Institutional Student Satisfaction Improvement Action Plan

Title	Objectives	Actions	Whats happening?	Who is involved?	Suggested course of action	Issues / queries
Communication	1. To raise the profile of student satisfaction internally and with students 2. To raise the profile of improvement activities and initiatives 3.To engage students and all staff, including Associate Lecturers, across the Four Nations as key stakeholders in improving student satisfaction 4. Establish continuous and consistent communications regarding student satisfaction improvement activities and initiatives	Develop and own an iterative Communications & Engagement Plan for the Student Satisfaction Improvement Working Group, reflective of the Four Nations and the Institution as a whole	Currently un-co-ordinated, different teams/ areas doing different things.	Student Consultation, Student Association, Faculties, Careers, Library etc	**1. PVC (S) office comms team to draw up a comms plan for the outputs of the group. Standing agenda item for OUSA, Student Voice team and faculties / units to provide an update on comms planning at each meeting. PVC (S) office to put comms planning as standing item on SSIWG agenda**	
		Acknowledge other action plans as appropriate and align with their activities (e.g. Student Voice, Student Engagement)	Board of Study action plans contain actions around student satisfaction. Need to integrate into entry strategies.		**2. Group to identify what the other action plans are. PVC (S) office to do a mapping exercise and look for duplication and gaps**	
		Continue to develop, expand and raise the profile of the Student Voice web space, in conjunction with key stakeholders	Incorporate into QME. Ensure student Voice website is relevant and easily accessible to relevant people.	Rachel + Cath etc (but we don't know what it is - need to raise profile).	**3. PVC (S) Student Voice team to outline plans to achieve this and share with group**	
		Utilise current activities as a means of continuous and real-time communication (e.g. Student Hub Live advert breaks)	Tutorials Board of study meetings Web presence Senior sponsers support Module/Qual sites		**4. See action 1 and ensure all formats are covered.**	
		Showcase student satisfaction improvement activities and initiatives and ensure they have a presence at current OU events e.g. Freshers' Week, Degree Ceremonies, OU 50th celebrations	Student Hub Live during freshers 2018 OU Staff facing event in the hub Charter day? Learn about fair Inside Track newsletter Intranet/internet	SHL + Students Association Loads of people	**5. See action 1 and ensure all channels are covered**	
		Celebrate success and acknowledge areas for improvement internally and externally, and share good practice across the OU as a whole	Mixed understanding of what/ how to engage with students QME Quality Enhancement Seminars TEF		**6. SSIWG members to identify news stories for use in comms. Standing agenda item for SSIWG meetings.**	
		Develop aligned social media communication campaigns to share student satisfaction activities and initiatives	Uncoordinated social media campaigns No clear links to increase/ talk about satisfaction.	OU + Association, Library, Faculties, Careers, Service	**7. Include in action 1, primarily faculties and OUSA.**	

Student Engagement, Consultation & Feedback

Objectives	Activity	Comments	Owners	Status
1. To raise the profile of, and promote, student engagement and consultation activities and initiatives internally and externally to increase awareness, opportunities and participation 2. Embed student engagement, consultation and feedback activities in project and business as usual practice 3. To fully utilise all sources of feedback including surveys, consultations, face to face and online meetings across the Four Nations and the Institution as a whole	Utilise existing activities and initiatives to promote the purpose and value of student feedback and to 'close the feedback loop', sharing how this has helped shape the Open University	QME 'You said, we did' - including what we haven't done Student Consultations Library Student Panel Social Media Surveys CES encouraging more students to feedback + to use data to inform service development and quality	BOS Library CES	8
	Align survey initiatives across the OU (e.g. NSS sampling, NSS response, NSS analysis) to ensure consistency, prevent repetition and promote results collaboratively	NSS working group QME (SEAM)	OUSA, SSTs/SR, PVCS, Faculties	9. Done!
	Utilise existing survey data that have an impact on satisfaction and ensure this is presented in a format that encourages action	QME process is to be reviewed EQS data feeds institutional KPIs There are different audiences with different data needs e.g. Students Association, Faculties, Library, Careers.	PVC S Faculties	10
	Promote best practice amongst Faculties/Boards of Study in feeding back to students	We are unaware of what is happening across BOS - suspect it is inconsistent. We fear feeding back is not embedded, ad hoc - clearly in some areas, student representation works well but…	Need to encourage Board of Studies Group? Library	11. QME process covers this plus other areas of the University e.g. Library and CES
	Promote opportunities for meaningful engagement from students	Authentic engagement (Not tick-box) e.g. get students in early to comment on policies that concern them (and shape their development) Works for student support, not sure about others. In WELS, students involved in developing and improving. And Library + CES Introduce module forum for every module Student speaker on every module? Collect views of frontline staff	CES developing focus groups + surveys already being done Via OUSA Student Consultative forum Individual students (via Verity Robinson) Improved via BOS Involvement in curriculum design	12
	Work with Student Voice, the Students Association and the Student Consultation Office to align student engagement and consultation activities and initiatives	We cannot judge whether this is consistent across the University. Are there swathes of the OU who do not know/ or consider it part of their process Collect and analyse views of frontline staff	Rachel Garnham + PVCS BOS Feedback more to students on impact of engagement opportunities via websites, social media etc	13. different faculties needs to address specific issues.
	Continue to share and promote the benefits of student engagement and consultation activities and initiatives internally and externally	Need to embed in stategic systems i.e QME - note QAA policies are keen on this. Could be incorporated in the annual unit planning process	VCE A PVC S Faculties	14

Data

Objectives	Activity	Comments	Owners	Status
1. Promote the purpose and value of student data for students and staff, ensuring full understanding of those who engage with student data 2. Promote, share and interpret information that can inform student satisfaction initiatives and activities continuously as part of the Quality Monitoring and Enhancement (QME) process and continuous improvement ambitions 3. To fully utilise all sources of data across the Four Nations and the Institution as a whole	Provide OU context to external questions that are ambiguous for distance learning through existing channels with students and staff	Would like to see guidance for students completing NSS. Is this happening? Advance HE questionaire for students around satisfaction with services around mental health and support. Mental health charter + Student Minds	Students Association, Library? Student Support, Academic Services. OUSA/ Student Support/ Faculties (FASS Mostly)	15
	Raise the profile of, and promote data that have positive responses to celebrate success with students and staff	Social Media publicity, new students magazine quarterly reports per SRSC with student feedback. Intranet + events for staff; student hub live + case studies. Need for added value/ distance travelled data to aggressively counter the sector information with good degrees - as an open access institution. We will initially look worse than Oxridge... Need to capture student intention data... what does success mean?	Marketing/comms; PVC Students Academic Services VCE - Need to be braver EECP looking at tracking across experience + CES	16
	Raise the profile of, and promote data that have less positive responses to address issues and consult with key stakeholders to inform the action plan shared with students and staff	QME process raises awareness - promotes action. SEaM - find better ways of enhancing satisfaction showing what has changed. Student Voice website needs to showcase QME action plans and departmental (e.g.Library, Careers) actions.	BOS, Module teams Institutional Scrutiny Group (as was) All student facing departments in faculties.	17
	Utilise existing student data that have an impact on satisfaction and ensure this is presented in a format that encourages action	? Could we have some more staff/qual data /case studies/ or filmed - 'that successful student looks/ sounds like me' Who is the audience for this?	Marketing	18
	Promote the training of students and staff to enable them to interpret and fully understand student data, allowing the formation of comprehensive proactive action plans (linked to Research and Analysis)	Links to digital capabilities, strategic objective, ensuring staff + students are data literate and able to turn these into action. Student reps interpreting data and taking responsibility + feeding back. Review effectiveness of SEAM	Library services acting as hub for digital capabilities.	19. Work under way in data governance and digital skills

Research & Analysis	1. Utilise existing, and commission new research and analysis to inform decision making 2. Maximise the use of Scholarship Centers to assist in achieving our objectives	To engage and work collaboratively with Faculty Scholarship Centres	FASS TEST - work on tuition EsTEem - Lots e.g. tutorials PRAXIS + LATIS CSli LaB QELA/ data wrangles Faculty specific scholarship activities Test impact of increasing visibility of academics	Scholarship centres - a scholarship hub? Ads - T+L/TE/Student Exp Not just faculties - EECP encouraging across all staff groups + areas	**20. Plus others such as EECP focus on Scholarship**	Issue - in SRSC/ SST world, how are activities/ interventions evaluated?
		Acknowledge and utilise research projects from across the OU to inform specifications, share the results and promote successes and lessons learned	Should come through QME - best practice + Matrix for IAG At least 20 apparent sources, not drawn together, no-one person/unit commissioned to extract relevant info. NECSU research by CES. Lots of WP/WAS research focusses on Student Voice and Access Observatory Student Success/Satisfaction. Work from Library insight goes into the scholarship exchange (but could benefit from being surfaced more).	Careers (CES) Access observatory	**21**	
		Identify research opportunities to collaborate with Units across the University	Data wrangling group Data + student analysis group ? Open programme Research centres (BOS,ADsR) Enable professional services to engage in Scholarship	Kate Reeve	**22**	
		Share projects from inception through to evaluation to engage and inform staff and students throughout (e.g. RTSF)	Use of real-time student feedback is present in some modules - module teams (i.e. access) do review data regularly. Evidence hub utilisation. Impossible! To keep up to date!	? Learning Analytics Team	**23. Real time student feedback, instead of RTSF, unknown acronym)**	
		Utilise and engage with learning from other Higher Education Institutions to identify additional areas of best practice	SRHE, FACE, VALL,NEON,AMOSHE, ADVANCE HE, UUK, AGCA +HECSU- (Careers)	But who is involved and how is reseeach disseminated.	**24**	
Resource	Maximise use of current resources to co-ordinate, align and ensure consistency across OU student satisfaction initiatives and activities	Identify and recommend resource requirements to progress research and analysis, and to inform the SSIWG and the Institutional Action Plan	QELA - NSS QME.SEAM - Q/M/BOS Professional services departments conducting analysis in a silo.	Acquire resource to commission/ execute research + to align actions/ data across BOS. Issue - is this a central resource unit bid for, or do we direct units to allocate £ for this work.	**25**	We need a central coordination point to avoid silos. How do we prioritise which areas to focus on to make best use of resource? - CIO - Data and student insight team (Incl. QELA) - WELS - LTIA - Data Wranglers -A4A - not sure where they are based? - Learner + Discovery Services? - PVCS - CAUs chairs of BOS; HOSSs -SR/SSTs - Supporting NSS activites Indirectly BOSS team - e.g. addressing student feedback on help centre AL Services - coul review tutor performance Exams/ACQ Ceremonies Library Marketing
		Align SSIWG actions with the Students Association and Student Voice resource to ensure actions are progressed collaboratively and consistently	OUSA and others should contribute to the action plan. Actions have to be assigned to a person/ team.		**26. Replace Action with: To feedback to all areas involved, what is happening to avoid duplication + encourage linkage.**	
		Establish and allocate dedicated resource to progress actions within Faculties and other units to support student satisfaction actions: - Identify resource that can inform how student feedback and data is presented to Faculties and Units - Identify resource that will share how student feedback and data informs Faculty and Unit action plans - Identify resource that can promote and assist with the training of staff to enable them to interpret student feedback and data and inform Faculty and Unit action plans	That exists BOS	BOS	**27. Is this action needed before data comes to the BOS? Needs co-ordination + alignment across all BOS.**	