

3. Briefing for course reps

The National Student Survey 2018

The National Student Survey (NSS) 2018 will launch at [institution] on the [survey start week].

The NSS is a survey of mostly final year undergraduates in England, Northern Ireland, Wales and Scotland. FE colleges with directly funded HE students (i.e. students in their final year of a course leading to undergraduate qualifications or credits) in England and Wales, and Alternative Providers with specific course designation in England will also participate. The annual survey gathers the opinions of students about their experiences on their course. It asks 27 core questions on a range of issues including the quality of teaching, learning opportunities, assessment and feedback, academic support, organisation and management, learning resources, learning community and student voice.

The NSS provides a powerful resource for informing institutions on how to enhance the student learning experience. For course reps, the NSS provides valuable information on those that have studied on your course.

In order for the results to be made public, each institution and subject needs at least 10 students and 50% of eligible students to have responded. The higher the response rate, the better!

Student and course reps can make a real difference to response rates by raising awareness of the survey and the impact it can have, and by targeting their promotion of the survey in areas most likely to attract students, e.g. student shops or on social media sites. In order to ensure that [institution] achieves the required response rates for publication of their data, we are writing to ask for your support to help us to promote the survey to your peers.

Tips for promoting the survey include:

- Contacting those on your course informing them of what the NSS is, and why it is important to complete;
- Creating an exciting promotional campaign which will grab people's attention;
- Working with other student reps and asking for past NSS results which you can use when speaking to current students about what others have said;
- "You said, we did" campaigns are a great way of making people realise that their feedback makes a difference. It reflects how students' opinions in previous years and highlights the change that has resulted;
- Use the official NSS marketing materials, provided by Ipsos MORI;
- Read the Ipsos MORI marketing guidelines and tips in the Good Practice Guide.

During [survey start week], all eligible students will be sent an invitation email to complete the NSS. Those who have not completed the survey may later be contacted by telephone. Early online completion is desirable so please make your fellow students aware of the NSS and encourage them to complete the survey online at www.thestudentsurvey.com (via computer or mobile device) before 30 April 2018. Students may also opt out of the survey at any point during the fieldwork.

If you have any questions, please contact [NSS Coordinator] or Ipsos MORI at nss@ipsos.com. If your students have any questions, please direct them to www.thestudentsurvey.com or they can contact the student helpline at [Ipsos MORI](http://ipsos.mori) directly at thestudentsurvey@ipsos.com.

Many thanks for your help.

[NSS Stakeholder/Manager]