

Unitec New Zealand Limited

Meeting of Komiti Mātauranga

02 December 2020

Title	Ako Ahimura Review of Student Net Promoter Score (NPS), Semester 2/2020
Provided by:	Maura Kempin, Chair, Ako Ahimura
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For:	INFORMATION

Recommendation

That Komiti Mātauranga receives Ako Ahimura's Review of Student Net Promoter Score (NPS) Semester 2/2020 survey results.

Purpose

The purpose of this paper is to assure Komiti Mātauranga that Student Net Promoter Score (NPS) Semester 2/2020 survey results have been reviewed with a particular lens on learning and teaching perspective; that good practice and achievement has been identified and acknowledged; and that any causes of concern have been identified, with recommendations for resolution where necessary.

Key Points

Overall, the results are excellent and a credit to the collective efforts across the institution to meet the needs of our taura:

- 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 (-3 in semester 2/2018)
- Unitec's 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.
- 42% of respondents indicate that they are highly satisfied with the quality teaching and learning

From a learning and teaching perspective, key areas requiring ongoing support/improvement or consideration include:

- support for recording of lectures (outside of campus closure)
- greater consistency in communication to students (at programme level? Institution level?)
- greater consistency in the quality of online resources and the presentation of information in Moodle (re-visit Moodle standards; how do we ensure expected standards are met?)
- better communication of student support services (see slide 49)
- ensuring the quality of the (online) learning experience for international students
- ensure that any students identified as 'at risk' are followed up and supported appropriately
- acknowledgement that almost 60% of students are concerned their success outcomes will be negatively impacted by C-19

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:

- Refer to page 1 above

Section 2: Key Reasons for NPS

- Good communication is essential and is mentioned frequently
- 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) our culture of being friendly, relaxed

Section 3: Study Experience

- Perceptions of Unitec across almost all metrics are 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
- 42% rating of highly satisfied with the quality teaching and learning is 5% higher than semester one and the highest rating since this survey commenced in 2018.
- Slide 25: Two schools show 'red' (= significantly below other Schools) for all 12 driver metrics of 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 students compared to other priority groups and compared to domestic students (slide 26). 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 (slide 46).
- 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 mainly relate to awareness and communication; additional support is most valued when organized 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 75% were satisfied or very satisfied with the quality of on-line study; circa 25% were not
- Over half of Unitec students would like lectures to continue to be available online once on-site study resumes
- 57% of students are concerned, or very concerned, that COVID-19 will negatively impact study success; they ask 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

The report was compiled by Bob Stewardson.

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

Attachments

[Student NPS Semester 2 2020 – Report](#)