

# Using AI to Understand the Student Voice

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**Assessment Criteria** 

**Metrics and Evidence** 

Ratings

**TEF Outcomes** 

Impact

Understanding the concerns and feedback of students is pivotal for improving teaching quality and overall institutional performance



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# How is student experience defined at your institution?

# How is student experience captured at your institution?

What are the main challenges for enhancing student voice in your institution or role?

How do you evaluate the impact of student voice initiatives or interventions?



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explorance



# **QUESTION POLL 1 - DEFINING**



: NSS questions used in the calculation of student experience measures

| Student experience measure | NSS questions used   |
|----------------------------|--|
| The teaching on my course. | Q1, Q2, Q3, Q4   |
| Assessment and feedback.   | Q8, Q9, Q10, Q11   |
| Academic support.          | Q12, Q13, Q14  |
| Learning resources.        | Q18, Q19, Q20  |
| Student voice.             | Q23, Q24, Q25  |
|                            | Note: Q26 has been excluded when calculating this indicator. |



28 questions were asked to students covering a range of aspects of their HE experience

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**528** universities, colleges and other higher education providers took part





# **QUESTION POLL 2 - CAPTURING**

## **Metrics and Evidence**

and 'when'.

the 'why'



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# Quantitative data tells us the 'what', 'who',

# Qualitative data tells us





# **QUESTION POLL 2 - CAPTURING**

Shared understandings

Student Experience & Opinion Panel

Internal surveys

External, benchmarked surveys







REWARD



#### uowstudentpanel

Edit profile

View Archive

O Ad tools

42 posts 253 followers 246 following

#### UoW Student Experience Panel

The Student Panel is a community of Westminster students who engage in research activities to improve student experience, in exchange for a reward.

www.westminster.ac.uk/university-life/get-involved/student-representation/student-expediate

184 accounts reached in the last 30 days. View insights





Undergradua..

Postgraduates





WERE A COMMUNITY OF WESTMINSTER STUDENTS WHO ENCAGE IN RESEARCH ACTIVITIES TO HELP IMPROVE THE STUDENT EXPERIENCE, IN EXCHANGE FOR A











Did you know that you actually have the power to change things around the university?

Join us in The Student Experience & Opinion Panel to share your experience as a student and shape the future of the university!

WE WANT **#FEEDBACK** 









# **QUESTION POLL 3 - CHALLENGE**

### What's the difference between data and information?

Data is collection of facts.

Data requires interpretation and structure.

Information puts those facts into context.

Information is organised.

Information should be used to inform action.





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# **QUESTION POLL 3 - CHALLENGE**

# **Team capacity**

# **Training requirements**

# Time taken

## **Resource intensive**





# **QUESTION POLL 3 - CHALLENGE**

**Capacity and speed** 

**Sentiment analysis** 

**Topic modelling** 











# Example academic support

| Indicator        | NSS questions used   |
|------------------|--|
| Academic support | <ul><li>Q12. I have been able to contact staff when I needed to.</li><li>Q13. I have received sufficient advice and guidance in recourse.</li><li>Q14. Good advice was available when I needed to make choices on my course.</li></ul> |

"Tutors immediately flagged up when I was struggling ... My personal tutor understood me ... I always felt encouraged and understood."

"Material is always accessible, and lecturers are always willing to help assist further. Lecturers are also accessible through email, and I always feel that I am being heard."

"Lecturers who create a **welcoming environment** and allow **space for discussions** to inspire students as well as greatly support learning."

"The support that the school provided me in emergency circumstances."

"They let us **express ourselves and support us with everything**, CV mentoring, travelling."

"Support from tutors when welfare is needed, and on work whenever we are behind."

"The chance to **speak with my lecturers** and **ask them questions** even after class."



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|--------------|--|
| a fundur     |  |
| study        |  |





**QUESTION POLL 4 - Evaluating** 

# **The Evaluation Cycle**

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Reflect









**High-level analysis** 

**Deep-dive** 

**Generate lead indicators** 

**Action-led student feedback** 

Impact evaluation







Most positive topics for

Overview Dashboard Topics Explorer Comments Explorer

| Most popular topics                             | ¢<br>Topics  |
|---|--------------|
| A Organization                                  | ₿ 63%        |
| Culture / Values > General                      | ⊜774         |
| 👗 Team - relationship                           | ₿ 85%        |
| General   | ິ⇔ 511       |
| A Organization                                  | ₿ 56%        |
| Communications                                  | <b>⊜ 482</b> |
| A Organization                                  | ₿ 95%        |
| General   | <b>9 476</b> |
| La Employee - career                            | ₿ 55%        |
| Promotion / Career Advancement /<br>Opportunity | ⊜ <b>422</b> |

| Managers                                      | Тор          |
|---|--------------|
| Level: Managers +2                            |              |
| A Job-work                                    | ⊙ 30         |
| Work environment   General                    | ⊠ 100%       |
| A Direct management                           | © 25         |
| Management communications<br>Feedback         | ▶ 🛛 100%     |
| A Direct management                           | <b>∅</b> 7   |
| Management effectiveness ><br>Professionalism | <b>≊ 98%</b> |
| 👗 Team - relationship                         | ⊖ 161        |
| Support                                       | <b>≅ 96%</b> |
| 🛔 Job - work                                  | ⊖357         |
| General                                       | <b>⊡ 96%</b> |

| -ộ-             | Most recommendation                          |                       |
|-----------------|--|-----------------------|
| No filters      | applied                                      | Topics                |
|                 | o - work<br>ng & Career Development          | ⊖ 166<br><b>* 352</b> |
|                 | ganization<br>unications                     | ⊜ 159<br><b>* 183</b> |
| 👗 Pay<br>Benefi | y - Benefits<br><b>ts</b>                    | ⊖ 98<br><b>* 161</b>  |
|                 | ployee - career<br>tion / Career Advancement | ⊜ 44<br><b>* 87</b>   |
|                 | o-work<br>ns ▶ General                       | ⊜ 52<br><b>∜ 83</b>   |



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Segmentation & contextualisation



**Culture shift** 











# Thank you Questions

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