Facts About Canadian University Dubai

Located in **Dubai's iconic City Walk district**

Ranked in the top **541-550** worldwide and top **4** in the UAE

18 accredited programs and over **30** majors/concentrations

Faculties

- Faculty of Architecture and Interior Design
- Faculty of Communication, Arts and Science
- Faculty of Engineering, Applied Science and Technology
- Faculty of Management

Objectives

1. **Overall Survey Process at CUD**

2. **Student Course Evaluation Implementation with BLUE**
   i. The Stakeholders Engagement Process
   ii. Closing the Survey Performance Loop

3. **Enhancement of the Employer Survey with BLUE**

4. **Recommendations Towards Continuous Improvement**

Institutional Surveys

Institutional Surveys are conducted to evaluate the level of experience and satisfaction of various stakeholders

A stakeholders is a group or individual who is involved, or has an impact on the survey process

Example of a stakeholder: active students, exiting students, graduated students, instructors, staff, employers

Both quantitative and qualitative responses from all the surveys are evaluated, analyzed and reported for action

Overall Survey Process at CUD

Completion of checklist prior to survey implementation → Survey Campaign based on the Campaign Guidelines → Update of the sample size. Taking action of the sample size enhancement if required → From results to action. Taking action from the survey findings to improve performance

Survey Campaign to Engage the Students

Pre-Launching Message

Dear Student,

As a new Canadian University Dubai (CUD) student, your opinions and suggestions are extremely valuable. The objective of the New Student Survey is to enhance the quality of the University's services, and to receive feedback concerning your personal experiences of joining CUD.

The New Student Survey will be launched on **September 8, 2021.**

Please take this opportunity to participate in **CUD's New Student Survey** and be an active part of the innovation and improvement to enrich the experience and employability of current and future CUD students.

We will ensure all feedback is considered and that effective action will be taken.

This communication has been sent on behalf of the Institutional Research & Planning

Canadian University Dubai

Survey Campaign to Engage the Students

Posters

Survey Campaign to Engage the Students

Email Reminders from BLUE

Dear Student,

Where would you like to see changes made at **Canadian University Dubai**? What do we need to improve upon?
Now is your chance to give us your feedback by completing the Student Satisfaction Survey.
We promise you that the survey will not take more than 2 minutes of your time.

Click here to access the Student Satisfaction Survey.

We are looking forward to your feedback and we ensure you that your responses will remain confidential.

Dear CUD Students,

Your feedback on the courses you are taking this Spring is so important. It helps faculty modify and improve their courses.
In addition, these evaluations are a significant component of our faculty review process so please take time to answer the questions thoughtfully.
Your Opinion Matters!

The surveys are accessible Here until *May 6th, 2022*.

Be assured that all responses are confidential.

Promotion Video

Survey Campaign to Engage the Students

Events

Student Course Evaluation Implementation with BLUE

Student Course Evaluation Implementation with BLUE

Questionnaire and email communications are available in English and Arabic

Email communications between BLUE and stakeholders are done through yourvoice@cud.ac.ae – *You Speak, We Listen, We Act*

Data in BLUE are synchronized daily with the Student Information System

Students' and Instructors' tasks are accessible on Moodle through BLUE

Stakeholder Engagement Process

	Initial Announcement	Launching the Survey	Monitoring Status	Analyze results & Close the Performance Loop
IRP/ yourvoice@cud.ac.ae	Send Reminder of Survey Launch Date	Launch the Survey as per approved deadline	Monitor and share report on response rate against the target / If response rate below 60% conduct in class communication	Analyze and Report to President for approval / Share report to all stakeholders after approval
President	Aware of the launching date			Approve the survey report distribution
Deans/HoDs	Aware of the launching date*	Aware that the survey has been launched	Aware of the response rate status	Close the Survey Performance Loop and send report to IRP
Instructors		Inform to complete the Survey	Aware of the response rate status and remind the students	Share and Discuss the Report with those below the target
Students		Students can start the responding to the survey	Class Monitor will facilitate the completion of survey in class	

* VPAA is also informed of the Survey being launched

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Engaging the Deans, Head of Departments, & Instructors in Monitoring the Response Rates

- Sessions held for the Quality Assurance Manual
- Subject View Management (SVM) on BLUE
- Blue Dashboard Response Rate

Analyzing the results

Overall scores categorized by Area

Example of list of courses according to Area

Analyzing the Comments

Blue's Text Analytics

Blue Text Analysis uses algorithms that examine the content of open-ended comments provided by the students. Based on an assigned dictionary, it attempts to place the comments into predefined categories established in the dictionary.

Comments about the Courses:

Attributes [No. of comments]	Overall [2935]
POSITIVE - GENERAL	%
INTERESTING	%
HELPFUL / SUPPORTIVE	%
DIFFICULT	%
FUNNY / ENTERTAINING	%
IMPORTANT / RELEVANT	%
INSTRUCTIVE / INFORMATIVE	%
EASY	%
ENJOYABLE	%
KIND / PERSONABLE	%

Approval of the Survey Report Distribution

Email Sent to President for Approval of the SCE reports

Subject: Student Course Evaluation Report for Approval

Dear Dr. ████,

You are invited to view the Student Course Evaluation Reports for the Spring semester of 2021-22.
Please click on the below report names to view the results:

1. Overall Report
2. Report by Faculty
3. Report for each course

Kindly click Here to give us your feedback about the reports.

Survey Approval Questionnaire on Blue

Student Course Evaluation Report - Spring 21-22

Save

Do you approve the Student Course Evaluation Report for the Spring semester of 2021-22? *

○ Approved

○ Not Approved

Comments:

Enter text here...

Go to top

Previous   Submit

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Closing the Survey Performance Loop

✓ Ensure the continuous improvement of key business processes and closing the performance gaps from the feedback of the surveys.

✓ The impact of the action taken to close the loop is called the **Result to Action (R2A) Impact**.

President's Approval

Survey Launched as per schedule	Adequate Sample Collected	Survey Analyzed and Report for Approval	Take actions from the Result and Report back to IRP
Owner & IRP	**Campaign by Owner**	**IRP**	**Owner**

IRP monitors the impact of action taken towards the performance gaps

Sample of the Improvement Actions

Table 3: Opinion about the Course

Opinion about the course	Rating	Actions *Add actions for areas scored less than 4*
I gained new knowledge from this course.	4.13	
The course is supported with enough illustrations (examples, cases, exercises etc.)	3.84	Suggest giving students more examples in future deliveries
The learning materials are relevant and appropriate (book, course note, slides, videos, etc.)	3.49	As I noted in previous Course Review Reviews, the textbook is aimed at Civil Engineering students and should be replaced with a more appropriate book for Architecture students.
I am aware of the grading and evaluation assessment (quiz, type of exam, etc.)	4.13	
I am motivated to learn this course	4.09	Suggest more practical exposure to structures via site visits and field trips to facilitate understanding of the application of structural systems.
Time spent outside class for studying and preparing for this course is appropriate.	3.42	I am unsure how to comment on students' time spent outside class.
The course work helps me improve my knowledge.	3.71	As above I believe that less theoretical work and more practical work would improve this, via site visits and field trips.
The course is intellectually challenging.	4.12	
The overall environment on campus is favourable for learning.	3.65	I cannot comment on general campus wide environment issues. However again I suggest more time spent on site visits and practical trips and less time sitting at desks, will improve this result.
Overall	3.71	

Enhancement of the Employer Survey

Employer Survey

Definition

- CAA 2019 standards compliance and for program accreditation requirements
- Employers are asked to rate the CUD graduates who has worked or are working at their company based on their skills

Challenge

- Getting the contact details of the direct managers of the Alumni

Proposed Approach

- Sending the survey to managers through addressing the HRs of the companies that CUD Alumni are working at

Solution

- Using the same process as the BLUE 360-feedback survey type

Employer Survey Main Questions

State your level of satisfaction of the job and life skills of your employee(s) who graduated from Canadian University Dubai *

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Problem-solving	○	○	○	○
Critical and analytical thinking	○	○	○	○
Digital literacy	○	○	○	○
Numeracy skills	○	○	○	○
Writing skills	○	○	○	○
Presenting skills	○	○	○	◉
Communication skills	○	○	○	○
Collaboration and teamwork	○	○	○	○

On a scale of 0-10, if you were to hire new employees at your company, how likely would you consider hiring a graduate from the Canadian University of Dubai? *

○ 0   ○ 1   ○ 2   ○ 3   ○ 4   ○ 5   ○ 6   ○ 7   ○ 8   ○ 9   ○ 10

What is the BLUE 360 Feedback Survey?

Gathering feedback about an individual from multiple perspectives

Individual is evaluated by his manager, peers, clients, partners, senior leaders, and others

An individual can self-rate, and be rated by members of different groups

An individual can select another person to evaluate him/her (Rater Selection)

Rater Selection can be either manually or from a list of predefined users

Employer Survey Approach

IRP/ Yourvoice@cud.ac.ae

Human Resource (HR)

Manager*

President

VPAA/Dean/HoD

Launches the Employer Survey

Contact the HRs by phone to explain the process

Agrees to participate in the survey

Nominates Manager(s) to complete the survey (Rater Selection)

Receives Survey invitation from BLUE

Completes the Survey (Fill out Form)

Analyze the results and finalize report

Send to president for approval

Approval from president

Share the results with the stakeholders (Closing the loop)

Share the results with the stakeholders (As per approved Schedule)

* Managers are the direct superior of the CUD graduate

Sample of the Rater Selection Task

Outcomes of the Enhanced Employer Survey

✓ **Higher response rate**
✓ **Easier to follow up with the managers**
✓ **Reliability of the responses**

State your level of satisfaction of the job and life skills of your employee(s) who graduated from Canadian University Dubai

Question	Managers Mean
Problem-solving	
Critical and analytical thinking	
Digital literacy	
Numeracy skills	
Writing skills	
Presenting skills	
Communication skills	
Collaboration and teamwork	
Time management	
Leadership Skills	
Adaptability & Flexibility	
Job-Related Software Skills	
What is your evaluation of the competencies and capabilities of Canadian University graduates in general?	
Overall	

On a scale of 0-10, if you were to hire new employees at your company, how likely would you consider hiring a graduate from the Canadian University of Dubai?

Question	Detractor (0-6)	Passive (7-8)	Promoter (9-10)	NPS
On a scale of 0-10, if you were to hire new employees at your company, how likely would you consider hiring a graduate from the Canadian University of Dubai?	%	%	%	

Recommendations Towards Continuous Improvement

Continuous Enhancement of the Stakeholder Engagement Process:
1. Achieve higher and reliable response rates for better analysis and reporting
   a) Sharing with the students the improvement actions that have been taken by CUD
2. Automating the closing of the Performance Loop:
   a) Implementing the Improvement Actions Template on BLUE

شكراً!
THANK YOU!