

Listening to our students @ Massey University, NZ

Listening to our students:
How evaluation of services adds value
at Massey University
New Zealand

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The good news
Student satisfaction with services
surveyed annually for eight years

Service Excellence programme
established in core administrative units
since 2006

The bad news
Market share of new students has
declined over this period

Reported levels of satisfaction, retention
and peer recommendation have not
improved significantly





Time to reflect

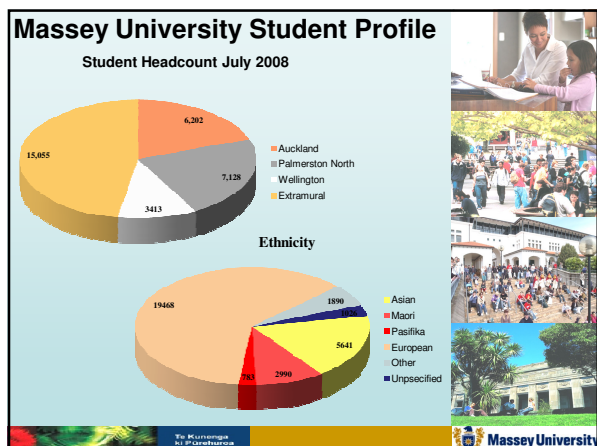
Is the logic of our Service Excellence
programme correct?
Service performance → satisfaction →
retention and learner achievement

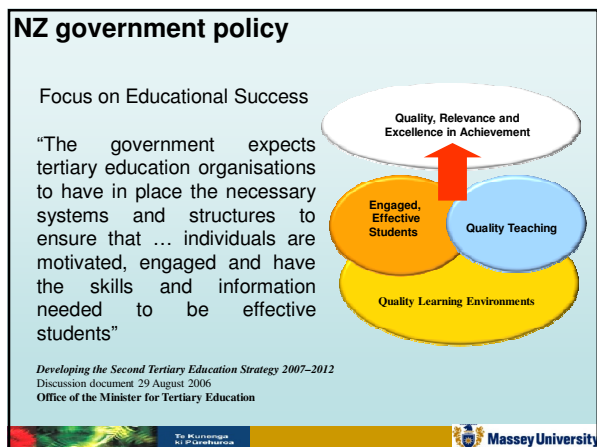
If the logic is correct, how do we optimise
improvement ? Can we work smarter? Should
we be doing something different?

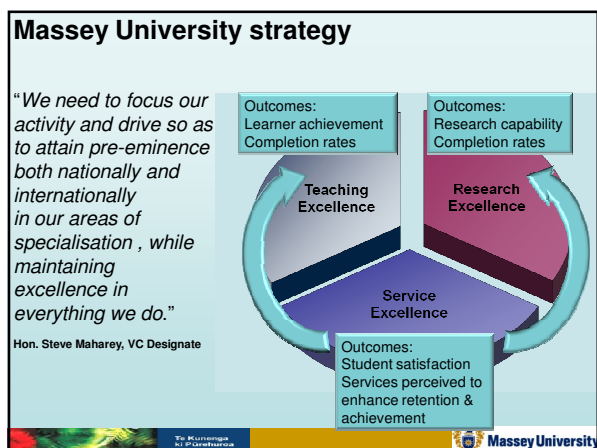
If the logic is not correct, what *does* influence
student achievement other than quality
teaching? 'Engagement'? 'Service culture'?
Something else?

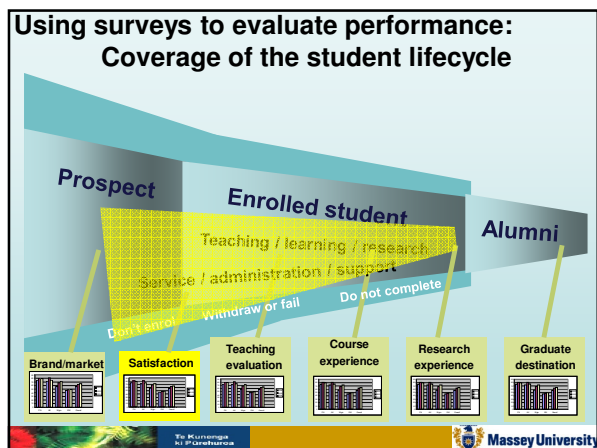


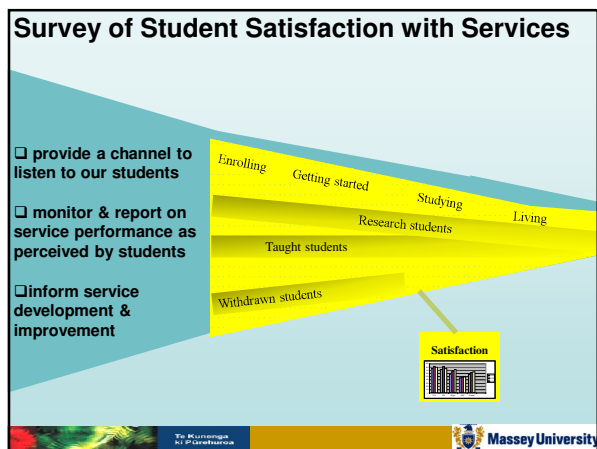
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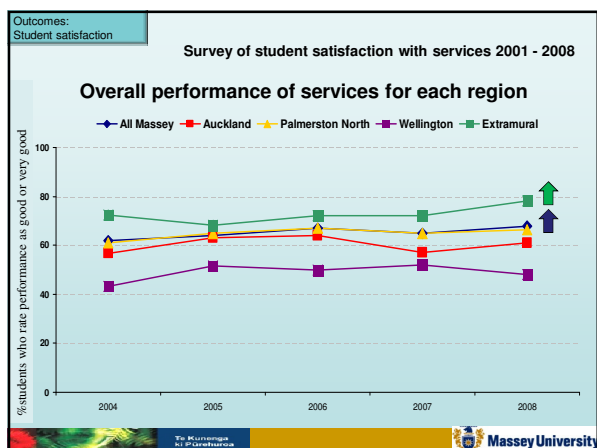


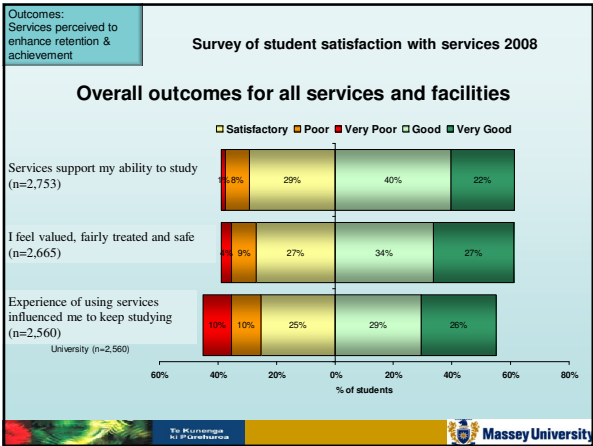


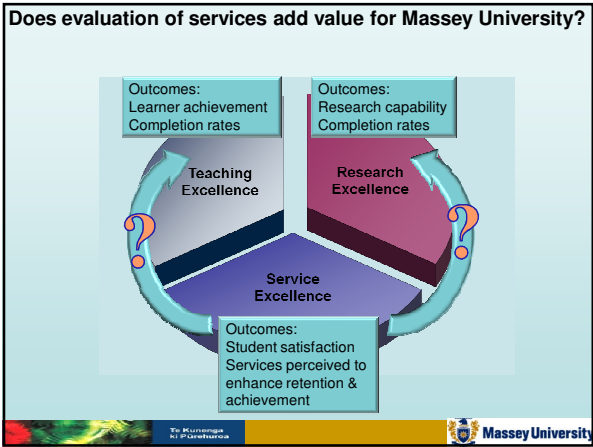


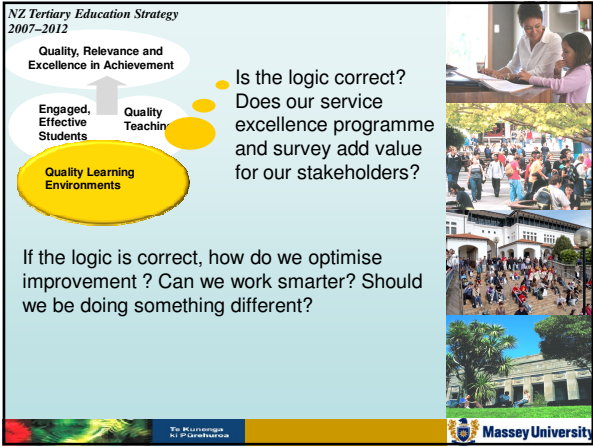












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NZ Tertiary Education Strategy
2007-2012

Quality, Relevance and
Excellence in Achievement


Engaged,
Effective
Students

Teaching

Quality Learning
Environments

If the logic is not
correct, what *does*
influence learner
achievement, other
than quality
teaching?

Is it 'Student engagement'? The 'University's
service culture'? Or something else?

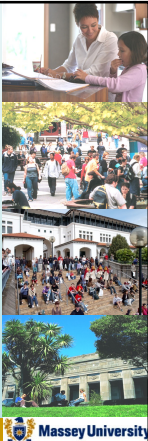


The slide features a light blue background with a central text area. To the left, there are three yellow circles containing the text 'Engaged, Effective Students', 'Teaching', and 'Quality Learning Environments'. To the right, there is a vertical stack of four images: a student working on a laptop, a large crowd of people, a building, and a tree. The Massey University logo is at the bottom right.

On reflection...

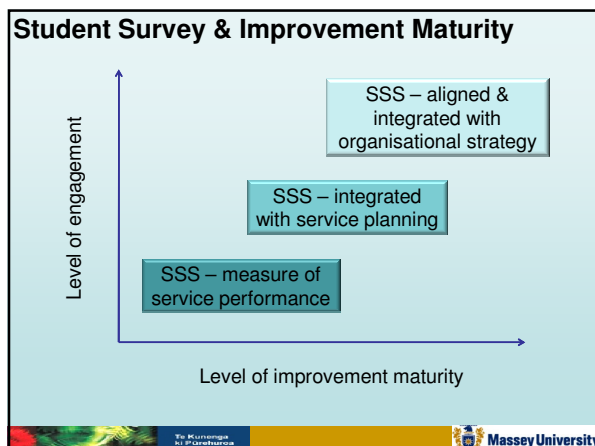
**Our working assumption to date is that the
logic is correct**

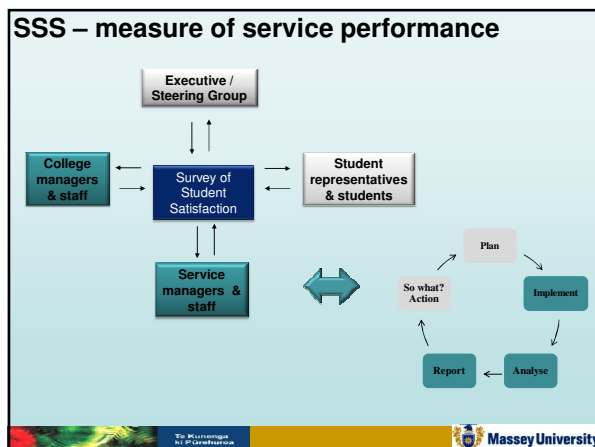
Our management of the Service Excellence
programme and Student Satisfaction Survey
with Services is focused on working smarter
and improving value for each of the stakeholder
groups

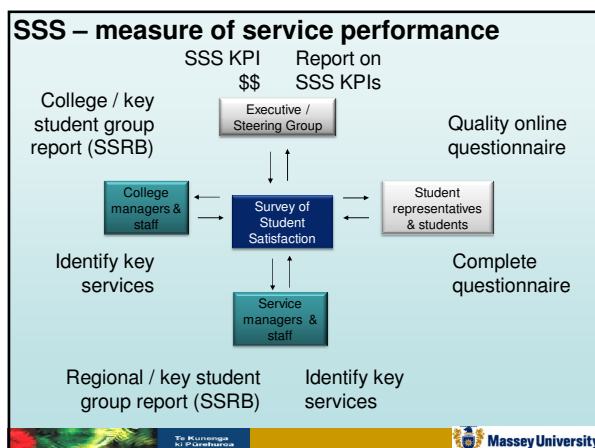


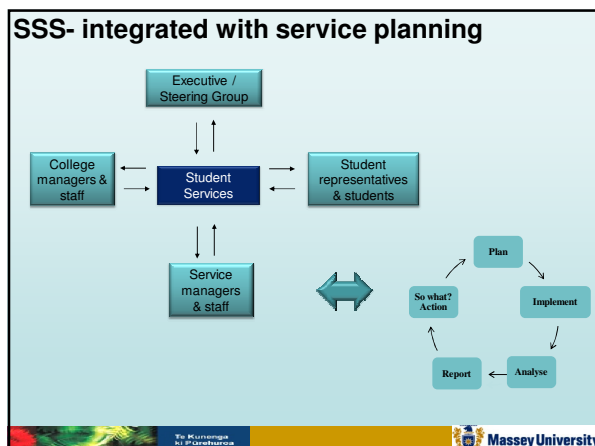
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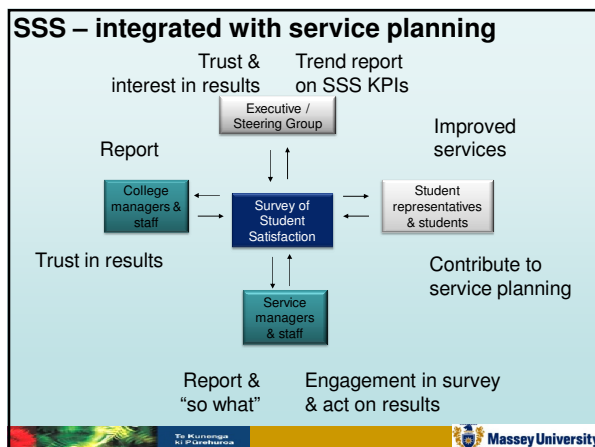


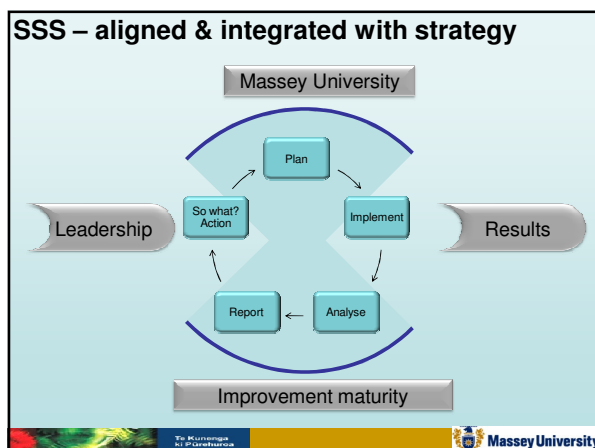


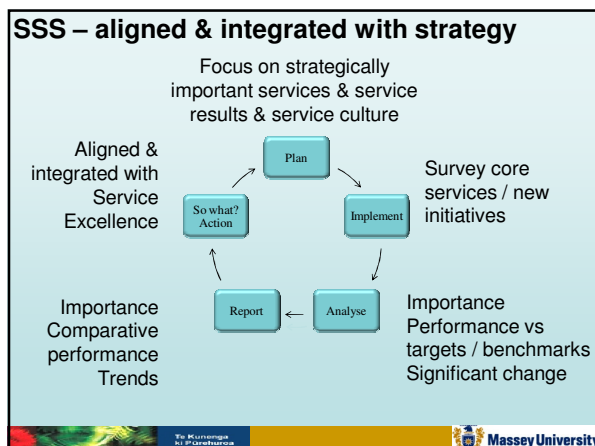












Conclusion

Providing a channel to listen to our students

Monitoring & reporting on service performance as perceived by students

Improving some key outcomes

Informing service development & improvement

Empowering staff to own and use the survey data and maturing the University's service culture

Striving for sustainable service excellence and organisational transformation



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