

STUDENT EXPERIENCE SURVEY - HE QILT

2019

BP219 - B Communication (Advertising)		AUSCY	Survey Population: 192
345H			Respondents: 60
Design and Social Context			Response Rate: 31.3%
			Reliability: Good

Demographics (% of total sample size)

Commencement Year

Pre 2015	0%
2015	0%
2016	0%
2017	33%
2018	13%
2019	53%

Completion Year Expected

2019	45%
2020 or later	55%

LOTE

Yes	27%
No	73%

Age

<21	75%
21-24	22%
25-34	3%
35-44	0%
45+	0%

Gender

Male	20%
Female	80%

Citizenship

% Australian	80%
% Int Onshore	20%
% Int Offshore	0%

Program Type

Bachelor	100%
Postgraduate (Coursework)	0%
Other	0%

Study Base

One campus	93%
Two or more campus	5%
Mixed	0%
External/Distance	2%

Online Study

None	40%
About a quarter	29%
About half	22%
All or nearly all	9%

Average Grade

No results	0%
0 - 49%	0%
50 - 59%	0%
60 - 69%	9%
70 - 79%	53%
80 - 89%	33%
90 - 100%	5%

Location

City	100%
Bundoora	0%
Brunswick	0%
Point Cook	0%
Online (RMIT Online)	0%
Online (OUA)	0%
Other	0%

Disability

Yes	19%
No	81%

Snapshot Scales 2019 (See notes on Page 4)

Mean		Percent In Agreement	
Learner Engagement	67.8	Learner Engagement	78.3%
Teaching Quality	73.3	Teaching Quality	82.8%
Learning Resources	74.0	Learning Resources	90.6%
Student Support	61.2	Student Support	57.5%
Skills Development	73.3	Skills Development	89.1%
Overall Quality	72.8	Overall Satisfaction	83.3%

1. Learner Engagement

Percent In Agreement: 78.33% Based on 60 Included Responses

	Not at all	Very little	Some	Quite a bit	Very much	Not applicable	Respondents
Had opportunities to interact with local students	0%	10%	22%	24%	41%	3%	59
Had a sense of belonging to RMIT	2%	7%	41%	31%	20%		59
Felt prepared for your study	0%	5%	23%	43%	28%		60
Participated in discussions online or face-to-face	5%	28%	35%	32%			60
Worked with other students as part of your study	2%	2%	37%	60%			60
Interacted with students outside study requirements	13%	42%	20%	25%			60
Interacted with students who are very different from you	3%	38%	33%	25%			60

2. Teaching Quality

Percent In Agreement: 82.76% Based on 58 Included Responses

<i>The quality of...</i>	Poor	Fair	Good	Excellent	Respondents	
The teaching in your program	0%	17%	42%	41%	59	
Entire education experience in your program	3%	13%	45%	38%	60	
<i>Your study was delivered in a way that is...</i>	Not at all	Very little	Some	Quite a bit	Very much	Respondents
Well structured and focused	2%	5%	29%	39%	25%	56
Relevant to your education as a whole	0%	0%	20%	41%	39%	56
<i>Lecturers, tutors and demonstrators</i>						
Engaged you actively in learning	2%	5%	24%	47%	22%	58
Demonstrated concern for student learning	0%	12%	29%	36%	22%	58
Provided clear explanations on coursework and assessment	0%	3%	19%	55%	22%	58
Stimulated you intellectually	0%	9%	26%	50%	16%	58
Commented on your work in ways that help you learn	2%	7%	21%	36%	34%	58
Seemed helpful and approachable	0%	9%	9%	40%	43%	58
Set assessment tasks that challenge you to learn	2%	2%	19%	48%	29%	58

3. Learning Resources

Percent In Agreement: 90.57% Based on 53 Included Responses

<i>The quality of...</i>	Poor	Fair	Good	Excellent	Not applicable	Respondents
Teaching spaces (e.g. lecture theatres, tutorial rooms, laboratories)	2%	4%	46%	45%	4%	56
Student spaces and common areas	0%	13%	39%	45%	4%	56
Online learning materials	4%	9%	46%	36%	5%	56
Computing/IT resources	4%	14%	38%	41%	4%	56
Assigned books, notes and resources	5%	14%	46%	20%	14%	56
Laboratory or studio equipment	4%	20%	25%	29%	23%	56
Library resources and facilities	2%	13%	29%	52%	5%	56

4. Student Support

Percent In Agreement: 57.50% Based on 40 Included Responses

	Not at all	Very little	Some	Quite a bit	Very Much	Not applicable	Respondents
Received appropriate English language skill support	11%	4%	9%	9%	7%	60%	55
Been offered support relevant to your circumstances	9%	15%	15%	15%	13%	35%	55
Felt induction/orientation activities were relevant and helpful	0%	5%	33%	30%	25%	7%	60
	Not at all	Very little	Some	Quite a bit	Very Much		Respondents
Received support from your institution to settle into study	5%	12%	27%	37%	20%		60
To what extent have you experienced efficient enrolment and admissions processes	3%	7%	28%	25%	37%		60
	Not at all	Very little	Some	Quite a bit	Very Much	Had No Contact	Respondents
Administrative staff or systems (eg. Online administrative services, frontline staff, enrolment systems)							
Available?	2%	17%	20%	39%	11%	11%	46
Helpful?	2%	13%	28%	39%	7%	11%	46
Career advisors							
Available?	6%	13%	39%	19%	6%	16%	31
Helpful?	3%	17%	27%	27%	10%	17%	30
Academic or learning advisors							
Available?	2%	14%	23%	37%	12%	12%	43
Helpful?	2%	7%	30%	26%	23%	12%	43
Support services such as counsellors, financial/legal advisors and health services							
Available?	18%	11%	25%	14%	14%	18%	28
Helpful?	12%	15%	27%	12%	15%	19%	26

5. Skills Development

Percent In Agreement: 89.09% Based on 55 Included Responses

	Not at all	Very little	Some	Quite a bit	Very much	Respondents
Critical thinking skills	4%	7%	24%	40%	25%	55
Ability to solve complex problems	2%	7%	31%	38%	22%	55
Ability to work with others	2%	2%	20%	35%	42%	55
Confidence to learn independently	0%	7%	20%	47%	25%	55
Written communication skills	0%	5%	31%	44%	20%	55
Spoken communication skills	2%	6%	19%	35%	39%	54
Knowledge of the field(s) you are studying	0%	4%	11%	51%	35%	55
Development of work-related knowledge and skills	0%	7%	18%	44%	31%	55

Other

Study negatively affected by...

	Not at all	Very little	Some	Quite a bit	Very much	Not applicable	Respondents
Paid work commitments	25%	11%	25%	16%	13%	9%	55
	Not at all	Very little	Some	Quite a bit	Very much		Respondents
Living arrangements	40%	29%	16%	7%	7%		55
Financial circumstances	40%	20%	18%	18%	4%		55

Considering leaving RMIT in 2019

	Yes	No	Respondents
Seriously considered leaving	16%	84%	55

Reasons for leaving	%
Academic exchange	0
Academic support	0
Administrative support	2
Boredom/lack of interest	3
Career prospects	7
Change of direction	2
Commuting difficulties	2
Difficulty paying fees	0
Difficulty with workload	0
Expectations not met	2
Family responsibilities	2
Financial difficulties	2
Gap year/deferral	2
Government assistance	2
Graduating	2
Health or stress	8
Institution reputation	0
Moving residence	2
Need a break	5
Need to do paid work	8
Other opportunities	3
Paid work responsibilities	3
Personal reasons	5
Quality concerns	3
Received other offer from another university/higher education institution	2
Social reasons	2
Standards too high	0
Study/life balance	7
Travel or tourism	0
Other reasons	0

Notes

To calculate Mean Scores and Percent In Agreement values, responses given by students are converted to a score between 0 and 100.

e.g., Not at all=0, Very little=25, Some=50, Quite a bit=75, Very much=100, for 5 point scales

e.g., Never=0, Sometimes=33.33, Often=66.67, Very often=100, for 4 point scales

Mean values for a scale are determined by calculating the weighted average of these scores

e.g., the mean for a set of questions with responses of Never, Sometimes, Often and Very often is calculated as follows:

The number of "Never" responses multiplied by 0 plus the number of "Sometimes" responses multiplied by 33.33 plus the number of "Often" responses multiplied by 66.67 plus the number of "Very often" responses multiplied by 100. This is then divided by the total number of responses.

The result can be thought of as representing the position of the average response within the range of possible responses.

Percent in Agreement is calculated as follows. First, students who did not answer a significant proportion of the questions in a set are excluded from the calculations for that set, e.g., for the Learner Engagement scale, students who answer fewer than 5 of the 7 questions in this set are excluded.

The average score is then calculated for remaining students; those with an average score equal to or above 55 are regarded as being "In Agreement" while those with an average score below 55 are regarded as being "Not in agreement" with this set of questions.

The Percent in Agreement value is then the number of students found to be "In Agreement" divided by the number of students that were included.

The number of responses is shown for each question and the number of students included in the calculation for each set is also shown.

Overall Quality is based on the question: "Overall how would you rate the quality of your entire educational experience this year?"

Some values may appear as 101 % due to rounding.

Valid responses exclude N/A and blank responses.