

## **Jisc Digital Experience Tracker - Planning questions**

This sheet is for you to share and discuss with other people interested in the student/learner digital experience. There is space for notes. If you want to be considered for the pilot process you should submit your answers to Jisc on the form provided in BOS and not using this sheet.

**Questions 1 and 2** simply collect contact details for you and your institution.

### **3. What is the main reason for wanting to run this tracker?**

This might be to establish a benchmark of your digital curriculum, compare the results with past data, inform the development of the digital environment and technical systems, support the FELTAG agenda (FE & Skills), or understand how to improve blended or fully online courses.

Your notes:

### **4. Who do you want to survey?**

A single year group? A single faculty or campus? Or all students? This target group is called your “target population”.

Note that if you want to compare different groups, you will have the opportunity to collect information about respondents' year of study and EITHER their course of study or their campus/college/location when you adapt the survey for your institution.

For the pilot you will be asking learners to respond to the tracker questions in March or early April. This may make a difference to who you select.

Your notes:

### **5. How many responses do you need for the data to be reliable?**

It is important to collect enough data from your students for the survey replies to be representative of the target population as a whole. Otherwise you make decisions based on data that doesn't represent 'true' student opinion. To do this you have two sampling options:

- a. Randomly select a small subsample of your target population and ensure that nearly all of them respond (this may need some form of follow up or incentive)
- b. Send the invite out to everyone in the target population, and hope that enough of them respond.

There's more information about calculating responses at the end of this sheet.

Your notes:

## **6. Who in your institution might be interested in this survey? What have you done to ensure buy-in from these key people?**

Key people will probably include: Student Union representatives and class representatives; Directors of IT, Library and Learning Resources, Learning and Teaching staff, Student Experience/Student Engagement; Senior Managers. Is there anyone else who needs to know about the student digital experience and who is empowered to make it better?

Your notes:

## **7. How will you tell students about the survey, and advertise the survey link?**

Consider email lists, social media, posters (where?) How can you make use of student representatives and the Student Union? How can you persuade staff to promote it?

Your notes:

## **8. How can you make the survey sound appealing/easy to complete?**

We will provide sample text that explains the importance of this survey to students, but you can edit this. You should consider whether there is anything specific to your institution that would prompt students to engage with the survey, and/or if you will be offering any incentives to complete it.

Your notes:

## 9. Will you send reminders during the live survey period?

Reminders will probably be part of the survey marketing campaign, and key people may need to schedule in time to advertise the survey link whilst the survey is 'live'.

Your notes:

## 10. Once the results are in, how will you share them with key people?

How will you tell students about the results? How will you involve them in responding to the findings? How will you engage the key people you identified in question 3?

Your notes:

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## Sampling: How many need to reply for the survey results to be reliable?

As a broad rule of thumb, in order to get reliable data you need to collect responses from about 30% of your target population.

However, the larger the target population, the smaller the proportion (%) you need to get a reliable sample. So, if there are only 100 students in your target population you will need to aim for a response from 70-80 of them. If you're targeting 500 students you need to aim for a response from about 200. If there are 1,000 students in your target population you'll need to aim for a response from about 250. The table below shows this in more detail.

This change in percentages occurs because in smaller populations, minority and 'outlying' opinions are more likely to skew the overall results. A good survey aims to capture the range of opinions accurately. There's no point making decisions on data that doesn't reflect the true population's opinions.

Once you have identified what percentage of your target population you need to get a response from, you need to decide how to contact them:

1. Randomly select a small subsample of your target population and ensure that nearly all of them respond (this will need some form of follow up or incentive)

OR

2. Send the invite out to everyone in the target population, and hope that enough of them respond.

The table below shows the sample size you need to aim for at each target population size:

<b>Number of students in your target population</b>	<b>The number of replies you need for the data to be reliable</b>
10	10
30	28
50	44
100	80
150	108
200	132
250	152
300	169
400	196
500	217
700	248
1000	278
1500	306
2000	322
3000	341