

## **APPENDIX G: STUDENT SURVEYS POLICY**

### Purpose and scope

1. This section of the Consolidated Academic Policies and Regulations (CAPR) explains how the College will assess a previous student's request to be readmitted to study at the College.
2. This policy applies to:
  - all applicants who were previously fully registered at the College; and
  - any registration of a previous student completed on or after 1 June 2016 regardless of the date of the application giving rise to the registration.

### Introduction

#### *Overview*

3. GSM London is committed to fostering and supporting engagement by all students by offering them the chance to take part in the College's surveys and provide feedback on their experience, highlight their concerns and let the College know what they like about GSM London and what they want to change.
4. The College is keen to work with students to monitor and enhance the quality of their educational experience by incorporating their feedback into all its activities and future plans. This will be done both on the academic side, in terms of programmes, modules and subjects offered; and organisationally, by adapting the College's services to better meet the needs of current and prospective students.

#### *Insights from students*

5. All students will have the opportunity to inform the College about their educational experience by participating in qualitative and quantitative research studies and other appropriate methods such as representation on relevant committees. The College will ensure students hear about these opportunities.
6. The College will ensure it uses appropriate ways of engaging with students, based on the issue in question and the type of feedback or insight it seeks.
7. When the College engages with students to gather their insights, it will clearly define the purpose of the research and why it chooses a particular method.
8. The College will ensure students are mainly invited to take part in surveys whose results could benefit them directly, or as required by internal/external regulations.
9. The College recognises the pressures on students' time. It will ensure it gives sufficient opportunity for students to provide feedback without making disproportionate demands on their time.
10. The College will ensure there are clear mechanisms in place for analysing and considering all formal feedback; addressing in a timely way the issues raised; and ensuring there is adequate feedback to students on the outcomes and actions taken.
11. The College wants students to be involved in the quality of the following areas using appropriate processes:
  - (a) Enquiry, application and admissions.
  - (b) Induction.
  - (c) Programme design, development and approval including delivery and organisation.
  - (d) Learning and teaching.
  - (e) Enhancing students' development and achievement.
  - (f) Assessment.
  - (g) Programme monitoring and review.

- (h) Working with other institutions.
  - (i) Policy development.
12. The College will ensure that:
- its use of surveys and insight-gathering tools fully complies with the Data Protection Act 1998 (DPA); and
  - all students who have opted out of non-compulsory /marketing communications will not be invited to take part in its optional research studies.

### Procedures

#### *Key principles for successfully running student surveys*

13. The College will comply with the following principles:
- (a) The College will **keep surveys short and simple** whenever possible.
  - (b) The College will **only survey when necessary**.
  - (c) The College will ensure **easy access**, which has significantly increased the number of responses.
  - (d) The College will keep the **invitation to take part in the survey as short as possible**. Additionally, it will ensure the content is addressing all the following questions:
    - What is the survey about?
    - How many questions are there/How long does it take to complete?
    - Who is running the survey?
    - What incentives, if any, are being offered?
    - How can respondents access the survey?
  - (e) The College will ensure **respondents clearly understand who is doing the survey**, what its purpose is and why it is relevant to them.
  - (f) The College will consider the appropriate level of anonymity, by only **asking for personal details when really necessary**.
  - (g) The College will **ensure an appropriate amount of time is allocated** to collecting responses.
  - (h) The College will **use the right incentives**, especially for longer surveys. Generally, this means using two (2) or three (3) high-value incentives distributed randomly via a raffle.
  - (i) The College will **ensure follow-ups and replies to student questions** take place in a timely and meaningful manner.
  - (j) The College will **aim to benchmark** the surveys (internally/ externally), whenever possible.

### Main College surveys

14. This section summarises the main surveys that the College runs regularly to gather student feedback on its services and performance.
15. The College treats all surveys not on this list as optional and will ensure that students who have opted out of receiving non-compulsory / marketing

communications will not be invited to take part in other research studies unless it regards them as critical to improving the student experience.

Survey name	Department	Goal	Timing	Who
Induction Survey	First Term Engagement	Understand students' perception of the induction week. Focuses on identifying improvement areas / what is missing / could have been done differently, from the students' point of view.	During induction week	New (first-year) students
New Joiner Survey	Strategic Planning and Management Information	Better understand the student body and identify trends/patterns to help the Marketing and Recruitment Team to define its strategy.	During induction week	New (first-year) students
Module Evaluation Questionnaire	Quality Office	Students are invited to give feedback on every module they take via an anonymous module evaluation form. This questionnaire seeks to review and improve the quality of the College's teaching.	End of each semester	All students
Abintegro.com / My Future Questionnaire	Careers and Employability	Careers-related data capture form on the Abintegro.com / My Future platform	Start of each semester (once)	New (first-year) students
Libqual+	Library	Collect participants' feedback on Library services	Once every three (3) years	All students
National Student Survey	Third party – Ipsos Mori on behalf of HEFCE	This survey focuses on the student experience in areas such as teaching, learning resources, personal development, academic support.	January–April, final year	Final-year students
DLHE	Third party – Careers Group on behalf of the College	The DLHE survey gathers information on the type of activities students engage in after leaving Higher Education. Questions aim to capture the type of work a graduate has entered or if they are doing any further study.	Six (6) months after a student graduates	Recent graduates

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Student Perception Questionnaire	Quality Office	This survey focuses on giving students an opportunity to provide feedback to the College on their educational experience and identify what they would like to improve or to see done differently.	March–April	All students
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Guidelines for running additional research studies

16. While the College does not expect staff to run additional student surveys often, it knows they are sometimes necessary.
17. In such instances, besides ensuring all new surveys comply with the guidelines and principles previously listed in this document, staff should focus on assessing whether a survey is a suitable way of meeting their objectives.
18. Surveys are to be used in situations that meet all these criteria:
  - (a) The user needs quantitative results.
  - (b) There is no other (more efficient) tool for collecting student feedback that can be used to achieve the desired objectives.
  - (c) The results can contribute to shaping the student experience for the survey participants.
19. The College should avoid using a survey:
  - (a) when the student has opted out of non-compulsory surveys;
  - (b) when another survey has already gone to the same group of students that week;
  - (c) during revision and exam period;
  - (d) when a similar survey on the same topic already exists.
20. Any other student insight-gathering activities (quantitative or qualitative) should be run in partnership with the Market Intelligence team. This will help ensure it complies with all relevant internal and external policies, regulations and guidelines.

Enforcement, monitoring and review

21. The Strategic Planning and Management Information Department will be responsible for the oversight and monitoring of all quantitative and qualitative student-insight work taking place around the College. This includes ensuring all departments and students adhere to the latest student-insight policy, principles and best practices.
22. Members of staff who are considering creating and running a new student research study need to ensure it achieves College-wide compliance with the principles and policy. So they will need to check this by contacting the Strategic Planning and Management Information Department ([studentinsights@gsm.org.uk](mailto:studentinsights@gsm.org.uk)).
23. Separately, all Heads of Departments should ensure their lecturers and other staff have been briefed about the right procedures for running a survey.
24. Finally, SPMI will provide guidance to all Departments (when needed) regarding research design, fieldwork and analysis of results.