Committee Title	Student Voice
Date of Meeting	28 October 2019
Item Number and Title/Subject	National Student Survey 2019
Paper Presenter	Student President (or nominee)
Brief Summary of Issues/Topic	The National Student Survey (NSS) asks final year undergraduate students 27 questions, relating to 8 aspects of the learning experience. Students are also given the opportunity to make positive and negative comments in an open answer question. This is the eighth year that students have been asked about the Students' Association in this survey. The question changed substantially in 2017 though so direct longitudinal comparison is only since that time. The results of the NSS are published at Unistats.com to help prospective students make informed decisions of where and what to study. Overall, the Students' Association increased the approval rating slightly from 51.85% to 52.48%. This score is exactly the Scottish sector average score.

Recommendation(s)	Information	X	Discussion		Approval	
	Student Voice is asked to note the National Student Survey 2018 paper					

Who have you consulted when developing the paper?	Trustee Board

Staff/Student Protocol **Will any decision approved directly affect the work of staff?**	Yes		No	X	N/A	

Should the paper be submitted to any other committee following its consideration/approval at this meeting? **If yes, please state the committee and proposed date of submission.**	No

1.0 Introduction

This report presents the findings from the 2019 National Student Survey (NSS), focusing on the GCU Students' Association's results for the student union question (Q26).

2.0 NSS Score for Q26 on the Students' Association

Question 26 of the National Students Survey (NSS) asks respondents how much they agree, on a five point Likert scale, with the following statement. 'The Students' Union (Association or Guild) effectively represents students' academic interests'. This is the third year the question has been asked replacing a former question (Q23).
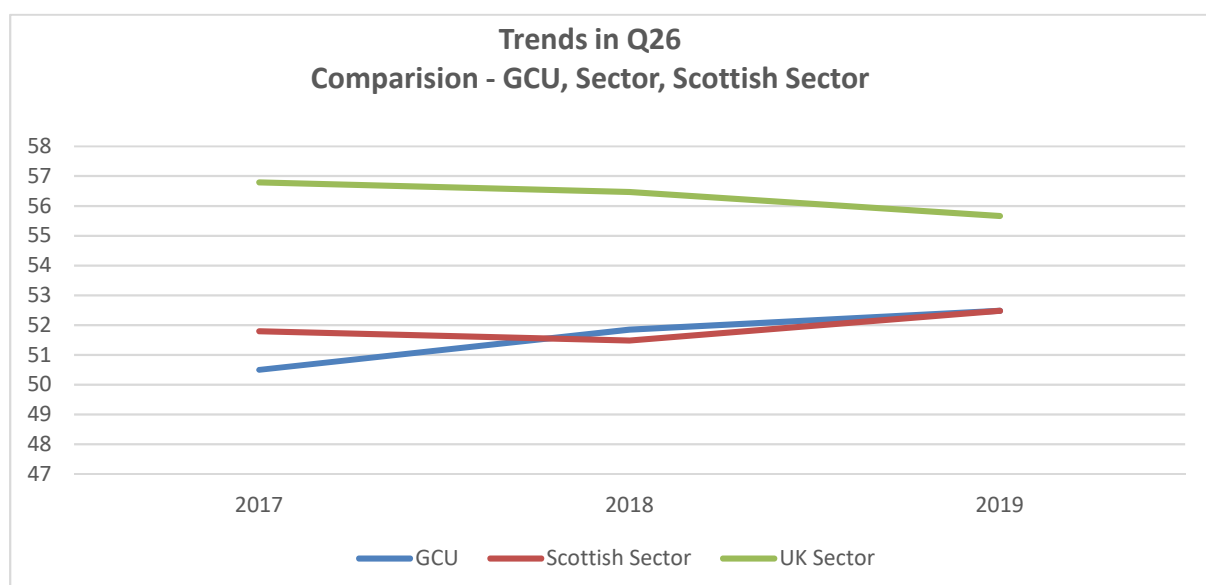
2.1 Overall Results for Q26

2017	50.5
2018	51.85 *(+1.35)*
2019	**52.48 *(+0.66)***

Overall, the Students' Association increased the approval rating slightly from 51.85% to 52.48%. This score is exactly the Scottish sector average score. So while we increased by 2/3 of a percentile point the Scottish sector overall increased by 1%. Thus, we decreased from 9th place to 10th place compared to other Scottish Students' Associations. As for the UK Sector, it still performed stronger than the Scottish Sector but decreased by around 1% to 55.66%. Tables 2-4 and graph 1 illustrates these points. Table 5 presents the Q26 scores from all Scottish University and highlights were GCU is in relation.

	GCU	Scottish Sector	Difference
2017	50.5	51.79	**-1.29**
2018	51.85	51.48	**+0.37**
2019	52.48	52.48	**equal**
Change	**+0.66**	**+1.00**	

	GCU	UK Sector	Difference
2017	50.5	56.79	**-6.29**
2018	51.85	56.47	**-4.62**
2019	52.48	55.66	**-3.18**
Change	**+0.66**	**-0.81**	

Trends in Q26
Comparision - GCU, Sector, Scottish Sector

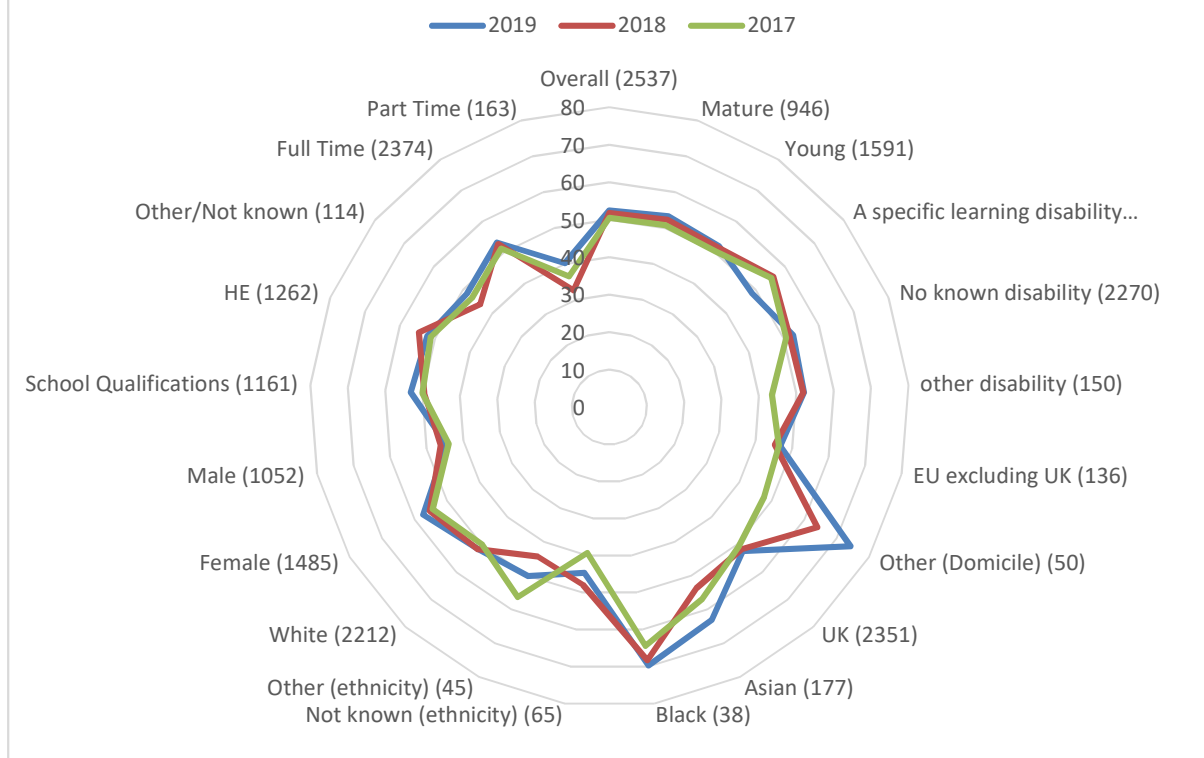| Institution	Q26 2017 Score	Q26 2018 Score	Q26 2019 Score	Movement	2019 (2018) Rank
University of Dundee	65%	67%	66%	▼	1 (2)
University of St Andrews	67%	62%	65%	▲	2 (3)
Glasgow School of Art	60%	70%	63%	▼	3 (1)
University of Strathclyde	56%	52%	61%	▲	=4 (10)
Royal Conservatoire of Scotland	-	58%	61%	▲	=4 (4)
University of Abertay Dundee	52%	50%	58%	▲	6 (13)
Robert Gordon University	56%	53%	57%	▲	7 (7)
University of Stirling	51%	54%	53%	▼	=8 (5)
Heriot-Watt University	54%	51%	53%	▲	=8 (11)
Glasgow Caledonian University	**51%**	**52%**	**52%**	=	**=10 (9)**
Queen Margaret University Edinburgh	41%	52%	52%	=	=10 (8)
University of Glasgow	54%	53%	52%	▼	=10 (6)
University of the West of Scotland	49%	51%	52%	▲	= 10 (12)
Edinburgh Napier University	51%	48%	49%	▲	14 (14)
University of Aberdeen	38%	42%	47%	▲	15 (16)
University of the Highlands and Islands	41%	47%	45%	▼	16 (15)
University of Edinburgh	42%	42%	39%	▼	17 (17)

2.2 Segmentation Analysis

To better understand how the Students' Association is meeting the needs of students in terms of academic representation, segmentation analysis was undertaken for both demographic segments and subject area segments.

2.2.1 Demographic Segmentation - Trends

While there is limited historical data due to the revision of the Students' Union/Association question on the NSS, analysis of the change between 2017 and 2019 can provide insight on what groups we have been successfully engaging with.

Demographic Breakdown - Percentage Agreeing on Q26

Demographic Segment – Percentage Agreeing	2019	2018	2017	Change between 2017 to 2019
Overall (2537)	52.48	51.85	50.5	1.98
Mature (946)	53.31	52.37	50.82	2.49
Young (1591)	51.99	51.58	50.34	1.65
A specific learning disability (117)	48.75	55.86	55.22	6.47
No known disability (2270)	52.69	51.63	50.66	2.03
other disability (150)	52.08	51.85	43.48	8.6
EU excluding UK (136)	46.74	45.24	46.43	0.31
Other (Domicile) (50)	74.29	64.06	47.73	26.56
UK (2351)	52.33	51.75	50.73	1.6
Asian (177)	63.03	53.57	56.93	6.1
Black (38)	69.7	68.29	64.44	5.26
Not known (ethnicity) (65)	44.68	47.87	39.34	5.34
Other (ethnicity) (45)	50	44.19	56.25	6.25
White (2212)	51.57	51.72	49.97	1.6
Female (1485)	57.37	55.34	54.4	2.97
Male (1052)	44.56	46.19	43.97	0.59
School Qualifications (1161)	53.14	49.55	50	3.14
HE (1262)	52.14	54.58	51.25	0.89
Other/Not known (114)	48.61	44	46.83	1.78

Full Time (2374)	53.19	52.68	51.2		1.99
Part Time (163)	40.21	32.61	36.54		3.67

The Students' Association increased the percentage agreeing with Q26 for both young and mature students. We increased our satisfaction with students who identify as having a non-learning disability but saw a decrease in agreement from students with a learning disability. We increased slightly with UK domicile students and EU students. Our largest gain was made with students who are international, non EU students with a 26.56 increase in percentage agreeing. We also see variability in our engagement rates based on ethnicity, with increases in White, Asian, Black and Not known ethnicity segments but decrease in 'Other' ethnicity. We held relatively stable with males while increasing our agreement rate with females.

It is important to note that due to the law of averages, segments with larger number of students will be more stable than those with fewer students; therefore, the data for these groups will experience greater variability. Moreover, small gains in segments with large population will have larger impact on overall score than larger gains in segments with fewer students.

2.2.3 Demographic Segmentation – Sector Comparison

In comparing GCUs NSS results for Q26 with those of the sector, we are behind the curve for most demographic groups, especially students who identify as 'other' in ethnicity and part-time students. There are a few areas where we performed well and this indicates our strengths.

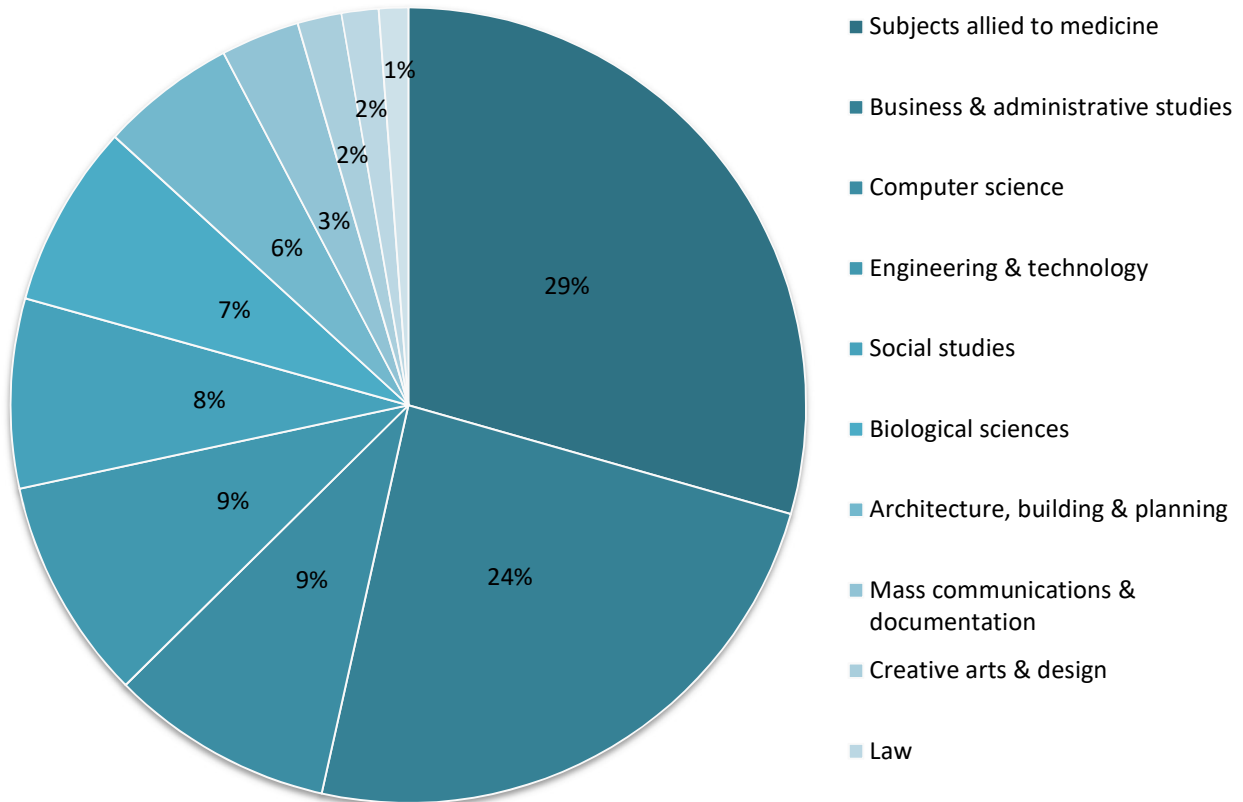| Demographic Group	GCU	Sector	Difference
Overall	52.48	55.66	▼
Mature	53.31	52.37	▲
Young	51.99	55.65	▼
A specific learning disability	48.75	55.89	▼
No known disability	52.69	55.95	▼
Other disability	52.08	52.57	=
EU excluding UK	46.74	55.02	▼
International (non-EU)	74.29	59.86	▲
UK	52.33	55.25	▼
Asian	63.03	60.86	▲
Black	69.7	60.34	▲
Not known (ethnicity)	44.68	56.94	▼
Other (ethnicity)	50	55.95	▼
White	51.57	54.07	▼
Female	57.37	58	=
Male	44.56	52.12	▼
A Levels or equivalent	53.14	55.47	▼
HE (highest qualification on entry)	52.14	56.11	▼
Other/Not known	48.61	57.43	▼
Full Time	53.19	56.23	▼
Part Time	40.21	46.97	▼

2.3 Segmentation by Subject Areas

The data for the NSS can also be segmented based on subject area of the respondent's degree. An analysis based on subject segments is even more important given the reformulation of the student union/association question from a focus on general satisfaction to satisfaction with academic representation.

2.3.1 Subject area segmentation at GCU

The NSS breaks down all academic degrees into a dozen subject areas that are listed in the following table along with the relative size of each subject area based on respondents to the NSS. The pie chart helps to illustrate the relative size of each subject area at GCU.

Subject area	% of NSS in 2018
Subjects allied to medicine	29.27
Business & administrative studies	23.97
Computer science	9.05
Engineering & technology	9.01
Social studies	7.66
Biological sciences	7.42
Architecture, building & planning	5.5
Mass communications & documentation	3.18
Creative arts & design	1.79
Law	1.5
Physical sciences	1.18
Medicine & dentistry	0

Subject Area of NSS Respondants 2018

Legend:
- Subjects allied to medicine
- Business & administrative studies
- Computer science
- Engineering & technology
- Social studies
- Biological sciences
- Architecture, building & planning
- Mass communications & documentation
- Creative arts & design
- Law

2.3.2 Subject Segmentation – Trends

Subject area	2019	2018	2017	Trend 17 - 19
Architecture, building & planning	46.02	34.26	45.68	▲
Biological sciences	52.82	49.42	65.31	▼
Business & administrative studies	58.35	52.08	47.55	▲
Computer science	50	48.02	41.52	▲
Creative arts & design	55.38	57.14	45.45	▲
Engineering & technology	41.55	50	47.94	▼
Law	48.72	48.39	25	▲
Mass communications & documentation	43.64	50.68	40.52	▲
Medicine & dentistry	63.64	42.86	28.57	▲
Physical sciences	47.06	23.08	41.38	▲
Social studies	46.74	43.86	47.7	▼
Subjects allied to medicine	56.19	60.09	58.33	▼

Given that there is limited data due to the change in the Students' Union/Association NSS question and the law of averages, some of the biggest swings (changes) are in subjects that are relatively small in size. For the two largest subject areas at GCU, there are variable results: Allied health saw a decrease while there was a significant increase for business & admin studies. Engineering and computer science, who together account for 18% of the NSS respondents and make up the bulk of the School of Computing, Engineering and Built Environment (SCEBE) programmes, also saw variable results – an increase in computing science but a decrease in engineering. The subject areas of social studies, biological sciences had decreases in satisfaction as well as still being over 5% of NSS respondents.