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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](http://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 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?**



- 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



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?**



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



## Ideas for promoting the NSS

- 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)