

Canterbury Christ Church University

Engaging with students to build a better digital environment

Transcript of video case study on use of Jisc's digital experience insights service

Helen James, senior pro vice-chancellor: One of the crucial benefits of the insights survey is that we passionately want to use evidence-based decision making in informing what we do to enhance the overall students' experience and also the staff's experience as well.

Duncan MacIver, technology enhanced learning manager: We hoped that through the gathering of some accurate data on student and staff digital experiences we could get an understanding for the areas that the university needed to develop to best support our students as we take them through their career at the university; to ultimately create well-rounded, digitally capable graduates.

So we have been really fortunate that the response rates that we have had both from students and staff have been really high. We had an 11% return on our student survey which corresponds to nearly 1500 responses. And on the staff side we had about 44% response rate which we were really pleased to receive.

Gareth Ward, senior communications officer: The data we have received from the insights service has basically reinforced that the direction we were already moving in as a university is the right direction, following our own internal research. So, from that angle it has just sped up how we have been able to embed the use of our digital platforms, it has reinforced the direction we are moving in for things like CRM, social networking, the use of our student web pages and that side of things. It has just basically shown that in bringing all that information together in a single combined platform is beneficial to the university and the data has just reconfirmed that.

Gareth Steers, head of user experience for IT: Some of the things that we were able to act on quite quickly were around support for bring your own devices. Since the insights service has been run we have analysed the data and we have been able to do quite a lot in the BYOD space, introducing power sockets and charging stations where students want them, charging lockers so students can leave devices to charge while they go and grab some lunch. We have also done quite a lot around putting docking stations in so that students, if they do bring their own laptops in, they can dock and work in an ergonomic environment.

Duncan MacIver, technology enhanced learning manager: The resources that Jisc placed online were really beneficial in helping us to get set up with the insights service and to make some of the initial key decisions as to how we were going to implement and roll out the surveys to our students. The data also provides us with a much greater understanding of our students' expectations when it comes to the inclusion of technology within learning and teaching and this is important for us to be able to use to develop a much more modern, forward looking curriculum as we move forward with our programmes in the future.

Helen James, senior pro vice-chancellor: Digital capabilities infuses absolutely every aspect of the university's life so it has been absolutely fundamental to us and I would encourage other universities to really get involved in it.