

## Unitec New Zealand Limited

Meeting of Ako Ahimura

29 October 2020

<b>Title</b>	Student Net Promoter Score (NPS), Semester 2/2020
<b>Provided by:</b>	Bob Stewardson, Insights Business Partner
<b>Authored by:</b>	Memo: Maura Kempin and Bob Stewardson Presentation: Marketing Insights
<b>For:</b>	<b>DISCUSSION</b>

### Recommendation

That Ako Ahimura receive the Student Net Promoter Score (NPS) Semester 2/2020 survey results and, from a learning and teaching perspective:

- discuss specific areas of good practice and improvement (of which there are many)
- determine any actions required for ongoing support/ improvement, such as:
  - o support for recording of lectures
  - o greater consistency in communication to students (at programme level?)
  - o greater consistency in the presentation of information in Moodle: re-visit Moodle standards; how do we ensure expected standards are implemented?
  - o better communication of student support services (perhaps via a standard block in Moodle?)
  - o ensuring the quality of the (online) learning experience for international students
  - o ensure that any students identified as 'at risk' are followed up and supported appropriately
  - o improvement and consistency in the quality of online resources

### Purpose

The purpose of this paper is to consider Student Net Promoter Score (NPS) Semester 2/2020 survey results and identify any actions required for ongoing improvement of learning and teaching.

### Key Points

The full report is appended. This is presented under 7 sub-headings for which the key findings are summarized below:

### *Section 1: Summary of Key Findings:*

- Our key indicator of student engagement, the Student Net Promoter Score (NPS), has recorded its best-ever result of 23 for returning students this semester; up from our semester 1/2020 high of 19
- Our score is now in line with industry benchmark: NZ Tertiary Education sector = 24
- Every priority group is up on last year's semester 2 result, with Māori students in particular giving a high NPS this time around
- For the first time ever, all Schools have a positive NPS. Bridgepoint has narrowly been nudged as the top-performing School by Applied Business; notable large increases for Computing, Electrical & Applied Technology and Trades & Services.

### *Section 2: Key Reasons for NPS*

- Good communication is essential and is mentioned frequently; many issues that students raise around teaching and courses are rooted in communication
- Quality of teaching, course organisation and course structure continue to be key promoters and key detractors
- The rating for course organisation improved significantly: from 49% to 57%
- Students feeling supported is hugely important, and this is generally best delivered through high quality teaching and good courses
- Unitec has some key strengths which are highly valued by students:
  - 1) our balance of theoretical and practical learning
  - 2) that our culture of being friendly, relaxed

### *Section 3: Study Experience*

- Perceptions of Unitec across almost all metrics is significantly up
- Communication continues to increase in importance, now the top driver of NPS
- Improving the quality of communication has had added benefits of lifting perceptions of almost every metric
- The quality of teaching and tutoring and course structure were rated 3 and 4th (out of 12 criteria) on the scale of most impactful
- Upward trend for quality teaching and learning over the last 4 semesters with a Sem 2 high of 42% highly satisfied
- Slide 25: Two schools showing red for all 12 measure of perceptions for quality of teaching. However, it is important to acknowledge the amount of improvement and progress with both schools (see slide 8) now having a positive NPS score.
- Perception of quality teaching is significantly lower for international compared to other priority groups. Last year, they were on a par.

### *Section 4: Orientation*

- New student NPS has seen a significant lift this semester, reaching a new record of 38
- New Māori and Pacific students have given a particularly high NPS; recent changes to the orientation experience appear to be working well for these groups

- New students are reporting the same needs as returning students; the best way to support them is through their relationship with their teachers
- Students are struggling to create social connections compared to non-COVID-19 times.
- Despite COVID-19, positivity for choosing to study at Unitec is at an all-time high since this metric began being measured

#### *Section 5: Recruitment and Enrolment*

- Enrolment satisfaction has been maintained at the high level achieved last semester, with almost all individual metrics increasing
- Pathway to a job or further study and Quality of Teaching remain the top drivers for choosing to study at Unitec.
- Student satisfaction with international agents is moderate

#### *Section 6: Retention and Support*

- All of the I See Me metrics introduced last semester to measure the impact of new initiatives are up
- The learner outreach project has had a positive impact on NPS, although when students are identified as being at risk and no pastoral care action is logged, this leads to a reduced NPS
- Usage of support services remains lower than last year, probably because of COVID-19. Awareness of ADL service is particularly low; satisfaction with ADL service is very high.
- Comments about support access are mainly around awareness and communication, which is most effective when done through teachers

#### *Section 7: Covid 19*

- Overall, student feedback says that Unitec has responded well to the COVID-19 crisis; most students said communication was about right, with very few saying there was too much
- Circa two thirds were satisfied or very satisfied with the quality of on-line study
- Over half of Unitec students would like lectures to continue to be available online once on-site study resumes
- Over 50% of students have some concerns that COVID-19 will negatively impact study success and are asking for compassion when it comes to assignments

### **Information/Background**

The student NPS survey goes out to all students who are enrolled in a formal programme of study with Unitec in one of the main semesters. The survey is carried each semester (excluding summer school). It is Unitec's main student engagement metric. The survey is administered and the results are compiled by Marketing Insights.

## Contributors

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The report was compiled by Bob Stewardson.

The summary in this memo was compiled by Maura Kempin and Bob Stewardson

## Attachments

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*Student NPS Semester 2 2020 – Report*