

AUT

# Beyond numbers

Using qualitative results to drive change at the programme level



## Session Description

- Using relevant case studies, the presentation will focus on how Blue Text Analytics can be used to summarise student experiences, test ideas, identify areas of strength, and provide a description of areas identified for improvement in the context of an integrated University-wide quality assurance process.

# Surveys at AUT



IDP  
Promotion



Paper level  
reviews



Annual  
Programme  
Review



Directorate and  
external  
reporting



# Standard survey

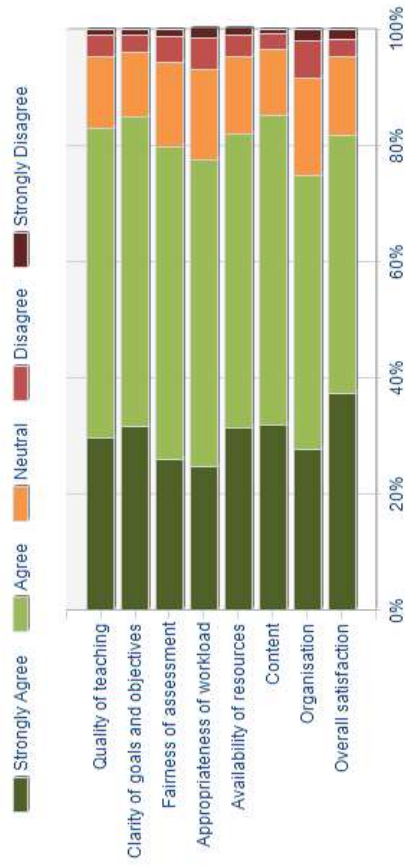
- *Programme Items*
- *Quality of Teaching*
- *Clarity of Goals and Objectives*
- *Fairness of Assessment*
- *Appropriateness of Workload*
- *Availability of Resources*
- *Content*
- *Organisation*
- *Whether respondents would Recommend their programme to others*

Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree   N/A

Please comment:

+2 Qualitative Questions  
**Best Areas**  
**Areas for improvement**

# Standard report



# How many comments?





Beyond numbers— Manual UES analysis

## Compliments

~1,200

Helpful Academic Staff

Educational quality

Positive Environment   Practical Education

Suggested Improvements  
~800

Communication   Parking

Student Life

Lack of study spaces

# Beyond numbers – Automated APS analysis

## Compliments

~4,100



## Suggested Improvements

~3,642



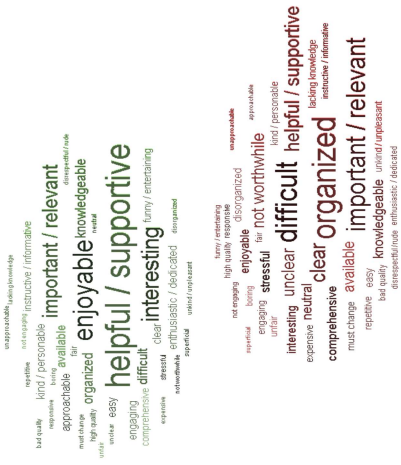
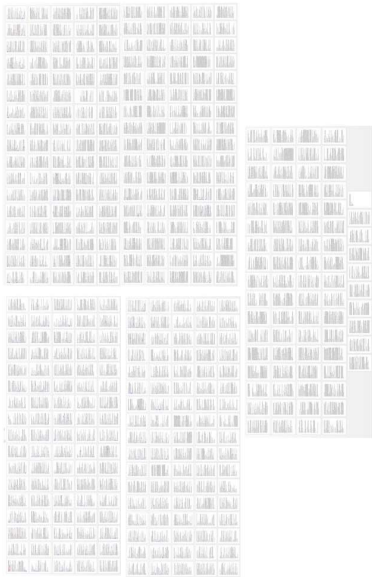




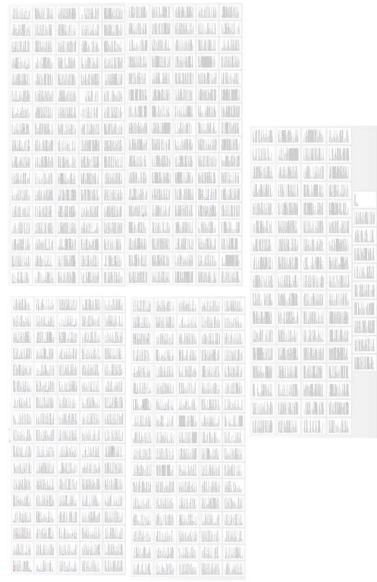
# Analytics in context

- How to do it
- How we use it

# How we do it



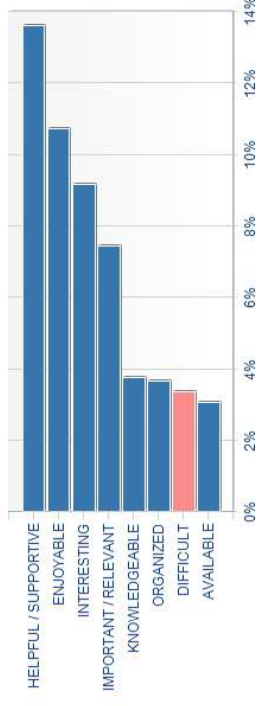
# Blue Text Analytics



Bad quality	Approachable
Boring	Available
Difficult	Clear
Disorganised	Comprehensive
Disrespectful/ Rude	Easy
Expensive	Engaging
Lacking knowledge	Enjoyable
Must change	Enthusiastic/ Dedicated
Not engaging	Fair
Not worthwhile	Funny/ Entertaining
Repetitive	Helpful/ Supportive
Stressful	High quality
Superficial	Important/ relevant
Unapproachable	Instructive/ Informative
Unavailable	Interesting
Unclear	Kind/ Personable
Unfair	Knowledgeable
Unkind/ Unpleasant	Organised
Neutral	Responsive
	Well delivered



# Blue Text Analytics



Attributes	Overall [4208]
HELPFUL / SUPPORTIVE	13.62 %
ENJOYABLE	10.72 %
INTERESTING	9.17 %
IMPORTANT / RELEVANT	7.44 %
KNOWLEDGEABLE	3.75 %
ORGANIZED	3.66 %
DIFFICULT	3.35 %
AVAILABLE	3.07 %

How do we use it?



# Surveys at AUT



IDP  
Promotion



Paper level  
reviews



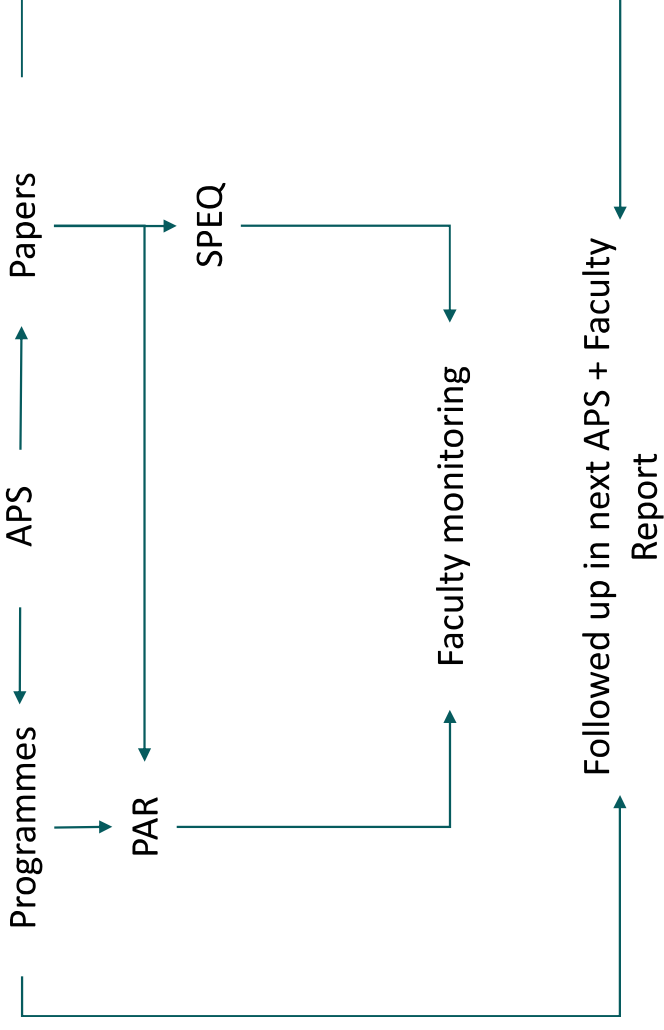
Annual  
Programme  
Review



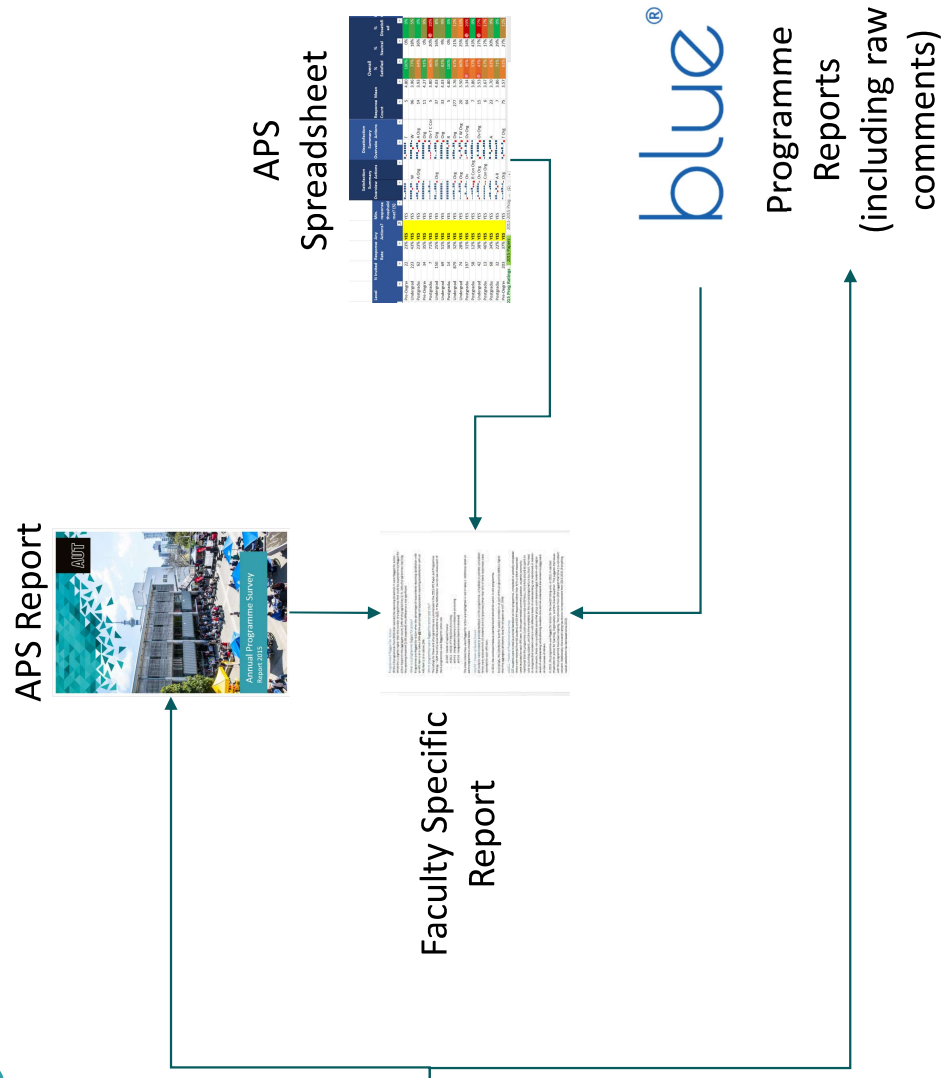
Directorate and  
external  
reporting



# Monitoring improvements

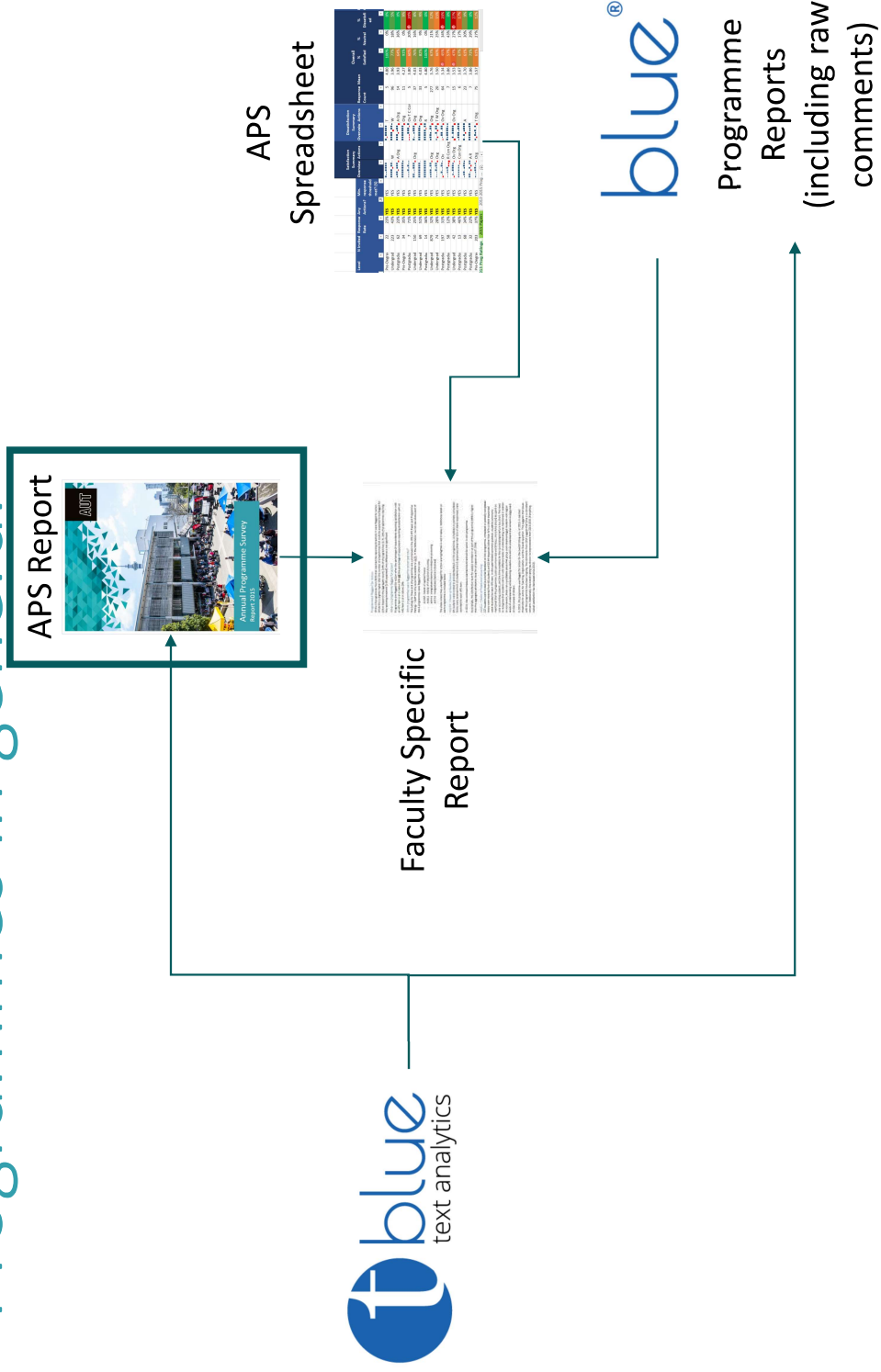


# Reporting format

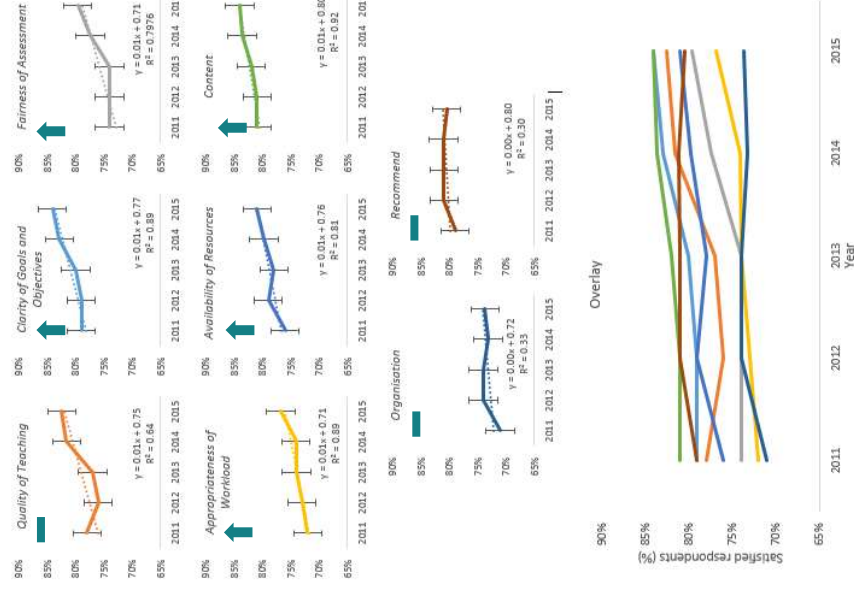




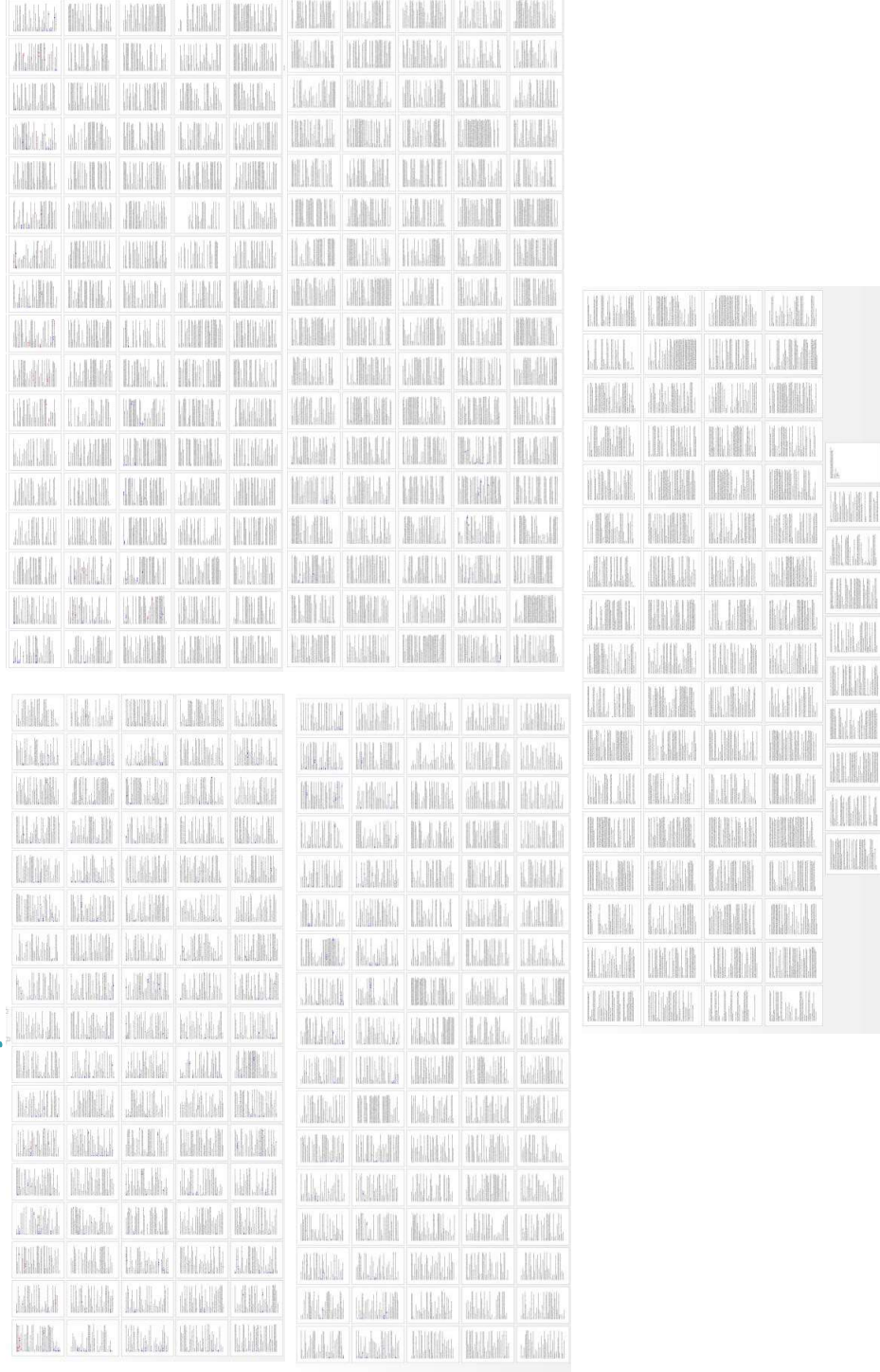
# Programmes in general



# Aggregated results - 2015



# How many comments?





# Aggregate reporting



# Specific programmes

APS Report

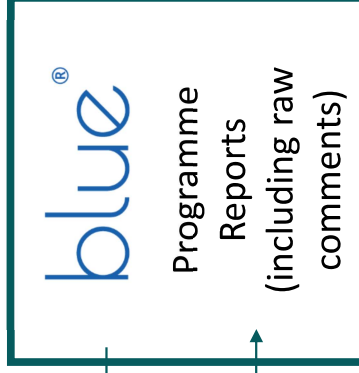


APS

Spreadsheet

The image shows a screenshot of an APS Spreadsheet. It is a data table with multiple columns and rows. The columns include 'Programme', 'Year', 'Score', 'Comments', and 'Overall'. The rows list various programmes such as 'Business Administration', 'Computer Science', 'Engineering', etc., along with their respective scores and comments.

Faculty Specific Report





# Programme level

Programme Annual Report Guidelines

## 8. Student Feedback

Discuss the feedback from students and provide a summary of the evaluations that have taken place.

Table 3: Summary of student evaluations of papers for year of this report.

Year	Paper code	No. of students enrolled	No. of student responses	Summary of feedback/overall response	Any proposed actions

Include and discuss any relevant institutional survey results e.g. Annual Programme Survey.

Comment on any other relevant institutional survey results available (from the staff intranet): <https://bhwaire.aut.ac.nz/stratcom-and-performance/stratcomandplanning/previous-reports>.

## 9. External consultation and feedback

### a. Advisory committee or other forms of industry liaison

List the dates of the advisory committee meetings that have taken place during the year and append Advisory Committee Annual Reports and/or comment on other forms of engagement that have taken place.

### b. External Monitoring/benchmarking

Comment on moderation, monitoring, external examiner, or benchmarking activities undertaken.

Append the reports and comment on status of any recommendations or outcomes.

Comment on moderation activities in relation to moderation plan.

## Summary of external moderation for year of this report

Year	Paper code	External moderator	Institution of moderator	Main comments from moderator	Any proposed actions

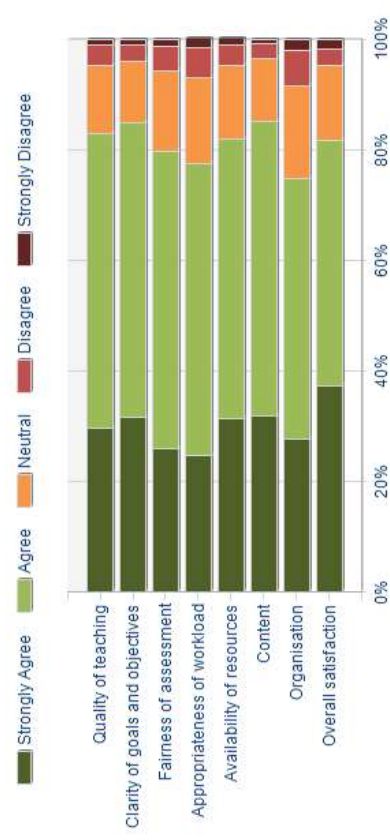
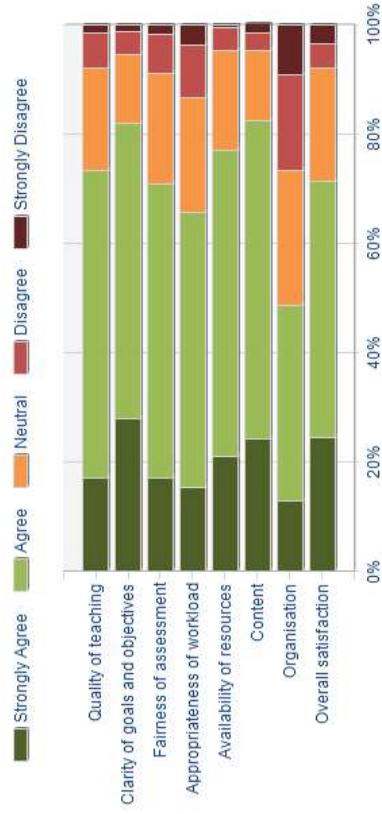
## 10. Progress on the outcomes (requirements, recommendations and suggestions) of last programme/major specialisation review and/or any accreditation reports

Append review report if report occurred in the past year.

Level	N Invited	Response Rate	Response Any Actions?	Min. response threshold met? (s)	Satisfaction Summary Overview Actions		Disatisfaction Summary Overview Actions		Response Mean	Response Count	Overall % Satisfied	% Neutral	% Dissatisfied
Pre-Degree	22	23%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	5	4.80	100%	0%	0%
Undergrad	223	43%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	96	3.96	77%	18%	5%
Postgrad	62	23%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	14	3.93	64%	36%	0%
Pre-Degree	34	35%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	11	4.27	91%	0%	9%
Postgrad	7	71%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	5	3.80	60%	20%	20%
Undergrad	150	25%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	37	4.03	76%	16%	8%
Undergrad	69	51%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	33	4.03	82%	9%	9%
Postgrad	14	36%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	5	4.80	100%	0%	0%
Undergrad	879	32%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	277	3.76	67%	21%	12%
Undergrad	74	28%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	20	3.50	60%	25%	15%
Postgrad	197	31%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	64	3.34	45%	34%	20%
Postgrad	58	12%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	7	3.86	57%	43%	0%
Undergrad	42	38%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	15	3.53	47%	27%	27%
Postgrad	13	46%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	6	3.67	67%	17%	17%
Postgrad	68	34%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	23	3.70	61%	30%	9%
Pre-Degree	32	22%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	7	3.86	71%	29%	0%
Pre-Degree	203	37%	YES	YES	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	■■■■■■■■■■	75	3.57	61%	27%	12%

115 Prog Ratings | 2015 Papers | 2013-2015 Prog ...

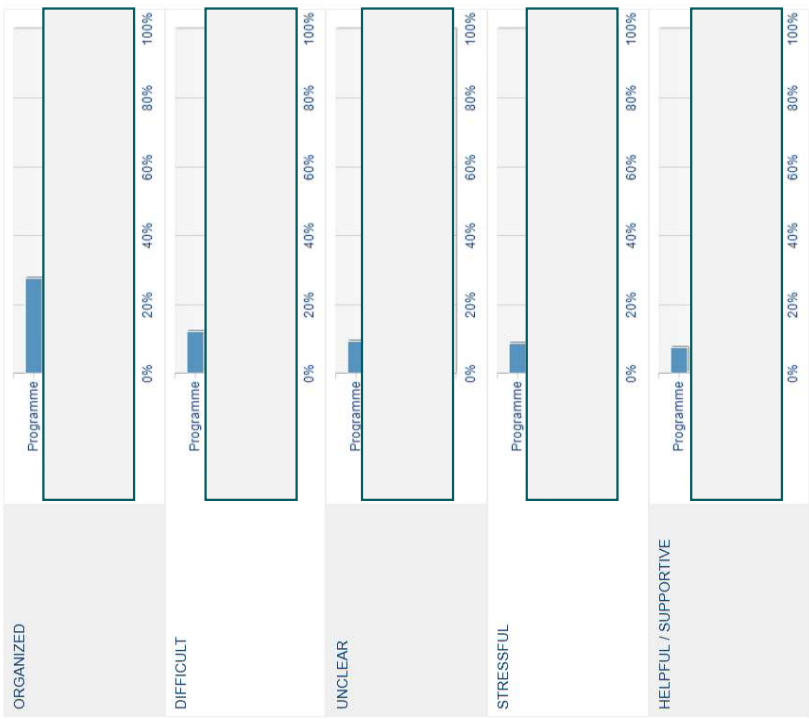
# Specific programme





# Specific programme

How could your programme be improved? - Top 5 Attribute themes



# Specific programmes

APS Report



APS

Spreadsheet

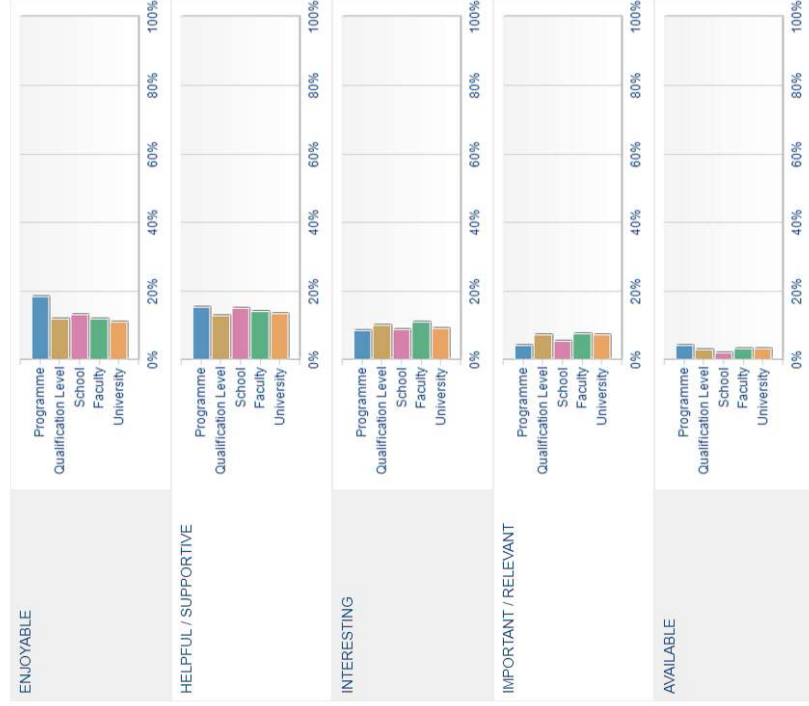


blue®

Programme Reports  
(including raw comments)

# Strengths

What did you like the most about your programme? - Top 5 Attribute themes



# Questions?

Please use the space provided below to make any further comments about your experience at AUT in 2015.

