Seeing the universities’ digital environment through the eyes of staff and students

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Why evaluate the impact of transformational technologies with the student and staff?

- Investments in digital learning as well as physical campus
- Within 20 years, 90% of jobs will require digital skills
- We need to ensure that students and staff are aware of, and engaged with the digital environment

So we need evidence to support:

- Return on investment
- Identification of skills gap
- Impact of the implementation of institutional digital strategy
- Benchmark against other universities
Our **digital experience insights surveys** provide powerful data on how your students and staff are using the technology on offer.

‘The overall impact of running the insights service for our institution is significant. The service has given us a source of evidence which we have used to build business cases, secure investment and lead transformation - safe in the knowledge that transformation is being led by the student voice and the student expectation.’

Richard Aird, head of customer service, information services, The University of Stirling
Digital experience insights

‘Not just another survey…’

https://digitalinsights.jisc.ac.uk
What is digital experience insights?

1. A tried and tested student survey (been running past three years) and new teaching and professional services staff survey, made up of:
   - Closed questions that can be benchmarked
   - Open questions for local analysis
   - Add or customise further questions

2. Provides a full student and staff engagement process, governed by our guidance

3. A community of practice around the insights process and findings (including student representatives)

4. Compare student feedback with teaching staff and professional services staff views and organisational factors
Insights report 2018

37,720 students surveyed across 83 UK institutions

• Our 2017-18 student survey collected data from a total of 37,720 students
  – 14,292 FE learners
  – 23,428 HE students
• 36 FE colleges, 4 sixth form colleges and 43 universities – approximately 16% of UK colleges and 30% of UK universities
• At a glance: summary of 2018 insights findings: ji.sc/dig-exp-insights-summary-18

Digital experience insights https://digitalinsights.jisc.ac.uk
Digital experience insights 2018: ANZ


21,095 students surveyed across 13 universities in Australia and New Zealand

- 30% of universities across the 2 countries
- A mean average of 864 responses per university
- Students studying in ANZ universities, have very similar expectations and experiences of technology to those of our UK students
- Some differences:
  - ANZ students take part in significantly more digital activities than UK students
  - However, they want digital technologies to be used less on their course
Student results
Theme 1: digital lives of learners

8 in 10 HE students access lecture notes or recorded lectures at least weekly.

6 in 10 FE students use digital devices to make notes or recordings at least weekly.

About 8 in 10 students used a smartphone to support their learning.

HE students are significantly more likely to own a laptop (FE: 64%, HE: 94%).

Around 10% of FE learners rated Google search as their number one app or tool, compared with 1% of HE students.

HE students were twice as likely to cite ‘Google Scholar’ as they were to cite ‘Google’ as a search tool.
Student results

Theme 2: digital in the institution

Most students rated their institution’s digital provision as above average (FE: 74%, HE: 88%).

Reliable wifi was accessible to 82% of HE students and 70% of FE learners.

1/3 of all students turn to fellow students when looking for support with digital devices or skills.

FE learners were more likely to agree that their institution helped them stay safe online (FE: 53%, HE: 41%).

47% of FE and 54% of HE students agreed that they could access health and wellbeing services online.
Student results
Theme 3: digital at course level

Only 50% of FE and 69% of HE students thought digital skills were important for their chosen career.

Only 4 in 10 felt their course prepared them for the digital workplace.

Only about 1/3 of students agreed that they were told what digital skills they would need before starting their course.

About 40% of FE and HE students agreed that they had regular opportunities to review and update their digital skills.

Only 1/3 of students agreed that they were given the chance to be involved in decisions about digital services.
Theme 3: digital at course level

What one thing should universities and colleges do to improve students’ experience of digital teaching and learning?

- Improve (access to) lecture recordings and notes
- Make it easy to find academic resources via the library and LMS
- Prepare students for digital learning: don’t assume they have the necessary skills
- Provide up-to-date specialist and generic software, especially on students’ own devices
- Consult and engage with students about their digital experiences
Student results
Theme 4: student attitudes to digital

64% of FE students and 73% of HE students agreed that they are more independent in their learning when digital is used.

57% of FE and 67% of HE agreed that digital approaches help them to fit learning into their life.

Over 1/3 of all students wanted digital technologies to be used more on their course (FE: 32%, HE: 37%). Only about 1 in 10 students said that the use of digital on their course meant they were less likely to attend classes.

Of all the ways that digital technology might enhance their learning experience, students were least convinced that it makes them feel more connected.

More than half of student like a mix of group and individual work (FE: 54%, HE: 56%).

More FE students than HE students prefer to learn in a group (FE 11%, HE 3%).
Staff insights 2018 pilot report


1,921 teachers surveyed across 15 institutions as a pilot

- Four colleges and 11 universities across England, Scotland and Wales piloted the surveys
  - 376 college responses
  - 1,545 university responses

- The survey contained 17 items (mini-survey) or 47 items (full version)
  - Core questions were benchmarkable
  - Customisable questions
Overall, staff are less satisfied than students with the digital infrastructure at their institution. This includes teaching spaces, software, and the digital environment.

Only 15% of university teachers agreed they had guidance about their responsibilities in relation to assistive technologies, and only 16% agreed they had been given guidance about student safety online.

Around 2/3 of teachers want to use digital technology more when teaching. Only 5% want to use it less.

Digital teaching practice varies between the two sectors. College teachers are much more likely to carry out live polls or quizzes in class, and provide more digital feedback.
Resources to support an excellent digital experience


- Jisc NUS roadmap for supporting students to improve their digital experience at university and college
- Exploring the student digital experience: student, staff and organisational factors
- Enabling an excellent digital experience guidance for engaging senior leaders and informing digital (FE and HE versions)
EUNIS Thursday

09:00-10:00 Workshop Campus for the future II: Developing approaches to digital capability

15:00-15:30 Keynote Education 4.0 – looking to transform teaching for 2030 and beyond

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• Digital experience insights https://digitalinsights.jisc.ac.uk

• Sign up to run insights surveys: https://digitalinsights.jisc.ac.uk/subscribe/find-out-more/


• Jisc NUS Roadmap for supporting students to improve their digital experience and university: http://bit.ly/insightsreports


• Case studies on institutional use: http://bit.ly/insightscase

• Join the insights community of practice online community https://digitalinsights.jisc.ac.uk/our-service/community-of-practice/
Get in touch…

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