Digital student experience Tracker: Questions and Answers

Helen Beetham on behalf of Jisc
Consultations 2014-2015: demand for a better understanding of learners' digital experiences: no standard reliable instrument

Initial questions based on research by the Jisc Digital student project (HE, FE, skills, online)

Consultation workshops to refine questions

Cognitive interviewing for UX

Pilot testing with 24 Colleges and Universities in the UK, Feb-May 2016: 11,000 full responses

Basic analysis of data for validity; extensive evaluation and case study follow-up for value of process and usability of findings
Aims of the Tracker

- gather evidence from learners about their digital experience, and track changes over time
- make better informed decisions about the digital environment
- target resources for improving digital provision
- plan other research, data gathering and student engagement around digital issues
- demonstrate quality enhancement and student engagement to external bodies and to students themselves
In the UK we found...

» Big demand for sector benchmarking

» Opportunity to ‘inform infrastructure, curriculum and strategy development’ & ‘understand student experience’

» Desire for a student-facing self-assessment tool to use alongside the Tracker (organisational focus)
The Tracker questions

1. Digital **access**
2. Digital **support**
3. Digital **activities**
4. Digital **learning**
5. Your **views**
   
   **Optional**

6. Digital **skills**

7. Digital safety and **wellbeing**

8. **Assessment**

9. Use of the **LMS/VLE**
The Jisc Student digital experience Tracker enables colleges, skills providers and universities to:

• gather evidence from their learners to support decisions about the digital environment
• benchmark provision against sector norms and monitor change over time
• target qualitative research on the student digital experience
• demonstrate to students and quality bodies that they are engaging students in decisions about their digital experience

To use the Tracker at your institution, you will first need to complete and submit a planning form, available from this link: https://jisc?beta.onlinesurveys.ac.uk/plan16.

The reason for this is that we have found the Tracker process is more successful and has more lasting benefits where its use is carefully planned. This guide will help you plan your use of the Tracker collaboratively with a group of stakeholders and will ensure you have the answers to hand as you complete the planning form. It also includes statements you can use with students about the reasons they should engage with the Tracker, and about how their data will be protected.

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

3. What is the main reason for wanting to run the Tracker?
Consider whether this is to establish a benchmark for the student digital experience, compare the results with past data or with other providers in your sector, inform the development of the digital environment or the curriculum, support particular agendas, or understand how to improve the learning experience. Different stakeholders may have different reasons for being involved. The Tracker can support these different agendas but it is helpful to have them all on the table.

Your notes:

4. What kinds of data/evidence about the digital experience do you already analyse annually?
You may want to compare the data you collect with the Tracker to other data you have already. Or you may want to use the Tracker to explore other findings in more detail. For any strategic planning around the digital environment and curriculum it really helps to have all this information collected together.
Support for the pilot

» Online Guides & FAQs from digitalstudent.jiscinvolve.org
» Discussion list: peer & one-to-many support
» (limited) one-to-one support via email, skype
Analysing the data

» Within BOS - visualisation of institution & group benchmark data

» Outside of BOS - download, partition, significance tests, comparative & multi-variate analysis, qual analysis...

» Comparison of student groups within your institutional data set

» Comparison of different Tracker versions (e.g. HE trad/online)

» Summative analysis across the benchmark group & all data

» Comparative & multi-variate analysis across the benchmark group & all data
Using the findings

» Engage learners & other stakeholders in development projects at each site
» Validate & enhance survey tool
» Improve guidance & support
» Summarise & report on data for UK sectors (Aus/NZ??)
» Further academic research
» Policy interventions
» ...?
Your thoughts, questions, answers...