



# Transforming Education with AI-Driven Insights and Student Feedback

 University of New South Wales | Sydney, Australia

 May 13-14, 2024

Co-hosted

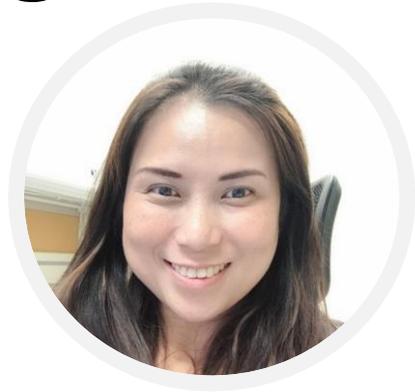


# Bringing a SMILE to SIM's learners through centralised feedback management

Singapore Institute of  
Management

14 May 2024

# Speakers



**Marilyn Chan**

Head

Portfolio, Planning and eXperience  
Design (PPXD)

- IT Planning
- IT Project Management Office (PMO) & Governance
- Continuous Process Optimization (CPO)
- Learner Experience Solutions (LES)



**Sandy Soo**

Senior Lead,

Learner Experience Solutions

- Feedback Management
- Learning Design and Development
- Training Roadmap



# Presentation Agenda

1. Introducing Singapore Institute of Management (SIM)
2. Before Blue
3. Project SMILE

1

# Introducing Singapore Institute of Management (SIM)

# From Singapore to Australia



Australia is about **10,764 times bigger** than Singapore

Sydney is about **17 times bigger** than Singapore

# Singapore Sights

Welcome! 欢迎! Selamat Datang! வரவேற்பு



# Singapore Institute of Management



## Introducing SIM

- With a founding grant from the Economic Development Board, SIM was set up in 1964 to develop professional managers and leaders to foster Singapore's economic development
- Today, SIM is one of the region's leading private education and lifelong learning institution



# 2024

## Celebrating 60 years

SIM commemorates 60 years of impacting learners and empowering individuals and businesses through continuous learning.

As we celebrate our 60<sup>th</sup> anniversary, SIM remains dedicated to lifelong learning, ensuring that individuals and organisations have the necessary tools and knowledge to succeed in an ever-changing world.



# Purpose, Vision and Core Values

## ▶ Our Purpose

Empowering people and organisations to learn and thrive across life stages

## ▶ Our Vision

The learning partner of choice for every learner

## ▶ Our Core Values

- Act with Integrity
- Respect for the Individual
- Be Learner-Centred
- Collaborate
- Continuously Learn & Innovate



## Not-For-Profit

SIM is a registered **charity organisation** that believes in doing good, by first doing well. Our profits are channeled back to the Singapore community via SIM People Development Fund (PDF)

### Individual Grants

Facilitate education and skills development to enhance employability and social mobility of Singaporeans

# Unique Brands



SIM Global Education

Rigorous and holistic education with a global perspective amid a culturally diverse environment



SIM Academy

Leading professional learning and transformation partner for professionals and enterprises to power up their skills through the Professional Development and Enterprise Solutions entities

# **SIM Global Education**



# SIM GE Student Profile

▶ Enrolment of about  
**16,000**  
students, with over 50  
nationalities



**Culturally diverse  
campus**

Students learn to be adaptable  
to thrive in different cultural  
contexts

▶ Around  
**70%** are local  
students

▶ Around  
**93%** are full-time  
students

**67%** local and **33%** intl

**Top 5 countries:**  
China (45%) | Indonesia (16%)  
Malaysia (9%) | Myanmar (8%)  
India (7%)

▶ Almost  
**200,000**  
alumni

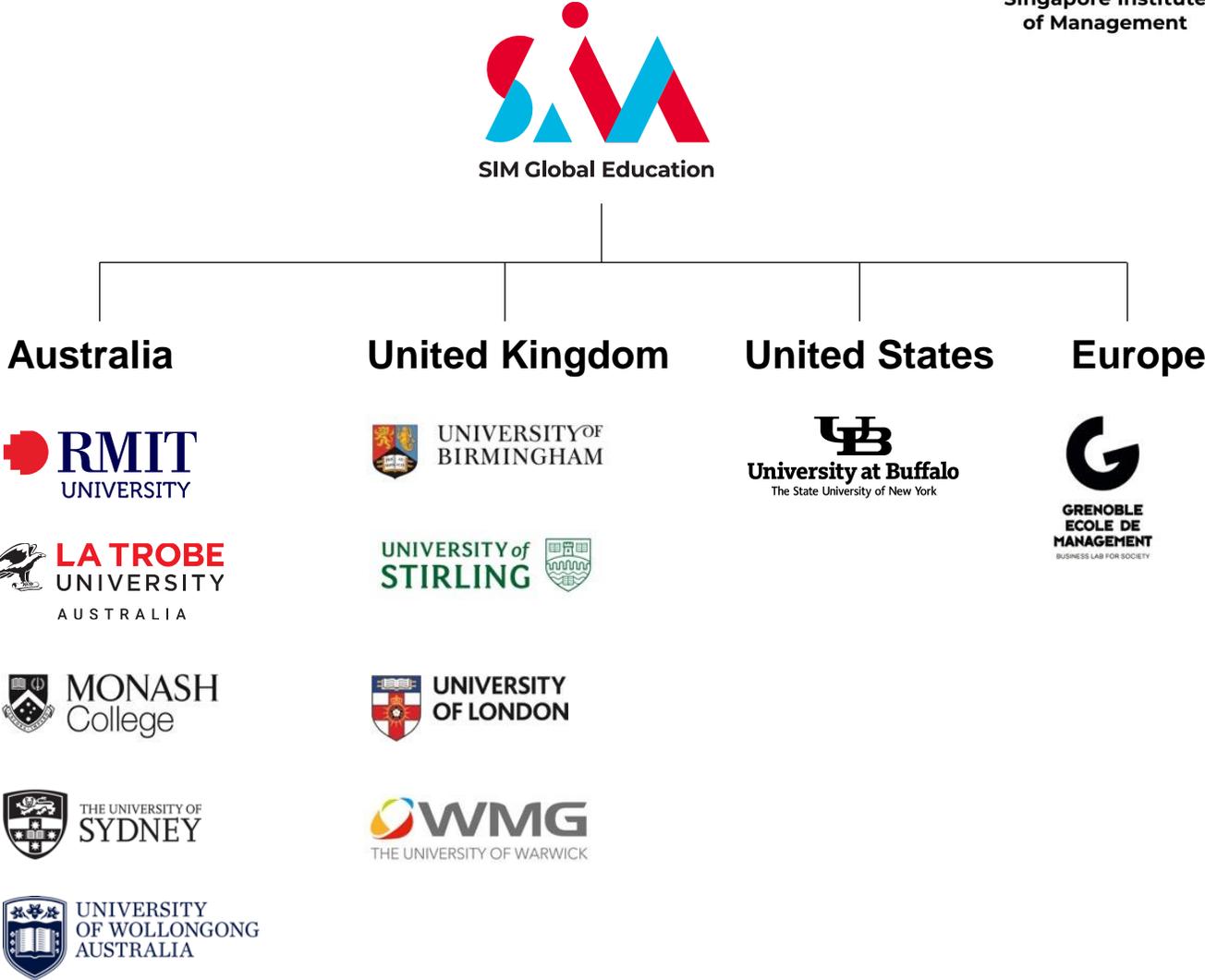
\* Figures as of 31 Dec 2023

# SIM's Academic Partnerships



## One Global Campus

SIM GE provides quality education in partnership with top-ranking universities



# SIM GE Programmes Offered

**Over 170\*  
Academic  
Programmes**

- Preparatory, Foundation, Diploma, Bachelor's, Master's and Graduate Diplomas
- Business, IT & Computer Science, Arts & Social Sciences, Specialty Programmes, and Nursing

\* Figures as at 4 January 2024

		
<p>Accounting, Banking, Economics &amp; Finance</p>	<p>Communication, Digital Media, International Business, Management &amp; Marketing</p>	<p>AI, Big Data, Computer Science, Cyber Security, FinTech, Web &amp; Mobile Development</p>
		
<p>Psychology &amp; Sociology</p>	<p>Nursing</p>	<p>Business Analytics &amp; Data Science</p>
		
<p>Events, Sports, Tourism &amp; Hospitality</p>	<p>Aviation, Construction Management, Logistics &amp; Supply Chain</p>	<p>Geographic Information Science</p>



# SIM's EduTrust Star Certification

SIM Global Education is

- Among the **first** private education institutions (PEI) to be registered under CPE's ERF
- Awarded the **EduTrust Star Certification** in 2022

The EduTrust Star is the highest quality assurance certification for PEIs in Singapore.



**Out of 124 PEIs in Singapore, only 2 are awarded the EduTrust Star.**



Cert No.: EDU-1-1003

Validity: 20/08/2022 – 19/08/2026

# **SIM Academy**

Professional Development

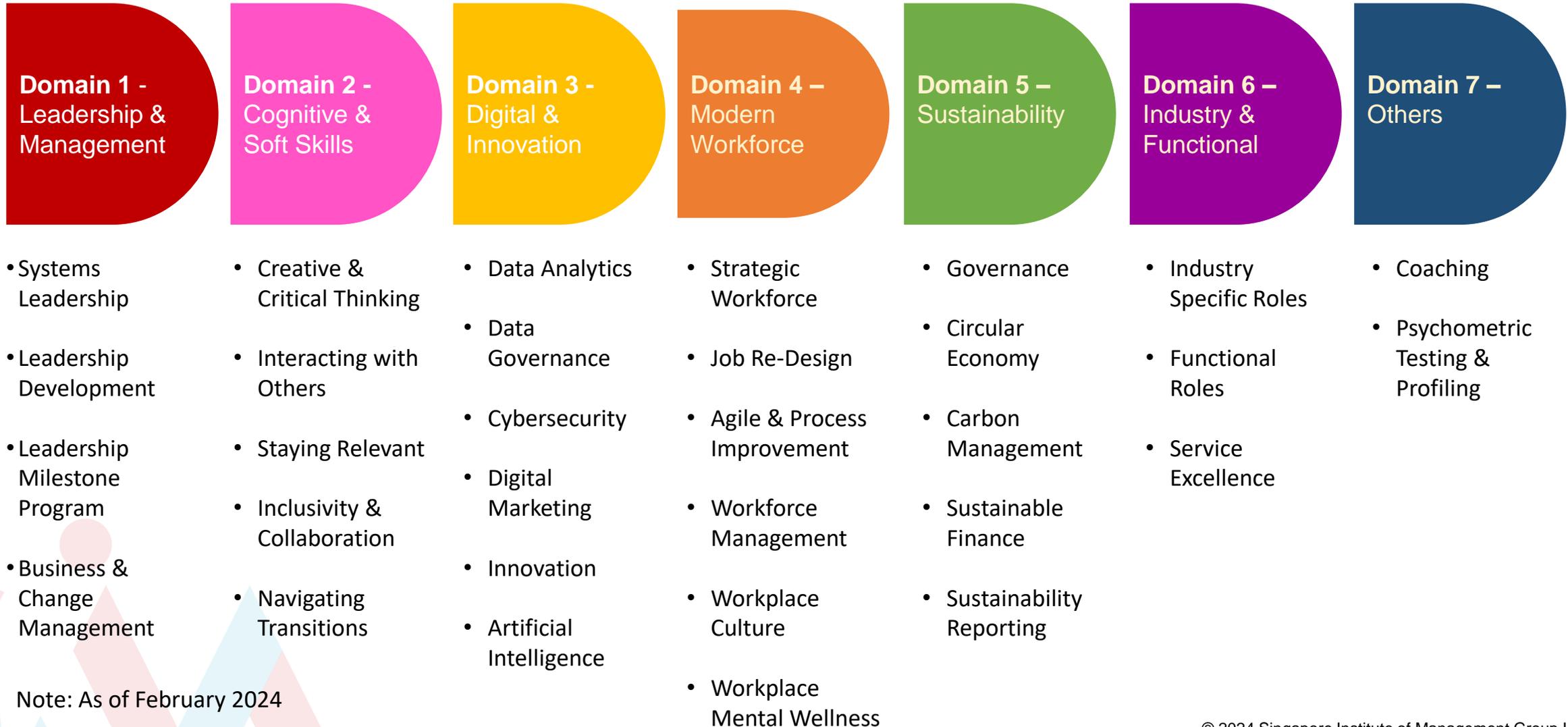


## **SIM's Professional Development Programmes**

SIM collaborates with enterprises to develop customised deep skilling and coaching solutions to optimise employees' competencies and support business objectives.

- Public-run programs for individuals
- Bespoke programs in partnership with corporate entities, e.g. HP Singapore, Singtel

# SIMA Product Domain Offerings





# SIMA Product Offerings

- Over 130 product offerings to professional and enterprise learners
- Capability to design and develop programmes
  - *Example:* Centre for Systems Leadership offering Systems Thinking related training, e.g. Accenture

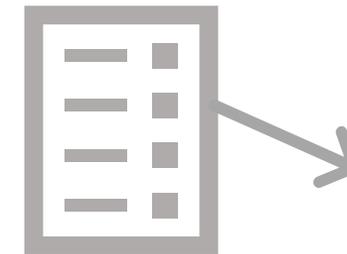
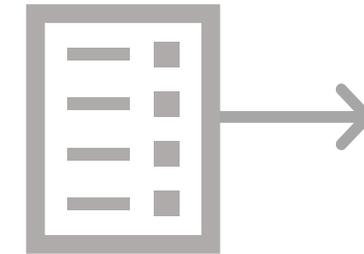
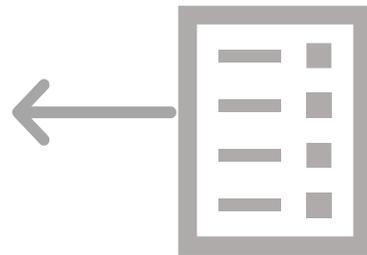
# 2 Before Blue Explorance

# Feedback Management Challenge

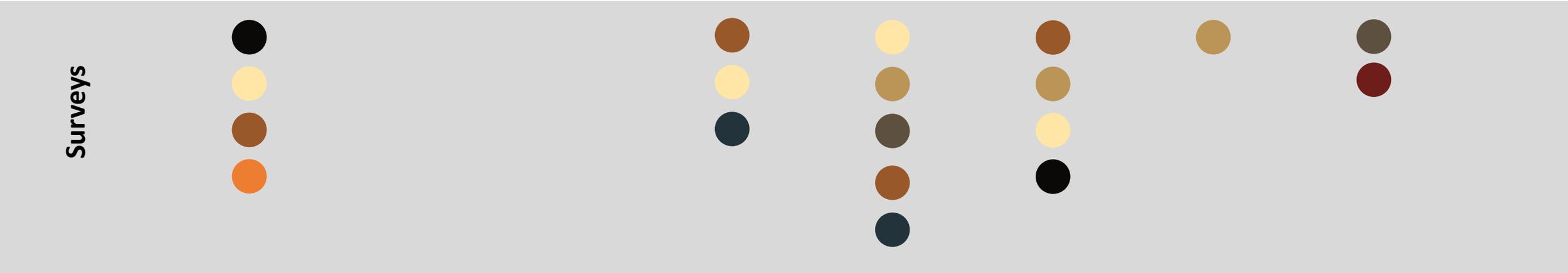
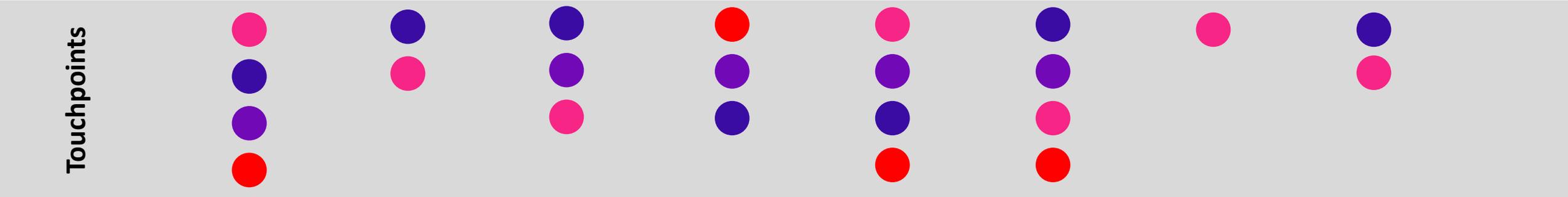
Diverse groups of learners from students to professionals



No consolidated management of feedback across learners



# Collecting Learner Feedback



Different process owners running different surveys using different systems

# Challenges in Feedback Management

Wide-ranging  
survey intent

+

Multiple  
evaluations

+

Repeated  
questions

=

Survey  
Fatigue



Departmentalised  
insights

+

Fragmented  
and insufficient  
information

+

Delayed and  
non-real time  
feedback

=

Ineffective  
Follow-up



Disparate  
systems

+

High  
investment

+

Likely duplication  
of work

=

Unable to  
measure learner  
satisfaction





## What SIM Needed

- Centralised Management system for all feedback
- End-to-end coordination of all surveys throughout the Learner's journey
- To derive a means of measuring overall Learner Satisfaction

# 3 Project SMILE



## Project SMILE

- **S**pecific Real-Time Feedback
- **M**etrics to Measure Customer Satisfaction
- **I**nsightful Actionable Information
- **L**ongitudinal Data for Benchmarking
- **E**xceeding Expectations

# Getting SMILE off the ground



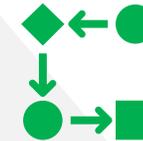
## SYSTEM

- Demonstrating the capabilities of Blue to those outside the feedback management team



## PEOPLE

- Getting senior management buy-in for change
- Aligning throughout the institution



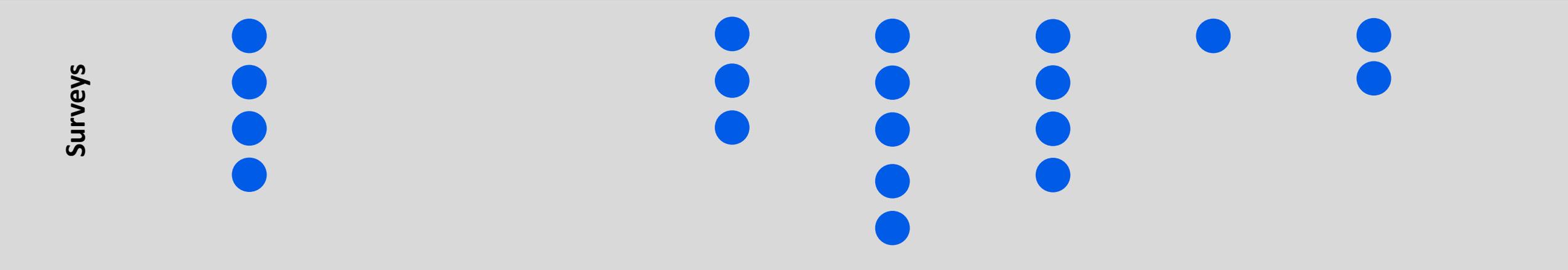
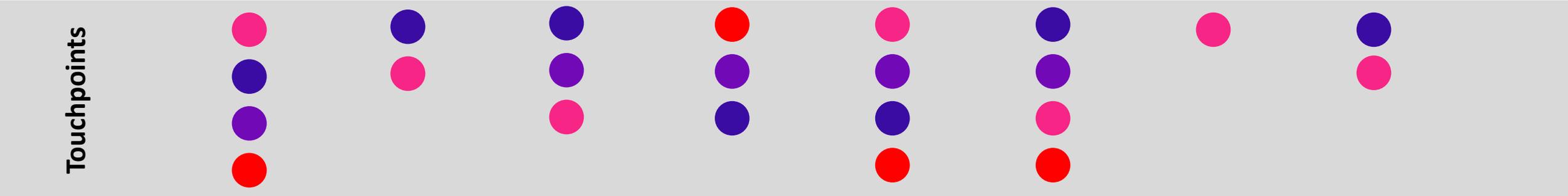
## PROCESS

- Integration to other SIM systems
- Migration to Blue
- Designing the processes from survey initiation to reporting
- Defining the roles and responsibilities of the stake holders in the value stream

# After Blue Implementation



- Recruitment
- Registration
- Admission
- Study
- Student Life
- Services
- Graduation
- Alumni



**Consolidated feedback collection and management using Blue**

# Reports for Management



## Module Evaluation



### Subject Matter

**4.17**  
(+0.06)

Rank	Question	Score
1	Question	4.20
2	Question	4.20
3	Question	4.17
4	Question	4.15
5	Question	4.11



### Lecturer Effectiveness

**4.32**  
(+0.05)

Rank	Question	Score
1	Question	4.27
2	Question	4.23
3	Question	4.22
4	Question	4.20
5	Question	4.19
6	Question	4.19



### Programme Management

**4.26**  
(+0.07)

Rank	Question	Score
1	Question	4.13
2	Question	4.09

### Response Rate

**81.0%** (+0.5%)

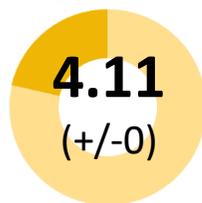


## Physical Facilities & Infrastructure Satisfaction

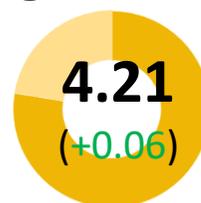
### Cleanliness



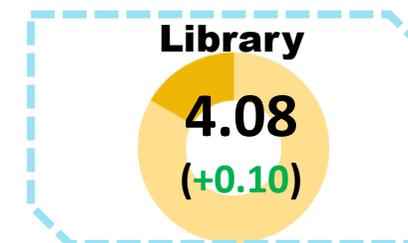
### Completeness



### Coverage & Connectivity



### Library



# Key Milestones



**Mar 21**  
Getting senior management buy-in for change

**Jan 22**  
Started Integration of Blue to SIM systems

**Dec 22**  
Launch of first course surveys to Professional learners

**Jan 23**  
Expanded to Satisfaction surveys

**Jul 24**  
Leveraging Blue for Benchmarking surveys



**Oct 21**  
Procurement of Blue

**Apr 22**  
Launch of first course surveys to Academic learners

**As of Dec 23**  
398,040 Evaluations and Surveys sent



# Great Big SMILE

## Why management love it?

- Savings of more than 300 hours per year across all the departments running surveys
- Better use of data to reflect learners' satisfaction

## Why we think learners love it?

- Improvement to response rate since we launched the system from 30% to more than 70%



**Learn for Life**  
**Thrive for Life**

**Thank you**