

Notes of the meeting held on Wednesday 25 November 2015, 2 – 4pm B420 (Lansdowne)

Present: Barbara Dyer (BD) (Chair), Gillian Bunting (Clerk), Andrea Lacey (AL), Amy Blackham (AB), Clive Hunt (CH), Charlie Annear (CA), Jane De Vekey (JDV), Jacquie O'Brien (JOB), Sam Honnoraty (SH) (observing), Joff Cooke (JC), Susan Ponsford (SP), Kerry Dean (KD), Ellie Mayo-Ward (EMW), Sarah Green (SG), Jay Nugent (JN), Liam Sheridan (LS), Will De Ferrars (WDF), Darrell Felton (DF), Tim Galling (TG), Chloe Schendel-Wilson (CSW), Philip Ryland (PR), Ann Fernandez (AF), Chris Kelly (CK), Joe Gray (GOAT).

1. Welcome / Introduction

2. Apologies: Reece Pope, Susanne Clark, Tracey Digby.

3. Accuracy of minutes / matters arising from notes of 14th October - confirmed

3.1 Minute 4.1 – This action has been completed

3.2 Minute 5.1 – This action has been completed

3.3 Minute 5.2 – This action has been completed

3.4 Minute 8.3 – This action has been completed

3.5 Minute 10.3 – M&C happy to provide templates & guidance to Faculties to prepare for regular updates, frequency TBC. Information required from departments as to who will be sending these out. AB will follow up with update. **Action: AB**

3.6 Minute 12.3 – This action has been completed

3.7 Minute 12.5 – AB confirmed comms for Speak Week includes digital signage, You Said, This Happened, news posts, social media plus the feedback section on the website has been updated. Members discussed lead-time for campaign and frequency of Speak Week initiative.

3.8 Minute 12.6 – on-going.

Items for discussion/decision**4. MUSE (BD)**

4.1 Expectation of unit leaders to summarise reports and feed back to students within a week and to upload onto myBU.

4.2 PR advised that some staff had been upset by inappropriate remarks which were not removed before circulation. Members acknowledged that this issue can be improved with further staff training and co-ordination across BU. Campaigns to tackle respect and general behaviour are planned.

5. NSS (All)

5.1 AF presented the initial plans for the 2016 NSS campaign. The main objective was to confirm four key points with Ipsos MORI on 27th November: start date, prize draw, incentives and optional questions. The closing date of the survey was confirmed as 30th April.

5.2 A smaller number of higher value prizes were proposed; iPad Pro, a working wardrobe and 5 x £200 cash. Members discussed the start date, which has previously been the second week of February. February 1st is the first week of Semester 2, which involves timetable changes that could affect students. SUBU Refreshers' Fair is also running this week plus full-time officer election campaigns. Although the NSS officially starts on the first week of February the general consensus from Members was to start the BU campaign on the 8th February. AF to confirm this with Sally Gates.

- 5.3** JN queried whether cash incentives are sending out the right message to students. JC advised that in the SAPS framework (Status, Access, Power and Stuff) cash is deemed as not particularly valuable. Members discussed other incentive options including; VIP package, Graduation package, Summer Ball tickets, SUBU vouchers – most of these are not available for partner students. JC advised that other universities offer lower cost prizes of approximately £100 with some more focussed at a Faculty level.
- 5.4** It was acknowledged that chasing a higher response rate diverts resources and it has also been shown that this method does not change the representative pattern. Last year's response rate was 79%. For 2016 the target is currently set at 70%.
- 5.5** Comms channels will be focussing at an academic/programme level, along with digital screens and social media. NESSA will still feature in the campaign but at a more low key level. It was proposed to use myBU proactively to catch students' attention with one of three options: 1) a dedicated unit within programmes 2) a dedicated community 3) an extra box.
- 5.6** A BU Proud campaign is due to be promoted during January/February to convey the message that a BU degree is valued by employers and to highlight the fact that BU has risen up the top 100 rankings. You Said, This Happened could also help to let students know what improvements have been made and to highlight positive feedback.
- 5.7** There was a discussion around telling students to avoid choosing the middle options. Ipsos MORI guidelines state that we cannot be explicit about these being negative responses. But we can raise the awareness of how the results are compiled to students before the NSS starts.
- 5.8** JC & JDV advised that comments from SUBU surveys can provide feedback on issues around campaigns.
- 5.9** Members agreed to form an NSS subgroup to include: JC/JDV, BD, AB, PR, LS, ES, CSW/EMW, GB and Sally Gates.

6. SUBU items

6.1 2014 Student Opinion Survey results (JDV)

- 6.1.1** A comparison of SOS and NSS 2014-15 results with the mid-ground results removed showed that satisfaction rates were actually around 90% for first year students, and a similar pattern for UG and PG, with a slight drop for final year students to below 80%. The report will be circulated with the minutes. **Action: GB**
- 6.1.2** There was a discussion around the transition of placement students back into their final year and how they can use this experience to enhance their university experience.

6.2 Demonstration of SIMON (JC)

- 6.2.1** JC demonstrated SIMON and explained that there has been a shift in training Reps from being survey pushers to now focus on talking to students face to face and to improve engagement through conversation. The SIMON tool is currently a pilot and is available for iPad or smartphone which is filled in by the Reps when talking to students. It is also designed to be used anonymously by students. The information is themed once students have provided feedback and the tool can also calculate agreement within a group of students. Reps can then collect feedback instantly in a report format. SUBU are looking at expanding the tool to cover courses/programmes to show the wider student feedback.
- 6.2.2** It was queried how students share this with information with Programme Admin teams. JC advised that SUBU have trained students to share feedback generation with academics. JC will circulate the SUBU staff handbook to update members on the various SUBU activities and how students communicate this feedback. SUBU can advise which Reps report to which Programme Admin team.

6.3 GOAT

6.3.1 Joe Gray presented the SUBU GOAT team (Go Out And Talk) which is made up from a group of eight students who talk face to face with students to discuss specific issues. This concept provides good qualitative feedback and has proved particularly useful with regards to problem issues. The team target both campuses and cover both Faculties and programmes. The aim is for 200-400 responses over a two week period. The first session ran from 26 October – 6 November and received 322 student responses to the question ‘How important is anonymous marking to you?’ Presentation to be circulated. **Action: GB**

6.3.2 It was acknowledged that students’ expectations need to be managed. SUBU have implemented systems to feedback to students, as closing the loop is an important part of the process.

7 Student Survey group: Discuss if this is working, or how it can be improved

7.1 Comms have gone out via student news and Your BU Weekly to promote awareness of the student survey email group and email etiquette, which also ties in with student feedback. It was noted that staff awareness may also need to be tackled and this could be done via staff comms. **Action: AB**

8 Task and Finish group: Impact of CMA report (AB)

8.1 AB advised that Ann Fernandez and Jane Forster have been doing a presentation on the impact of the CMA report and how this relates to the new BU student agreement. Members discussed whether this would be useful to bring to SVC – AB to look at dates. **Action: AB**

Items for note/discussion

9 Members’ items for future agendas

9.1 JN to present PTES & PRES at the next SVC on 16th December.

9.2 CH & JDV are working on a Fair Access research survey on student experience to run in March or May 2016. It is based on the MUSE model to run during lectures. TMB has approved the survey; SVC will need to approve timings. It was agreed not to run this survey during NSS, nor during deployment of MUSE in March. **Action: CH/JDV**

10 A.O.B.

10.1 Final SUBU response to Unistats data to be circulated with minutes. **Action: GB**

SVC dates for 2015/16:

October 14 – S219
November 25 – B420
December 16 – S218
January 13 – PG146
March 2 – PG22
April 20 – PG22
June 8 – PG146