



EVALUATION PORTFOLIO AT SSE: SURVEYING STUDENTS THROUGHOUT THEIR ENTIRE JOURNEY

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BACKGROUND ON THE STOCKHOLM SCHOOL OF ECONOMICS

- Business school in Stockholm, Sweden
- Around 2200 students across three program levels (Bachelor, Master, PhD)*
- Four periods in one academic year
- Started with Blue in Fall 2020 (previously Qualtrics)
- One of SSE's strategic goals: **to be a student-journey focused organization**

* Including exchange students

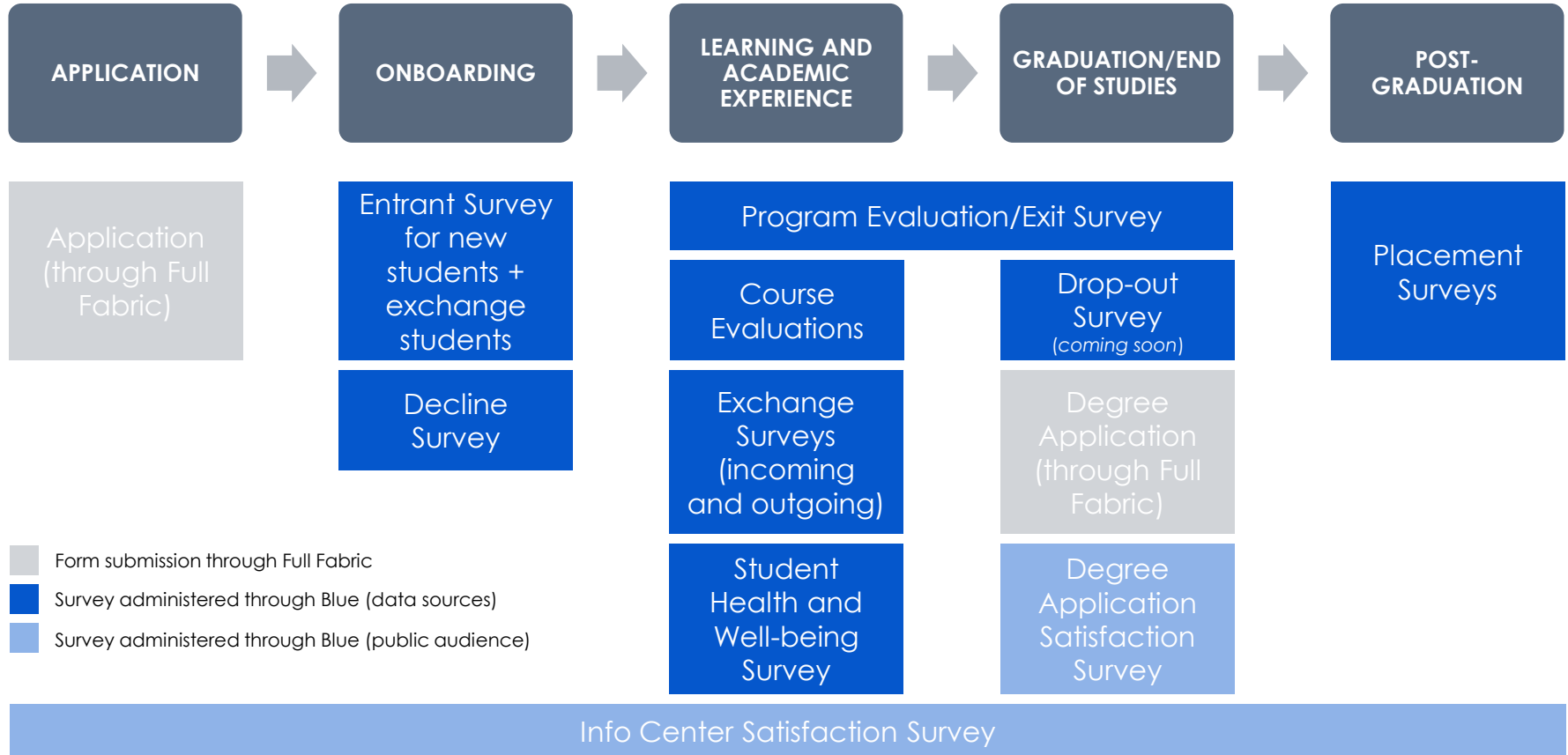


THE STUDENT JOURNEY



Adapted from "Explorance Vision Forward – Implementing a Holistic Student Journey Analytics (SJA) Framework at your institution" by Sameer Saab (May 06, 2020)

SURVEY PORTFOLIO AT SSE



SURVEY PORTFOLIO AT SSE: ONBOARDING

- Entrant Survey for SSE Degree Program Students (Fall)
 - Feedback about application process, their choice to attend SSE over other institutions, the introduction days and future plans
- Entrant Survey for Incoming Exchange Students (Fall/Spring)
 - Feedback about the information and communication pre-arrival, their choice to go on exchange to SSE and the orientation days
- Decline Survey (Fall)
 - Feedback about application process and their choice to decline SSE's offer



SURVEY PORTFOLIO AT SSE: LEARNING AND ACADEMIC EXPERIENCE

- Course Evaluations (two in the Fall, two in the Spring)
- Exchange Surveys (incoming and outgoing) (Fall/Spring)
- Student Health and Well-being Survey (Fall)
 - Used to be conducted by Student Health Council (outside of Blue)
 - In Fall 2022, QA took ownership of administering the survey through Blue
 - Feedback about students' stress levels, the type of initiatives they might find helpful etc

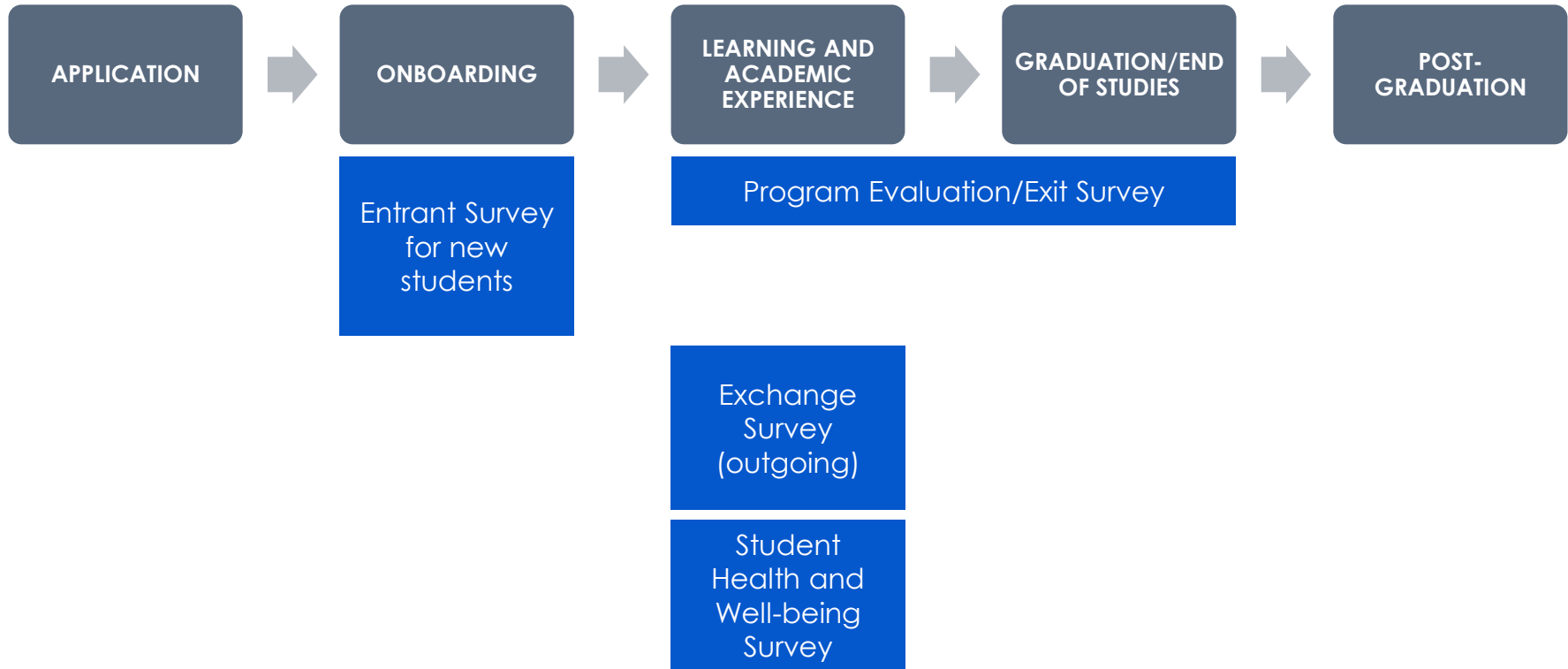


SURVEY PORTFOLIO AT SSE: GRADUATION AND POST-GRADUATION

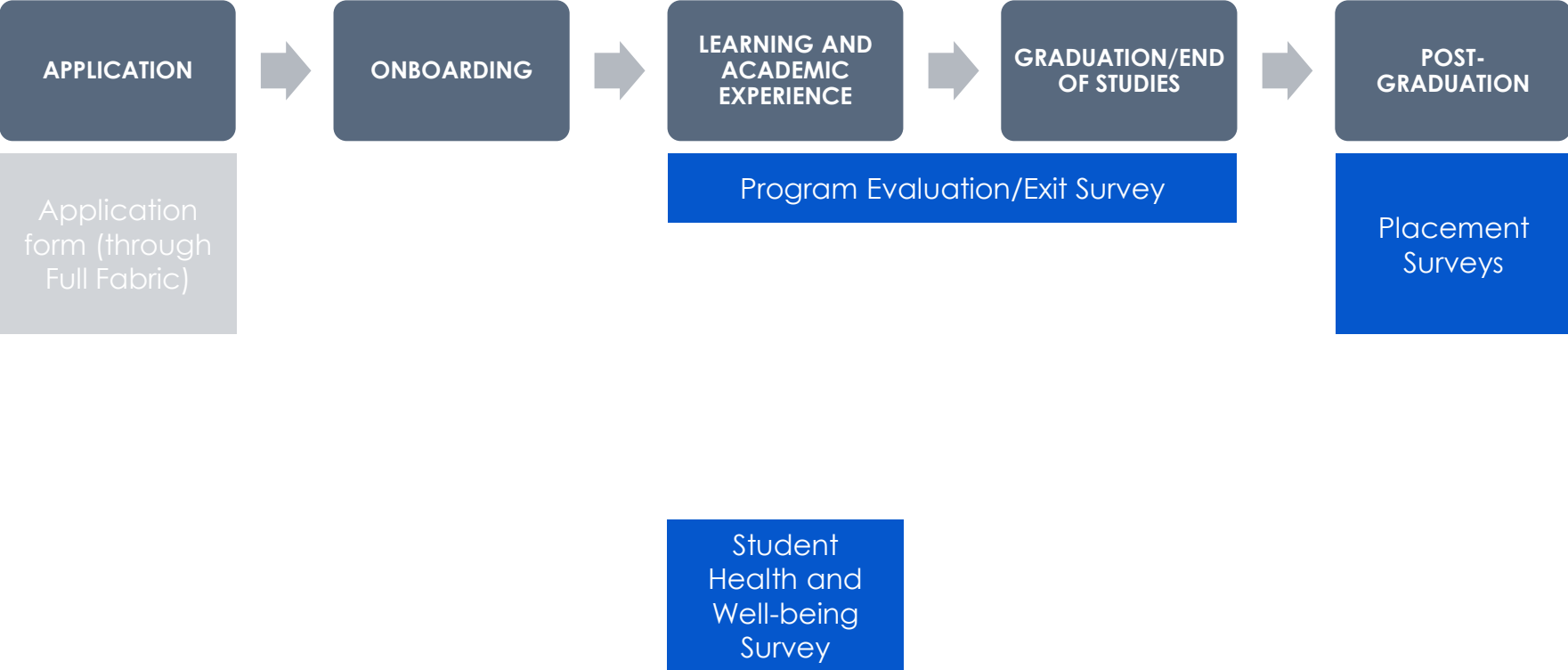
- Program Evaluation/Exit Survey (TBD)
 - Have been running program evaluation at the end of each academic year
 - Idea is to only ask for program feedback once during a student's time at SSE in conjunction with the Degree application (i.e., year-round survey)
- Drop-out Survey (TBD)
 - In the pipeline
 - Would complement the Exit Survey
- Placement Surveys (one year post graduation on BSc and MSc level)
 - Feedback on job situation and alumni involvement



USING DATA TO IMPROVE THE STUDENT JOURNEY: 1. WHAT DRIVES STUDENT SATISFACTION?



USING DATA TO IMPROVE THE STUDENT JOURNEY: 2. HOW DO ADMISSION TEST SCORES RELATE TO PERFORMANCE?



CHALLENGES

- Different systems
 - Form fill-out not main purpose of Blue
- Analysis outside of Blue
 - “Manual” connection of data
- Response rate
 - Participation in most surveys is not enforceable/not mandatory
 - Partial data and incomplete picture
 - Need to continue working with the response rates across projects to ensure successful data analysis to be feasible

