

# Digital experience insights

## Use staff and student feedback to make smarter investments in digital

Finding out what students and staff think about their digital environment can be challenging. Without a clear process for engaging people directly in conversations about your digital infrastructure and practices your organisation has little idea about whether its investment is delivering the learning and teaching experiences they expect.

Our digital experience insights service provides practical approaches for engaging with staff and students, analysing their responses and planning, then implementing, changes that will improve their experience of the digital environment.

The service is built on several years of work with universities, colleges and training providers developing our student digital experience tracker, an online survey of students' expectations and experiences of technology. Over the past 3 years we have worked with our pilot organisations to refine the survey questions and have published national reports on the findings from the data. The pilot organisations are already using the insights they have gained from students to inform their own strategic visions for digital and to ensure they invest wisely in technology and the supporting environment.

A set of surveys for students and staff is the starting point for the digital experience insights service. Our service also provides comprehensive guidance on how to run the surveys, how to engage your staff and students in participating, how to access your own data in real time and how to use your data to drive improvements in line with your digital strategy.

### Benefits

You will gain a detailed understanding of how staff and students experience their digital environment. This enables you to:

- > Plan your digital transformation
- > Prioritise investment in technologies and professional development that will have the biggest impact
- > Improve students' attainment and employability
- > Realise the return on your investment in digital
- > Track your progress over time and benchmark your organisation against others nationally

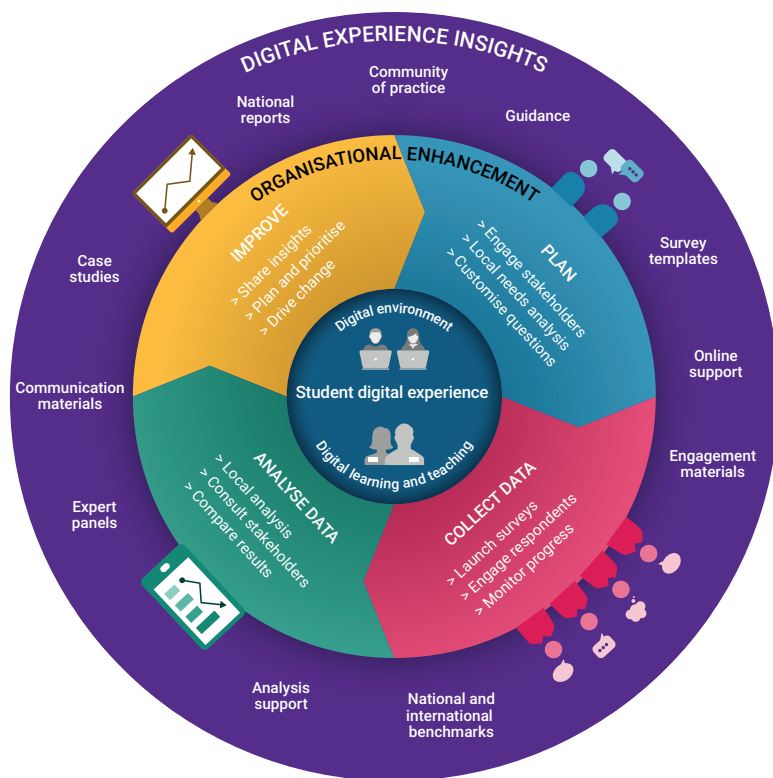
And you will be able to:

- > Demonstrate enhanced levels of student engagement
- > Provide evidence to regulators of quality improvements
- > Become part of a community of practice and play a part in the digital transformation of the education sector



## The digital experience insights service

The service gives you unique insights into all aspects of the digital environment through the eyes of your students and staff. Insights provides you with robust data that can help you make better decisions about the future. Benchmarking data shows whether any issues are local to your organisation or are common to all.



### What is included in the service?

- > The following surveys:
  - > Survey for staff supporting the delivery of learning to gather their expectations and experiences of using technology
  - > Mini survey for staff with a smaller set of key questions, if you don't wish to run the full survey
  - > Survey of students to gather their expectations and experiences of using technology (with tailored questions for HE, FE, work-based learners, and online learners)
  - > Mini survey for students with a smaller set of key questions, if you don't wish to run the full survey
- > Guidance and support on how to run each survey, access your data and use it to drive improvements
- > Membership of an active community of practice with online and face-to-face activities to support sharing of practice

## Find out more

Take a look at our new videos describing how the digital experience insights service is influencing transformation at Canterbury Christ Church University, City of Wolverhampton College and the University of Stirling: [jisc.ac.uk/digital-experience-insights](https://jisc.ac.uk/digital-experience-insights)

To find out more about this service, please contact your account manager. Visit [jisc.ac.uk/contact/your-account-manager](https://jisc.ac.uk/contact/your-account-manager)

Email us: [help@jisc.ac.uk](mailto:help@jisc.ac.uk)

Visit our service website: [jisc.ac.uk/digital-experience-insights](https://jisc.ac.uk/digital-experience-insights)

*"The digital experience insights service has given us a source of evidence which we have used to lead transformation - safe in the knowledge that the transformation is being led by the student voice and student expectation."*

**Project lead: Richard Aird, head of customer service, information services, The University of Stirling**

*"What it's done basically is provide us, our learners, our wider college community, a voice towards our digital strategy in moving forward. So now it's not about my strategy – it is about their strategy, their resources, their digital environment and that is what it has done for us. Very powerful there."*

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