



**Seeing the universities' digital environment through the
eyes of staff and students**
EUNIS Conference 5th June 2019
Ruth Drysdale and Sarah Knight, Jisc

Why evaluate the impact of transformational technologies with the student and staff?

- Investments in digital learning as well as physical campus
- Within 20 years, 90% of jobs will require digital skills
- We need to ensure that students and staff are aware of, and engaged with the digital environment

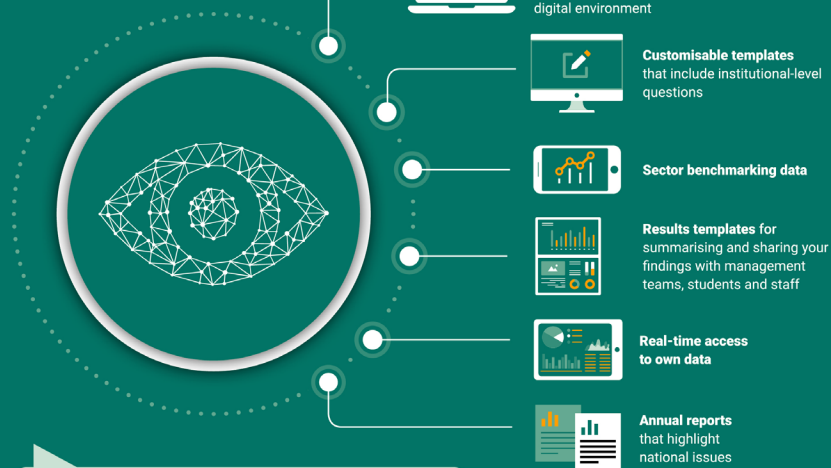
So we need evidence to support:

- Return on investment
- Identification of skills gap
- Impact of the implementation of institutional digital strategy
- Benchmark against other universities



See the digital experience through the eyes of your students and staff

Key elements of our digital experience insights service



Use of the insights service is a must. It helps you to validate what you are doing, identify areas of strength and where you can improve. The insights data enables me to be responsive and to work towards providing the best possible experience for learners and staff.

Conrad Taylor, e-learning manager, quality,
City of Wolverhampton College



Find out more at
digitalinsights.jisc.ac.uk

Our **digital experience insights surveys** provide powerful data on how your students and staff are using the technology on offer

‘The overall impact of running the insights service for our institution is significant. The service has given us a source of evidence which we have used to build business cases, secure investment and lead transformation - safe in the knowledge that transformation is being led by the student voice and the student expectation.’

Richard Aird, head of customer service, information services, The University of Stirling

Digital experience insights

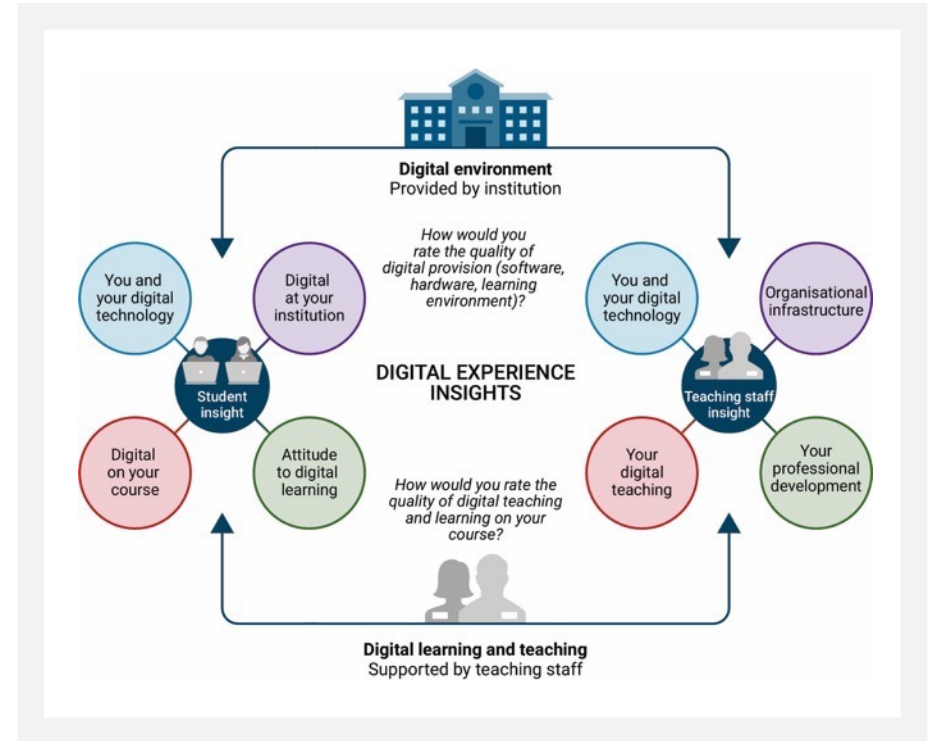
‘Not just another survey...’

<https://digitalinsights.jisc.ac.uk>



What is digital experience insights?

1. A tried and tested student survey (been running past three years) and new teaching and professional services staff survey, made up of:
 - Closed questions that can be benchmarked
 - Open questions for local analysis
 - Add or customise further questions
2. Provides a full student and staff engagement process, governed by our guidance
3. A community of practice around the insights process and findings (including student representatives)
4. Compare student feedback with teaching staff and professional services staff views and organisational factors



Insights report 2018

37,720 students surveyed
across **83** UK institutions

- Our 2017-18 student survey collected data from a total of 37,720 students
 - 14,292 FE learners
 - 23,428 HE students
- 36 FE colleges, 4 sixth form colleges and 43 universities
 - approximately 16% of UK colleges and 30% of UK universities
- Report of 2018 insights findings: [ji.sc/dig-exp-insights-survey-18](https://digitalinsights.jisc.ac.uk/digital-experience-insights-survey-2018)
- At a glance: summary of 2018 insights findings: [ji.sc/dig-exp-insights-summary-18](https://digitalinsights.jisc.ac.uk/digital-experience-insights-summary-2018)

Digital experience insights <https://digitalinsights.jisc.ac.uk>



Digital experience insights 2018: ANZ

<http://bit.ly/insightsreports>

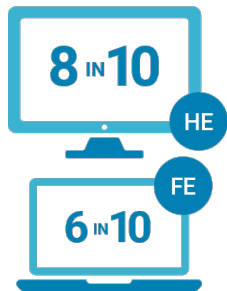
21,095 students surveyed across **13 universities in Australia and New Zealand**

- 30 % of universities across the 2 countries
- A mean average of 864 responses per university
- Students studying in ANZ universities, have very similar expectations and experiences of technology to those of our UK students
- Some differences:
 - ANZ students take part in significantly more digital activities than UK students
 - However, they want digital technologies to be used less on their course



Student results

Theme 1: digital lives of learners



8 in 10 HE students **access lecture notes or recorded lectures** at least weekly.

6 in 10 FE students **use digital devices to make notes or recordings** at least weekly.



About 8 in 10 students **used a smartphone** to support their learning.

HE students are significantly more likely to **own a laptop** (FE: 64%, HE: 94%).

Google search

FE 10%

HE 1%



Google Scholar

HE 50%

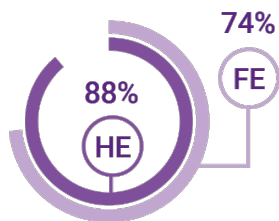


Around 10% of FE learners rated Google search as their **number one app or tool**, compared with 1% of HE students.

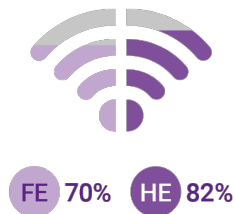
HE students were twice as likely to cite '**Google Scholar**' as they were to cite '**Google**' as a search tool.

Student results

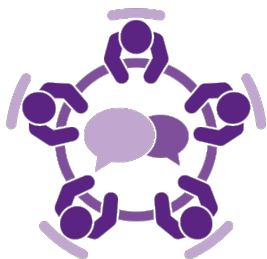
Theme 2: digital in the institution



Most students rated their institution's digital provision as **above average** (FE: 74%, HE: 88%).



Reliable wifi was accessible to 82% of HE students and 70% of FE learners.



1/3 of all students **turn to fellow students when looking for support** with digital devices or skills.

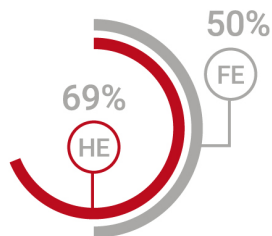


FE learners were more likely to agree that their institution helped them **stay safe online** (FE: 53%, **HE: 41%**).

47% of FE and **54% of HE students** agreed that they could access **health and wellbeing services** online.

Student results

Theme 3: digital at course level



Only 50% of FE and 69% of HE students thought **digital skills** were important for their chosen career.



Only 4 in 10 felt their course **prepared them for the digital workplace.**



Only about 1/3 of students agreed that they were **told what digital skills they would need** before starting their course.



About 40% of FE and HE students agreed that they had regular opportunities to **review and update their digital skills.**



Only 1/3 of students agreed that they were given the chance to be **involved in decisions** about digital services.

Theme 3: digital at course level

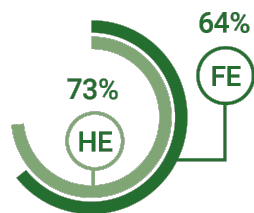
What one thing should universities and colleges do to improve students' experience of digital teaching and learning?

- ✓ Improve (access to) lecture recordings and notes
- ✓ Make it easy to find academic resources via the library and LMS
- ✓ Prepare students for digital learning: don't assume they have the necessary skills
- ✓ Provide up-to-date specialist and generic software, especially on students' own devices
- ✓ Consult and engage with students about their digital experiences



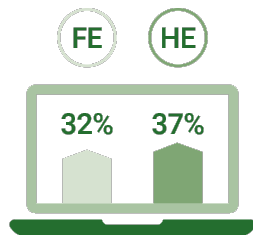
Student results

Theme 4: student attitudes to digital



64% of FE students and 73% of HE students agreed that they are **more independent in their learning** when digital is used.

57% of FE and 67% of HE agreed that digital approaches help them to **fit learning into their life**.



Over 1/3 of all students wanted digital technologies to be **used more on their course** (FE: 32%, HE: 37%). Only about **1 in 10 students** said that the use of digital on their course meant they were **less likely to attend classes**.



Of all the ways that digital technology might enhance their learning experience, students were **least convinced** that it makes them **feel more connected**.



More than half of student like **a mix of group and individual work** (FE: 54%, HE: 56%).

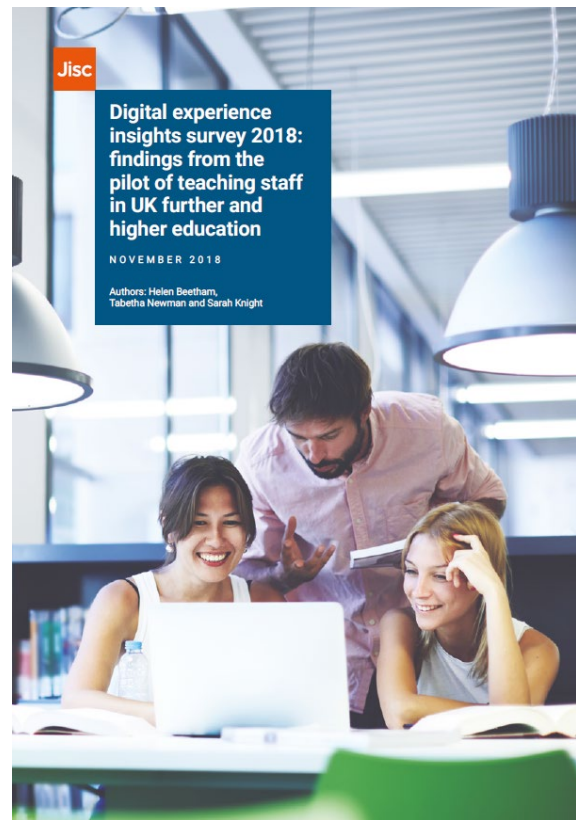
More FE students than HE students prefer to learn in a group (FE 11%, HE 3%).

Staff insights 2018 pilot report

<http://bit.ly/insightsreports>

1,921 teachers surveyed
across **15** institutions as a pilot

- Four colleges and 11 universities across England, Scotland and Wales piloted the surveys
 - 376 college responses
 - 1,545 university responses
- The survey contained 17 items (mini-survey) or 47 items (full version)
 - Core questions were benchmarkable
 - Customisable questions



Staff results

1,921 teachers surveyed across
15 institutions



Overall, staff are **less satisfied** than students with the digital infrastructure at their institution.

This includes teaching spaces, software, and the digital environment.

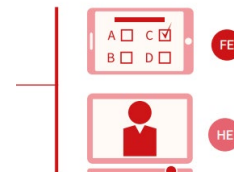


Only 15% of university teachers agreed they had guidance about their responsibilities in relation to **assistive technologies**, and only 16% agreed they had been given guidance about **student safety online**



Around 2/3 of **teachers want to use digital technology more** when teaching.

Only 5% want to use it less.



Digital teaching practice varies between the two sectors.

College teachers are much more likely to carry out live polls or quizzes in class, and provide more digital feedback.

Resources to support an excellent digital experience

Available from <http://bit.ly/insightsreports>

- Jisc NUS roadmap for supporting students to improve their digital experience at university and college
- Exploring the student digital experience: student, staff and organisational factors
- Enabling an excellent digital experience guidance for engaging senior leaders and informing digital (FE and HE versions)

Jisc **nus** national union of students **TSEP** The Student Engagement Partnership

Jisc NUS roadmap for supporting students to improve their digital experience at university and college

This roadmap updates the Jisc NUS TSEP benchmarking tool based on our **Digital experience insights survey 2018: findings from students in UK further and higher education**. The roadmap helps student representatives to discuss and review specific aspects of the student experience in your organisation. It focuses on the digital environment for learning and how digital tools and resources are used to support learning in courses of study. It can be used to start conversations and contribute to improvements at your university or college.

Its content is drawn from findings over three years of student surveys. If your organisation is using the survey, you can ask to see the findings and be involved in responding to them. The first column shows relevant questions from the current (2018-19) student digital experience insights survey in *italics*. Using the findings alongside the roadmap will help you to assess your students' experience more accurately. You can also monitor progress over time.

The roadmap closely follows the structure of the Jisc digital experience insights survey (digitalinsights.jisc.ac.uk) and is in four sections.

If your organisation is not currently using the **digital experience insights service** you can still use the roadmap – secure in the knowledge that it is informed by over 77,500 student responses from over 100 institutions over several years.

Using the roadmap

To get the best from this roadmap we suggest you work collaboratively with all stakeholders. It also makes a good workshop activity!

- » Gather stakeholders to discuss the student digital experience
- » Gather any evidence about how students experience the digital environment and about digital learning and teaching. Examples might include: relevant responses in national surveys, user feedback to IT services, insights data and evidence from student voice or student union reps
- » Work through the different issues, represented by a row in the roadmap. Decide where your organisation fits currently. Each column builds on the one before, so you would expect to find most of the 'first steps' completed before you find 'developing' features. But every organisation is different and this is only a guide! It is also likely you will find that practice is more advanced in some parts of the organisation than in others
- » Identify and celebrate good practice, identify what can easily be changed and set longer-term goals for progress. Encourage key stakeholders to engage with what's possible and aspire to offer the best possible digital experience to students going forward

EUNIS Thursday

09:00-10:00 Workshop **Campus for the future II: Developing approaches to digital capability**

15:00-15:30 Keynote **Education 4.0 – looking to transform teaching for 2030 and beyond**

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- Sign up to run insights surveys:
<https://digitalinsights.jisc.ac.uk/subscribe/find-out-more/>
- Reports of 2018 insights findings: **<http://bit.ly/insightsreports>**
- Jisc NUS Roadmap for supporting students to improve their digital experience and university: **<http://bit.ly/insightsreports>**
- Enabling an excellent digital experience guidance for engaging senior leaders and informing digital: **<http://bit.ly/insightsreports>**
- Case studies on institutional use: **<http://bit.ly/insightscase>**
- Join the insights community of practice online community
<https://digitalinsights.jisc.ac.uk/our-service/community-of-practice/>

Get in touch...

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