

University of Stirling

Evidence informed digital transformation

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

Professor Leigh Sparks, deputy principal, University of Stirling: The strategic vision of the university is a very ambitious one and that includes a real enhancement to the student experience that we have at the university and a core part of that is the digital element that we have. We therefore need to have an insight into what those students are thinking, how they use various media, how they use various aspects of digital life and we need to make sure that our staff and students really align with that and that the systems and processes we have really enhance the student experience digitally as well as just the general interactions that we have.

Richard Aird, head of customer service, information services: Within the university I led a proposal a couple of years ago that we got involved with the insight service through Jisc and part of the student group, which is looking at digital learning transformation and I saw this as a great opportunity to find out what students think and how we can shape that digital learning transformation.

Derek Robertson, learning, teaching and support manager: The benefits of the insights service is that it allows us to capture the student and the staff voice in a way that is focused on our services to therefore inform the development of those services and the strategy that supports them.

Trish Davey, information centre and digital skills manager: One of the key findings from particularly the first survey was that students consider themselves to be extremely safe and secure in their online behaviour. Which seems somewhat anomalous to us. In some areas they were reporting a 90 odd % confidence in their own abilities to be safe and secure online.

Astrid Smallenbroek, University of Stirling students' union president: Through the insight service, something that really was captured was both qualitative and quantitative data and that really, really strongly fed back some of the needs and wants of the students at the University of Stirling

Damyan Kachulski, PhD student: I like engaging with digital in my learning and teaching and so I wanted to express my opinion about what the university offer and how they can do things better.

Rachel McArthur, student: I felt passionately about taking part in the insights survey because I use a lot of the university's digital resources and so I wanted to point out the areas that I thought benefited me and areas that I thought could do with some improvement for future students coming along.

Richard Aird, head of customer service, information services: The insights service is really simple to implement, However, Jisc are on hand with a great support team. We were able to email them through direct email helpline, we also had access to a forum with access to other institutions who were running the survey so there is lots of support out there for both implementing and running the insights service.

The service has given us a source of evidence which we have used in building business cases, securing investment and leading transformation and safe in the knowledge that that transformation is being led by the student voice and the student expectation.

Professor Leigh Sparks, deputy principal, University of Stirling: Stirling is an evidence informed university, we look to make decisions on the basis of evidence and this has fitted in our digital transformation that we are part way through has been informed by the insights service and will continue to be informed by it as we build over the next few years. So I would say that it is fundamentally part of the strategy and part of the way that we do business both generally and digitally.