DEPUTY VICE-CHANCELLOR (EDUCATION)

STUDENT EXPERIENCE QUESTIONNAIRE (Onshore) GUIDELINES

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1 Introduction / Background

These Guidelines are intended to provide clear information as to how the Student Experience Questionnaire (SEQ) process will be managed and clarify the responsibilities of all staff in regard to proper handling of SEQ information. They provide information and guidance on various aspects of information management by addressing relevant records management, privacy and confidentiality issues.

The University is proactive in its approach to continuous improvement and these Guidelines may be subject to review and change in the future.

2 Scope / Purpose

The SEQ has been designed to inform the University and its faculties and units, of student perspectives, and assist in the development of strategies to improve the UOW student experience. It is not linked to any other student survey such as the Subject Evaluation Survey, Teacher Evaluation Survey, nor to any other teaching performance process.

The Student Experience Questionnaire is an evolution of the Student Satisfaction Survey (SSS). It was first implemented in 1996 as an internal survey of all current UOW students, at all locations. It was undertaken annually to gain information to:

- improve services, facilities and courses
- support policy development and planning
- gain a better understanding of the higher education market
- identify and address a wide range of student issues.

Responses for the Student Experience Questionnaire are primarily based on a five point Agreement Likert Scale (e.g. Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree, Strongly Disagree).

The questionnaire contains the following

- Six point Agreement Likert Scale questions including Not Applicable option)
- Yes/No and/or Not Applicable questions related to specific information
- Questions featuring five options (including None) relating to the number of hours dedicated to paid employment and unpaid activities
- Free text questions relating to the best aspects of the student experience and which aspects need improvement.

The questions have been developed by Student Support and Education Analytics (SSEA), in consultation with the University community.

It is not compulsory that students undertake the survey a copy of the current SEQ is available https://intranet.uow.edu.au/ard/studentexperience/index.html

3 SEQ implementation process
The SEQ will be implemented annually. Invitations to participate in the survey will be communicated to all onshore students via SOLSMail and other communications.

The following roles and responsibilities in the student experience evaluation process are outlined below.

3.1 Uploading questionnaire onto SOLS

The SEQ is made available to students via SOLS in consultation with IMTS, and the Director, Student Support and Education Analytics, DVCA.

3.2 Communication of SEQ and competition

SSEA will undertake broad promotion of the SEQ via SOLS. Students will be made aware of the survey by a personalised SOLS message and SOLS Bulletin Board and via other communications including SSEA staff promotion within each Faculty, posters, digital signage and University social media platforms. Faculty staff are encouraged to promote the questionnaire to students via service centres, faculty websites, academic promotion in class etc.

3.3 Compilation of survey data

Questionnaire responses (raw data) are stored in the Qualtrics data security system (http://www.qualtrics.com/security-statement/) and transferred to the University's central computer system with a secure server for further analysis and reporting. After the closure of the survey, responses will be exported and analysed by the DVCA SSEA team.

Where possible the Student Number will be used to auto-complete demographic data including: faculty, double or single degree status, student type (undergraduate, international, etc), campus enrolled in, course enrolled in, age range, gender. As soon as this data process is complete, all personal identifying data will be removed from the dataset to ensure that it is not possible to trace a response back to a particular student. Student Numbers are not exported with the data for analysis and responses cannot be traced back to the student.

All identifying information will then be stored separately to enable the University to contact the winners of the University of Wollongong Student Experience Questionnaire Competition. Upon confirming the winners of the competition, all identifying information will be destroyed. For further information, see a current copy of the University of Wollongong Student Experience Questionnaire Competition Terms and Conditions at: http://www.uow.edu.au/dvce/bala/seq/UOW180014.html

3.4 Data results

The DVCA Student Support and Education Analytics team will analyse the results. Descriptive statistics will be available within a month of the closure of the SEQ. An additional, more comprehensive report will be prepared by SSEA for delivery to VCAG early in 2016. A report specifically addressing the student audience will also be prepared and available via the SSEA and Student Experience websites.

3.4.1 Open responses
The comments made by students in open responses may contain comment or opinion about individual teachers or non-academic staff members, which is personal information under privacy laws. As such, the circulation of this feedback should be undertaken with careful consideration. Open response comments should be distributed at the Executive Deans’, Associate Deans’, Head of Students, Heads of School, Directors’ and Faculty Managers’ discretion only to:-

(a) individuals with a professional “need to know”; or
(b) the person concerned (being the person commented on in a free text response question); or
(c) if all identification of individuals is removed from the responses, and the responses cannot enable the identification of an individual, to other staff members within the faculty.

Staff with a professional “need to know” refers only to individuals who require this information in order to carry out their duties.

Every effort is made by SSEA to ensure that such information is filtered from final reports, however, care must be taken in this area.

3.5 Security, storage and privacy

It is critical that the University maintain strict procedures regarding the use of responses to student surveys to ensure legislative compliance, including maintaining the privacy of survey respondents. Information should not be published, presented or disseminated by staff with full access to the data source to other staff in any way that might enable individual students to be identified.

Student comments provided in the open questions should only be released to individuals identified in an open response as well as Executive, Deans, Associate Deans, Head of Students, Head of School, Directors and other staff with a professional “need to know”, as discussed under point 6.7.1 above.

3.5.1 Staff responsibility

Please refer to the UOW Privacy Policy. A staff member must respect the privacy and confidentiality of data stored or transmitted on the University’s IT facilities. Any release of data to those not authorised to receive it is expressly forbidden.

3.5.2 System security

The security of all UOW IT systems is subject to annual risk assessment. Qualtrics data security system information is available at [http://www.qualtrics.com/security-statement/](http://www.qualtrics.com/security-statement/).

3.5.3 Ownership of SEQ data

1 As advised by Peter Timmins, Director, Timmins Consulting Australia Pty Ltd (2004)
It is the responsibility of the Director, SSEA or his/her delegated representative, to ensure that a Custodian is appointed for the collection and handling of SEQ data within their area of responsibility, and that this is documented.

Data Custodians have delegated administrative responsibility for controlling data collections within their mandates. In undertaking their role, Custodians have responsibility for establishing and maintaining an acceptable level of protection for the data, for managing the disclosure of data, for ensuring that the privacy of personal information is protected, that the data is used only in accordance with the reasons for which it was collected and that the data itself complies with these guidelines.

The Director, SSEA has authority to approve or restrict access of individuals to specific SEQ data where required.

### 3.5.4 Access to SEQ data

Selected staff in SSEA, IMTS, and Institutional Research and Government Reporting (IRGR) teams will have access to the raw data. Access will be given to IMTS Database and Server Administrators, and the Director, SSEA. No other staff will have access to the data set. All staff are bound by strict Codes of Conduct including confidentiality requirements.

Nominated persons of the Director, SSEA with access to SEQ data are:

- The Senior Executive of UOW
- Director, SSEA
- Senior Manager Development and Database Services, IMTS
- Director, IRGR
- Project Coordinator, ITS
- Reporting Manager, IRGR
- Data Analyst-Surveys, IRGR
- Data Analyst, SSEA
- Faculty Executive Deans, Associate Deans, Head of Students, Head of Schools, Unit Directors and Faculty Managers

There are three distinct tiers for use of SEQ data, each with a different level of access to the data and different kinds of information provision:

<table>
<thead>
<tr>
<th>Tier 1:</th>
<th>Tier 2:</th>
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</thead>
<tbody>
<tr>
<td>Public information available through the UOW web</td>
<td>Reports to the Vice Chancellors Advisory Group (VCAG)</td>
</tr>
</tbody>
</table>

**Analysed summary reports** containing non-identifying information in pdf and/or html.

Distribution to staff on a “need to know” basis is the responsibility of the members of the Vice Chancellors Advisory Group.
Compliance with legislation and standards

3.5.5 Information intended for publication or presentation should comply with the following requirements:

- Relevant legislation, principles and guidelines relating to data management and the protection of privacy and confidentiality;
- Relevant standards, policies or recognised best practice for the presentation and analysis of statistical data;
- Requirements imposed by the owners of any data sets used;
- Any conditions placed on use of the data as a result of ethical or legal advice.

3.5.6 Freedom of information

The University of Wollongong is bound by the NSW Freedom of Information Act 1989. Any Freedom of Information (FOI) applications received by the University relating to SEQ data will be managed by the University’s FOI officer, located in the Legal and Commercial Unit within the University.

3.5.7 Retention and disposal of survey data

Retention and disposal of SEQ data will be in accordance with the NSW State Records Act and the NSW Privacy and Personal Information Protection Act 1998: Stored data will not be used for any purpose other than those outlined in these Guidelines.

Entry 25.4.6 of the General Disposal Authority 23 (University Records) cover surveys/evaluations undertaken for the purpose of improving student satisfaction. The identified retention period is ‘until no longer required for reference or administrative purpose’ after which their destruction is authorised.

3.5.8 Enquiries and comments

- Enquiries regarding the use of these Guidelines should be directed to the Director, BALA.
- Enquiries regarding data interpretation should be directed to the Director, BALA
- Enquiries regarding the reporting of data should be directed to the Director, BALA
- Enquiries regarding privacy or FOI should be directed to Principal Privacy Officer, Legal Services.

4 Related Documents

Student Experience Questionnaire Guidelines from 2006 – 2010 archived in Imagereal

5 Version Control Table

<table>
<thead>
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<th>Version Control</th>
<th>Date Released</th>
<th>Approved By</th>
<th>Amendment</th>
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Tier 3:
SSEA & Senior Executive of UOW

Access to raw data. In addition to the UOW Executive, selected staff in SSEA, IMTS and the IRGR team will have access to the raw data.
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