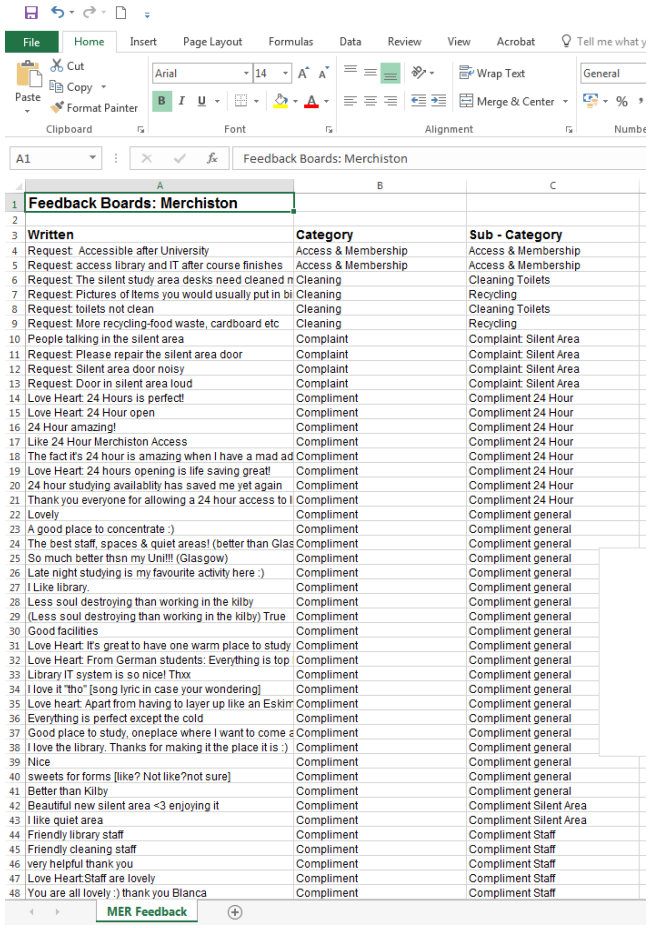
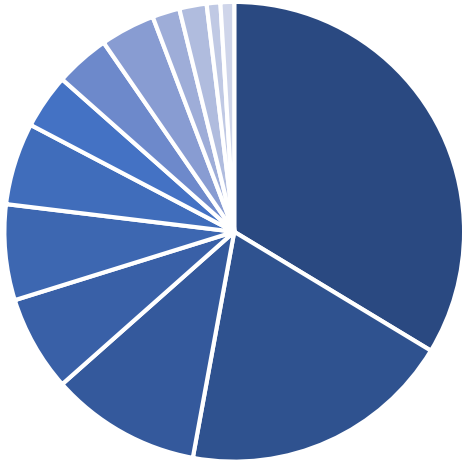


Feedback Boards: Merchiston		
Written	**Category**	**Sub - Category**
Request: Accessible after University	Access & Membership	Access & Membership
Request: access library and IT after course finishes	Access & Membership	Access & Membership
Request: The silent study area desks need cleaned n	Cleaning	Cleaning Toilets
Request: Pictures of Items you would usually put in bi	Cleaning	Recycling
Request: toilets not clean	Cleaning	Cleaning Toilets
Request: More recycling-food waste, cardboard etc	Cleaning	Recycling
People talking in the silent area	Complaint	Complaint: Silent Area
Request: Please repair the silent area door	Complaint	Complaint: Silent Area
Request: Silent area door noisy	Complaint	Complaint: Silent Area
Request: Door in silent area loud	Complaint	Complaint: Silent Area
Love Heart: 24 Hours is perfect!	Compliment	Compliment 24 Hour
Love Heart: 24 Hour open	Compliment	Compliment 24 Hour
24 Hour amazing!	Compliment	Compliment 24 Hour
Like 24 Hour Merchiston Access	Compliment	Compliment 24 Hour
The fact it's 24 hour is amazing when I have a mad ad	Compliment	Compliment 24 Hour
Love Heart: 24 hours opening is life saving great!	Compliment	Compliment 24 Hour
24 hour studying availablity has saved me yet again	Compliment	Compliment 24 Hour
Thank you everyone for allowing a 24 hour access to I	Compliment	Compliment 24 Hour
Lovely	Compliment	Compliment general
A good place to concentrate :)	Compliment	Compliment general
The best staff, spaces & quiet areas! (better than Glas	Compliment	Compliment general
So much better thsn my Uni!!! (Glasgow)	Compliment	Compliment general
Late night studying is my favourite activity here :)	Compliment	Compliment general
I Like library.	Compliment	Compliment general
Less soul destroying than working in the kilby	Compliment	Compliment general
(Less soul destroying than working in the kilby) True	Compliment	Compliment general
Good facilities	Compliment	Compliment general
Love Heart: It's great to have one warm place to study	Compliment	Compliment general
Love Heart: From German students: Everything is top	Compliment	Compliment general
Library IT system is so nice! Thxx	Compliment	Compliment general
I love it "tho" [song lyric in case your wondering]	Compliment	Compliment general
Love heart: Apart from having to layer up like an Eskim	Compliment	Compliment general
Everything is perfect except the cold	Compliment	Compliment general
Good place to study, oneplace where I want to come a	Compliment	Compliment general
I love the library. Thanks for making it the place it is :)	Compliment	Compliment general
Nice	Compliment	Compliment general
sweets for forms [like? Not like?not sure]	Compliment	Compliment general
Better than Kilby	Compliment	Compliment general
Beautiful new silent area <3 enjoying it	Compliment	Compliment Silent Area
I like quiet area	Compliment	Compliment Silent Area
Friendly library staff	Compliment	Compliment Staff
Friendly cleaning staff	Compliment	Compliment Staff
very helpful thank you	Compliment	Compliment Staff
Love Heart:Staff are lovely	Compliment	Compliment Staff
You are all lovely :) thank you Blanca	Compliment	Compliment Staff



- 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

USING DATA TO EFFECT CHANGE

- 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?

USING DATA TO EFFECT CHANGE

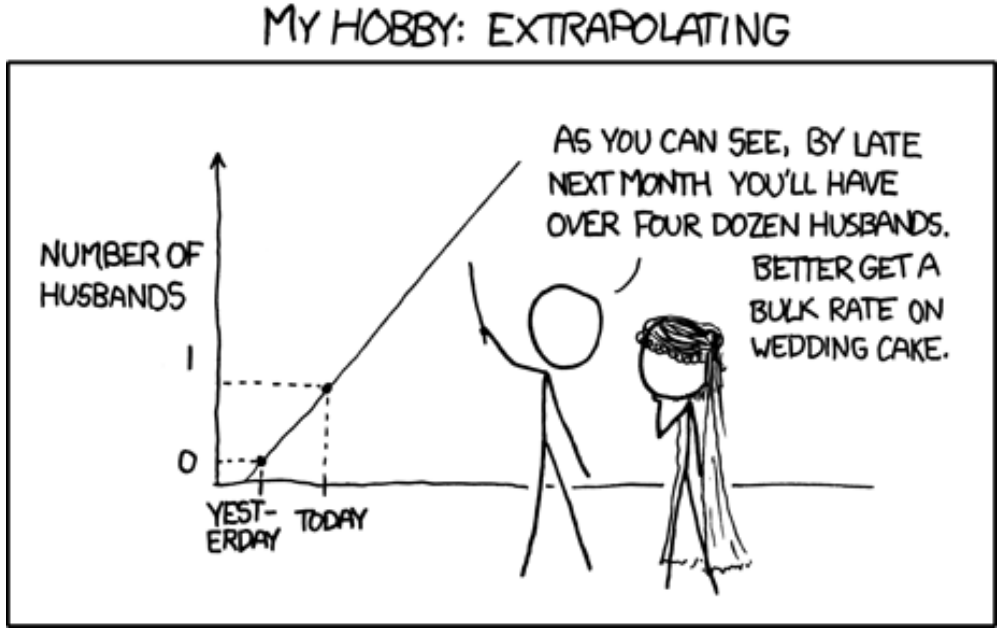
Quantitative data tells you there's a problem with the temperature. Qualitative data tells you whether to turn it up or down.

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?