NSS 2020

Guidance for Heads of Schools/Deans of Learning and Teaching regarding promotion of the NSS, staff roles and prize details

University of Glasgow
Guidance Document

Provided by
Planning, Insights & Analytics
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# NSS 2020 – Briefing Document

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1. Overview

Final year undergraduate students at the University of Glasgow will again participate in the National Student Survey (NSS) administered by Ipsos MORI. The University, working with the SRC, is dependent on the support of Schools to improve upon the good response rate that we have obtained in previous years.

The Survey for the University’s final year undergraduate students will launch on 13 January 2020. Students will be able to complete the Survey online. Students should be directed to either www.thestudentsurvey.com or www.glasgow.ac.uk/nss (available week commencing 6 January 2020). They will also be able to see the link in MyGlasgow Students: https://sharepoint.gla.ac.uk/students/myglasgow/Pages/MyGlasgow.aspx

In addition to publicity and raising awareness around the University, students will receive an email from Ipsos MORI the week beginning 13 January 2020 with a link to the Survey.

The use of any NSS promotional materials, including the Survey web address (www.thestudentsurvey.com) should not be displayed, published or distributed to students before 13 January 2020, the date at which the Survey goes live.

2. Checklist for Heads of Schools and Deans of Learning & Teaching

The check list below highlights the action to be taken at School level in advance of and during the Survey:

- Become familiar with the resources on the university’s NSS Staff web page at: www.gla.ac.uk/planning/surveys/nssnationalstudentsurvey/nssstaffinformation/
- Raise awareness of staff about the NSS and the 2020 NSS launch on 13 January 2020. Explain that they have a critically important role in communicating with their students about the Survey.
- Raise awareness with final year undergraduate students about the NSS, why it’s important to the University and to the School, and what actions were taken in response to last year’s results, e.g. the You Said, We Did! Page: www.gla.ac.uk/students/feedback/changes/
- There have been previous concerns regarding possible boycotts because students felt that a good outcome from the NSS survey would result in the university raising tuition fees. Please reassure students that this is absolutely not the case.
- We would recommend that Colleges and Schools do not send emails to students regarding the NSS. The reason for this is that they will receive a small number from the University’s Survey team in Planning, Insights & Analytics and up to 9 from Ipsos MORI – this is more than enough.
• Support the SRC with promotional activity including lecture callouts. An SRC representative will attend classes to speak briefly to final year undergraduate students and distribute flyers as students enter classes. Contacts have been identified and a pro forma has been provided to them to gather information on the date, time and location of final year undergraduate classes.
• Take specific action as necessary to communicate with any students on placements or off campus.
• Help ensure that students understand the definition of key concepts/terminology in the Survey e.g. ‘feedback on assessment’, ‘General IT resources’ and advise students to use the N/A response with consideration.
• Ask students to check their University e-mail account the week beginning 13 January for the email from Ipsos MORI. If they do not use this account regularly, encourage them to set up a forwarding arrangement to the email account they do use.
• Encourage students to complete the Survey promptly and on-line – this will stop them being contacted later by phone by Ipsos MORI.
• Consider offering local incentives.
• Promote NSS locally in computer cluster areas, on Moodle sites, plasma screens, LCD displays, etc.
• Monitor weekly response rates as they are reported to you and ask academic staff to give further encouragement if response rates are low. For results to be published, subjects require a 50% response rate and a minimum of 10 students to respond. SRC can assist with this.

3. Promotion of the NSS – roles and responsibilities

NSS 2020 Guidance for Institutions and Students’ Unions emphasises the need for local promotion of the NSS to be neutral. It is not acceptable to make links between the NSS, League Tables and the perceived value of students’ degrees in any promotional information. The Guidelines state:
“It is crucial that local Survey promotion is neutral and that:

• Students are targeted equally so that each eligible student is given a chance to express their views on their student experience;
• Students feel free to give honest feedback about their experiences without their responses being influenced by their institution;
• Students must not be asked to complete the Survey while a member of staff is overseeing their responses or made to feel that their responses are being monitored (e.g. if completing the questionnaire online in a dedicated room);
• Students must not be encouraged to reflect in their answers anything other than their genuine perceptions of their experience;
• No link between the NSS, league tables and the perceived value of students’ degrees should be made in any promotional materials or lecture “shout outs”.
4. The role of the SRC

The SRC will organise a major poster and leafleting campaign across campus targeting final year undergraduate classes. The campaign will include lecture/class call outs where students recruited by the SRC will speak briefly to final year students and distribute leaflets as students enter classes. The SRC representatives should not cause any disruption and Schools are asked to be supportive of this activity.

5. The role of Academic Staff

The critical importance of academic staff communicating with their students about the Survey is widely recognised. We need you to take the following actions:

- Become familiar with the resources on the university’s NSS Staff web page at: [www.gla.ac.uk/planning/surveys/nssnationalstudentsurvey/nssstaffinformation/](http://www.gla.ac.uk/planning/surveys/nssnationalstudentsurvey/nssstaffinformation/)
  - Timeline
  - Good Practice Guide
  - Help Card - Producing Marketing Materials
  - Help Card – Avoiding Inappropriate Influence
  - Help Card – Sharing of Response Rates
  - Presentation Slides for Staff
  - Questionnaire
  - Video
  - You Said, We Did!: [www.gla.ac.uk/students/feedback/changes/](http://www.gla.ac.uk/students/feedback/changes/)
  - Ipsos student helpline
- From 6 January, talk to final year undergraduate students about the purpose of the Survey – see the Presentation Slides and NSS video.
- We would recommend that Colleges and Schools do not send emails to students regarding the NSS. The reason for this is that they will receive a small number from the University’s Survey team in Planning, Insights & Analytics and up to 9 from Ipsos MORI – this is more than enough.
- There have been previous concerns regarding possible boycotts because students felt that a good outcome from the NSS survey would result in the university raising tuition fees. Please reassure students that this is absolutely not the case.
- Encourage students to reflect upon their whole experience not just their final year
- Highlight action that has been taken as a result of previous Surveys – which can be found here in You Said, We Did!: [www.gla.ac.uk/students/feedback/changes/](http://www.gla.ac.uk/students/feedback/changes/)
- Ensure students understand the key terms used in the Survey such as “feedback” and the use of “N/A” as a response
- Encourage students to check their University email account the week beginning 13 January for the email from Ipsos MORI. If any student does not receive the email, but believes they are eligible to complete the Survey, please alert the Head of School and Jacqueline MacGowan (jacqueline.macgowan@glasgow.ac.uk) or Jacqueline Jack (jacqueline.jack@glasgow.ac.uk) as soon as possible.
- Facilitate/permit the distribution of information by the SRC.
- Promote the Survey locally for example, in computer cluster areas, on School Moodle sites, on Student Voice, on LCD/plasma display boards, etc.
- Encourage students to complete the Survey promptly online. This will avoid Ipsos MORI contacting them by telephone.
- Schools may need to take specific action to draw the Survey to the attention of students who are on placements or who are otherwise not attending classes at the launch date, and during the Survey. Encourage them to check student email accounts for messages about the Survey and to complete it online.
6. The role of the Planning, Insights & Analytics Team

The Planning, Insights & Analytics Team (PIA) will arrange for the Survey to be promoted on student and staff web pages, central plasma and display screens etc. The PIA team will provide the engagement reports after the Survey has started.

Guidelines, timelines and other supporting documents are available at: www.gla.ac.uk/planning/surveys/nssnationalstudentsurvey/nssstaffinformation/

7. Prizes

To maintain a high response rate, we continue our prize draw this year. The prizes will be one of £500 and five of £100. This will be drawn by Ipsos MORI at the end of the Survey on 30 April 2020.

In previous years some subject areas have provided further local incentives to encourage their students to complete the Survey. Some examples are prize draws for a pair of tickets for the graduation ball, book shop vouchers, restaurant vouchers or printing tokens.

Schools/subject areas might want to consider doing this or something similar. Please refer to the Ipsos Mori NSS Guidelines or seek advice from the Survey Team.

If you have any queries about this - or ideas or advice that you think would be worth sharing more widely in the University - please contact:

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