



October 2020

## NSS 2021 Good Practice Guide

### Marketing and Promoting the National Student Survey

For providers in England only

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## Introduction

1. The National Student Survey (NSS) is a high-profile annual census of nearly half a million students across the UK. Conducted each year since 2005, the NSS has become renowned for producing robust and reliable data. The survey asks undergraduates to provide feedback on their course.
2. The NSS is managed by the Office for Students (OfS) and undertaken by Ipsos MORI on behalf of the UK funding and regulatory bodies- the Department for the Economy (Northern Ireland), the Scottish Funding Council and the Higher Education Funding Council for Wales.
3. The NSS gathers students' opinions on the quality of their courses which helps to:
  - inform prospective students' choices
  - supply data that supports providers in improving the student experience
  - support public accountability.
4. Every university in the UK takes part in the NSS, as do many colleges and alternative providers. NSS response rates have been consistently high.
5. **In 2021, providers in England are no longer required to promote the National Student Survey to their students. However, they can choose to do so if they wish.**
6. This guidance applies to providers in England. Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the Good Practice Guide that covers these nations.



## Using this Good Practice Guide

7. This Good Practice Guide is intended to help provider staff who have a role in delivering the NSS. In order for NSS data to be made publicly available to prospective students, each provider needs to achieve a minimum of 10 respondents and 50% response rate from the students eligible at overall provider level and by each Common Aggregation Hierarchy group (CAH).
8. In addition to targeted follow-ups, for NSS 2021, all providers who are at risk of not meeting the publication threshold will be automatically put into a booster phase to send additional reminders to their non-responding students. This will also include an additional SMS reminder to non-responding students during the follow-up stage.

9. Should you choose to promote the NSS 2021 to your students, the following sections contain guidelines and instructions on promoting the NSS, including what is considered inappropriate influence and how to avoid it when encouraging student participation. This guide also details the marketing materials that will be sent to providers in November 2020 by Ipsos MORI (if requested via the new order form), and advice for providers that would like to create their own campaigns.
10. Please take the time to familiarise yourself with these guidelines, particularly the information on inappropriate influence. Allegations of inappropriate influence are taken very seriously by the UK Funding and Regulatory Bodies and may result in the suppression of data for the affected course(s)/subject(s) when the NSS results are published.
11. Should you have any questions regarding the content of this guide or wish to discuss your NSS marketing order or promotion more generally, please contact Ipsos MORI on 020 8861 8110 or email [nss@ipsos.com](mailto:nss@ipsos.com).

# About the NSS

## When is the NSS run?

12. The NSS will go live on **6 January 2021** and will remain open until midnight on **30 April 2021**.

## How will students access the NSS?

13. The NSS can be completed online or by telephone.
14. All students with valid email addresses **will be sent email invitations to take part in the survey by Ipsos MORI**. These emails will be sent on the Thursday of your provider's chosen start week. They will contain personalised survey links- when clicked, students must enter their date of birth which will take them directly into the survey.
15. All students with valid mobile numbers will be sent **an SMS reminder by Ipsos MORI**, containing a personalised link that students can use to go directly into the survey. If students do not opt out of SMS, they may receive an additional reminder in the later stages of the fieldwork if they have not responded. The online survey is mobile-friendly, so if accessed via a smartphone or tablet device, students will automatically be taken to the mobile version of the survey.
16. **Students can also go online to complete the survey directly** at [www.thestudentsurvey.com](http://www.thestudentsurvey.com) at any time while the survey is live, regardless of nominated start weeks or whether they have received an email invitation. When accessing the survey in this way, students are required to enter the following personal data in order for us to verify that they are eligible to take part:
- Registering provider
  - Known ID (student number)
  - First and third letter of their forename
  - First four letters of their surname
  - Day and month of birth
17. Once a validated response has been received from a student, they will receive an automated confirmation email and should not be contacted by Ipsos MORI again. If students complete the survey and are still being contacted by us, or if they have not received a confirmation email, it may be that they either did not fully complete or submit the survey, or they did not enter enough information to allow us to match them up to an eligible student on our database.

18. The questions are all displayed in the format below with each one on a separate screen – this format applies to the core questions as well as the bank of questions and any additional optional questions.
19. **Telephone**  
From the third week of each provider’s fieldwork schedule, Ipsos MORI will begin follow up calls to non-responding students where valid UK telephone numbers are available. Ipsos MORI will attempt calls at different times and days of the week to optimise the opportunities for response. Student numbers are called a maximum of 8 times. Please note that students cannot call Ipsos MORI directly to complete the survey but may arrange an appointment if they wish by contacting [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com). Calls are made on the following days/times: Monday to Friday – 9am to 9pm; Saturday and Sunday – 10am to 7pm.

## How will the results of the NSS be released?

20. Following the outcome of the NSS review<sup>1</sup>, the OfS will make a decision regarding the publication of results for providers in England.
21. **Response Thresholds**  
To protect student anonymity and ensure the robustness of the findings from the NSS, the OfS operates a strict data threshold policy.
22. For NSS data to be published on the OfS website or on Discover Uni, the provider needs to achieve **a minimum of 10 respondents and 50% response rate** from eligible students, both overall and by each Common Aggregation Hierarchy group (CAH). The results from any providers who have not reached the threshold will not be published.
23. The NSS data dissemination portal, hosted by Texuna Technologies Ltd, also applies a threshold to the data that providers can see, to protect the anonymity of the respondents. In order to see the open text comments for a particular category of responses, a provider must have achieved **a minimum of 10 responses in that category**. Otherwise, the data will not be displayed. Users should not use the data to attempt to identify individuals, or in a way that is likely to facilitate their inadvertent identification.
24. For the 2021, NSS there is no requirement for English providers to promote the survey however they can still choose to do so. Ipsos MORI will notify all providers where response rates seem likely to fall short of the publication thresholds. The funding bodies reserve the right to agree changes to the survey period with individual providers at risk of not meeting the publication threshold. The completeness and accuracy of students’ contact data, as supplied by providers, will be a significant factor in achieving a publishable level of responses.

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<sup>1</sup> For further information please see: <https://www.officeforstudents.org.uk/advice-and-guidance/student-information-and-data/national-student-survey-nss/review-of-the-national-student-survey/>

## About the Questionnaire

25. There are 27 core questions, relating to the following aspects of the student learning experience:

- Teaching on my Course
- Learning Opportunities
- Assessment and Feedback
- Academic Support
- Organisation and Management
- Learning Resources
- Learning Community
- Student Voice
- Overall Satisfaction

Students are also given the opportunity to give positive and negative comments on their student learning experience as a whole.

26. Other questions included in the NSS include the following:

- NHS practice placement questions. Please note that students will only be asked the NHS questions if they have been flagged as being on an NHS-funded course. These questions will be included before question 27 in the core questionnaire.
- Degree Apprenticeship questions. Students will only be asked to respond to these questions if they have been flagged as being on a degree apprenticeship. These questions will be asked after the optional bank of questions.
- Providers can add up to six optional modules from a bank of questions, and up to two questions of their own.
- Marketing question. Students will be asked to tell us where/how they found out about the NSS after their online response has been submitted. This question is optional and can be skipped.

27. The full questionnaire and optional banks can be found on the [NSS Extranet home page](#).

## Promoting the NSS

28. Providers registered in England may choose to promote the NSS even though this is no longer a requirement. This Good Practice Guide outlines guidance for [promoting the NSS](#) and parameters around [creating your own marketing materials](#). Guidance on [Inappropriate Influence](#) remains relevant to all providers whether they actively promote the survey or not.
29. Ipsos MORI will promote the survey to students through a communication schedule and the production of marketing materials, as detailed in this Good Practice Guide.
30. **This guidance applies to providers in England.** Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the Good Practice Guide that covers these nations.
31. This section details the strategy that Ipsos MORI recommends for providers who plan to promote the NSS.
32. Providers can use the marketing materials supplied by Ipsos MORI and/or, in the event of provider-led promotion, choose to design their own NSS marketing materials. Please see NSS Marketing Materials for more information.
33. Please note that promoting the NSS locally at a provider is subject to strict guidelines to avoid the sharing of confidential information or influencing students' responses inappropriately. More information is available in the [Inappropriate Influence](#) section.

## Student Eligibility

34. Staff should take care to ensure that they are only asking **eligible** students to complete the survey. They should work with the relevant departments within their providers to clearly understand which students are on their NSS target list.
35. Those studying on courses leading to undergraduate credits or qualifications (such as bachelors' degrees, foundation degrees and higher education diplomas) will be surveyed in their expected final year of study.
36. Students are included in the 2021 survey population if they are expected to complete their course between 1 February 2021 and 31 January 2022 inclusive.
37. In addition, students are eligible for the NSS if they:
  - Are on more flexible part-time programmes (whose final year cannot be easily predicted). They will normally be surveyed during their fourth year of study;



- Have withdrawn from study during their final year. These students will be included in the survey as their feedback is equally valuable;
- Are repeating their penultimate year in 2021. They will be surveyed (not when they eventually progress to their final year), unless they are specifically submitted for removal;
- Have changed their course arrangements but were originally expected to graduate in 2021. These students will be eligible this year and not when they eventually reach their final year, unless specifically submitted for removal.

38. Students are not eligible for the NSS if they:

- Study programmes that do not lead to undergraduate qualifications or credits;
- Are on a course lasting one year or one FTE (full-time equivalent) or less;
- Were eligible in the NSS 2020 (whether or not they responded) and remain at the same provider, unless removed by the OfS;
- Are under the age of 16.

39. Please liaise with the Main or Second NSS contacts at your provider to identify which students are included in the list of eligible students for the 2021 survey. You can also contact the NSS helpline at [nss@ipsos.com](mailto:nss@ipsos.com).

40. **Please note that Ipsos MORI cannot provide the details of students that have/have not completed the survey.**

41. **What should we do if we identify an eligible student that cannot access the online survey?**

- Please send an email including the student's learner number and identifier (HUSID/STUDENT\_ID [NI Colleges only]/LearnRefNumber) to [nss@ipsos.com](mailto:nss@ipsos.com) and we can check if they are in our database of eligible students.
- Students can also contact us directly at [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com) where we can check their eligibility.

## Planning a Communication Schedule

42. Whilst it is not a requirement for providers in England to promote the survey in 2021, providers can choose to do so. This section outlines guidance for planning a communication schedule<sup>2</sup>.
43. If promoting the NSS, you may choose to deploy a range of methods, including but not limited to the following:
  - Promoting on social media
  - Placing posters around campus to familiarise students with the NSS
  - Emails to eligible students
  - Lecture shout-outs
44. The dates when Ipsos MORI will communicate with your students are in accordance with your provider's chosen survey start week. This can be found on the NSS Extranet within the 'Survey Options' form.
45. A suggested schedule to plan promotion in line with the Ipsos MORI Fieldwork Timetable is available from Ipsos MORI.
46. Please note that providers should use these guidelines to help plan their own communications or complement Ipsos MORI's communications. They are not intended to replace existing communication plans.

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<sup>2</sup> This applies to providers in England only. Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the Good Practice Guide that covers these nations.

## Required GDPR Pre-Notification Communication

47. The OfS requires providers to send a pre-notification email to their eligible student population in the Autumn term. This email will act as a GDPR notification that their details will be passed onto Ipsos MORI. Ipsos MORI will provide a template that providers should use; it is preferred that all providers send out this template which requires minimal edits to the suggested text.
48. This email should be signed from either an individual known to the students or a senior member of staff (e.g. Pro-Vice-Chancellor). More information on the pre-notification email, including a suggested email text for providers in England, can be found in the NSS Set Up Guidance, available via the NSS Extranet.

## Response Rate Updates

49. Ipsos MORI will share interim response rate reports with providers whilst the survey is live. This includes response rates at the provider overall, as well as at course, department and CAH-levels. Your NSS Main and Second contacts will have access to these reports and will either issue them to relevant members of staff or be able to provide you with more information.
50. The sharing of response rates is subject to **restrictions**. Therefore, please read the section below carefully to ensure your provider's practice is compliant with the guidelines. NSS contacts have the responsibility to ensure that these guidelines are followed.
51. Please note that the figures quoted in the NSS response rate reports are based on data collected during the fieldwork period. At the end of the NSS fieldwork, the NSS data undergo a cleaning process. Part of this involves removing any 'bad' interviews; these are interviews where the respondent has selected 'Not applicable' for all of the core NSS questions or for a whole section of questions (e.g. 'the teaching on my course'), as an example. Due to this cleaning process, response rates in the final data may not match the response rate reports.

## Can provider campaigns share interim response rates during fieldwork?

52. The OfS is designated as a producer of **Official Statistics**, and therefore complies with the UK Statistics Authority's Code of Practice for Statistics. As a consequence, the release of any data produced through the NSS prior to official publication is subject to various restrictions. This applies to the release of interim data, namely response rates, whilst the survey fieldwork is ongoing.
53. If running their own marketing campaigns, providers may want to share interim response rates with students or departments. This includes sharing by email, on their website or VLE, in lecture shout outs, faculty meetings, on campus TV screens, and in closed social media posts among other channels. Inter-departmental competitions can also be formed which has been found to boost final response rates. Both are **permitted** under the new guidelines.

54. Despite the changes/restrictions to the use of NSS data, providers are permitted to share interim response rates as long as this release is **documented, limited, and solely for the purposes of operational requirements and/or quality assurance**. The release of response rate data (e.g. headline figures such as the current response rate at a given department, how it compares to the overall response and to other departments to a selection of staff, student representative bodies and relevant/NSS eligible students) is permitted, provided that this release is limited and documented.
55. Detailed response rate information must not be disclosed to third parties. This includes staff or students who are not directly involved in the operation of the NSS or for whom the information is not relevant. Please ensure that all staff and students accessing the information for promotional purposes are aware that they should consider the information confidential and not for wider or external circulation.
56. Providers are **no longer permitted to share response rates on open social media platforms**. This includes Twitter, Instagram, and public Facebook groups. However, response rates can continue to be shared on closed social media platforms, such as private/closed Facebook groups which are controlled by the provider.
57. Failure to comply with these requirements may result in the OfS reconsidering its approach to providing access to NSS response rates in advance of publication in the future.

### What activities are permitted under the guidelines?

58. This section outlines guidance for permitted activities and applies to providers in England only. Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the Good Practice Guide that covers these nations.
59. Sharing provider response rates with the following groups is **permitted**, provided that they are solely for the purpose of encouraging participation in the survey:
- **Academic colleagues** (at faculty meetings or for the purposes of running inter-departmental competitions);
  - **Target student cohorts** (through the VLE, lecture shout outs, displays on campus screens (at the provider only), student mobile apps, and closed social media groups);
  - **Relevant committees, Students' Unions, academic boards or other relevant bodies.**
60. The following activities are examples of those that are **not permitted**, as they are unlikely to improve response rates at the provider:
- Sharing response rates with **anyone outside the provider** (this includes any media organisations, and any other group that is not involved in delivering the NSS at the provider in question);

- Sharing interim response rates for **any purpose other than improving response rates** to the survey, including unrelated promotional purposes.

### How should the dissemination of response rate data be documented?

61. Providers who want to share response rates during fieldwork for the purpose of boosting responses have a duty to make sure that they will be used for this reason alone. The strategy must be documented in a [Project Communication Plan](#).
62. Keeping a [Project Communication Plan](#) is adequate documentation. The document must be on record for inspection by the OfS or the Office for Statistics Regulation in the event of a breach of the code of practice for statistics.
63. This plan should form a part of your Provider's Communication Strategy for promoting the NSS, and must include the following information:
  - **Details of each group the information is released to**  
*"Final Year Philosophy Students"*  
Documenting the **target audience** is sufficient – it is not necessary to document each individual who has had access to the information.
  - **Details of the information that has been shared with them**  
*"Provider-level and Philosophy department interim response rates (as of 13/03/21)"*
  - **Method of distribution**  
*"Entry on Philosophy Department VLE"*
  - **Details of the time the information was shared**  
*"Posted at 19:00 on 14/03/21"*
  - **Operational justification for releasing this information**  
*"Philosophy Department response rate shared to encourage participation in the survey."*
64. If you have any questions regarding these new guidelines, please contact the NSS Helpline at [nss@ipsos.com](mailto:nss@ipsos.com).

## Using Social Media to Promote the NSS

65. Whilst it is no longer a requirement to promote the survey, providers in England can choose to do so. This section outlines guidance for the use of social media in promoting the NSS. This applies to providers in England only. Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the separate Good Practice Guide that covers these nations.
66. This section aims to provide an overview of social media and present ideas that may be of use. However, it is not intended to replace any existing social media plans that providers may already have in place. The ideas outlined here work better as part of a larger promotional campaign to encourage participation.
67. Social media sites and apps can be an effective way to 'spread the word' about an activity, event or project. The [marketing guidelines](#) and rules on [inappropriate influence](#) also apply to social media posts, so please ensure that all those involved in promoting the survey on social media are aware of what they can and cannot do, as well as the consequences of inappropriate posts. See [Inappropriate Influence](#) for more information.

### Facebook:

68. Provide updates and promote participation in the NSS
69. Publicising competitions and prize draws
70. Create a Facebook photo album
71. Make use of live broadcasting/streaming



### Twitter:

72. Post a 'call to action' Tweet that includes a direct link to the NSS
73. Retweet the Official NSS Twitter account
74. Engage with students
75. Make use of NSS related hashtags



**@nss\_ipsos**

76. Use as many visual elements as possible

### Instagram:

77. General NSS promotion

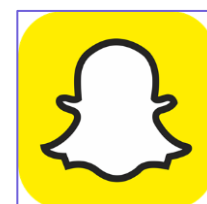
78. Setting up Instagram 'booths' across campus



### Snapchat:

79. General NSS promotion, particularly using Stories

80. Create an NSS-themed filter



### YouTube:

81. Create and share videos about the NSS



## Using Prize Draws to Promote the NSS

82. This section outlines guidance for the use of prize draws in promoting the NSS. This applies to providers in England only<sup>3</sup>.

83. For providers who opt to promote the NSS, one way is to communicate any prize draws on offer. When a provider makes their survey choices via the NSS Extranet (please see the **NSS Set up Guide**, available via the NSS Extranet), they can opt to include a prize draw to encourage student participation. Should the provider offer a prize draw, they should adhere to the following guidance. Any prize draws that run internally should follow the [MRS Guidelines](#).

84. In the online survey, students can enter the prize draw on offer by ticking the relevant box which appears on screen before the main NSS questions. Students do not need to complete the survey in order to enter the prize draw.

85. After the prize draw closing date, Ipsos MORI will draw the required number of winners at random and notify the necessary NSS contacts at the provider.

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<sup>3</sup> Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the separate Good Practice Guide that covers these nations. While it is not a requirement for providers in England to promote the survey in 2021, they can choose to do so.

## Guidelines

86. It is optional for providers to promote the NSS locally however, providers may organise prize draws if they want to do so. Ipsos MORI is able to publicise providers' prize draws, provided that complete and timely information is submitted via the 'Survey Options' form on the NSS Extranet. Agreed details can be promoted in the invitation emails sent to students, as well as through the online survey.
87. To be able to publicise the prize draw, a precise description of the prize offered by the provider is required. If the provider has opted to offer a prize draw, Ipsos MORI will be in contact to agree the description that will be communicated to students. In order to ensure that the survey is ready on time so that students can access it from **6 January 2021**, we cannot deviate from the standard text that is communicated. This is because the prize draw text forms part of a program that administers the NSS across all providers that have different survey options. Once the survey is live, no changes can be made to this text.
88. Please note that details of prize draws will only be available to students who enter the survey **online**. Students are invited to take part in the survey and are informed of the prize draw offered by the provider in their email invitations. Students should be made aware that there is no link between how they respond and their chances of winning a prize. Completion of the survey cannot be a condition to entering the online prize draw as all eligible students have an equal chance of winning. Please see the [MRS guidelines on incentives and prize draws](#) for more information.

## Opting into a Prize Draw

89. If the provider opts to offer a prize draw, Ipsos MORI will randomly select prize draw winners within five working days after the closing date on behalf of each participating provider. All eligible students, including non-respondents, can enter the prize draw. It is the responsibility of the provider to ensure the prize draw complies with the relevant legislation. The cost and purchase of the prizes on offer are entirely the responsibility of the provider; Ipsos MORI only supports prize draws through promotion in communications to students.
90. Please note that prize draws must include all eligible students at a provider. It is not possible to offer a prize that is only open to a specific cohort of students, e.g. a specific department or college. Ipsos MORI is unable to facilitate bespoke prize scenarios while fulfilling its MRS and legal obligations.
91. If you choose to run a tailored or multi-prize draw scheme, please ensure that the provider is able to administer these while complying with the law and adhering to the [MRS guidelines](#). It is a requirement to clearly advertise the prize draw in any correspondence with students and clearly communicate how and when prize winners will be drawn.
92. To ensure the prize draw is communicated to eligible students online, please complete the appropriate fields in the 'Survey Options' form, identifying whether the provider will be offering a



prize draw, the total number of winners and the closing date for the draw. Following this, Ipsos MORI will agree the text that will be communicated to eligible students with the provider.

93. **Regarding the notification and announcement dates, please allow five working days after the prize draw closing date for Ipsos MORI to draw the winners.**
94. The deadlines to opt-into the prize draw is **27 November 2020**. After this date, we will contact the provider to agree the wording to be displayed to students. We will not be able to advertise prize draws (or draw winners) for any provider that does not supply Ipsos MORI with the required details and wording **by mid-December 2020**. All eligible students must have a fair and equal chance of entering the prize draw; therefore, we cannot introduce a prize draw after the survey has gone live in January 2021, regardless of later start weeks.
95. Please see the **NSS Set up Guide**, via the NSS Extranet, for full details of how to opt into the prize draw.

### Prize draw administration

96. Ipsos MORI will communicate the student identification codes (such as HUSID) of the selected prize winners to the NSS Main, Second and Marketing Contacts at the provider by **the end of May 2021** (or up to five working days after the prize draw closing date if an earlier date is selected). Those who enter the prize draw are asked to give consent that their contact details can be passed on to their provider should they win a prize.

## Improving Response Rates – Examples of Good Practice

97. This section outlines examples of good practice for improving response rates. This applies to providers in England only. Providers in England are no longer required to promote the National Student Survey 2021 but they can choose to do so. Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the Good Practice Guide that covers these nations.

### Create a Challenge

98. Providers can opt to use social media as an avenue to create an internal or external competition to boost response rates.

### Promote Providers' Prize Draws

99. Any providers choosing to promote the survey can organise prize draws to encourage eligible students to enter the survey. Prizes are a useful element to communicate via social media platforms. Details of the prize draws that have been identified to Ipsos MORI can be shared to encourage students to complete the survey online, as well as any internal rewards and prizes to help boost response rates.

100. Providers can also communicate the outcome of the prize draws once fieldwork has closed or the winners have been drawn.

### Engaging Departments and Teaching Staff

101. Support ‘from the top’ – from senior and academic staff- can be key to improving response rates and staff members can communicate the benefits and importance of the survey to students. They can directly communicate how the results will be used by prospective students and to improve the learning experience at the provider more generally. See [Inappropriate Influence](#).

102. **It is no longer a requirement for providers in England to promote the NSS to their eligible students.** However, if providers want to do so, the methods below have been identified by providers who have previously taken part in the survey as effective ways to encourage staff to get involved:

#### Pre-survey launch:

- Brief staff to explain the nature and purpose of the survey, how to engage students, an overview of eligibility, how the prize draw process works (if offered), as well as to remind them (and students) about the conduct of the survey (e.g. anonymity and inappropriate influence).
- Hold meetings with senior management, heads of schools and marketing teams to discuss an action plan and form a clear communication strategy for engaging students and encouraging completion. Building a thorough communications plan into the student and staff calendar, and around Ipsos MORI’s survey schedule, is highly useful to avoid over-contacting students.

103. **During fieldwork.** Encourage staff to get involved.

104. If providers want to promote the NSS, some ideas for ways staff can engage students include:

- **Monitoring response rates.**
- **Creating competitions.**
- **Keeping staff abreast of survey progress.**

- Building a social media presence.

### Email Communications

105. Providers are expected to send [a pre-notification email](#) to students at the beginning of their final academic year to inform them what the National Student Survey is, that their details will be passed onto Ipsos MORI and how they will be contacted to complete the survey. There is a recommended email text available to providers in England within the NSS set up guide. There is no requirement for providers to promote the NSS 2021 via email communications further to this.

106. However, should providers want to further promote the NSS, electronic communication (by respondents and providers) can be an effective way of doing so.

### Redirecting to the NSS Website

107. Providers can build a pre-survey webpage, which can be branded locally to help providers to manage their own incentives more effectively. These micro-sites can link directly to the survey and provide some background information and details about any incentives.

108. Other internal sites previously used to promote the survey include:

- The providers' intranet sites. Information can be subject-specific or generic.
- Virtual learning environments (VLE), which publicise the NSS, e.g. Moodle. Information can be subject-specific or generic.
- IT terminals within the provider, on computers, plasma screens, etc.

### Promotional Materials

109. Providers can use a range of promotional tools and methods to improve awareness of the survey and to maximise participation.

110. **Using Ipsos MORI supplied promotional materials.** Display official NSS branded posters, stick around campuses and buildings. Some methods used to maximise the coverage include:

- Displaying posters in areas where final year students will see them such as learning resource centres/PC laboratories, classes, lecture theatres, seminar rooms, the library, shops or bars. The NSS video can also be played in these areas and presentation slides can be displayed in final year classes. At all times, ensure placement of posters and the NSS video [abide by the provider's Covid-19 safety measures and do not create 'traffic areas'](#).
- Targeted distribution of materials. For example, digital dissemination of (electronic) flyers to students to promote the survey and encourage completion.

111. **Create provider-specific marketing materials.** For 2021 it is no longer a requirement for providers in England to promote the NSS however, if they want to providers can still produce their own branded posters, flyers, banners and screensavers. Providers can also employ innovative promotional ideas such as NSS stickers on food labels, catering cards that are displayed on tables in cafes, bars, etc., and NSS-branded clothing for representatives to wear on campus or to be given away as incentives. Internal promotional materials must adhere to the [OfS's guidelines](#). Other promotional tools previously used include:

- *Communicating change.* Showing students what has changed as a result of the NSS and how staff are listening, e.g. “You Said, We Did” campaigns.
- *On screen promotions.* Displaying information about the NSS on plasma screens and IT terminals around the provider.
- *Social media.* Build and maintain a social media presence for the NSS. e.

### Internal Communication and Press Releases

112. Providers may choose to publish feature articles on their staff intranet to provide background information and tips for engaging students. This can include articles to raise awareness such as “spotlight” interviews, publicising the previous year’s prize draw winners and communicating changes that have been implemented as a result of the NSS. It can also include features in student papers and/or radio stations to encourage completion.

113. [Annex 1](#) provides examples of articles that can be used as a basis for communications.

### Engaging Student Bodies and Representatives

114. If providers want to promote the NSS themselves, the role of the Students’ Union, Association or Guild (SU) can be important. SU support can run alongside the provider’s main campaign, giving a student-led and student-focused approach. Furthermore, early engagement of the SU, such as involving them in planning, can prove beneficial. It is important to [abide by the provider’s Covid-19 safety measures](#).

115. Examples of SU support include:

- **Creating a buzz.**
- **Targeting promotion.**
- **Communicating with students.**

- NSS ambassadors.
- **Student events.** Include NSS promotions in any online SU events.
- **Social media.**

## Incentives

116. Providers can opt to offer a range of incentives to encourage students to complete the NSS.

Some providers have identified that they work with their SUs to identify the incentive that would be most appropriate for their students.

## Word of Mouth

117. Providers have previously recognised the importance of word of mouth promotion. This can be achieved through SU representatives, department heads, administrators and/or tutors speaking directly with eligible students about the NSS. [This should be online for the NSS 2021 due to the Covid-19 pandemic.](#)

## Dedicated Time to Complete the Survey

118. Previously, providers have set up dedicated time or space for final year students to complete the NSS. If they are to take place, these sessions must be held in neutral environments, e.g. computer rooms, study centres or during online classes. Staff must not oversee students' responses or make them feel that they must answer in a certain way. Students should be aware that these sessions are **not** compulsory. Please ensure all staff understand the rules and regulations surrounding [inappropriate influence](#) and [abide by the provider's Covid-19 safety measures](#).

119. Dedicated NSS sessions can include:

- **Allocating time in tutorials to complete the NSS.**
- **Dedicated PCs or 'hubs' available for completion.**
- **Subject sessions.**
- **Dedicated stalls.**

## Planning and Coordination

120. Setting up a formal procedure can ensure response rates meet the publication threshold. This may include:

**121. Dedicated NSS Operations Team and/or an NSS Steering Group:**

- Representatives from across the provider can meet regularly (e.g. once every 2 weeks) to discuss response rates and how to boost them.
- A group can get together online to brainstorm promotional ideas. Discuss areas of low response and when appropriate, invite department/subject representatives to discuss areas of lower performance.
- You can track email conversations between representatives to communicate weekly response rates and discuss promotional actions.
- You can meet with department representatives and encourage them to pass on information to their colleagues in department meetings.

122. All meetings that involve the sharing of interim response rates must be documented in the provider's [Project Communications Plan](#).

123. **Communications planning.** In order to maximise response rates, some providers have developed a communications plan for the NSS Fieldwork before the launch of the survey.

124. **Preparing for fieldwork.** Set out a structured, formal plan to ensure that staff are fully briefed on the NSS process, the importance of reaching required response rates, and the start and end dates of fieldwork.

125. **Timetable for promotional activity.** As stated previously, there is no requirement on providers in England to promote the NSS in 2021. However, if they want to providers can produce a detailed plan of promotional activity to target students.

126. **Identify key responsibilities.** Some providers have a formal document which identifies who will have responsibilities for which communications, e.g. those best placed to engage with students and what their key responsibilities should be.

127. **Innovative ideas.** Providers have tested different ideas to engage students with the NSS, including involving those from relevant specialisms to get involved with the promotion, e.g. Art & Design, Marketing and/or Communications to develop NSS strategies for the provider.

128. **General awareness.** Explore ways you can raise awareness of the NSS amongst non-final year students. This can include poster campaigns to promote changes that have been implemented as a result of NSS findings.

129. **Contacting students.** Survey fatigue and general annoyance from being over-contacted can prevent eligible students from participating in the survey. To avoid this, providers can:

- Plan communications according to the Ipsos MORI timetable.

- Be aware of any other internal research that is being undertaken by the provider and plan communications, so students are not overwhelmed by emails.
- Ensure communication with students is staggered.
- Personalise or sign emails from representatives that are recognised by students, e.g. Dean or subject head.

## Communications Checklist

130. Whilst it is not a requirement for provider in England to promote the survey in 2021, they can still choose to do so. This section outlines a number of communication initiatives that providers have found to be helpful in receiving higher response rates.

131. A list available from Ipsos MORI summarises several of the initiatives which providers have previously followed before and throughout the fieldwork period. This is an optional approach to communication and promotion of the NSS.

## Inappropriate Influence

132. Providers should ensure that students give honest feedback on their learning experience. Communications and/or providers' marketing materials must not attempt to sway the opinion of students in any way.
133. It is no longer a requirement for providers in England to promote the National Student Survey however, they can choose to do so if they wish. **The guidance on inappropriate influence must be adhered to regardless if a provider chooses to promote the survey or not.**

### What is inappropriate influence?

134. The OfS (in partnership with the UK funding and regulatory bodies) define inappropriate influence as **any activity or behaviour that may encourage students to reflect anything other than their true opinion of their experiences during their course in their NSS responses.**
135. Inappropriate influence can emerge in several ways, for example:
- a. Explicit or implicit instruction on the type of responses students should make, including the provision of standard or example responses.
  - b. How the survey is presented to students and drawing attention, explicitly or implicitly, to the consequences of negative responses, with regard to:
    - i. conflation with other surveys undertaken by providers whether internal or external
    - ii. league tables, the Teaching Excellence and Student Outcomes Framework (TEF) or Quality Assessment processes
    - iii. employers' perceptions of positive and negative outcomes.
  - c. Instruction on how the response scale is understood by third parties.
  - d. Encouraging students to avoid a particular point on the response scale.
  - e. Failure to ensure that methods to encourage participation in the survey, such as campaigns, the use of promotional materials (either explicitly or implicitly) or incentivisation methods (such as prize draws), do not bias responses.
  - f. Holding compulsory sessions at which the NSS must be completed.
136. If promoting the survey, providers should take into consideration whether the campaign could inappropriately influence the type of responses participants may give. The OfS (in partnership with the UK funding and regulatory bodies) expects providers to have processes to ensure that all staff



(both academic and professional services) have engaged with the guidance and measures in place to prevent inappropriate influence throughout their NSS activities.

## Avoiding Inappropriate Influence – Do's and Do not's

### Do:

**137. Do run a neutral campaign that focuses solely on boosting responses in the NSS.**

It is important that the NSS is treated as an independent social research survey. As a result, if you opt to run a marketing campaign it should focus on the survey rather than the provider and should not encourage students to respond in a particular way.

**138. Do provide examples of where NSS feedback has resulted in particular improvements in previous years.**

Demonstrating how feedback from the NSS has led to tangible changes at the provider can be a powerful way to promote the survey should you opt to do so. For example: "Your feedback counts – in a previous NSS, students expressed that library opening hours were an issue. Since then, we introduced a 24-hour central library." However, care must be taken not to combine this with other internal campaigns – please see '**do not**' below.

**139. Do encourage eligible students to participate.**

All eligible students should be targeted in any provider-led promotional campaigns.

**140. Do allow students to give their feedback regardless of their opinion.**

If promoting the NSS, providers should encourage all students to participate regardless of their opinion of the provider or course.

**141. Do be wary of tone and use of language when discussing the NSS and asking students to complete it.**

If you opt to promote the NSS, be sure to keep promotion as neutral as possible. Staff can explain the importance of the NSS, improvements that their feedback has led to in previous years, and how it will help prospective students. **Do not** link the NSS to league tables, a provider's performance in the TEF or to the perceived value of students' degrees.

**142. Do target promotion in departments or courses with low response rates, if opting to promote the NSS.**

During the NSS fieldwork, Ipsos MORI will share response rate information with providers, which can be used to identify targets for promotional campaigns. Please note, promotion of the NSS is not a requirement for the NSS 2021.

**143. Do inform students that they are free to interpret the survey questions how they wish.**

Questions for the NSS are self-explanatory. Students should be informed that they should answer the survey questions however they interpret them.

**144. Do hold voluntary NSS completion sessions.**

Organising completion sessions is an effective way to encourage students to complete the survey. However, these sessions must be voluntary and abide by the relevant providers Covid-19 safety measures.

**145. Do ensure students have total privacy when completing the survey.**

Students must not feel pressured to respond in any particular way. Therefore, staff should respect students' privacy when they are taking the survey. If opting to host voluntary completion sessions, staff must not look at students' screens or at the responses they are giving and [must abide by the relevant provider's Covid-19 safety measures](#).

**146. Do use incentives or a prize draw to promote the survey.**

Incentives and prize draws are both proven to be effective in improving response rates. This can form a part of the promotional campaign. Students should be made aware that there is no link between how they respond and their chances of winning a prize. Completion of the survey cannot be a condition to entering the online prize draw as all eligible students have an equal chance of winning. Please see the [MRS guidelines on incentives and prize draws](#) for more information. **Do ensure that all staff are aware of the guidelines.**

147. To facilitate understanding of the guidelines and to prevent inappropriate influence in the promotion of the NSS, there is a digital help card which can be circulated to academic staff, staff in professional services such as administrative or student support staff, or any other members of staff in a student-facing role.

**Do not:**

**148. Do not embed NSS marketing activity in broader provider promotional activities, for example 'Pride' and 'I Love' campaigns.**

A clear division between marketing campaigns must be made to ensure all promotion of the NSS is neutral. This includes 'you said, we did' campaigns, where it must be clear that particular changes came about from the NSS rather than from internal campaigns.

**149. Do not combine the NSS with other surveys being undertaken at the provider.**

If providers opt to promote the NSS, it must be promoted independently, and students must not be led to confuse the NSS with other surveys, whether internal or external, undertaken at the provider.

**150. Do not explicitly or implicitly advise students on how to interpret the survey.**

It is very important that students are not influenced on how they interpret the survey questions or response scale. These are self-explanatory and students should be left to interpret them in a way they see fit. Therefore, providers are not permitted to explain the meanings of questions or responses. This includes defining 'neither agree nor disagree' as a negative response or comparing the response scale to another scale with a different purpose (e.g. assignment marking schemes).

**151. Do not advise or request students to respond in a certain way.**

Providers are not permitted to recommend that students respond in a certain way, e.g. 'I recommend that you select agree or mostly agree' or provide standard or example responses.

**152. Do not make entering a prize draw conditional on completing the NSS.**

Prize draws have been proven as a good way to encourage student interest in the NSS. However, taking the NSS cannot be made an explicit condition to enter the prize draw, as all students eligible to take the NSS can enter, not just those who complete the survey.

**153. Do not link the NSS to league tables, job prospects and the perceived value of students' degrees.**

Providers are **not** permitted to tell students that negative responses could make their degrees look bad to future employers. There should be no link made between completion of the survey and employers' perceptions of positive and negative outcomes. This includes links between the NSS and university league tables or the TEF.

**154. Do not indicate that the survey is compulsory.**

Participation in the NSS, while beneficial to providers, is completely voluntary for students.

**155. Do not make it a requirement or pressure students to attend dedicated NSS sessions.**

Arranging these sessions is allowed however providers should not enforce them or make students feel there may be consequences if they do not attend.

**156. Do not take students through the survey on an individual basis.**

Providers should not stand or sit beside students when they are completing the survey or take them through their responses question-by-question. Students should be given due privacy so they can respond with honesty. [Staff and students must always abide by the relevant provider's Covid-19 safety measures.](#)

**157. Do not complete the survey on behalf of the student**

The survey should not be accessed or completed on behalf of the student. The NSS is a strictly confidential student feedback survey and should only be completed by the eligible student.

158. This is not an exhaustive list and providers should be alert to other possible types of inappropriate influence.

## What could the consequences of inappropriate influence be for my provider?

159. Where a concern or allegation is raised, it will be investigated by the OfS through the Allegations Procedure<sup>4</sup>. If an investigation were to find that promotional activities and/or marketing materials had resulted in inappropriate influence, whether intentional or unintentional, the integrity of the NSS data could be called into question. The OfS (in partnership with the UK funding and regulatory

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<sup>4</sup> <https://www.officeforstudents.org.uk/advice-and-guidance/student-information-and-data/national-student-survey-nss/inappropriate-influence/>

bodies) could take action to suppress the affected NSS data for the provider meaning that no NSS results would be published for the affected courses in that specific year, nor would it be available to use in marketing activities, learning enhancement work or inclusion on Discover Uni, the OfS's website etc.

160. More information on the Allegations Procedure for raising concerns, and how the OfS deal with allegations of inappropriate influence, can be found in their guidance 'National Student Survey: Procedures for investigating allegations of inappropriate influence on survey results'; this guidance can be read in full at <https://www.officeforstudents.org.uk/advice-and-guidance/student-information-and-data/national-student-survey-nss/promotion-of-the-nss/>
161. If you have any questions or concerns regarding inappropriate influence, please speak to the survey manager at the provider or to the person who deals with the provider's data submissions, who should be able to provide further guidance regarding 'inappropriate influence' in student surveys. Alternatively, please do not hesitate to contact the OfS Allegations team at [NSSAllegations@officeforstudents.org.uk](mailto:NSSAllegations@officeforstudents.org.uk) or Ipsos MORI at 020 8861 8110 or [nss@ipsos.com](mailto:nss@ipsos.com) who can pass this on to the OfS for investigation.

# NSS Marketing Materials

## Ipsos MORI Marketing Packages

162. To reduce burden on providers, for 2021 the OfS no longer requires providers in England to promote the National Student Survey. You can still choose to promote the NSS if your provider wishes to do so. The Good Practice Guide outlines guidance for [Promoting the NSS](#) and parameters around [creating your own marketing materials](#).
163. Ipsos MORI will promote the survey to students through a communication schedule and the production of marketing materials, as detailed in this Good Practice Guide.
164. **This guidance applies to providers in England only.** Providers in Northern Ireland, Scotland and Wales are still required to promote the survey to their students and should refer to the separate Good Practice Guide for these nations.
165. Providers will be sent hard copy marketing materials by Ipsos MORI, if they have requested them via **the order form**. It is not compulsory to use the marketing materials provided (free of charge).
166. Listed contacts at providers should have received a separate form for NSS poster orders on 7 October. For more information, please see the **NSS Set up Guide**, available via the NSS Extranet.
167. The deadline for requesting posters was **23 October**. Orders completed by this date will be delivered from the **w/c 2 November**. Please contact Ipsos MORI if you require hard copy materials but did not submit an order by this date.

## Hard copy materials

### 168. Posters

- NSS hard copy posters are available in two sizes: A3 and A4. Providers often display posters in prominent positions where there is a lot of student traffic. The A0 poster will be made available as a digital file only.
- Please note that the poster design is different each year. The 2021 campaign has been designed by Ipsos MORI, working with professional designers and in consultation with students.
- Providers are permitted to request the poster design files from Ipsos MORI to adapt the poster for their own provider. However, they are only permitted to add a provider logo and/or provider-specific text, e.g. prize draw information or 'you said, we did' examples. Any adaptations of the posters have to be approved by Ipsos MORI and the OfS.

## Digital Materials

169. In addition to the hard copy marketing packages from Ipsos MORI, a range of electronic materials will be available to all providers to help them promote the NSS.

### Available materials:

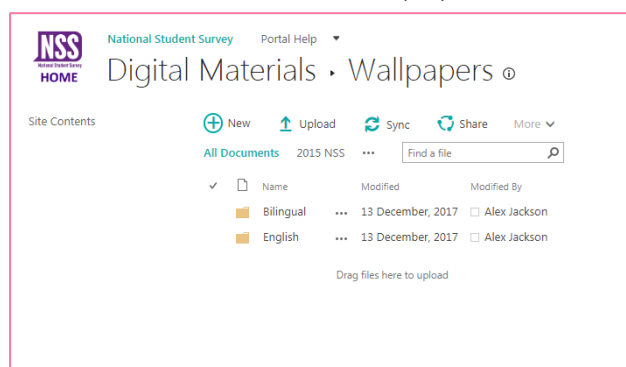
#### 170. Flyers

- The flyer is available in the 2pp A4 sheet for digital dissemination to students and is based on the poster design. It contains key information to encourage students to complete the survey. The flyer is not available in hard copy due to the risk of coronavirus transmission.

#### 171. Banners & Wallpapers

Ipsos MORI will provide a range of electronic banners and wallpapers for providers to use.

- The wallpapers can be installed on computers in IT suites and can be displayed on computer/plasma screens around campus. Desktop wallpapers are supplied in a range of sizes. For optimum display at the provider, use a wallpaper that corresponds (if not exactly, then as close as possible) to the resolution of your computer/device screens.
- Static and animated electronic banners can be placed on the relevant provider websites (VLE, intranet, etc.). There are horizontal and vertical banners available which can be used on electronic communications from the provider, e.g. an email signature, internet/intranet/extranets, articles/newsletters as well as social media.
- There are hyperlinked banners provided (vertical and horizontal), which once clicked, will direct students to the official survey website: [www.thestudentsurvey.com](http://www.thestudentsurvey.com).
- All electronic items will be available to download from the NSS Extranet home page by the end of November 2020. These can be downloaded by clicking on the three-dotted menu next to each file and selecting 'Download'. Listed Main, Second and Marketing contacts will be notified when the materials are available.



#### 172. Social media-specific banner

- A static banner that can be posted on social media (e.g. Instagram story). The banner is optimised for mobile phone usage. Providers can upload the banner to their Instagram account and add a link/comment to direct students to the NSS website. For example, "swipe up to complete the NSS". Similar to Facebook's reaction feature, viewers can react to Instagram stories by selecting one of the 'quick reactions': laughing, shocked, heart-shaped eyes, sad, clapping, fire, celebration and 100. The banner will be available on the [NSS Extranet](#) homepage.

### 173. NSS Video and YouTube Channel

- A short video will be available to providers. The animation is linked to the poster design and conveys the key messages of the NSS including how students can complete the survey. It can be played on plasma screens around campus and uploaded to provider websites, as well as any social media profiles to promote the survey. The video will be available to download from the 'Official Video' area on the NSS Extranet home page. Higher quality versions will be hosted on YouTube and the URL will be communicated to providers.
- Please note that Ipsos MORI manages a dedicated NSS YouTube channel 'TheStudentSurvey': <https://www.youtube.com/user/thestudentsurvey>. If you opt to create your own NSS videos and advertisements, please send the URL to Ipsos MORI and we will upload it to the NSS channel.

### 174. Logos and icons

- The NSS logo is available for providers who would like to print/create additional marketing materials themselves. The logo can be used on promotional giveaways, e.g. stationary, USBs, t-shirts, stickers, shopping bags, etc. as well as other marketing materials. Ipsos MORI will also provide a small icon version of the NSS logo that can be used on the relevant provider websites (VLE, intranet, etc.) for students to click to be redirected to the survey website. *Please consider Covid-19 safety measures at all times.*
- Please note that only the logos and icons are downloadable; Ipsos MORI will not produce any additional items. The NSS approved logos and icons will be available in the 'Logos & Icons' area on the NSS Extranet home page.
- If you have any queries about using these items, please contact the NSS Helpline at [nss@ipsos.com](mailto:nss@ipsos.com).

### 175. Quick Response (QR) code

A QR code will be included on all hard copy promotional materials. Students can use mobile devices to scan the image and be redirected to [www.thestudentsurvey.com](http://www.thestudentsurvey.com) to complete the online survey. The QR code will be available to download from the 'Logos & Icons' area on the NSS Extranet home page. Providers can use the QR code on hard copy materials if they opt to create these internally.

### 176. Other supporting materials

Ipsos MORI will also provide template examples of communications, some of which can be found in the [Annexes](#).

- Provider Intranet Template
- Circular letters
- Presentation slides
- Helpcards

## Creation of Own Marketing Materials

177. Providers in England who opt to promote the NSS are required to review the parameters around creating their own marketing materials.<sup>5</sup>

178. If they want to providers can still create their own internal promotional materials, either by adapting the marketing materials supplied by Ipsos MORI or by creating their own artwork.

### 179. Adapting Ipsos MORI marketing materials

Providers are permitted to adapt the Ipsos MORI supplied marketing materials, however, restrictions apply. The provider's logo and promotional text can only be added to the poster design. However, the fundamental content of the poster cannot be adapted and the ratios of the NSS and funder logos cannot be changed. Providers wanting to adapt the national campaign will need to request the design files from Ipsos MORI. All amended artwork must be sent to [nss@ipsos.com](mailto:nss@ipsos.com) for approval to ensure that it remains brand compliant.

## Creating original artwork

180. Any internal marketing campaigns must include:

- **The NSS logo**  
Please ensure the updated logo is used on any provider materials (available from the [NSS Extranet](#) home page).
- **The survey web address**  
[www.thestudentsurvey.com](http://www.thestudentsurvey.com) or portal address to redirect to this site.
- **The relevant funders logos**  
The Office for Students (OfS), Department for the Economy Northern Ireland (DfE NI), Higher Education Funding Council Wales (HEFCW) or Scottish Funding Council (SFC) and Ipsos MORI logos (available from the NSS Extranet home page).

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<sup>5</sup> It is no longer a requirement for providers in England to promote the National Student Survey to their eligible students.



181. Providers must ensure that the messages around the NSS are clearly communicated to their eligible students. If customised text is used, it should:

- Aim to encourage students to voice their opinion (what they liked and did not like about their student experience);
- State the purpose of the NSS and its target audience of mainly final year undergraduates;
- Encourage students to complete the survey and invite honest feedback;
- Not influence responses inappropriately; and
- Inform students that the survey is run by Ipsos MORI, an independent research agency

182. Please also note that the NSS has a strict policy of not making any references to commercial brands. Any promotion of the NSS must not include any defamatory, offensive, political or unlawful content.

183. **What method of completion should we suggest to our students?**

The survey can be taken via laptop/computers or mobile devices (e.g. smartphones and tablets). Therefore, we recommend suggesting **online** participation in communications and marketing materials. Students can also be redirected to the survey website via provider portals.

184. The survey website [www.thestudentsurvey.com](http://www.thestudentsurvey.com) goes live on **Wednesday 6 January 2021**. Regardless of your provider's chosen start week, **ALL** eligible students can complete the survey from this date. Initial email invitations will be sent on the Thursday of each start week from the w/c 11 January. Providers therefore have the first few weeks of fieldwork, or first days of their start week, to launch their own promotional activities and engage students, should they want to.

185. Please note that students can also complete the survey via the telephone. If students do have a preferred method of contact, they can opt out of a contact mode online at [www.thestudentsurvey.com](http://www.thestudentsurvey.com) or contact the Ipsos MORI student helpline at [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com).

# Annexes

## 1. Provider Intranet Template

### Provider/Subject/Department Intranet Template:

*The National Student Survey (NSS) 2021 is now live at [\[provider\]](#). The survey is open to mostly final year undergraduates, who can complete it now at [www.thestudentsurvey.com](http://www.thestudentsurvey.com).*

### **What is the NSS?**

*The NSS is a nationally recognised annual survey aimed at final year undergraduates in the UK. The survey provides students with an opportunity to give their honest opinions on what they liked about their time on their course at [\[provider\]](#) as well as things that they feel could have been improved.*

*The survey is administered by [Ipsos MORI](#), an independent market research agency on behalf of the UK Higher Education Funding and Regulatory Bodies, so responses remain anonymous to your university or college at all times.*

### **Why should I take part?**

- *The NSS provides you with the opportunity to provide honest feedback on your student experience;*
- *Your opinions will be used to improve the student experience at [\[provider\]](#);*
- *The feedback you submit is taken very seriously and inform the quality assurance system with regards to teaching quality;*
- *Results are used by prospective students, their families and advisors to make decisions on what and where to study.*

*Give Your Views at [\[provider\]](#).*

### **What happens with the results?**

*The NSS results are made publicly available to help prospective students, their families and advisors make informed decisions of where and what to study. Providers and supporting Students' Unions also use the data to identify areas of strengths and weaknesses, and bring about change and enhancements to improve the learning experience for future generations of students.*

*Data from previous surveys are available on [Discover Uni](#).*

## 2. Letters/Memos

### 1. Email to Eligible Students

Dear *[student]*,

It's time to take part in the [National Student Survey \(NSS\) 2021!](#) Whether your time at *[provider]* has been great, or you feel there are aspects that could be improved, use this unique opportunity to confidentially give your views on the time spent on your course at *[provider]*.

Your opinions do matter and will help improve the experience of future students at *[provider]*. We used the feedback from previous students, to implement the following changes to enhance your learning experience: *[example of changes made by NSS results e.g. extended library hours, better access to personal tutors, invested in more PCs in campus]*.

NSS results are publicly available through [Discover Uni](#) and are a valuable source of public information about higher education. Prospective students, their families and advisors use this information to make their decisions of where and what to study. So we want you to give your views!

If you are eligible for the survey, [Ipsos MORI](#) will contact you by email during *[survey start week]* to invite you to fill in the survey online. However, you can complete the NSS online or via a mobile device at [www.thestudentsurvey.com](http://www.thestudentsurvey.com) at any time from 6 January 2021 to 30 April 2021.

Thank you in advance for taking part in the NSS!

## 2. Memo to Staff

### **The National Student Survey 2021**

*The National Student Survey (NSS) 2021 will launch at [provider] on the [survey start week]. The NSS is a survey of mostly final year undergraduates in England, Northern Ireland, Wales and Scotland. UK universities, 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, Northern Ireland and Wales, and other providers with specific course designation in England will be participating. The NSS is commissioned by the [Office for Students \(OfS\)](#), on behalf of the UK funding and regulatory bodies, and will be administered by [Ipsos MORI](#), an independent research company.*

*The NSS results are made available to participating providers annually and are published nationally on the [OfS](#) and [Discover Uni](#) websites.*

*Promotion of the NSS at a localised level is a key factor in achieving the required response rates for results to be made publicly available. Good response rates ensure that NSS data can be made available to prospective students, providers 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 inappropriate influence help card [[attach Ipsos MORI's Inappropriate Influence Help Card](#)] for more information. All internal marketing activities should have the aim to raise awareness of the NSS amongst mostly final year undergraduate students and encourage students to give honest and confidential 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 provider 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 take part in the survey online at [www.thestudentsurvey.com](http://www.thestudentsurvey.com) (via computer or mobile device) before 30 April 2021. 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 the [OfS](#) in relation to promotion 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](mailto:nss@ipsos.com). If your students have any questions, please direct them to [www.thestudentsurvey.com](http://www.thestudentsurvey.com) or they can contact the student helpline at [Ipsos MORI](#) directly at [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com).

Many thanks for your help.

[\[NSS Champion\]](#)

### 3. Briefing for Course Reps

#### **The National Student Survey 2021**

The National Student Survey (NSS) 2021 will launch at [provider] on the [survey start week].

The NSS is a survey aimed at final year undergraduates in England, Northern Ireland, Wales and Scotland. UK universities, 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, Northern Ireland and Wales, and other 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 areas including teaching quality, learning opportunities, academic support, organisation and management, learning resources, learning community, student voice and overall satisfaction.

The NSS provides a powerful resource for informing providers 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 provider and subject needs at least 10 students and 50% of eligible students to respond. 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. campus shops or on social media sites. In order to ensure that [provider] achieves the required response rates for publication of the 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 have been taken into account in previous years and highlights the changes that have 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 participate in the survey online at [www.thestudentsurvey.com](http://www.thestudentsurvey.com) (via computer or mobile device) before 30 April 2021. 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](mailto:nss@ipsos.com). If your students have any questions, please direct them to [www.thestudentsurvey.com](http://www.thestudentsurvey.com) or they can contact the student helpline at [Ipsos MORI](mailto:ipsos MORI) directly at [thestudentsurvey@ipsos.com](mailto:thestudentsurvey@ipsos.com).*

*Many thanks for your help.*

*[NSS Champion]*