

**Notes of the meeting held on Wednesday 25<sup>th</sup> June 2014, 2.00pm to 4.00pm  
CG04, Christchurch House, Talbot Campus**

**Present:** Barbara Dyer (Chair) (BD), Gillian Bunting (Clerk) (GB), Reece Pope (new SU VP Welfare) (RP), Peter Briant (new SU VP Lansdowne) (PB), John Gusman (SU VP Education) (JG), Erica Mazerolle (observing) (EMZ), Paula Peckham (PP), Ella Say (ES), Yeganeh Morakabati (YM), Tracey Digby (TD), Michael Knight (MK), Jane De Vekey (JDV), Ellie Mayo (new SU VP Education) (EM), Jacquie O'Brien (JO), Joff Cooke (JC), Matt Wall (MW), Darrell Felton (DF), Kelly Goodwin (KG), Kathryn Cheshire (KC), Sarah Gorman (SG)

**1. Welcome / Introduction**

**2. Apologies:** Fiona Cownie, Andrea Lacey, Andrew Main, Ricky Rogers, Liam Sheridan, Amanda Stevens, Philip Ryland, Andrew Boer, Zoe Bice, Fiona Knight, Mark Ridolfo, Amy Blackham.

**3. Minutes and matters arising from notes of 14<sup>th</sup> May 2014**

**3.1 Minute 3.1 - myBU 'You Said, This Happened' tab**

JG is working with Tim Galling (Learning Technologist) with regards to access/permissions for myBU and how to manage the process effectively, he will then inform SEC/SRCs. JG proposed separating sections into BU (School side) and SUBU (University side). SEC/SRC/JG need to determine what should appear on the pages with School Technologists i.e. if this is about providing information, not necessarily for completed items or sharing successes. **Action: JG/SEC/SRCs - See agenda item 6**

**3.2 Minute 3.2 - Personal Tutoring update**

MR presented a paper mapping what procedures exist in Schools; this highlighted that the two Schools without personal tutors did well in the NSS, but it was acknowledged that what works well in some Schools does not necessarily work well in others. JG advised that the majority of HEIs do provide personal tutors and contact time is valued by students. SUBU believe there is a requirement for a one stop shop for student support which could include a comprehensive personal tutor system. It was queried how this would impact on staff? Are students in need of personal tutoring? Members agreed a proper definition of personal tutoring is needed. BD suggested the sub group continues to look at these issues; JG, MR and NF expressed an interest to join. **Action: Personal Tutoring Sub group - FC is meeting with TMB and putting a paper together for ESEC.**

**3.3 Minute 3.3 - Developing Benchmarking Tools at BU (JC) (paper)**

SUBU announced they are open to volunteers to work on developing a BU benchmarking tool. The proposal is to use stages of quality to identify issues in order to avoid unrealistic expectations of students, or where service falls below par. Members agreed the proposal is a good idea. KG advised that ST use "What it means to be a good student" guidelines. FC and AM volunteered to join the working group. SUBU have reviewed the impact of the Principles of Feedback one year on. **Action: SUBU/Working group. Ongoing.**

**3.4 Minute 3.4 - myBU 'You said, this happened' tab (All)**

Further input is needed from JG and SECs; Members agreed to roll this item over to the next SVC meeting. AH confirmed that feedback from the Student Shout for the new tab was very positive. AB added 'You Said, This Happened' will feature in the next issue of Inside BU to raise awareness amongst students and staff. **Action: JG and SECs/SRCs. JG updated members on the process; the information from Student Experience forums will be passed to AB who will advise Tim Galling to update the School sections of the page, SUBU will co-ordinate the BU section.**

**The pages are not currently live; JG advised that the content needs to be considered and suggested SVC draw up agreed guidelines. SECs agreed to collate information prior to the next SVC. Action: SECs. See agenda point 6.**

**3.5 Minute 3.5 - NSSE HEA pilot - Update (BD)**

BD handed out sub group meeting notes and summarised as follows; the contract has been agreed and signed by TMB. No passwords or logins are required for students to take part in the survey. BD met with Kathryn Cheshire who circulated passwords for the sub group to test a dummy survey. BD met with AB to discuss the NSSE promotional campaign, the key messages are yet to be determined, it was decided the sub group will work on these and meet before the end of March. It is still to be confirmed whether the promotional costs will be coming out of the M&C budget. The incentives have been confirmed as Summer Ball tickets, or a cash alternative, as part of a daily giveaway. JC added that this is the only survey with Summer Ball tickets as incentives which should increase the importance amongst students. Kathryn Cheshire has confirmed that we will have access to the raw data for in depth analysis. **Action: Subgroup met regularly to plan the survey; UKES closed on Monday 9 June. Completed.**

**3.6 Minute 3.6 - Mid cycle unit feedback EvaSys – update (JC/BD)**

JC reported that EvaSys is a hybrid paper/online system, the reports and tracking ability are good and it has a flexible approach i.e. we can work out what will work locally for BU. The system supports smartphones and tablets and the cost is reasonable. There are various HEIs around the UK using EvaSys, albeit very differently. AUB are currently running a pilot and will hopefully share their findings with BU in April. We are waiting on costs for running a pilot, but once the survey is up and running in addition to the main expenditure, the ongoing cost is approximately £6,000 per year, which will include purchasing technology (scanners). Members agreed to explore further. **Action: JC/BD – See agenda item 5.**

**3.7 Minute 3.7 - SUBU Paper: The Future of Student Representation (JG)**

Members agreed to roll this item over to the next meeting; papers need to be shared with the committee at least 5 days prior to the meeting. **Action: JG – See agenda item 9.1.**

**3.8 Minute 3.8 - Freshers' / Arrivals surveys – David Foot's PG Arrivals surveys**

It was discussed whether there is value in running a discrete survey for January starters as cohort numbers are still high, it was debated whether this would come under SUBU or M&C. Members agreed that we could not replicate the September start for Freshers', but it was suggested that as students are mainly part time, Nursing or PG they would not necessarily be looking for the same experience. **Action: JDV met with Caroline Earth who created and ran the Arrivals survey, the results were distributed to SVC members. Completed.**

**3.9 Minute 3.9 - SOS term 1 feedback on Estates**

TD advised that a small number of reported jobs can be easily fixed, while others require spending money in areas which are due to be replaced, these are longer term projects which will mean the students will have left BU before any changes have taken place. Half of the requests could be dealt with using the ongoing maintenance programme. The main issue is that there is currently no way for students to log Estates jobs and the only way feedback is collated is through Student Forums.

**Action: TD to liaise with SECs/SRCs to look at issues & attend forums.**

**TG advised via email: Correspondence with school student experience champions suggested that attendance at forums was not necessarily appropriate in all instances. They did however request a robust feedback solution. To this end an email address has been made available to send through any issues and complaints that pass through the forums. These will then be processed and fed back through the forums. We are in the process of setting up some standard responses to advise students of on-going and future developments across the campus that will improve known common issues.**

Once these are complete we aim to make them available on the intranet and student portal.

**SJ added Estates will be providing feedback on major issues/projects and are aiming to consolidate all of the information received. Completed.**

### **3.10 Minute 3.10 SOS term 1 feedback on Estates**

It was suggested the iBU App could be used for students to log a job for ease of access. JC suggested a good alternative would be for students to log jobs via Twitter as this allows students to voice concerns and get a quick response. This would ensure that information would go directly to Estates and they could just get jobs done, as it is not always necessary to provide feedback. Members discussed if Twitter would be viable option and how public this would be. A Boer suggested encouraging students to use context to clarify the priority of jobs. The outcomes could be useful for the 'You Said, This Happened' tabs. **Action: AB & TD to discuss comms plan – TD advised via email: Estates will continue to work with SUBU to improve the communication flow between students and Estates. The introduction of an App is being considered to allow students to log jobs and report issues, conversations with IT are underway. Once the App is in development Estates will liaise with M&C (Amy Blackham) to discuss communication plan to students. Completed.**

### **3.11 Minute 3.13 AOB**

PhD student is researching Grade Grubbing and would like to survey BU students and staff. It was suggested the best way to manage this is to use the Outlook opt-in email survey group with approximately 90 students. There were discussions around who looks after this process and how students are made aware of it. It was thought that students already overuse email by sending surveys to their own class groups. Members thought it may be useful for SVC to take ownership. **Action: BD - Survey group information will be sent to Steph Allen. Completed.**

### **3.12 Minute 4.1 Student Journey Project update (JM/MW)**

Slides to be distributed. **Action: GB. Completed.**

## **4. UK Engagement Survey sub group update (BD/AB/JC)**

### **4.1 AB provided an update via email:**

#### **Emails:**

- Emails sent Monday 19 May
- Avg open rate to BU email: 2.6%
- Avg open rate to personal email: 44.6%
  - Avg 'click through rate': 3.18%,

Positive: this is a typical open rate for an email campaign (figures for the personal email address)

Negative: While they're opening the email, they weren't interested in the content

#### **Insights:**

- This is indicative of student behaviour in terms of their preferred email address
- More Media School students opened the email and clicked through to the survey than any other School (but only slightly more!) – the others were all on par with one another
- The direct emails were sent to BU students only, comms to Partner students were via admin contacts, which may account for the Partner completion stats.

#### **iBU:**

- UKES tile was live on the app between Monday 19<sup>th</sup> May - Monday 9<sup>th</sup> June, with two sections: 'About' and 'Complete the survey'
- 468 people clicked on to the option

- Those 468 people viewed the option 1,043 times (Making it an average of just over 2 visits per user)
- The most used part of the option was the About part which was used 95 times
- The actual survey part of the app did not register on the statistics as it did not meet the requirement of 35 clicks or more to make it in to the statistics.

#### **Anecdotal feedback:**

##### **Timing**

Talking to our current student intern who has just finished working for SUBU's Nerve news, it's apparent that many students have been feeling the pinch of the move to semesterisation.

This change, in her (informed!) view, has led to a condensed time period for students to complete their final projects, revision and exams, leaving them less scope for engaging with non-academic activities. I believe SUBU colleagues have received similar feedback.

I get the impression from SUBU colleagues, this also impacted on the level of Student Rep support.

##### **Future campaigns**

- Clarification of a budget for SVC will hopefully allow for a more robust campaign
- Establishing a network of UKES ambassadors (ie not just SECs) within Schools to ensure key academic and professional staff.
- I'm also investigating the use of different communication channels (including social media) to improve our reach students generally, which should be more established by the time this comes around again.

- 4.2 JC provided SUBU feedback with regards to student activity over the last term; the review showed that activity/engagement has dropped off massively. 'How's SUBU For You?' had approximately 500 responses, compared to over 2,000 for the last 2 years. It was acknowledged that students are feeling the impact of semesterisation and final projects due at this time. SUBU may look at running the survey in January, as students should have more time to engage before Easter. JC will provide SVC with details of the SUBU review. **Action: JC**

#### **5. Mid cycle unit feedback sub group update (BD/JC)**

- 5.1 Due to staff sickness BD arranged for one HSC unit to run the EvaSys pilot, the process generated various administrative and procurement issues, which made it difficult to meet the three deadlines. The pilot was broken down into two online survey groups and two paper based survey groups, approximately 110 students. The survey was limited to two A4 pages which included one SUBU question. It was reported that the online survey was easier to run, but the responses were much lower. BD will set up a sub group to discuss the survey responses. **Action: BD**

#### **6. 'You said, this happened' tab (JG/SECs/SRCs)**

- 6.1 Due to various issues the tabs have only recently gone live, AB has sent out recall to SECs for updates, the initial plan was for the tabs to be updated after Student Forums. MR provided feedback from the Business School that the process has not been that successful due to the busy exam period, KG was unsure if the School of Tourism tab is being regularly updated. BD advised the HSC tab has been updated. Members were unsure of how well students are engaging with the tabs.

- 6.2 JG suggested for Student School Reps to take ownership of the tabs; there are approximately 35 Reps who could liaise with the SECs to keep them in the loop. EM will work with SECs to set this up. Members agreed it would be useful to see the stats on each of the tabs. **Action: EM, KC, SECs**

## 7. Performance Indicators for Student Engagement (ESEC feedback)

- 7.1 The specific PIs relating to SVC are Engagement in Quality Assurance, Engagement in Learning & Teaching, and Engagement in the Wider Student Experience. CEL and SUBU will liaise with Anita Diaz for feedback around Learning & Teaching. It was thought the new Tribal SITS system may be useful for the Wider Student Experience. There is a specific add-on which will enable the system to provide this information, although it has not yet been confirmed if BU will be using this, but Mike Weaver has said the add-on will be a huge help to the SJP. JC/KG to provide an update following the SITS meeting, BD will report on progress to ESEC by 9<sup>th</sup> September. Members discussed use of attendance registers versus performance. **Action: KG, JC, BD**

## 8. Review of SVC Membership (BD)

- 8.1 Members reviewed the SVC Core members: officially added JC (SUBU Head of Student Engagement), JDV (SUBU Research & Information Manager), MW (SUBU Representation & Democracy Manager), PB (SU VP Lansdowne), KC (Senior Learning Technologist), KG (CEL), JO will now be representing Student Support Services. Co-opted members: DF (IT Business Relationship Manager). **Action: GB/BD**
- 8.2 Members discussed whether a representative for International Students should sit on SVC, the new PVC (Dr Sonal Minocha) will advise. EMZ (Student Mobility Administrator) and ES will liaise to represent Academic Services.

## 9. SUBU

### 9.1 The Future of Student Representation (JG) (paper)

- 9.1.1 There are approximately 800 BU Student Representatives, this has achieved SUBU's goal of an average of 1 Rep to every 20 students. It is difficult to engage both staff and students in the Student Rep process at the beginning of term. JG recommends SVC to develop a strategy for engaging academic staff with student voice mechanisms, especially supporting the dissemination of information material at the beginning of the year.
- 9.1.2 Elections are difficult to fit in at the beginning of term one, AM has tested this in DEC and advised there is no difference in quality whether elections are held early in the term, or after students have got to know each other. JG recommends all School/Faculties pilot elections in their own timetabled sessions during induction; the Business School and the Media School will be trialling this next term.
- 9.1.3 It was reported that Student Reps can lose interest in their duties after a while. JG recommends SUBU continue to develop an engagement plan for Student Representatives and to organise school-focused engagements in partnership with the SECs. SUBU and SECs are to develop a procedure for the formal removal of non-active Student Reps.

- 9.1.4 The SUBU Survey Audit identified similar questions which are asked across a number of surveys. JG recommends SVC to explore student feedback mechanisms across the institution & produce an annual institution-wide survey delivery plan & a diagram to outline the flow of student voice. This will only relate to top level surveys, and not professional services surveys. Feedback mechanisms need to be reviewed along with the timing of BU meetings.
- 9.1.5 It has long been recognised that the role of SECs is a significant one and has not been given the recognition it deserves, there are increasing issues around workload and admin support. JG recommends when reviewing ARPP 5B, the role, responsibilities and support for SECs is reviewed.
- 9.1.6 BU is a sector leader for Partnerships; 'Equally valued' relationships between staff, students and SUBU, but it was found that it is difficult to communicate what 'partnership' means. JG recommends SVC to consider how to articulate the partnership between staff and students to include in the review of ARPP 5B and to disseminate to staff and students across the institution.
- 9.1.7 The recommendations are all relevant points which are entrenched in BU but these need to be taken forward. Members agreed for SECs to comment on the paper and form a sub-group, led by EM, in order to take things further.  
**Action: SECs, EM**

## 10. Members' items for future agendas

- 10.1 The Future of Student Representation sub-group
- 10.2 EvaSys Mid Unit feedback survey results

## 11. Any Other Business

- 11.1 JG advised for SVC to communicate with all professional services to confirm they can still run quality of service surveys.
- 11.2 JDV will complete the SUBU Survey Audit.
- 11.3 JC announced SUBU have been nominated for two NUS Awards: Academic Representation Award & Sports Club of the Year.

## 2014/15 meetings:

Oct 1 - TBC  
Dec 17 - TBC  
Feb 11 - TBC  
Apr 22 - TBC  
Jun 17 - TBC