Transforming the Student Experience: Manchester Metropolitan University’s EQAL Project

Umeå | Jun 2014
#eunis14

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Context | **An interesting place to work!**

- Large, popular, multi-campus university in North West of England
  - 36,000+ students | 1,000+ courses | consolidating from 7 sites to 2
- Pursuing an ambitious transformation initiative
Context | Strategic improvement imperative

- Marketing & Recruitment Processes
- Student Intake (Aspirations, Attitude & Abilities)
- Learning, Teaching, Assessment & Personal Development Processes, Facilities & Resources
- Student Retention Success & Satisfaction
- Reputation
- Resource allocation
- All Year Numbers
- League table rankings

2009 NSS
Where to intervene?

A Recruit to target
B Improve satisfaction, retention & success
C Inform decision-makers
Understanding how best to make a difference

Careful diagnosis of (diverse) learning experiences

• Recurrent messages
  – NSS analysis: course organisation determines Q22
  – Mobile surveys: deadlines, timetables… (m-admin)
  – Focus groups: consistent, easy to find info

• Great (and not-so great) expectations
  – “engaging, well-organised courses”
  – “inspirational tutors who know me”

Stimulating pedagogies

‘Hygiene factors’
Coordinating our response

- Improve satisfaction, retention & success
  - Simplify Unwieldy Curriculum
  - Great Online Experience (Seamless, personalised)
  - Great Learning Spaces
  - Great Teaching

€420M
Project: Enhancing Quality and Assessment for Learning (EQAL)
Scope: University-wide, Undergraduate
Leadership: Deputy Vice-Chancellor
Timeline: Ambitious!
EQAL | Scope

• A coordinated strike for step-change improvement

New Curriculum
• designing new modules, …

New Admin Systems & Processes
• personal timetabling, …

New Virtual Learning Environment
• Moodle & myMMU web/mobile, Talis Aspire…

New QA & QE Processes
• facilitating curriculum transformation
MISSION:

2010 Q1: Plan Programme & Projects
2010 Q2: Approve UG curriculum rules
2010 Q3: Develop smart curriculum capture forms
2010 Q4: Enter 800+ new L3 + L4 modules
2011 Q1: Approve new modules
2011 Q2: Set up SRS, TT & VLE
2011 Q3: L4 curriculum & systems go live
2011 Q4: Enter new L5 modules...
2012 Q3: L5 goes live
2013 Q3: Entire new UG curriculum live
Learning Outcomes

On successful completion of this Unit, the student will be able to...

<table>
<thead>
<tr>
<th>LO1</th>
<th>LO2</th>
<th>LO3</th>
<th>LO4</th>
<th>LO5</th>
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Assessment

<table>
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<tr>
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<th>Type</th>
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<td>Element 1</td>
<td></td>
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<td>LO1, LO2, LO3, LO4, LO5</td>
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<td>Final?</td>
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| Element 2 | | | LO1, LO2, LO3, LO4, LO5 |
| Final? | ☐ | | |

Analyse critically real world situations
Demonstrate a high degree of professionalism
Communicate effectively using a range of media
Use teamwork and leadership skills
Manage professional development reflectively
Find, evaluate, synthesise and use information
Appreciate social/environmental context
Use systems/scenario thinking
Engage with stakeholder/interdisciplinary perspectives

Smart forms

Minimise ‘big ask’

868
L3+L4 modules
Jul 2010
Recognised: watch & learn how staff use tech
Recommended: staff set up & we train to integrate
Arranged: we set up institutional accounts & train staff to use
Core: we set up & train staff and tell students to expect a consistent ‘front door’

Jan 2011

New ELSO posts created, 1 per faculty
Wrapping the institution around the learner
Wrapping the institution around the learner
Wrapping the institution around the learner

Student ID (+ Unit code)

Deadlines / extensions / feedback return dates / provisional marks

Personalised submission sheet
Wrapping the institution around the learner

Unit code

Resource list

Relevant resource
Wrapping the institution around the learner

Unit code

Past exam papers

Past exam paper

11,000+ past exams uploaded
The University for World-Class Professionals

MyMMU App

Registrations / Active Users (per week)

Locations: 1.1%
Pocket Guide: 1.2%
Staff Directory: 1.5%
News / Events: 1.7%
Timetables: 24.4%
Other: 1.3%
My Moodle: 68.9%
m-admin

Platform | Registrations | Total Registrations
--- | --- | ---
iOS | 18,348 | 25,673
Android | 6,788 | 7,804
Web | 210 | 1,640
RIM | 748 | 772
Total | 26,094 | 35,889
Are we in a better place now?

Quartile improvements in course org & learning resources in 2012 NSS

EQAL wins inaugural Guardian Student Experience Award!

Submission tracking, Personal timetables, …

Engaging our students

Automating our processes

Providing business intelligence

30,000 regular users, 52m+ hits on Moodle, 26,000+ App registrations!

10,000+ students post 40,000+ comments in our biannual student surveys
Previously, the Programme Leader committed to...

In response to this information, I intend to...

On 21/03/13
On 22/02/13 raise the Dean targets

CMI dashboard for all programme leaders for Sep 2014
Change management lessons

1. Understand important dynamics
2. Be clear what needs to be done
3. Set high-level goals
4. Understand where change is required
5. Be bold and plan holistically
6. Ensure you’ve got the right team to drive
7. Make ‘big asks’ as small as possible
8. Make it stick with reinforcing change

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