## Student NPS Semester 1 2020

May 2020





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## **OVERALL FINDINGS**

## Student NPS

#### **Student NPS result**

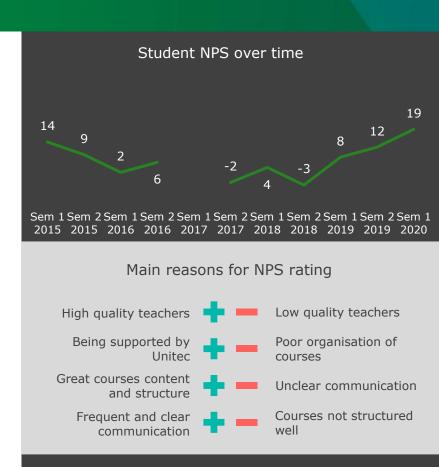
Student NPS has, once again, surpassed expectations and is at 19 for Semester 1 2020 – a good result that continues all the gains Unitec has seen during 2019.

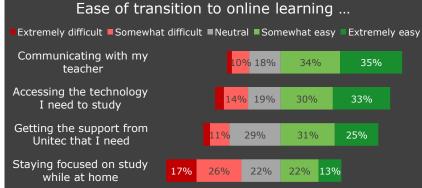
- There remains a large degree in variation by School
- Priority group performance is also improved with all groups being higher than last semester
- NPS among Under 25s has been particularly high performing with consistent increases, and is a large driver of the overall NPS increase
- Teaching quality (for better or worse) is the most frequently cited reason for a student's NPS
- With COVID-19 causing significant disruption, communication is more important
- Satisfaction with the support services on offer is high.
   Increasing awareness should be a priority

### **Impact of COVID-19**

Students are reporting that the transition to online learning has been very disruptive, but also acknowledge that Unitec has done an overall good job with support and the transition to online learning.

- Unitec's communication throughout the lockdown is seen by most as being very good and helpful
- The transition to online learning has been easy for the majority of students, but gaps for certain priority groups or schools still exist
- There are significant barriers for studying from home, especially for Māori and parents, and students are requesting that Unitec recognises this through increased flexibility and compassion for assignments
- Usage of support services has declined







## **Drivers of Student NPS**

#### **Drivers of Student NPS**

Communication is seen as being much more important at the current time – largely due to impact of COVID-19 and the transition to learning online. Other notable points are:

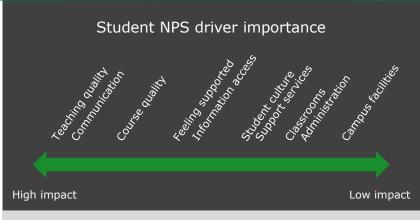
- There has been significant progress in reducing teaching inconsistency with less dissatisfaction occurring, which in turn has helped with increasing NPS
- Support services are more frequently mentioned and almost all the comments are extremely positive about the touchpoints
- There is also significantly fewer complaints about enrolment and administrative process which really enforces that the internal changes have had an impact
- While we cannot isolate the impact that COVID-19 has had on how students are feeling, there is evidence to suggest that much of the positive movement is not only due to how well Unitec has managed lockdown, but also a continuing of the positive changes Unitec continues to make

### **Improvement suggestions**

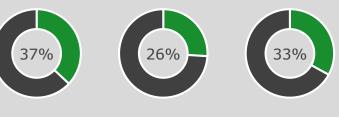
COVID-19 has unearthed some things that students really value, such as proactive engagement and having lectures recorded. There are many requests that this practice remains even when things return to 'normal'.

While great progress is being made on teaching and course consistency, it remains the top priority for Unitec to continue to work on.

While Unitec has done well overall for communication regarding COVID-19, with all the interruptions going on, students are asking for quicker responses (especially from their teachers).



### Extremely satisfied with ...



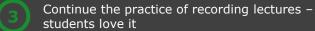
Quality of teaching Course structure and tutoring

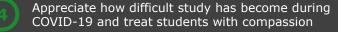
Quality of the communications received from United











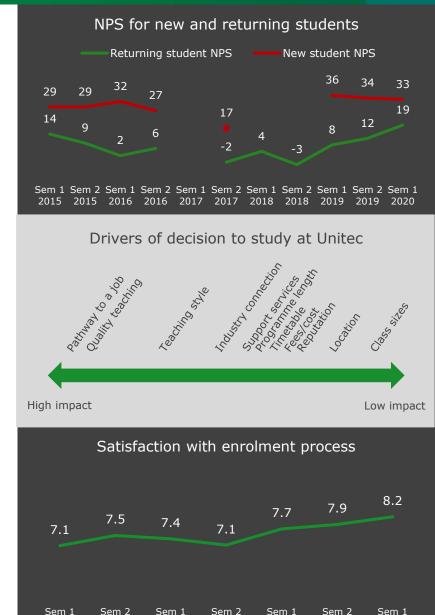


## New students

### **New student experience**

New student NPS is stable and continues to be high

- Course organisation has structure appears to be less of a factor this semester for new students, and this is in part due to a good response from Unitec regarding COVID-19 – although this may be students giving us the benefit of the doubt amongst a lot of uncertainty and confusion
- Most new students start off really positive about their study, but the levels of support students are experiencing does vary by school. Again, an overall theme of consistency comes through
- The main driver for students coming to Unitec is that they believe Unitec will get them to their destination of a job/career. Maintaining a trusted brand in the market is critical to this and we need to ensure we match any negative press coverage with equally credible positive stories
- Consistent with previous points about returning students have less complaints about the enrolment process, new student satisfaction with the process has improved again, besting the previous semester's all time high score



2017

2017

2018

2018

2019

2019

2020





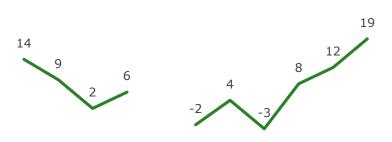
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## **NET PROMOTER SCORE**



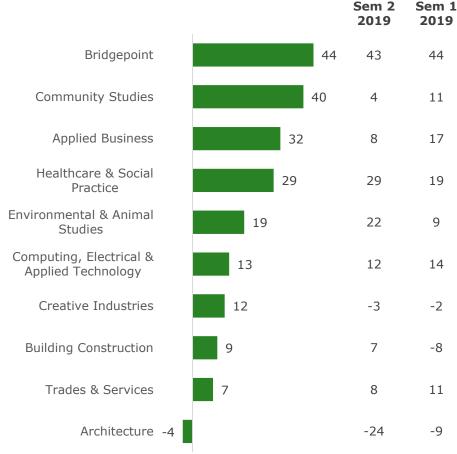
## Unitec's NPS has increased again and now sits at the highest ever recorded level – a massive turnaround from two years ago

### Student net promoter score



Sem 1 Sem 2 Sem 2 Sem 1 Sem 2 Sem 2

- > 43% of all Unitec students are promoters (rate 9-10) vs 24% who are detractors (rate 0-6) which equates to a net promoter score of 19 (promoters minus detractors)
- > This is the highest student NPS ever recorded and is amid interruptions caused by the COVID-19 pandemic

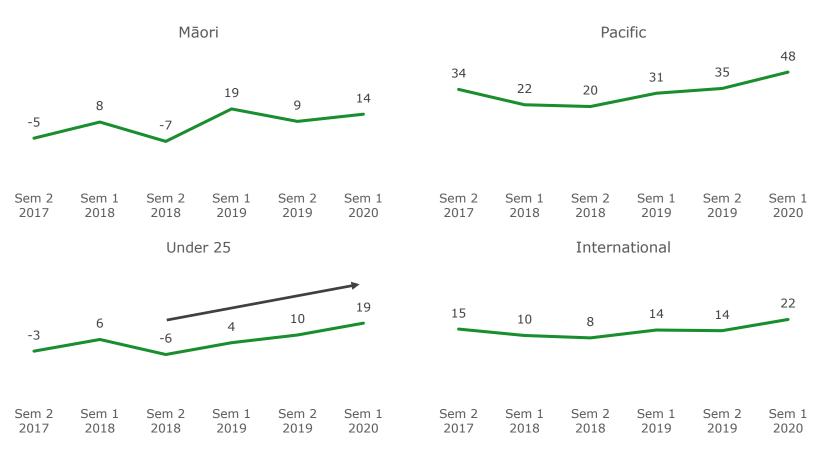


#### Notes

- 1. Question text: On a scale from 0-10, how likely are you to recommend studying at Unitec to a friend, colleague or family member?
- 2. Sample size, n = 1246
- 3. Sample size, n = 71 | 75 | 142 | 205 | 59 | 144 | 69 | 291 | 68 | 112
- 4. Historical NPS for the schools of Computing, Electrical & Applied Tech. and Building Construction have changed as they now include programmes previously in Engineering & Applied Tech.



## Improvements among Under 25s accounts for much of the overall increase given they are such a large share of students



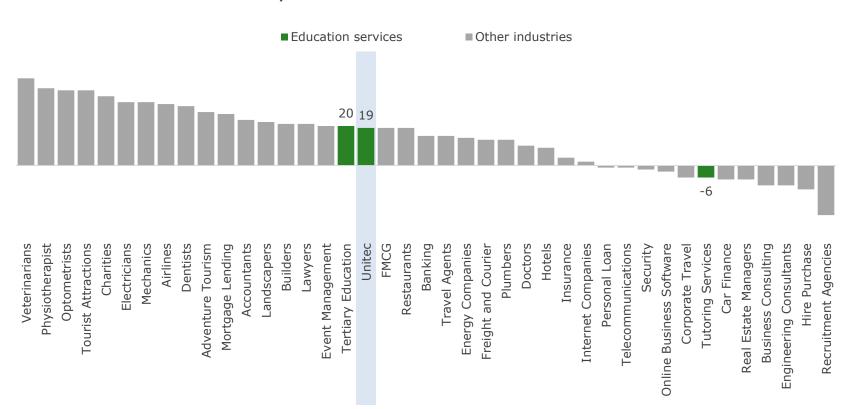
Notes:

<sup>1.</sup> Student NPS is for returning students



## United has now practically equalled industry benchmarks – a fantastic achievement in such a short timeframe

### New Zealand NPS industry benchmarks 2018



Notes:

Source: Perceptive customer monitor, New Zealand NPS® Industry Benchmarks 2018 report



## Summary of key findings about NPS

- Unitec has seen another consecutive increase in NPS. While the COVID-19 crisis is of course intertwined in this, there is evidence that Unitec making significant improvements despite the crisis
- Subsequent sections will go into more detail about COVID-19, but student feedback is that Unitec has responded well for the majority of students
- Under 25 NPS performance in the past sat below the overall NPS, but now it is equal. The significant improvement in Under 25's NPS over a number of semesters is a large driver in the overall increase
- On a not so positive side, inconsistency by school, programme and course remains a central theme to the student experience at Unitec



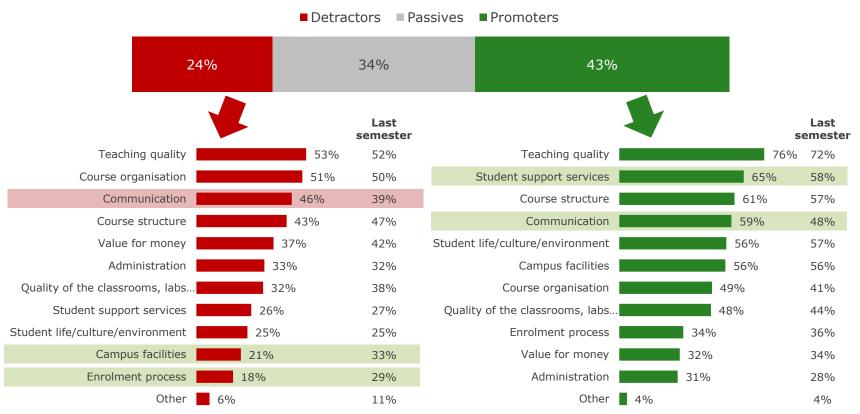
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## **REASONS FOR NPS**



## Communication has become much more frequently mentioned, which is not surprising given the COVID-19 interruptions

### Reasons for net promoter score



#### Notes

<sup>1.</sup> Question text: Thanks for giving that detail. Could you now please tell us which of the following categories best fit the reason you gave? Please select as many categories as you need to.

<sup>2.</sup> Sample size,  $n = 159 \mid 371$ 



# There is much more positivity than negativity regarding Unitec's response to COVID-19, but pockets of discontent are present

### Verbatim related to communication around COVID-19

"I can clearly see the efforts made by Unitec in supporting students. With the current crisis, classes hasn't stopped even though limited in terms of exposer (like practical are not really possible) but all efforts have been made to continue. Well done."

"I definitely think Unitec is very well organized and helpful to all students and has definitely shown that amongst this look down; Unitec was one of the only universities that were somewhat prepared for it."

"Because I'm enjoying my studies and feel that the conversion to online study during COVID-19 was excellent."

"How they have dealt with COVID-19 is excellent."

"I believe they are an awesome institution, during this COVID-19 situation they have been amazing at updating us and the Early childhood education tutors have had to work beyond what they normally do due to COVID-19."

"Whenever I had any doubts regarding my study plan or visa conditions contacting Unitec authorities has helped me to clear all those doubts. Also, all the tutors are so supportive and doing their best even in the difficult situation caused by COVID-19."

"The online channels are very helpful in managing studies and essential worker/students (COVID-19)."

"I appreciate the way Unitec handled the Covid situation."

"I can still able to get the help i need for my study even during this time of covid19 . I find it hard myself to cope with the online study but i have no choice and the staff are constantly keeping the communication on between myself and Unitec. I know we will get through this and looking forward to come back to Unitec. I can recommend others to come to Unitec as I do enjoyed it myself too."

"Very unprepared in the case of the recent covid19 situation. False news received from Unitec on a positive case in my school which was later updated to being not positive (received email from Unitec a day after or so)."

"Good uni for some subjects but the for the covid 19 period we have been left in the dark until last minutes about what is going to happen and how. it needs to be stated earlier and lecturers need to be more clear with students."

"Really very little communications from Unitec to individual email addresses about the Covid-19 lock down, and expectations from Unitec to its students - which it does have a duty of care to ensure happens. In contrast, UoA had daily updates, Massey had bi-weekly updates. There has been no updates from Unitec to its students since you went to online learning. You are leaving individual lecturers to waste valuable online time to run through processes."

"Because of the slow / poor response to covid19, no support during lockdown."

"This semester felt like there was no structure, yes the Covid 19 caused a lot of uncertainty and unease with studying but not having the good structure in place from the start made the online study harder with no proper explanation from 2 course and no good communication."

"Although the lecturers and tutors are fantastic, I've felt very let down by the organisational side - particularly around the response to covid 19"



# Support services are also more frequently mentioned, with the vast majority being highly positive

### Verbatim related to **student support services**

"Each time, every lectures ask us if needing any help at this challenging time."

"Very happy about the way we have been guided and helped, even under lock down level 4..doing e-learning classes."

"I enjoy the atmosphere and friendly lecturers that we have at Unitec. The lecturers are always happy to help, which I find great."

"I've found that Unitec is so supportive to their students. It makes tertiary education a lot less scary. Especially for people like me who have had a long break from study."

"Great tutors, good course content with an emphasis on building 'real world skills' which get you ready for employment after study. Lots of student assistance available and easy access to it and many other things."

"My experience has been great. The diversity of cultures is huge & the environment is fun & inviting. Also, the support from the academic team & lectures is brilliant. They are always willing to help."

"Because of all the support you providing us and precautions taken to prevent the COVID-19 virus spread in the very early stages."

"Just because there's is a real whanau culture and everyone helps each other. I used to study at AUT and it felt was I was walking amongst robots."

"Because it is a great place to learn from. Many amazing support services that I would highly recommend to them, such as Te Puna Ako and library. Also the lecturers are very supportive to student and sacrifice their time is, which I like the most."

"I feel really comfortable studying Unitec, the support system from the lecturers are great."

"Unitec have looked after me very well. They provide everything I need if it's be extra academic help or financial assistance through the vast number of grants and scholarships. Unitec has a friendly environment with up to date technology used to educate their students. They have fun activities around campus and sometimes free food. The lecturers are very kind, friendly and helpful. Unitec care about your learning and they're a uni that will do everything they can to help you succeed."

"The lecturers are amazing and very supportive. All the facilities are great as well."

"Unitec is really prepared and during this pandemic, they have made things so much easier for us. I haven't had to worry about classes or work that I am doing because my tutors have been in contact every week and have updated us on what will be happening so we don't need to worry."

"Unitec has such an amazing support system. There's help regardless what hardship you're going through. They truly care about their students, as well as their staff. You really feel accepted, connected and cared for a Unitec. I wouldn't pick any other university to recommend but Unitec."

"Teachers are brilliant and the external services to help students is second to none."

"Has a lot of help around and a very supportive people."

"I absolutely love studying, the environment at Unitec really feels like one big whanau."

"The lecturers are supportive and they have a Pasifika team which is awesome for the islanders."

"Because Unitec teachers are so supportive. They help the students to achieve their goal to successfully finish the course."



## Improvement suggestions largely relate to facilities at Waitakere and better communication when students raise issues

## Improvement suggestions for **support services**

#### **Facilities**

"The politics between the 2 campus. How facilities are unevenly matched."

"Maybe have more activities happening in the hub?"

"The link between the main part of the campus and the arts area."

"Probably to have more activities and things to do for students at Waitakere campus,"

"The Waitakere campus to have the same student days as Mt Albert."

"Great campuses equally, or don't charge students the same fees."

"One campus... why do we need 2? It makes it so difficult as some things can be offered at Waitakere but most of it is at Mt Albert."

"More computers in the library."

#### Listen

"I actually don't have time to write suggestions anymore. Have been writing them from sem 1. But never saw any difference. So kind of redundant."

"Take student complaints about a teacher seriously, don't understand some teacher what does he doing during lockdown because didn't communicate."

"Feeling that your feedback is valued - and seeing positive change as a result of feedback provided. This is something that has been lacking in all my time at Unitec."

"I have given up trying to give you advice on how to improve, Unitec doesn't really listen to advice regarding quality, you just keep trying to throw money at the Student Hub etc. and try to cover up the faults everywhere else."

"Take student complaints seriously and action in a timely manner."

"Things take so long to change or update."

#### **Availability**

"I am of Pacific descent and from that there is a lot of availability for student services for me as a Pacific student. However, I have found that some people I study with feel that they don't have the same support out there so maybe trying to work on that?"

"Extend the availability of the help desk and bring back the online helpdesk chat option."

"Maybe more assistance with assignments for students who struggle to understand etc. I don't know if Tutorials/TA's are enough for struggling students."

"Easy access to library, too many steps to login to online database."

"Making help more accessible if we need it that doesn't clash or interfere with our schedules."



# Teaching quality remains the most important driver of NPS, and there is evidence of both good and bad experiences

### Student comments about **teaching quality**

"Most resources, facilities, lecturers and update information is good and appropriate regarding the current situation, on Corona virus."

"Excellent lecturers. Unitec has the best facilities to study. It has a unique student support facility that have staff who help me succeed. My study journey has been difficult but extremely satisfying. I attribute my success to the Unitec support staff and teachers who are truly there to help."

"Lecturers are good and have been nice about the COVID virus. I love doing work online!"

"The tutors, support staff learning environments are really good! They're super helpful, informative and supportive!"

"The lectures are helpful and the available resources are as well."

"Good quality teaching also great support around campus."

"I have always felt very supported by my lecturers. This has helped me in times when I am struggling with the content as I feel comfortable to approach them and ask questions. The hands on learning during clinical placements is also an extremely efficient way of learning and I feel that this is where a lot of my personal development happens."

"I find the lecturers and admin at Unitec to be fantastic and committed to the students."

"I like the teaching methods used here."

"Very practical, teachers are so helpful."

"I enjoy the atmosphere and friendly lecturers that we have at Unitec. The lecturers are always happy to help, which I find great."

"Because all the things you to achieve your studying is always there. The teacher are awesome."

"the upload of Moodle content by content by lecturers is rare. They don't properly update assignment dates or submission dates. notes are given in a disarray of multiple files some of which aren't necessary."

"No one can give a proper answer to anything. I show up for class an have to go home cause you have no on to teach the class most times."

"It's pretty good. But I'm not impressed that \*\*\*\*\* is allowed to still be employed in her position as she employed a racist lecturer, and when the student reps went to complain, she dismissed the rep and told her it wasn't her job to inform of how the class was feeling."

"Not satisfied with some of teacher's teaching methods."

"Courses are terrible quality with very poor lecturers."

"Some lecturers have really heavy accent, even worse than most international students. Most Labs appear to be underfunded. Seats is inconvenient and unreliable for international students."

"Course not organised, communication is not good enough, materials distributed at class not in advance."

"The quality of the teachers you will get is based on luck. The same course if taught by a different teacher could mean getting an A+ or failing the subject."

"I like the facilities there. but some of the lecturers are pretty bad at their job."  $\,$ 

"Lecturer to students ratio is very high."

"When issues have been raised as to standard of instruction there has been little to no follow through or improvement."

"Poor communication between lecturers and students."



# Likewise with courses, student experiences vary significantly depending on which courses they take

### Student comments about courses

"Course content is good. Supportive lecturers."

"I like the teaching way of Unitec as the course context is practical."

"Unitec is a brilliant place of learning, the support system is wide and very helpful. If you are struggling people reach out and make sure you're getting the support needed to succeed, the staff are extremely helpful and understanding. You never feel like "just another number" and the classes are easy to understand."

"The study system is very effective and reliable. Proper guidance and help is ensured throughout."

"It's hands on not much theory work and it's a chill environment."

"You actually feel like you are learning something for the money you pay. The service feels valuable."

"Because I have learned a lot from Unitec, I came in with my own views and understanding little that I know that there is much more to find out."

"The system is just perfect, from lecturers delivering of core theory of courses and relate it to real life. They initiate creativity, motivate and support students by open door policy and focus on assuring that I am confident to face reality after graduate."

"The course allows me to study at my own pace as I am in full time employment."

"Because it is more based on hands on experience course. At Unitec , we learn what to do in real job as we more focus on real industry problems."

"I like how it's half field based and half theory based."

"I enjoy my time at Unitec it's not too crowded in classes. Lecture feel more involved."

"Because some courses are good and some aren't."

"The content of the course is good, however, the course is badly organized."

"There is insufficient information available on courses, prior to enrolment, to make an informed decision. The course I enrolled on turned out to be less practical than I had anticipated."

"My experience of Unitec has been bumpy-I have loved the course I chose but felt that communication can be poor between staff and students."

"Courses are terrible quality with very poor lecturers."

"Hit and miss on lecturers being good. Quality and consistency of course material is average."

"Unitec delivers good courses but also severely subpar ones. With complaints from most students within a class Unitec has done nothing to remedy the problem."

"The organisation and communication can lack at times."

"Because there are some really good lectures and student support at Unitec, but there are still things that need updating."

"This semester felt like there was no structure, yes the Covid 19 caused a lot of uncertainty and unease with studying but not having the good structure in place from the start made the online study harder with no proper explanation from 2 course and no good communication."

"I'm not happy with how the online delivery is with my course. I am happy with the tutors though."

"At least half of the classes could be done on YouTube for free at home."



# Students love having lectures recorded – continuing this would also allow for monitoring of consistency and content

### Improvement suggestions for teaching quality & course structure

#### Consistency

"Some of the lecturers seemed a bit lost in how to teach the class. Some of the lecturers I've had have been amazing, so it really stands out who knows the course and how to teach and who doesn't."

"Senior lecturer are amazing. They are fantastic. Unfortunately, part time lecturers are horrible. I sometimes wanna get refund for particular classes."

"Better control how lecturers deliver courses to ensure consistency, allow students more flexibility regarding how they do assignments."

"Taking responsibility for courses that are a complete sham."

"Do you have feedback survey of each course. I have different points of each one."

#### Content

"The course details such as including a specific syllabus and learning outcomes in the MyCourseDetails. This would be helpful so that as a student I am aware of exactly the level of content I need to know for an exam."

"Audited classes first and foremost. Anyone can read a power point. If that's an entire lecture why aren't they recorded and available online to view whenever. If someone misses a class then they'd have an opportunity to catch up and revisit things they missed. If the intent is students learning then this should be prioritized."

"The level of structure in the course and way some teachers teach not use old slides and if they do actually read them and make notes to teach off slides they have not made."

"Have better organised study material with more information to be ready for each test."

"Course structure need to reconsider lead to get job after graduate the course."

#### Communication

"Communication - response efficiency."

"Explain and go slow and take questions per slide so we can understand what they are teaching."

"Get lecturers to answer their emails after they've been sent one by a student would be helpful."

"One thing I would improve will be have online classes or recordings of lectures as for some students they may miss out on a class for a reason and this would be a good way for students to catch up on the content they missed rather than going into the next class feeling lost and unsure of what was explained at the last session."

"If Unitec have recording for each course should be very nice."

"Make it more accessible to people who may be unable to make it to classes by always having recorded classes available."

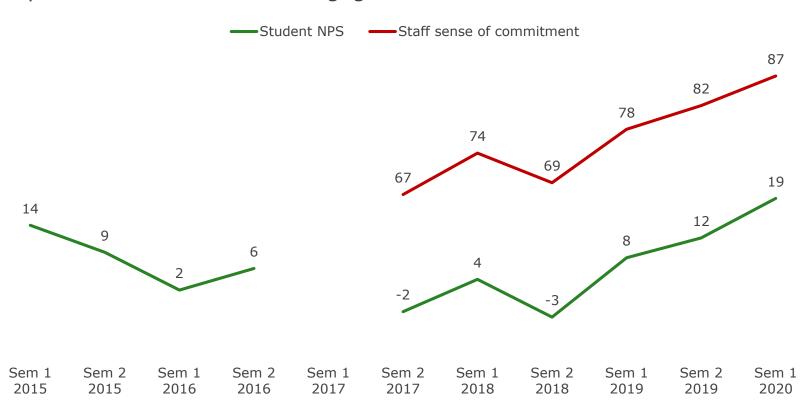
"Lecture recording."

"Recorded audios to be uploaded on Moodle after each class... like it is now when on zoom."



## Staff engagement and student engagement continue to track in parallel

### Net promoter score and staff engagement



Notes:

<sup>1.</sup> Staff sense of commitment (top two box) sourced from staff surveys and staff pulse surveys



## Summary of key findings about NPS reasons

- Students are enjoying having lectures recorded can this practice be continued once online learning is over? Perhaps it would also help with teaching and course consistency
- Teaching and course consistency remains a major talking point for many students this continues to be a high priority area Unitec should look to improve
- Overall, students are pleased with Unitec's response to COVID-19 communication in times like this become much more important and Unitec has responded adequately for the majority of students
- The COVID-19 crisis have put the spotlight on Unitec's support services and students have responded positively that we've risen to the challenge



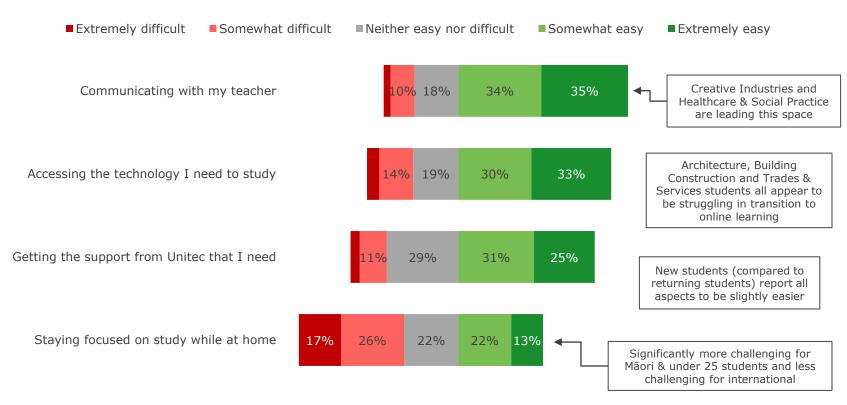
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## TRANSITION TO ONLINE



## The transition to online learning has gone well for most schools, but students are still reporting many challenges

### Ease of transition to online learning ...



#### Notes

<sup>1.</sup> Question text: We appreciate that the last few weeks have created additional challenges due to COVID-19 and the subsequent lock down. Thinking about the transition to learning from home, how has your experience been on the following aspects?

<sup>2.</sup> Sample size, n = 1529-1551



# Students are asking that United be flexible and understanding with assignments and for communication to be quicker

### Additional things Unitec could help with ...

#### **Prompt communication**

"Lecturers replying to emails lot sooner instead of after 2 days or more."

"Some of the lectures were not replying to emails on time."

"Get your lecturers to be more readily available and post more content on Moodle as there is very little to work with."

"Just lots of communication prior to zoom sessions about any expectations."

"Just making sure their teachers have a good solid internet connection so they don't drop out of class mid class can be very hard to recover."

"Communication tools apart from emails, between students, with lecturers and with support people."

"More specific information on each class and homework should be posted on Moodle and make it easy and clear to follow."

"Record all lectures and make them available online. Can serve as a good studying tool."

"Customer service to be quicker to answer phone calls."

#### **Understanding**

"There are lots of assignment works now as the lecturers are thinking that we are sitting at home doing nothing, but some of us are essential workers and the companies are asking us to do extra shifts to balance the situation. I this situation study is getting harder."

"It's hard for someone like me to study at home because I find it hard to focus."

"Studying from home is not easy, wasn't my option so, I think regarding circumstances, teachers needing to be more flexible"

"Making it a bit easier to get a bit of leeway with marking of assignments."

"Being on practicum is very difficult from home for single mum, maybe having support with childcare."

"I personally am not a virtual learner, so this in a way impacted my learning ability. I struggle to stay focused on online teaching."

"Recognizing that some students with family distractions won't be performing academically the same."

#### **Evolve courses quicker**

"Lets not rely on everyone simply reading material rather attending lectures."

"The quality of learning dropped dramatically for my course as we are arts and design students. I want this time that has been wasted back because I'm paying a lot of money to be here."

"A lot of our mid semester tests are getting pushed back as they need to be in a controlled environment, which I understand, but it does mean that we'll be doing a lot of tests all at once at the end of the semester. It puts a lot of pressure on us."

"Group work is pretty difficult within the chat rooms."

"I'm sure that Unitec could structure a better course that could make studying at home easier, but since the virus lockdown was so unexpected, the classes are quite difficult."

"Prior to the Covid-19 lockdown, we had classes from Tue to Fri, however, now we only have one class per week, which I find somewhat unfair."



## Summary of key findings about transition to online learning

- Students are reporting major barriers to studying from home, especially for Māori and parents
- The transition to online learning has overall gone okay, but the success seemingly varies a lot by school largely due to how communication can vary school to school and course to course
- Students are requesting greater levels of flexibility and understanding until things return to normal for things like assignment deadlines



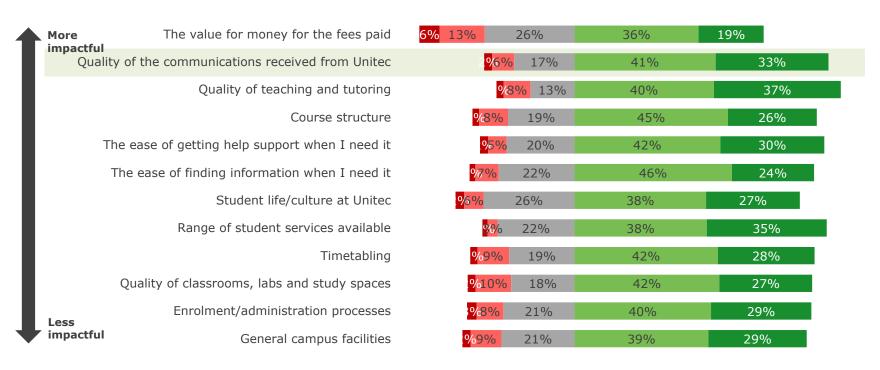
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# STUDY EXPERIENCE DRIVERS



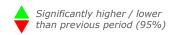
# As expected, communication has increased in importance during this time, but this is expected to be a temporary bump

### Satisfaction with aspects about Unitec ...



■ Extremely dissatisfied ■ Somewhat dissatisfied ■ Neither satisfied nor dissatisfied ■ Somewhat satisfied ■ Extremely satisfied

#### Notes



<sup>1.</sup> Question text: How satisfied are you with the following aspects of Unitec ...

<sup>.</sup> Sample size, n = 899 - 905

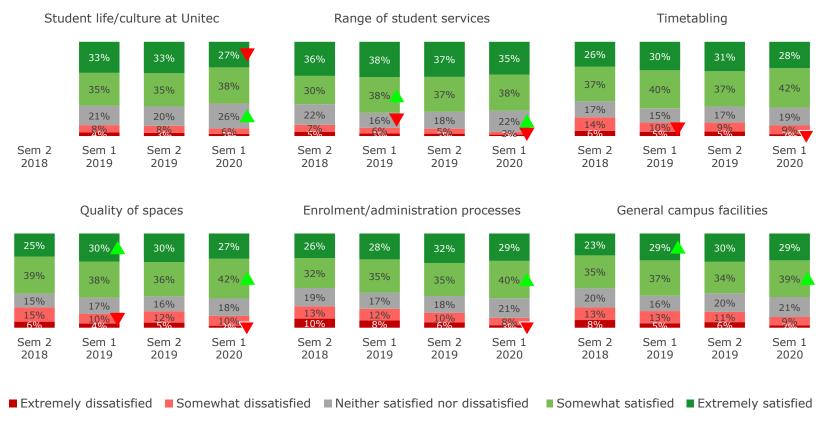


# There are lower levels of dissatisfaction with teaching & courses, indicating that some inconsistency is being remedied

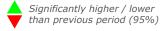




## Unsurprisingly, student life has taken a hit during the COVID-19 crisis



#### Notes:



<sup>1.</sup> Question text: How satisfied are you with the following aspects of Unitec ...

<sup>2.</sup> Sample size, n = 899 - 905



## Performance on the drivers matches the overall NPS for each school

Greyed out means low sample size

	Applied Business	Architecture	Bridgepoint	Building Construction	Community Studies	Computing, Electrical & Applied Tech.	Creative Industries	Environmenta & Animal Studies	I Healthcare & Social Practice	Trades & Services
The value for money for the fees paid	18%	7%	25%	13%	27%	21%	19%	27%	24%	24%
Quality of the communications	40%	18%	41%	26%	37%	35%	30%	47%	38%	22%
Quality of teaching and tutoring	39%	30%	46%	17%	53%	31%	67%	47%	49%	22%
Course structure	29%	11%	41%	20%	32%	22%	37%	18%	33%	25%
Ease of getting help/support	34%	12%	33%	23%	36%	26%	35%	44%	41%	25%
Ease of finding information	32%	9%	28%	18%	25%	29%	19%	22%	32%	19%
Student life/culture at Unitec	28%	18%	41%	19%	32%	32%	30%	38%	28%	27%
Range of student services	34%	18%	49%	29%	47%	27%	39%	49%	42%	28%
Timetabling	26%	18%	41%	22%	29%	27%	41%	29%	33%	28%
Quality of spaces	35%	10%	35%	24%	14%	24%	26%	24%	36%	33%
Enrolment/administration processes	31%	23%	29%	30%	26%	29%	28%	33%	29%	31%
General campus facilities	33%	10%	36%	31%	29%	32%	28%	36%	25%	25%

#### Notes

- 1. Question text: How satisfied are you with the following aspects of Unitec ...
- 2. Sample size, n = 103 | 77 | 52 | 209 | 59 | 97 | 54 | 45 | 171 | 37
- 3. Differences based on the proportion who state they are extremely satisfied

Significantly higher/lower than other schools (95%)



## There are significant concerns from international students around the quality of teaching

	Māori	Pacific	International	Under 25
The value for money for the fees paid	20%	24%	11%	17%
Quality of the communications	28%	37%	31%	29%
Quality of teaching and tutoring	45%	43%	27%	34%
Course structure	27%	30%	23%	23%
Ease of getting help/support	36%	37%	29%	28%
Ease of finding information	21%	29%	27%	19%
Student life/culture at Unitec	24%	35%	27%	29%
Range of student services	35%	38%	27%	36%
Timetabling	31%	30%	27%	28%
Quality of spaces  Enrolment/administration	24%	32%	30%	29%
processes	27%	31%	29%	24%
General campus facilities	24%	33%	27%	27%

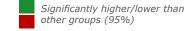
Last semester international perceptions of teaching quality and range of support services were about on par with other priority groups, but this semester has seen a significant slip.

Perhaps international students struggling more with teachers and accessing support due to online learning? This is an important aspect to consider with potential changes to international course delivery coming due to COVID-19.

Further investigation into the impact of online delivery for international student and their experience is needed.

#### Notes:

- 1. Question text: How satisfied are you with the following aspects of Unitec ...
- 2. Sample size, n = 92 | 152 | 162 | 347
- 3. Differences based on the proportion who state they are extremely satisfied





## Summary of key findings about study drivers

- Communication has a heightened sense of importance during this time, so any efforts Unitec puts into to communicating more effectively is going to be appreciated
- There remains a large amount of inconsistency by school for teaching quality, although there has been a noticeably improvement with dissatisfaction which suggests good progress is being made
- Students are struggling to find support and information as they normally would, which highlights how important proactive engagement is during the COVID-19 crisis
- While international students have transitioned to online delivery well in terms of access to technology and studying from home, perceptions of teaching quality and range of support services are down which suggests that international student's could be struggling with the separation from campus



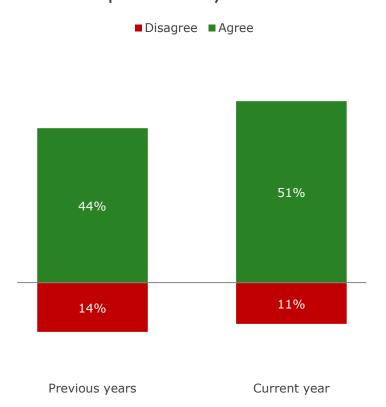
05.

## I SEE ME IMPACT



# United actively contacting students during COVID-19 has certainly been noticed and appreciated by students

### United has proactively reached out to me a when things got tough ...



"I was really impressed to get a phone call and text to check in with me from Unitec support staff. Also my supervisors and course leaders have been great at making contact."

"Student support appears to have picked up over the past two years and staff are amazing and helpful."

"Great- loved getting a call out of the blue to check how I was."

"Reaching out to students to get feedback on their situation is good."

"In my experience it's been good, and available when needed."

"Brilliant that they have people reaching out instead of the other way around, because it'll never happen, it's daunting. Big thanks to Yoshie."

"I have received calls, emails and encouragement from student support and lecturers during the lockdown but I haven't yet received a laptop to support my learning."

"I was called to check that I was managing okay and told about the support available if I needed it. This phone call was very much appreciated, they seemed to genuine. I was very touched by this."

"I'd like to thank Mary Lim for calling me last week to see how I was and also gave me some tips with the recorded."

"Really appreciated being personally called to see how I was coping with studying from home and then the person helped and did the things they would do."

"It is nice Unitec is keep emailing students to keep up."

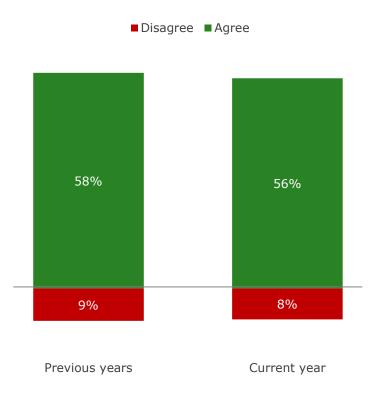
#### Notes

- 1. Question text: We would like you to spend a few moments thinking about your study with Unitec in the past and how it has been in 2020 on the following aspects. Please rate the following ...
- 2. Sample size, n = 757



## Encouragingly, the majority of students know who to go to for support, although awareness could be improved

### There is someone at Unitec who I can talk to about my concerns



"I would appreciate if there was a person who I could email them any concerns I have for studying, I'm not fully familiar with everyone."

"With covid19, I am unable to have a face to face conversation with a student support advisor especially with assignments due at the end of this months and next month. I need help on this one, please."

"I have emailed through couple time to Student Support, staff has always been super helpful and quick with their replies."

"I can't find students support information easily based on departments."

"Communication with some student support services can be quite difficult. I don't think that contacting us back via a phone call is sufficient as it may interrupt a class. Maybe having a preference on how they are able to contact you back would be very helpful as missed calls can be stressful."

"Just wish they'd be as open and known at Waitakere like they are at Mt Albert."

"I have never experienced the same kind of support in my working life as I have at Unitec. If only the care we take with students could happen in the workforce I feel that everyone might have greater mental health and feel cared for."

"This year is confusing to find support service with the names changing all the time."

"It would be great if there was clear information as to what support was available externally from Unitec - Studylink etc. so as to make it easier to know where to get help."

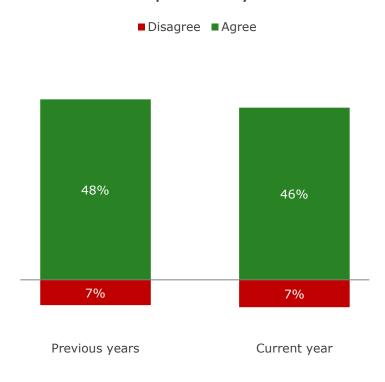
#### Notes:

- 1. Question text: We would like you to spend a few moments thinking about your study with Unitec in the past and how it has been in 2020 on the following aspects. Please rate the following ...
- 2. Sample size, n = 756



# Relatively few comments relate to cultural concerns, so it's likely that culture plays a subtle role rather than something that can be easily identified and discussed

### I am able to express my culture in my learning



"I need a friend, I need to use student services more but don't get inclined to reaching out seems obvious. I'll be in contact?"

"A lot of leeway for international students over domestic students. Student support not following through with help. Processes not being finished is very tiring. Understanding students circumstances, is unbelievably difficult."

"Yes the food court there needs to be variety of food such as halal food, like kebab shops, parking also has problems."

"I think we should focus little more on extracurricular activities such as sports and arts. We should organise some competitions such as a small badminton, futsal, chess, cricket, basketball tournament for students. I'm not only talking about sports maybe we can have photography competition, painting fest or something related to literature, it can be posted on Unitec social media accounts. Am sure there will be hidden talents. It will be a great support for students and help them to socialize more."

"The tone of Lecturer's email communication needs to be worked on. We are not in North Korea."

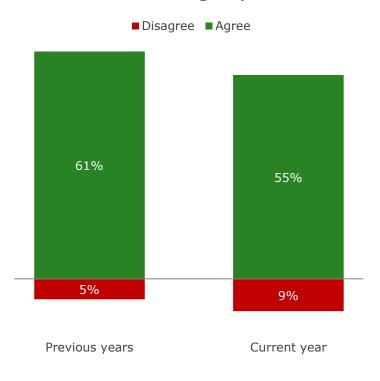
#### Notes

- 1. Question text: We would like you to spend a few moments thinking about your study with Unitec in the past and how it has been in 2020 on the following aspects. Please rate the following ...
- 2. Sample size, n = 757



# There has been a significant decline the year for learning style – likely partly due to having to move online

### United has a learning style that suits me



"Student support is fine, it's your individual faculties that are a mess. I cannot care in the least about the facilities and support the establishment provides if the courses and teaching quality -- the sole and only focus I have for going to university -- is fundamentally flawed."

"The most of the classes have been great with great lecturers but a few have not been good at all. I do not wish to waste my time, energy and money for those classes."

"I hope my experience gets better and i find the online learning web site confusing."

"Studying at home due to covid 19 lock-down has made it harder for me due to other issues. family, children, health and well being, bills, food etc. So getting support and understanding is vital so I can finish it all. I need to keep pushing forward, I have sacrificed to much in my life alone."

"It has been harder getting in touch with lecturers who do not reply to emails for long periods of time, while assignments and activities are due."

"If possible, please Unitec must try to start lectures in person rather than online."

"The most of the classes have been great with great lecturers but a few have not been good at all. I do not wish to waste my time, energy and money for those classes."

#### Notes

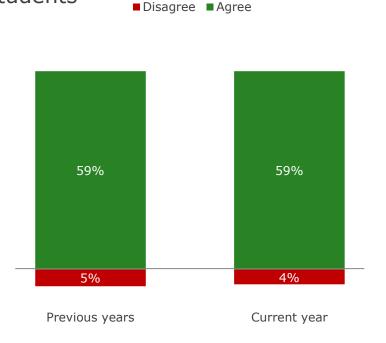
- 1. Question text: We would like you to spend a few moments thinking about your study with Unitec in the past and how it has been in 2020 on the following aspects. Please rate the following ...
- Sample size, n = 757



# Most Māori/Pacific students agree they are experiencing culturally familiar practices, but has not changed significantly over time

There are learning practices that are culturally familiar to Māori and Pacific





"There are cultural barriers to learning for Māori and Pacific students and possibly other students for which English is not a first language."

"Should employ a qualify Pacific person who can speak the language well and fully understand the culture. My concern is specifically with Tongan student as we need a qualify Tongan assistance who can helps Tongan students from Tonga."

"I did not feel supported by the Māori services in my first 2 years of study. I feel this has changed a lot this year."

"I feel as though within my department, cultural support has improved with the development of Mau studio and slight increase of Māori and Pasifika staff, but there needs to be more Māori and Pasifika supervisors, as my supervisor is not culturally educated, so it has been very difficult for me to get cultural advice for my research project."

"Really happy with student support services over video zoom platform, real easy to use. Would like to see more exposure of Pacific student support in classrooms so that Pacific students are more aware of their services."

- 1. Question text: We would like you to spend a few moments thinking about your study with Unitec in the past and how it has been in 2020 on the following aspects. Please rate the following ...
- 2. Sample size, n = 181 (only asked of Māori and Pacific students)



## Summary of key findings about ISM impact

- Culture is a difficult concept to identify and discuss for many students, so the impact of not seeing culture reflected is likely to be seen through other aspects, such as awareness of services or willingness to ask for support
- The Learner Outreach Programme is having a clear and positive impact on students who report significantly increased perceptions of proactive engagement
- The transition to online study creates significant challenges, especially for Unitec students who have often chosen to study with us because we have a more practical and hands-on style of learning



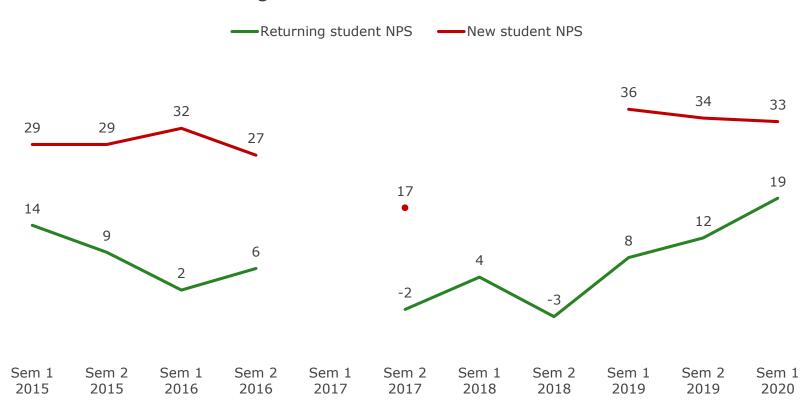
06.

## **NEW TO UNITEC**



## New student NPS remains stable with historical trends

### NPS for new and returning students



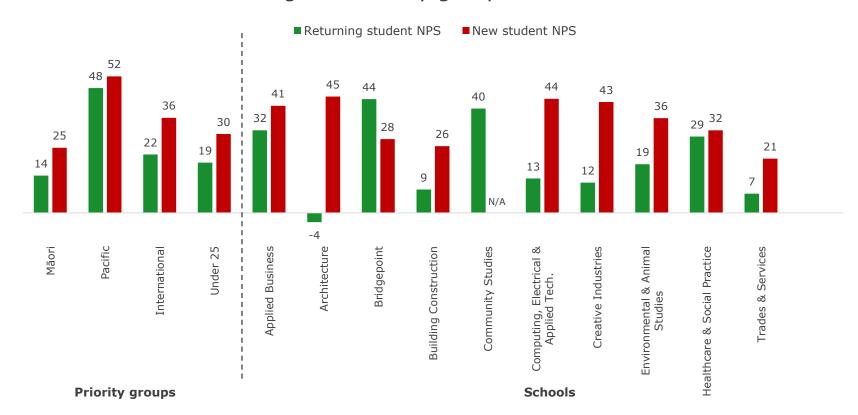
<sup>1.</sup> Returning students sample size, n = 2431 | 2371 | 1264 | 1423 | 0 | 889 | 1024 | 789 | 1397 | 986 | 1246

<sup>2.</sup> New students sample size, n = 1232 | 541 | 678 | 313 | 0 | 289 | 0 | 0 | 791 | 602 | 782



# The gap between new and returning students is huge for some schools

### NPS for new and returning students by group



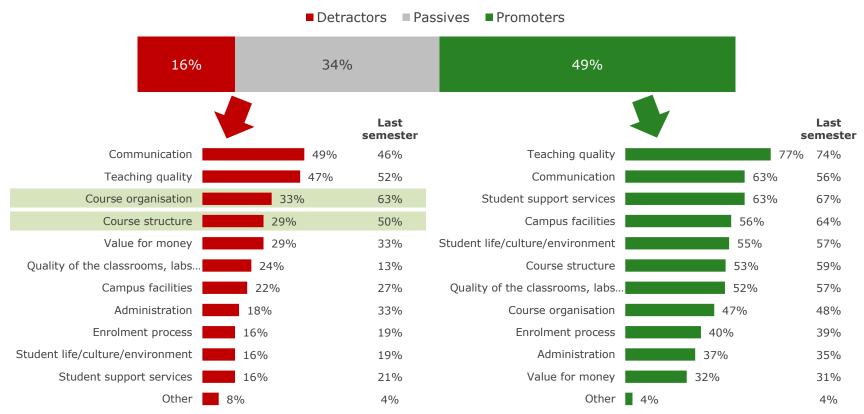
<sup>1.</sup> Returning students sample size, n = 105 | 211 | 223 | 508 | 142 | 112 | 71 | 291 | 75 | 144 | 69 | 59 | 205 | 68

<sup>2.</sup> New students sample size, n = 126 | 159 | 426 | 112 | 56 | 113 | 121 | 18 | 80 | 47 | 99 | 41 | 77



# New students have fewer complaints than last semester about course structure and organisation which is really positive

### Reasons for net promoter score



#### Notes

2. Sample size,  $n = 51 \mid 269$ 

<sup>1.</sup> Question text: Thanks for giving that detail. Could you now please tell us which of the following categories best fit the reason you gave? Please select as many categories as you need to.



# This is largely due to the fact that Unitec's response to COVID-19 has been felt to be really supportive

### New student comments about **courses**

"Because of the support that I am getting from my lectures, students support and pretty much everyone involve in my learning. It also provide a career pathway for those that are not sure what they do or where to go from here in terms of career wise."

"Supportive environment, good teachers and classes, overall worth the time and money."

"Because it is providing us the fantastic services. All staff are so cooperative and nice... So would love to suggest some one else to join Unitec."

"I really enjoy learning at Unitec. The lecturers are great, the grounds are great, the opportunities are great."

"It has all the necessary resources, teaching staff is well qualified and knowledgeable."

"My lecturers have been fantastic and I think the way that vivid online learning is being dealt with was really good. I think some of the facilities could be better though - e.g. currently we have no light boxes in the architecture department - I understand we are getting one but it sounds like just one small one may not be enough."

"I'm in my first year in Unitec studying dance. I've set goals before I walked into that studio and I've let my lectures know also. With that said they've given me that solid foundation to build my goals and they've done nothing but push me and help me become successful. Unitec will support you more than you know it."

"The institute's program is good and the study material is sufficient in term of quality and variety."

"I have enjoyed Unitec so far but haven't been studying very long to know what to expect for a full year with them." "It is very useful and helpful course."

"Has been a very smooth an easy process to enrol and the course material is very interesting. The lecturers are very knowledgeable and easy to listen to."

"Wonderful international support especially during the lockdown. All together a different experience. Lecturers are awesome. They are doing everything to make us understand the concepts."

"I really like the friendly environment and the way my course is structured."

"The teachers are passionate and the learning curriculum is good."

"Really like my course so far, I think its really effective better suited to students and developing their skill set - compared to other universities with the same course."

"I find Unitec the best so far. Student support is always there in need, everything related to course is on Moodle that means i can do self study anytime and most importantly teachers are well qualified and supportive."

"Unitec was very organised and very helpful for beginning a course. Polite and very friendly people who are there to always help."

"Professional lecturers, excellent course content, compassionate about expectations during Covid 19."

"The course I'm doing is well structured and easy to follow, the lecturers are approachable and knowledgeable."

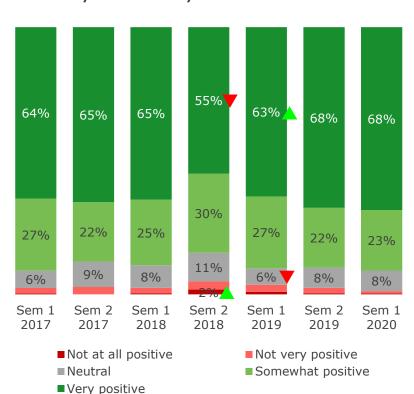
"Very organised and lecturers explain in depth and are happy to help."

"Because lectures are excellent and feels like whānau from the first moment."



# Positivity for studying at United is extremely high among new students

### Positivity for study at Unitec



"Everyone that works at Unitec seems to genuinely want to make the world a better place to be."

"I feel like I genuinely understand the content I'm studying and am receiving the support I need from my lecturer. I feel at ease to ask questions and feel encouraged to study to the best of my abilities."

"I'm hoping to get as much as I can out of this course and I'm hoping that it will help me find out more for myself in the future."

"Because I haven't felt like I belong anywhere until now."

"I had a clear goal of what I want to achieve after Unitec."

"I was a little unsure about studying at Unitec, however doing the audition for my course completely settled my mind and I knew it was a place I would love to be. I feel encouraged to flaunt my differences, and while there are times where I feel overwhelmed, it excites me to think of how much more learning I have to do."

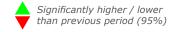
"The way that information is presented is often confusing and lacks coherency/is disjointed."

"No communication."

"I was lied to when I called and asked the Unitec team about the course."

"Being forced to do diploma programme after successful completion of EDEXCEL ADVANCED LEVELS(A-levels). Secondly other universities in New Zealand and around the world offer Bachelors degree after completion of the above mentioned course and not the case with Unitec."

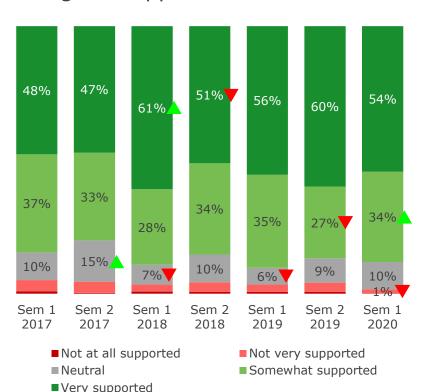
- 1. Question text: Do you feel positive about your decision to study at Unitec?
- 2. Sample size, n = 697 | 359 | 734 | 328 | 633 | 488 | 583





# Support is most noticed when it comes directly from teachers

### Feelings of support at Unitec



"The teaching staff is always there when needed."

"Lecturers and other students are always happy to help."

"The support for Māori and Pacific top it off also I am apart of Whai Ake which makes it even easier for me to seek support."

"There is incredible communication between staff and student that I feel that the students are given immense support regarding the courses."

"We have daily check-ins and my class being so small we all get the opportunity to voice our feelings about the work, what we are struggling with and ask questions."

"I feel support from the teachers, but there is a lot of work to do and I need to research deeply to accomplish all tasks."

"There are free classes if you're struggling such as maths and English classes."

"It feels like we are very much left to our own for task's and don't have a lot of time for walk through with the current covid scenario."

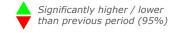
"I am finding it hard to communicate with lecturers virtually and I am finding group work hard virtually."

"I am aware of the support available to me but due to COVID I feel disconnected. I understand this situation is difficult for everyone but I think some people are impacted more than others and this makes studying on top of being house-bound very stressful."

"Still waiting for academic support team to get back to me."

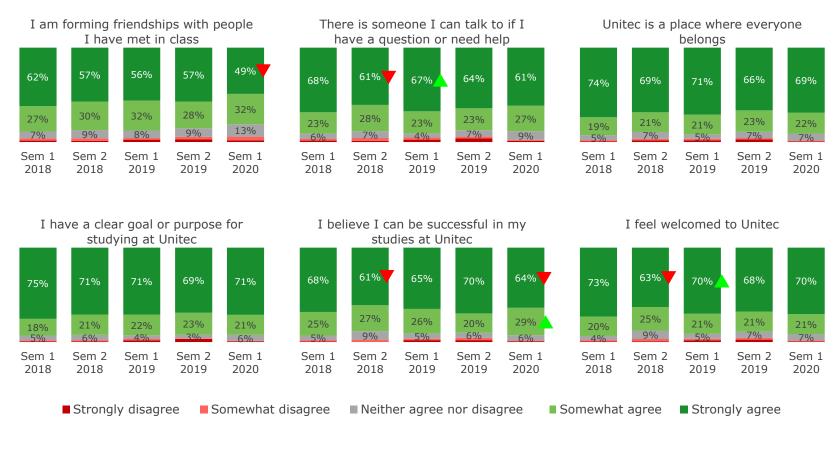
"I can't study from home."

- 1. Question text: How supported do you feel in your programme of study at Unitec?
- 2. Sample size, n = 695 | 357 | 684 | 308 | 619 | 485 | 575

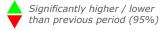




# COVID-19 has made it more difficult for students to create a social circle, which may have flow on impacts into future semesters



- 1. Question text: Please tell us how much you agree or disagree with each of the following statements.
- 2. Sample size, n = 636 | 288 | 648 | 351 | 683 | 489 | 583





# Positivity is high for new students in all schools, although feelings of support do vary considerably

Greyed out means low sample size

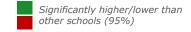
	Applied Business	Architecture	Bridgepoint	Building Construction	Community Studies	Computing, Electrical & Applied Tech.	Creative Industries	Environmental & Animal Studies	Healthcare & Social Practice	Trades & Services
Positivity for study at Unitec	71%	66%	75%	64%	N/A	64%	73%	70%	59%	69%
Feelings of support at Unitec	57%	56%	60%	42%	N/A	52%	61%	58%	75%	51%
I am forming friendships with people I have met in class	46%	40%	56%	44%	N/A	52%	50%	46%	66%	54%
There is someone in my I can talk to if I have a question or need help	59%	67%	66%	48%	N/A	52%	71%	77%	66%	59%
Unitec is a place where everyone belongs	68%	67%	75%	63%	N/A	70%	68%	76%	81%	63%
I have a clear goal or purpose for studying at Unitec	72%	78%	66%	71%	N/A	82%	44%	77%	78%	68%
I believe I can be successful in my studies at Unitec	68%	56%	71%	57%	N/A	68%	71%	62%	63%	59%
I feel welcomed to Unitec	68%	66%	76%	69%	N/A	73%	74%	70%	81%	64%
The orientation activities were culturally familiar to Māori and Pacific students	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

#### Notes

1. Question text: Please tell us how much you agree or disagree with each of the following statements.

2. Sample size, n = 94 | 44 | 83 | 89 | 16 | 59 | 33 | 74 | 32 | 48

B. Differences based on the proportion who state they strongly agree

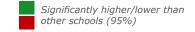




# Pacific students are reporting feeling very positive and supported and this reflects how embedded the Pacific Centre is at United

	Māori	Pacific	International	Under 25
Positivity for study at Unitec	70%	79%	64%	66%
Feelings of support at Unitec	58%	67%	49%	54%
I am forming friendships with people I have met in class	42%	59%	48%	51%
There is someone in my I can talk to if I have a question or need help	70%	73%	54%	63%
Unitec is a place where everyone belongs	64%	77%	68%	72%
I have a clear goal or purpose for studying at Unitec	70%	73%	77%	65%
I believe I can be successful in my studies at Unitec	60%	73%	65%	61%
I feel welcomed to Unitec	72%	77%	74%	69%
The orientation activities were culturally familiar to Māori and Pacific students	55%	67%	N/A	N/A

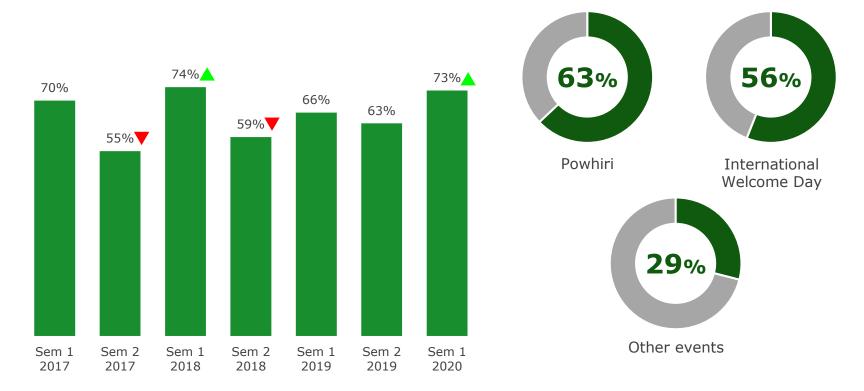
- 1. Question text: Please tell us how much you agree or disagree with each of the following statements.
- 2. Sample size, n = 44 | 90 | 132 | 295
- 3. Differences based on the proportion who state they strongly agree





# Attendance of orientation events was back up to 'normal' levels after a drop in 2019

### Attendance of at least one orientation event



#### Notes

1. Question text: Did you attend any orientation events at Unitec in the last few weeks?

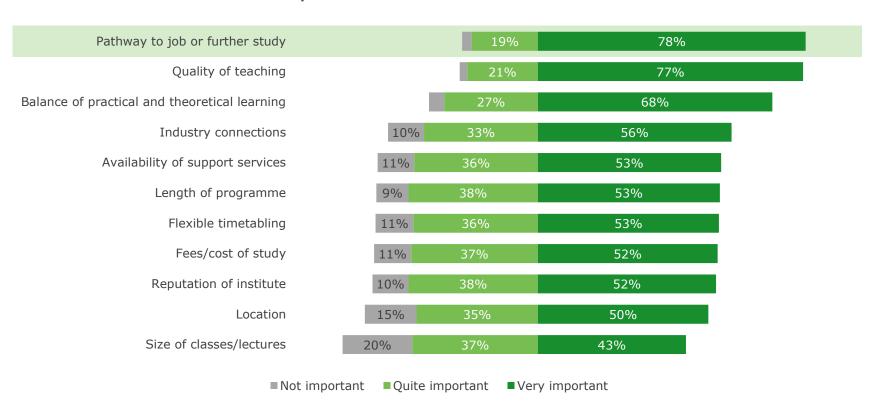
Sample size, n = 696 | 357 | 733 | 325 | 635 | 490 | 583





# Students who begin studying with Unitec are doing so because they believe Unitec will help them achieve their goals

### Drivers of decision to study at Unitec



#### Notes

2. Sample size, n = 531 - 540

<sup>1.</sup> Question text: Please tell us how important each of these items was in your decision to study here.



## Summary of key findings about new students

- New students continue to have a really positive NPS, although it has not increased alongside the returning student NPS
- Course organisation has structure appears to be less of a factor this semester for new students, and this is in part due to a good response from United regarding COVID-19 although this may be students giving us the benefit of the doubt amongst a lot of uncertainty and confusion
- Most new students start off really positive about their study, but the levels of support students are experiencing does vary by school. Again, an overall theme of consistency comes through
- COVID-19 has made it more difficult for students to create a social circle, which may have flow on impacts into future semesters in terms of feeling supported or being isolated
- The main driver for students coming to Unitec is that they believe Unitec will get them to their destination of a job/career. Maintaining a trusted brand in the market is critical to this and we need to ensure we match any negative press coverage with equally credible positive stories



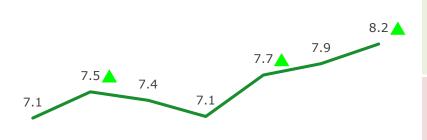
07.

## **ENROLMENT PROCESS**



## Like many things on a positive trend at Unitec, there have been really good gains in satisfaction with enrolment process

### Satisfaction with enrolment process



 Sem 1
 Sem 2
 Sem 1
 Sem 2
 Sem 1
 Sem 2
 Sem 1
 Sem 2
 Sem 1

 2017
 2017
 2018
 2018
 2019
 2019
 2020

"It was easy and faster and details were given accurate."

"Was thankful for those that helped me. I was really shy and didn't know if I will get in because of my grades."

"It was easy and someone was always willing to help me if I was confused."

"All the staff working in the enrolment team were very supportive."

"I applied in other New Zealand universities as well. I found Unitec portal the best among all. Also, I do get response with in a day or two."

"I found the enrolment process really efficient I enrolled online through my phone, and with a few days I received an answer, I was able to easily contact a member of staff, to book an appointment. They were helpful and were able to answer questions about my course."

"Not clear most of the time on what the next step is."

"I think for me personally it was a long process because they needed so much over and over again."

"It took a long time to know if I got into my course or not."

"It was an absolute joke. Cross crediting was made so difficult by such a useless enrolment advisor that I nearly gave up trying to attend."

"Poor policies compared to other institutions in New Zealand and around the world."

"It was somewhat hard to wait such and extended period of time between messages in the acceptance period."

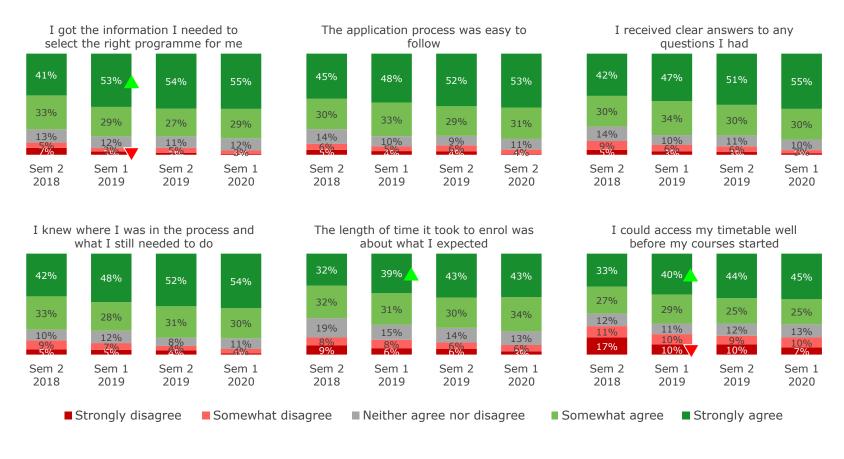
"I received an email that I was enrolled. I found out 20min before my first class that this email was a mistake and that I was not enrolled. This was not pleasant."

- 1. Question text: On a scale of 0 to 10, how would you rate the Unitec enrolment process overall?
- 2. Sample size, n = 660 | 340 | 622 | 279 | 586 | 470 | 542

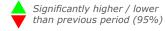




# There are fewer and fewer dissatisfactory experiences semester on semester for almost all metrics



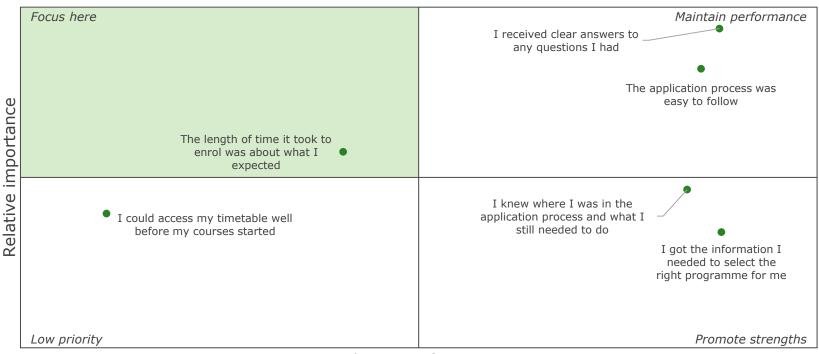
- 1. Question text: Please tell us how much you agree or disagree with each of the following statements about the enrolment process ...
- . Sample size, n = 269 | 561 | 454 | 524
- 3. 'I received an invoice after my enrolment was confirmed' not shown as such a low impact driver





# Speed should continue to be the main focus for improving the enrolment process

### Summary priority matrix



Relative performance

Notes

1. Sample size , n = 1012



# Summary of key findings about enrolment experience

- Enrolment satisfaction has improved again, besting the previous semester's all time high score
- The team is doing a good job at minimising the amount of dissatisfactory experiences which speaks to improved consistency
- Being quick to respond is a core component of beating competitors and ensuring an applicant has a good experience. Any investment into improving speed is likely to increase the enrolment experience even more



08.

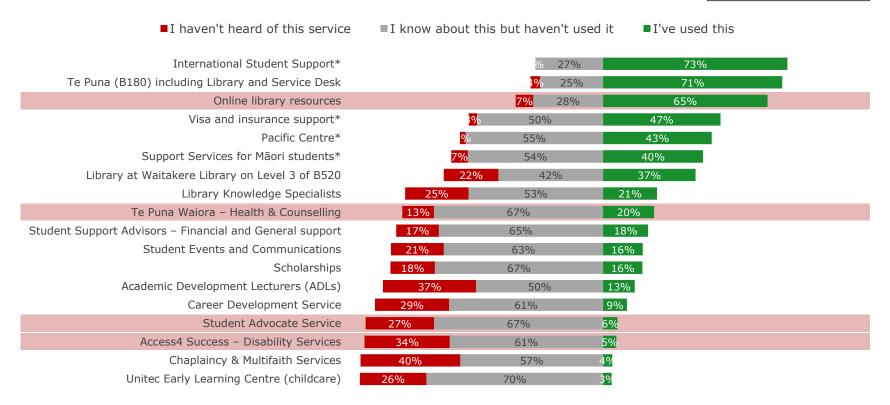
## **SUPPORT SERVICES**



# As expected, COVID-19 has had a negative impact on support service usage

### Awareness and usage of support services

Services highlighted in red have seen a significant reduction in usage from last semester



- 1. Question text: Unitec has a range of services available to students, and we'd like to know which of these you know about or have used?
- 2. Sample size, n = 268 | 1366 | 1359 | 266 | 218 | 121 | 1341 | 1318 | 1328 | 1328 | 1316 | 1322 | 1320 | 1316 | 1315 | 1311 | 1313 | 1314
- 3. \* only asked of students in the relevant priority group



# Satisfaction from users of each service is high – especially those services related to the library

### Satisfaction with support services

■ Extremely dissatisfied ■ Somewhat dissatisfied ■ Neither satisfied nor dissatisfied ■ Somewhat satisfied ■ Extremely satisfied

Library Knowledge Specialists
Chaplaincy & Multifaith Services
Te Puna (B180) including Library and Service Desk
Pacific Centre\*
Online library resources
Support Services for Māori students\*
Library at Waitakere Library on Level 3 of B520
Academic Development Lecturers (ADLs)
Student Events and Communications

Student Support Advisors – Financial and General support

Te Puna Waiora – Health & Counselling

Student Advocate Service

Access4 Success – Disability Services

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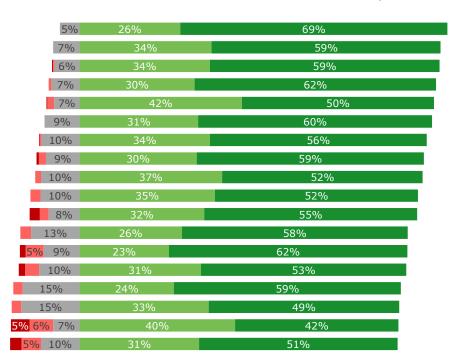
International Student Support\*

United Early Learning Centre (childcare)

Career Development Service

Visa and insurance support\*

Scholarships



- 1. Question text: Please tell us how satisfied are you with each of the services that you have used?
- 2. Sample size, n = 277 | 44 | 958 | 138 | 868 | 111 | 481 | 162 | 201 | 229 | 264 | 72 | 65 | 249 | 41 | 120 | 147 | 201
- 3. \* only asked of students in the relevant priority group



## Summary of key findings about support services

- Awareness and usage of services varies a lot depending on the support service in question
- COVID-19 looks like it has had a negative impact on usage. Students are likely to need support in this time more than ever, so evolving and adapting to suit the current time is crucial to supporting students
- Overall, satisfaction with the support services on offer is very high. The issues seems not to be about the quality of the services, but more about making sure students know about them and have adequate access



09.

## APPENDING INFORMATION



### Background information to Student NPS

The Student NPS survey is run in approximately week 6-10 each semester to monitor Unitec student's level of recommendation, the reason for their recommendation rating and perceptions of Unitec. This survey is designed to get a student's perceptions about Unitec as a whole and not necessarily seek specific feedback about a programme or course.

The survey was sent to student email addresses and a incentive prize of 5x\$50 Pakn'save vouchers was offered. The survey was sent out on 8-Apr to n=5,614 students and closed on 4-May. In total, n=2028 students responded to the survey giving a response rate of 36%. Last year semester 1 response rate was 34%.

This is a great response rate and is in part due to students also receiving an SMS reminder (the first time this communication channel has been trailed for the survey).

This survey is designed to address a number of research questions:

- What is the advocacy (NPS) of students?
- Why are they giving this rating and how does it compare to the past, benchmarks and targets?
- Are new students feeling positive and supported?
- What aspects of Unitec are student satisfied and dissatisfied with?
- How was the enrolment process and which areas are most in need of improvement?
- Is there variance by school or priority group?
- How has the transition to online learning gone in the response to COVID-19?