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National Student Survey 2019



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What is the National Student Survey?



What is the NSS?

- The National Student Survey (NSS) is a national survey conducted by Ipsos MORI across all publicly-funded Higher Education Institutions in England, Wales, Northern Ireland and Scotland, as well as Alternative Providers in England
- Final-year undergraduate students are asked to take part
- They are asked to respond to 27 questions relating to various aspects of their course
- The survey uses a mixture of Likert scale questions and open-ended responses



How are NSS results used?

- The NSS results are made available to prospective students through the Unistats website – it allows them to compare satisfaction ratings between universities
- We use the NSS to inform changes to our own student experience, monitor student satisfaction, and inform University strategy



What is the format of the NSS?

- Students specify their school/department and course when completing the NSS
- The results can therefore be filtered by specific schools/departments and courses
- In order to have our results published we **must** reach a 50% response rate
- This is the same at a school/department or school level, with the added caveat that 50% must include **at least** 10 respondents



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How can students complete the survey?

- Students are contacted by Ipsos MORI directly
- They receive an email link to the survey and receive follow-up communications from Ipsos MORI via email and telephone
- They can also visit www.thestudentsurvey.com and enter their student ID
 - Student ID numbers have [recently changed](#) – **students will need to enter their old ID number** (without the prefixed '1')
- The survey will be available to complete from Monday 7 January until Tuesday 30 April but **we will not be promoting the survey prior to Monday 28 January** to avoid bothering students during the exam period.



Ipsos MORI's comms schedule

Ipsos MORI Communications schedule:

- **Thursday 31 Jan:** Initial email invitations
- **Monday 4 Feb:** First email reminder
- **Friday 8 Feb:** Second email reminder
- **Thursday 14 Feb:** SMS reminder
- **Friday 15 – Friday 22 Feb:** Telephone reminders
- **Friday 1 Mar – Tuesday 30 Apr:** Email and telephone follow-ups



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**What is the
University doing to
promote the survey?**

- Final-year students will receive a dedicated University email inviting them to complete the NSS
- Reminders will be placed in undergraduate newsletters
- Online promotion will feature on the Current Students website, Moodle, and on our social channels
- A promotion will appear on desktop backgrounds
- Digital screens and posters will be displayed around campus
- Flyers will be given out at student reception points



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**What can I do to
promote the survey?**



School, department and course promotions

- We would very much appreciate the help of all staff in promoting the NSS
- There are very strict guidelines as to how we are allowed to communicate with our students about the NSS – failure to adhere to these guidelines can result in our results being withheld
- Please [read the guidelines](#) before undertaking any communications activities
- The following pages contain some basic dos and don'ts



- ✓ Tell eligible students about the NSS and ask them to complete it
- ✓ Share and display materials to promote the NSS
- ✓ Arrange dedicated sessions for students to complete the NSS if they wish to do so
- ✓ Give students privacy when they complete the survey
- ✓ Remind students that the NSS is a standalone survey conducted by an external party
- ✓ Encourage students to provide honest feedback
- ✓ Remind students of the benefits of completing the NSS – to help prospective students make an informed decision about their choice of university AND to improve the experience of future students at the University of Nottingham
- ✓ Present the NSS in a neutral manner



Do not

- ✗ Attempt to influence students' responses
- ✗ Explain the meanings of any questions in the NSS or the response scale
- ✗ Arrange **compulsory** sessions for students to complete the NSS
- ✗ Take students through the survey on an individual basis or stand/sit beside them while they're completing the survey
- ✗ Compare the NSS response scale to any response scale with a different purpose (eg assignment marking scales)
- ✗ Explain how to interpret or complete a Likert scale
- ✗ Imply that the survey is compulsory
- ✗ Embed the survey in wider promotional activities such as the Nottingham Student Voices campaign



Ideas for promoting the NSS

There are plenty of ways to encourage students to complete the NSS. Here are a few ideas:

- Lecture/Seminar reminders and shoutouts (lecture slides have been produced)
- Arrange dedicated optional NSS completion sessions
- Post on University and/or personal social media channels (social media graphics have been produced)
- Include in school/department newsletters and communications
- Get your Education Reps involved
- Team up with rival schools/departments to compete for the highest response rate
- Offer an incentive for completing the NSS



Ideas for promoting the NSS

Remember, the majority of students say that they found out about the NSS from a member of staff, so your support in communicating the NSS to students is invaluable.



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How can I access promotional materials?



Ideas for promoting the NSS

A number of promotional materials have been produced for use in schools/departments, including:

- Posters (A4, A3, A0)
- Flyers
- Digital screens
- Social media posts
- Videos

If you would like copies of any of the above, please speak to the NSS lead within your school/department. If you are unsure of who this is, you can ask your Head of School.



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Response rate reports



Response rate reports

- Response rate reports will be produced on a weekly basis during the fieldwork period, usually on a Friday afternoon
- If you would like to see response rates for your course/school/department, please contact your NSS lead
- You may share your course/school/department response rate with your students if you think it will help encourage more responses (for example, if you're competing with a rival school or aiming to reach a specific threshold for rewards)