



2023 NSS Promotion

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Promotion Campaign



Central Advertising Campaign - UTC

In its meeting on 24/11/22, the UTC determined that NSS 2023 will be promoted internally within the University. [What does this mean?](#)

- Posters will be sent out as usual for Departments and Schools to display
- You may see additional promotion (banners, posters, etc) in communal areas around the University
- Funds will be available for a charity donation of £1 to be made for every student who completes the NSS survey. YUSU has chosen who will receive the money - their charity partner for this year, IDAS ([idas.org.uk](https://www.idas.org.uk))

[IDAS is the largest specialist charity in the North supporting people affected by domestic abuse and sexual violence.](#)

Central Advertising Campaign - Dates

1. January

- a. entry in Staff Digest
- b. email to departments from Tracy which includes information about timings and promotional materials, and how to access response rates after the survey launch.
- c. national start date for NSS: 11 January
- d. mid-January email to students saying the survey will begin from 6 February
- e. promotional campaign at York commences from 6 February . This could include:
 - i. Plasma screens, VLE Twitter announcement
 - ii. Posters and flyers in Departments and Schools
 - iii. Posters and banners in communal areas

Central Advertising Campaign - Dates

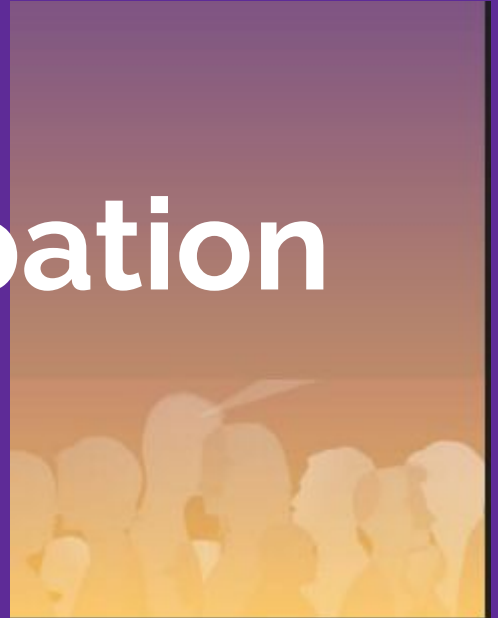
1. February

- a. Survey starts for York from Week 5, 6 February
- b. Response rate reports start from 13 February
- c. Information about response rates is then published weekly

2. March - April

- a. Information about response rates continues to be published weekly
- b. Central review of response rates - ongoing
- c. End of survey: 30 April

Encouraging Participation



At least 50%
and at least ten students

Reporting Threshold per cohort (for results to be made public)

Ipsos MORI - Inappropriate Influence

It's okay to:

- Actively encourage participation
- Allow students to interpret questions how they wish
- Set up a dedicated time and place for students to complete the survey (including timetabled sessions)
- Explain how NSS results are used in the department (with general examples)

It's not okay to:

- Imply participation is compulsory
- Attempt to tell students the proper way to read the question
- Make completing the survey compulsory (or seem compulsory)
- Imply that good NSS results looks good for the university and increases the value of their degree

What is a 'general example'?

A good example:

“In response to NSS results, we have provided more study space within the department, staggered deadlines for assessments, and extended the hours of our computer labs.”

Which is good because:

it describes how results had a direct effect, without connecting them to particular questions or comments in the results.

A not-so-good example:

“Last year, a student wrote an open comment about the lack of study space in the department. We also got bad results on questions 21 and 22, so we set up rooms where students can choose to study or be social.”

Which is not so good because:

There is potential for people to identify the student, and examples should not refer to particular questions within the survey

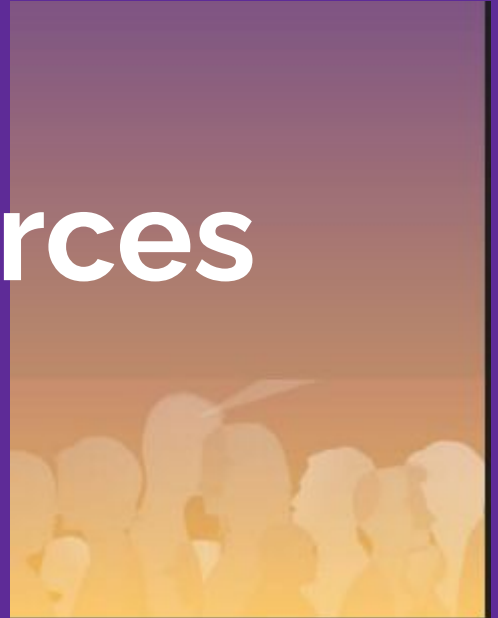
Other Tips

- Don't embed NSS promotion with other campaigns
 - Don't combine the NSS with other surveys
 - Do make sure all promo materials are neutral
 - Do make sure all students are treated equally
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Best Practice - Suggestions for Survey Promotion

- Plan a schedule, and opportunities to review the plan, and share with staff
- Have a goal: determine what your response rate should be and work to this goal.
- Appoint someone to drive the campaign, so messaging is consistent
- Identify examples of how the NSS has influenced changes in department and share them with academic staff.
- Meet with student reps and discuss when they will provide lecture shout-outs
- Ask YUSU reps to come talk to students about the NSS

Resources



Resources

- [Staff webpages](#) providing case studies, promotional materials, and information about incentives and inappropriate influence
- [NSS 2023 Information \(opens 11 Jan\)](#)
- [Promo Materials](#)