

Procedures for student module feedback

1. INTRODUCTION

This document provides practical details of how student module feedback operates across University modules and those modules its accredits or validates. It accompanies the Student Module Feedback Policy, which sets out expectations and principles for the collection, use and sharing of module feedback from students studying with Keele University, and includes the lists of standard survey questions.

1.1 Purpose

1.1.1 Keele University is committed to the delivery of high-quality teaching, assessment and student learning. Gathering feedback from students helps build an understanding of the ways in which student academic experience can be improved. The purpose of this document is to set out how processes for the collection of feedback from students on taught modules will operate.

1.2 Scope

1.2.1 This procedure:

- a)** Applies to the evaluation of all taught modules or equivalent units of study delivered by the University across all levels of study, including modules delivered as part of undergraduate and postgraduate taught, online only, apprenticeship programmes and professional doctorates.
- b)** Does not apply to postgraduate research students.
- c)** Applies to all Keele University taught modules or equivalent units of study and those accredited or validated by the University, delivered through educational partnerships.

1.2.2 The procedure must be followed by module leaders, academic and professional services staff, and where relevant, Associate Tutors based at educational partners, who support student module evaluations. It concerns the procedures for operating the student module feedback system.

2. PROCEDURE

2.1 Survey schedules

2.1.1 Students will be surveyed at the end of each semester on the modules they have studied. Surveys will run in the timeline set out in the Student Module Feedback Policy and default survey windows will be set up in the system. Any variations to this schedule for individual modules are made by the relevant module leader via the 'subject management' task, and must remain within the

minimum survey window outlined in the Policy. The period when such changes can be made will be confirmed in the timeline for student evaluation, which is produced by Quality Assurance (QA).

- 2.1.2** Bespoke survey schedules will be defined for certain provision, including online programmes which operate a carousel model of delivery, and these will be set up where possible with a separate schedule.

2.2 Questions

- 2.2.1** Module surveys will comprise of a set of mandatory core questions, questions specific to the school, questions specific to the module, and free text comments. The mandatory questions are specified in the Student Module Feedback Policy. Each autumn, Education Committee will sign-off on the mandatory core questions and response types, and School Education Committees will agree school specific questions, including those relevant to modules delivered at educational partners. The survey form, including question and response types, will be created by system admins.

- 2.2.2** For each survey cycle, schools must confirm the school-specific questions via student.evaluations@keele.ac.uk. Module leaders will have the task of inputting their module-specific questions via a question personalisation task in 'subject management'. The timeline for student evaluation will set out the dates when this needs to be completed and this will be published on the QA intranet site.

2.3 Survey completion

- 2.3.1** Students will be invited to complete their module evaluations, usually via two methods: firstly, an email invitation with a link to the system; and secondly, where possible, a pop-up message in either the Keele Learning Environment (KLE) or Canvas. All surveys will be anonymous.

- 2.3.2** Module leaders have the option, via subject management, of sending reminder messages, and can double-check the student list for their module(s). Staff can also monitor response rates via the system.

2.4 Analysis and reporting

- 2.4.1** Standard reports for module and school level will be defined in the system by system admins. Module reports will be accessible to module leaders and teaching staff allocated to modules. They will also be available to School Directors of Education and Heads of School. Those with report access can download PDF and CSV files.

- 2.4.2** Module leaders are required to review the outcomes of evaluations, including response rates and question scores. School Directors of Education and Heads of School will have access to summary school reports and can review

response rates and overall question scores, identifying any cross-cutting areas of poor performance that need to be addressed, or where there has been noteworthy feedback.

2.4.3 Where a module is delivered both at Keele and at an educational partner, the responsibility for considering feedback should include relevant Link Tutors, as well as Module Leaders. They will also be responsible for liaising with the Associate Tutor and/or Programme Leader at the partner, as appropriate, to consider any wider implications.

2.4.4 Where a concern has been identified in relation to an individual student's response, this should be flagged to system admins via student.evaluations@keele.ac.uk. Exceptionally, anonymity can then be lifted to enable the concern to be referred to the appropriate support service. Where a survey response is considered to be inappropriate in nature, for example an offensive message naming a member of staff, then this may lead to disciplinary proceedings using the Student Discipline Procedure.¹ Any decision on lifting anonymity and initiating disciplinary proceedings will be made by the relevant School Director of Education, in consultation with the Head of Quality Assurance.

2.5 Closing the loop

2.5.1 Module leaders will be responsible for communicating with students about the outcomes of module evaluations, letting them know how their responses have been used and responding to issues raised. For educational partnerships, Link Tutors will liaise with Associate Tutors and/or Programme Leaders at the partner, as necessary,. This will be done as part of the Module Review process following School Education Committee (SEC) approval.

2.5.2 A summary report on the outcomes of student evaluation, including responses to any issues, should be provided to the relevant Student Staff Voice Committee.

2.5.3 The communication regarding the outcomes of module evaluation should be published on the KLE for the information of the next cohort.

2.5.4 At programme level, items of good practice and issues raised in student evaluations should be considered either as part of Annual Programme Review, or, for educational partnerships, as part of Annual Partnerships Review. These reports are considered at School and Faculty Education Committees.

¹ <https://www.keele.ac.uk/students/academicandlearningsupport/appeals-conduct/studentdiscipline/>

2.5.5 Annual summary reports on student module feedback will be compiled from the school summary reports by Quality Assurance for consideration by Faculty Education Committees and University Education Committee.

3. ROLES AND RESPONSIBILITIES

3.1 The following responsibilities are identified:

3.1.1 Module leaders (or PSS support where appropriate):

- a)** Review module start and end dates as published in the timeline for student evaluation, and make any necessary adjustments via the 'Subject Management' task.
- b)** If required, devise module-specific questions, as permitted under the Student Module Feedback Policy, and enter them into the system via the 'Subject Management' task.
- c)** Monitor response rates via the dashboard and encourage students to complete surveys, e.g. by allowing time during a taught session.
- d)** Review module reports and reflect on the results and student comments.
- e)** Communicate the outcomes of module feedback to students, outlining how issues raised have been responded to, including via SSVC meetings.
- f)** Summarise and reflect on the results in module reviews.

3.1.2 Programme Directors (and Link Tutors for educational partnerships):

- a)** Reflect on the results of student module feedback in the Annual Programme Review (or Annual Partnership Review) process.

3.1.3 School Directors of Education:

- a)** Co-ordinate, via School Education Committees, the formulation of school-specific questions, as permitted under the Student Module Feedback Policy, and provide these to student.evaluations@keele.ac.uk
- b)** Advise system admins on any requirements for bespoke survey timelines.
- c)** Co-ordinate the checking of data quality in the school; for example, ensuring that module leaders are assigned to all modules in SCIMS, that modules are designated to run in the correct semester(s), and that the modules in scope for surveys are confirmed.
- d)** In respect of points a) to c), due regard should be given to educational partnerships, liaising with School International Directors as necessary.

3.1.4 School Directors of Education and Heads of School (and School International Directors for modules delivered at educational partnerships):

- a) Review school reports and identify any actions to address poor results or low response rates.

3.1.5 System admins (QA and IDS staff):

- a) Produce guidance for students and staff on how to use the survey system.
- b) Produce a timeline for student evaluation, setting out when various tasks have to be completed.
- c) Create surveys and report templates in the survey system.
- d) Respond to queries from staff and students.

The central contact email for queries is student.evaluations@keele.ac.uk

4. RELATED POLICIES AND PROCEDURES

4.1 Student Module Feedback Policy

5. REVIEW, APPROVAL & PUBLICATION

- 5.1 Education Committee has oversight of the review process. UEC is responsible for approving this procedures document.
- 5.2 As a general principle, the procedure will be reviewed every three years, in line with the accompanying Policy, and/or when operational needs change.
- 5.3 This document will be published in the Policy Zone.

6. DOCUMENT CONTROL INFORMATION

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