



MASSEY UNIVERSITY STUDENT SURVEY PROCEDURE

Purpose:

The university is committed to the collection of student feedback on all aspects of their experience. These procedures recognise that

Principles Underlying Student Surveys:

1. **Alignment:** university-level surveying should be aligned with and inform the University's strategy. All other surveying should have a clear purpose aligned with the focus of the relevant college or service area.
2. **Systematic:** an agreed "core" set of university-wide student survey instruments should be as comprehensive as possible. It is important for planning and consistency that we adopt and retain a core set of instruments for a specified number of cycles so that we can assess the suitability of the instruments and demonstrate improvements over time in a reliable way. This also minimises duplication and coordination of administration.
3. **Triangulation:** multiple methods of data collection avoids survey duplication and fatigue. Multiple methods may include focus groups, Teaching Evaluations Through Student Dialogue (TESD), peer-review, self-reflection, and qualitative data collection and analysis (both formal and informal).
4. **Valid, reliable and ethical:** all surveys must meet or exceed minimum standards of survey design and administration (e.g., statements of purpose, feedback to participants, and ethical requirements which will vary depending on the instruments used and their purposes) so that we can have some assurance of both validity and reliability in terms of the outputs. Ensuring data quality will provide confidence in the results.
5. **Accountability.** Mechanisms need to exist that report the survey results to the appropriate audience mindful that there are a variety of audiences requiring a range of survey outputs. Arguably the most important aspect of university-wide student surveying is the commitment from colleges and other service providers that actions will always be taken in response to the survey findings. The actions will vary in accordance with the purposes of the instruments themselves.
6. **Voluntary:** Student participation in surveys is always voluntary
7. **Confidentiality:** All data must be collected, analysed and reported in accordance with the Privacy Act 2020. Survey administrators must undertake to protect student anonymity and the confidentiality of their response to the fullest possible extent. All respondent information must be de-identified by the survey administrators. Information about how student privacy and confidentiality will be protected in data collection and reporting must be provided to students as part of the invitation to participate.
8. **Transparency:** Aggregated data and reports will be shared with the student body.

Responsibility:

Responsibility for academic peer review of the survey instruments and for oversight of the administration and reporting of all surveys sits with the University Student Survey Steering Group (USSSG). See Appendix A for the USSSG Terms of Reference. The schedule of current standard university surveys is available in Appendix B.

Exemptions to USSSG oversight:

Note that although these are not overseen by the USSSG, they are nevertheless expected to meet the requirements of the University Student Survey Policy.

1. Surveys of students in an individual course or programme for academic research or for internal college assurance and review purposes.
2. Student-to-student surveys such as those initiated by the Student Association.

University Survey Processes

University student surveys are large activities where a modest mistake may have significant consequences and thus they generate a significant administration load. All surveys are undertaken using a standard structured process of design, testing, scale choice and delivery. These are all done via:

A project plan outlining the survey populations, limitations, timing, incentivisation, etc.;

Measurement booklet describing in detail all survey items the logic used.

Online testing which usually becomes the production instrument.

Consultation with Student Associations for advice on the creation of invitation emails, improving participation rates and provision of feedback.

Process related to Student Experience Survey and Postgraduate Research Experience Questionnaire

In the past, additional question blocks targeting feedback from specific cohorts were included in the SES. The development of these ad hoc question blocks is complex and prevents the development of a standard reporting dashboard via Rapid. It is proposed that ad hoc blocks are no longer included in the SES, and that separate surveys are developed when additional information is required.

The standard SES/PREQ question set will be reviewed on a five-year cycle commencing in Q1, 2024.

1.



categories and would not appear in the list, but for Massey it is appropriate to report them separately.

Process related to International Student Barometer

1. The survey population includes currently enrolled international students, including study abroad and exchange students at all years and levels of study (but not including students studying offshore at overseas campuses, distance learners or students enrolled in English language preparatory courses,

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Process for requesting ad hoc surveys

1. Application for the approval of a non-standard university student survey must be made through the [non-standard student survey request form¹ . Applicants can expect a response within 10 working days.
2. On completion of the project associated with the survey, applicants must submit a report of their findings to the USSSG.

Audience:

All staff and students.

Related policies / procedures / documents:

Massey University Strategy
Paerangi Learning and Teaching Plan
Policy on the Engagement of Students in the Assurance and Enhancement of Teaching and Learning
University Student Survey Procedures
Data Management Policy