

2. Memo to staff

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 survey is part of the revised system of quality assurance for higher education, and is designed to run alongside the QAA institutional audit to generate more detailed public information about teaching quality. The NSS is commissioned by the [Higher Education Funding Council for England \(HEFCE\)](#), on behalf of the UK funding bodies and administered by [Ipsos MORI](#), an independent research company.

The NSS results are made available to participating institutions annually and are published nationally on the [Unistats](#) website.

Promotion of the NSS at a localised level is a key factor in achieving the required response rate for results to be made publicly available. Good response rates ensure that NSS data can be made available to prospective students, institutions and students' unions to support student choice and quality enhancement.

Local marketing of the survey cannot be over-emphasised. Although Ipsos MORI can communicate with non-responsive students and encourage participation, we are in the prime position to raise awareness of the survey, convey its importance and encourage participation. It is important to be aware of the marketing guidelines and what may constitute inappropriate influence. Please see the attached Staff Briefing [[attach Ipsos MORI's Advice for Staff in Annex A](#)] for more information. All internal marketing activity should have the aim to raise awareness of the NSS amongst mostly final year undergraduate students and encourage students to give honest and anonymous feedback on their course experience.

It is important that as many students as possible provide their feedback for the survey to generate reliable information. We need to achieve a response rate of at least 50% at institution level and in our subjects of study (combined with 10 respondents per cohort) in order for our data to be made publicly available. [[Last year we achieved an overall response rate of XX% and we are aiming to beat that this year](#)] [[Last year we only managed to achieve an overall response rate of XX% so we need to improve on this and reach at least 50%](#)].

During [survey start week] our eligible students will be sent an invitation email to complete the NSS. Those who have not completed the survey may later be contacted via telephone. Early online completion is desirable so please make your 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 fieldwork.

[NSS Coordinator/students' union contact] will be coordinating our NSS promotion this year and ensuring that guidelines issued by [HEFCE](#) in relation to the promotion of the survey are adhered to – more information is in the attached Staff Briefing. In short, please make sure that your students are:

- Encouraged to give their honest feedback on what they liked and did not like about their course;
- Not asked to fill in the survey while a member of staff is overseeing their responses or made to feel that their responses are being monitored;
- Not encouraged to reflect in their answers anything other than their genuine perception of their experience.

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](#) directly at thestudentsurvey@ipsos.com.

Many thanks for your help.

[NSS Stakeholder/Manager]