

STUDENT SATISFACTION SURVEY

UNITEC INSTITUTE OF TECHNOLOGY

2009



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Executive Summary - Introduction and Method

The Student Satisfaction Survey is structured to gain feedback from students on a wide range of aspects of their experience at Unitec by asking questions about student services, and about their programmes of study. A further report on students' opinions of their programmes of study will be provided at a later date. This Student Satisfaction Survey report was written by the USU Students' Association at Unitec for Unitec and has been reviewed throughout the draft stages by the Unitec Leadership Team. The report contains an analysis of students' responses to questions about all services listed on the contents page, and also provides an overview of services at the beginning of each grouping.

The survey was constructed on Survey Gizmo in a similar fashion to previous years' surveys, using the same or very similar wording. Students were asked to respond to questions about awareness, then importance and then, if they had used the service within the past year, satisfaction according to a scale of 1-5, as the example below illustrates (fig.1).

Q. How satisfied were you with the service you received from the Library?

1	2	3	4	5
very dissatisfied	dissatisfied	neutral	satisfied	very satisfied

Fig. 1. An example of the rating scale that students were asked to respond to.

At the time the survey was conducted students enrolled at Unitec numbered 14,552. The number of students who responded to the survey was between 2,100 and 2,629 although this fluctuates throughout the survey as some participants drop out of the survey before completing it. Therefore, 18% of students enrolled at Unitec participated in the survey in 2009. The survey was conducted between 15th May 2009, until 18th June 2009.

In terms of marketing the survey, three emails were sent out to all students asking them to fill it in. Two emails were sent from USU to all students and one was sent from Rick Ede, Unitec's CE, urging students to participate. An email was also sent from USU to Unitec Staff asking them to remind students to participate.

Posters were displayed across Unitec and ASK IT arranged pop-up messages to remind students about the survey when they logged on to computers at Unitec. Student Reps. across Unitec were also asked to encourage students to fill in the survey. Issue 5 and 6 of the student magazine *In Unison* advertised the survey with full page advertisements and the USU Website's homepage carried a banner advertisement with a link to the survey. The survey link was also uploaded on BlackBoard and on the MyUnitec student portal.

The survey itself reflects how the students who participated viewed the services on offer at Unitec, and indicates their usage of the services, but is not able to determine the level of usage in a precise manner. This is always better established through the logging of user activity at the point of service.

The chart below (fig. 2) indicates the validity of the sample of student respondents to the 2009 survey, in comparison to a demographic account of all students enrolled at Unitec in July 2009. The survey sample is fairly representative except for its under-representation of part-time students. It must be remembered that Unitec offers a large number of block and short courses so that, whenever the survey is conducted during an academic year, the response rate for part-time students will always be significantly lower than for other groups. Bearing this in mind, Unitec might at some point wish to look into surveying part-time students separately about their experiences.

	Unitec	Survey Sample
Female	45%	49%
Male	55%	51%
Part-time	52%	19%
Full-time	48%	81%
International	12%	12%
Domestic	88%	88%
15 to 19 years	16%	26%
20 to 24 years	25%	31%
25 to 29 years	13%	14%
30 to 34 years	9%	8%
35 to 39 years	9%	8%
40 to 44 years	8%	5%
45 to 49 years	7%	4%
50 to 54 years	5%	3%
55 to 59 years	3%	1%
60 to 64 years	2%	0%
65 or over	2%	0%

Fig 2. Comparative demographic table outlining the validity of the survey's sample in relation to the overall Unitec student profile.

Importantly, certain anomalies in the survey and the data collected must be noted. As in previous years a question as to whether students were international or domestic constituted part of the demography section of the survey, and therefore there are no awareness or importance ratings in the parts of the survey which refer to the International Experience (including the Unitec International Office and the USU International Events Programme); this will be rectified for the 2010 survey. Sometimes, in the individual reports, comparisons are not made between the 2007 and 2009 results; this is because the data was not able to be meaningfully extracted, or the question was not asked in the 2007 survey. A problem also occurred with the section on the USU Executive. Students tended not to recognize this as a service, and so most responses to this section were registered as 'neutral', making the data collected implausible to report upon. This section will be re-examined for the 2010 survey. The survey included a section where Maori students expressed opinions about the quality of the Maori experience at Unitec. These findings will be included in the final draft of the survey. A separate academic report will also include a section on Maori students who were asked about their experience of a Maori dimension in their programmes of study. In certain sections of the survey it was not appropriate to ask students about usage, importance or awareness, for example in the teaching facilities section. This was because, as far as teaching facilities are concerned, all students are aware that they exist and believe them to be important.

An important strategic gap was identified with this survey process. The survey currently identifies service satisfaction according to statements provided by a sample of students, but it is an insufficient tool for measuring the utilization of the services and service outputs. Hence the survey fails to measure the relationship between delivery and retention, which is presumably the reason for establishing many services at Unitec.

Finally, there appear, in reflection, to be certain gaps in the data the survey was able to provide. For example, a more effective internal marketing strategy for student services has been recommended in many cases. This is significant if we consider that the Unitec Website itself was not included as part of the survey. Other services notably absent from this survey include the following: The Copy Centre; The Travel Centre; Carrington's; UNIMART; The Bookshop; The Vet Clinic; The National Bank; Cut Above; Security and Waitakere's Student Services Centre. It is inconsistent not to survey students about the service offered at the information desk in the Waitakere Student Services centre when USU Information/Reception is included. Including these services is something to consider for 2010.

Executive Summary - Summary of Findings

OVERALL STUDENT SATISFACTION

The majority (79%) of the students who took part in the 2009 Student Satisfaction Survey reported that they were satisfied or very satisfied with their student experience at Unitec. This overall opinion closely mirrored the satisfaction rating of all 35 services surveyed, which gained an average of 78% for student satisfaction. This overall student satisfaction figure of 79% was an increase of 7% on the 2008 rating of 72%, and was level with the 2007 satisfaction rating. Seven percent of students surveyed reported that they were dissatisfied or very dissatisfied with their experience.

SATISFACTION WITH INDIVIDUAL SERVICES

The five top performing services in terms of satisfaction were Maia (90%), the Sports Centre (90%), the Centre for Pacific Development and Support (CPDS) (89%), USU Events and Activities (88%) and Course Information & Campus Help (88%). It is significant that the results were higher for Maia (98%) and the Centre for Pacific Development and Support (CPDS) (93%) when filters were used to identify the particular experiences of Maori and Pacific students.

DISSATISFACTION WITH INDIVIDUAL SERVICES

The services that the students surveyed were most dissatisfied with were the Student Village (42% dissatisfaction), the Food and Drink outlets (19% dissatisfaction), Early Learning Provision (18% dissatisfaction), Facilities - Common Space (17% dissatisfaction). Results for Early Learning Provision, The Counseling Centre and The Careers Centre indicated that there were issues with waiting lists rather than service delivery or service quality.

IMPORTANCE RATINGS

The top five services for importance amongst the students surveyed were The Library (96%), Course Information & Campus Help (89%), StudyLink (89%), Food and Drink outlets (88%) and USU Student Job Search (SJS) (88%). Importantly, Studylink, USU Student Job Search (SJS) and Food and Drink outlets featured in the top 10 services that students were most dissatisfied with. This is worrying as any services with very high importance for students need to perform at a high level. The overall average for importance of services offered at Unitec was 69% which may indicate that some services might not be relevant to many students.

AWARENESS RATINGS

The top five services for awareness amongst the students surveyed were The Library (99%), Food and Drink outlets (95%), USU Website (95%), USU Events Programme (95%) and USU's In Unison (93%). The overall average for awareness of services offered at Unitec was 74%. Te Puna Ako rated the lowest of all services for awareness amongst those students surveyed, at 36%. Given that the survey sample constituted only 18% of all students at Unitec this figure for awareness might be considerably lower in reality.

Notably, services under the Executive Directorate of Student and Community Engagement averaged only 64% for awareness among those students surveyed, indicating that a clear third of those students surveyed were unaware of core retention services at Unitec. Significantly, there is a strong correlation between a lack of awareness of services and a lack of perceived importance among students, inasmuch as the awareness of something might in fact generate its importance in students' minds. Furthermore, it was noted in quite a few cases that students' initial lack of awareness about a service, that they later discovered they really needed, resulted in disaffection. Suffice to say that marketing a service should be a duty, once that service is operational.

EXTERNAL SERVICES

There were two anomalous services, Early Learning Provision and StudyLink, which did not seem to have direct reports to either Unitec or USU. Something of a theme emerged where non-aligned services (external contractors) correlated to poor or unmonitored performance. Notably, many non-aligned contractors' services like bookshops, the licensed café and banking service have not been currently or historically surveyed, possibly because of the external ownership factor. Some of these services are critical to the student life-cycle and need to be brought within the scope of student satisfaction measurement. A list of suggestions for inclusion in the 2010 survey is contained within in the previous section on method.

CONCLUSION

In conclusion, the students surveyed seemed satisfied with Unitec overall, in terms of service provision, with areas of excellence in some pastoral services. It would be useful to conduct further analyses of Maia and the Centre for Pacific Development and Support to determine whether aspects of these services could be mirrored within other services, or whether certain aspects could be taken as best practice for all services.

Negative hot-spots have been identified in this report in high-profile service areas such as facilities and externally contracted services, indicating that greater knowledge and care of student focused provision is required.

Communication and coordination across all the services surveyed is markedly inconsistent, perhaps indicating that services may be currently under-utilized and in need of a more over-arching vision. For example, if all student services worked from the same reporting template, the Student Satisfaction Survey could develop a data analysis element, and move towards triangulation (cross-referencing results to improve the validity of findings). It may be useful to conduct further deeper research with the student service providers in order to identify the challenges they face within the multi-campus and diverse student demography that characterizes Unitec. Further, most of the student services stretch across five senior executive positions, USU and multiple external providers. To work at its best, this system needs to sit within in a model of measurable, consolidated and frequently bench-marked service provision.

CORE RECOMMENDATIONS

Recommendations are contained throughout this report in relation to individual student services and also in relation to Leadership Team service clusters. The recommendations below are the overall recommendations for Unitec to consider as a result of the survey's findings.

- 1.** That Unitec conduct an external review of the Student Residential Village due to serious health and safety issues.
- 2.** That Unitec take immediate action to remedy the poor quality of facilities identified by students studying at the North End of the Mt Albert campus, and that a plan of action is communicated to students as soon as possible.
- 3.** That Unitec develops a unified student service strategy that measures all service areas, including external contractors and those missing services identified in our methodology.
- 4.** That Unitec review the internal communication and promotion of student services on campus.
- 5.** That Unitec implements a student satisfaction component to new and existing contracts between Unitec and contractors, with a termination clause for poor performance.

Satisfaction with Services

HIGHEST SATISFACTION

SCE

SHS

SCE

USU

SCE

AD

AD

SHS

USU

SCE

USU

USU

OD

AD

USU

USU

FI

EXTERNAL

OD

USU

SCE

SCE

EXTERNAL

SCE

SCE

SCE

USU

FI

USU

FI

SCE

USU

FI

FI

FI

MAIA	90%
Sports Centre	90%
Centre for Pacific Development	89%
USU Events & Activities	88%
Course Info & Campus Help	88%
Te Puna Ako	87%
Library	86%
Health Centre	85%
USU Clubs	85%
Chaplaincy	85%
USU Information/Reception	84%
USU International Events	81%
Conciliator	80%
Language Learning Centre	80%
USU Website	79%
USU Sport	79%
Shuttle Bus	78%
Child Care	77%
ASK IT	77%
USU Advocacy	76%
Counselling	76%
Disability Liaison	73%
Study Link	73%
Careers Centre	73%
Student Funding	72%
International Office	72%
In Unison	70%
Facilities Outdoor area	69%
USU Buy/Sell (on the usu website)	69%
Facilities Teaching	69%
Student Exchange	67%
Student Job Search	59%
Food and Drink Outlets	59%
Facilities Common Space	55%
Residential Village	42%

LOWEST SATISFACTION

KEY

SCE = Student and Community Engagement

OD = Organisational Development

FI = Finance and Infrastructure

AD = Academic Development

SHS = Social and Health Sciences

USU = USU Students' Association at Unitec

EXTERNAL = Non-aligned Services

Dissatisfaction with Services

HIGHEST DISSATISFACTION

FI		Residential Village	42%
FI		Food and Drink Outlets	19%
EXTERNAL		Child Care	18%
FI		Facilities Common Space	17%
SCE		Disability Liaison	14%
USU		Student Job Search	14%
SCE		Student Exchange	11%
FI		Facilities Teaching	11%
EXTERNAL		Study Link	11%
FI		Shuttle Bus	10%
OD		ASK IT	9%
FI		Facilities Outdoor area	8%
SHS		Health Centre	8%
USU		In Unison	7%
SCE		Student Funding	7%
SCE		International Office	7%
OD		Conciliator	7%
USU		USU Buy/Sell (on the usu website)	7%
SCE		Careers Centre	6%
USU		USU Advocacy	6%
SCE		Counselling	6%
USU		Sport	5%
USU		USU International Events	5%
AD		Te Puna Ako	5%
SCE		Chaplaincy	4%
SHS		Language Learning Centre	4%
AD		Library	4%
SCE		MAIA	3%
SCE		Centre for Pacific Development	3%
USU		USU Clubs	3%
USU		USU Events & Activities	2%
SHS		Sports Centre	2%
USU		USU Website	2%
SCE		Course Info & Campus Help	2%
USU		USU Information/Reception	2%

LOWEST DISSATISFACTION

Directorate Student & Community Engagement

ANALYSIS

All services in this reporting line had a high satisfaction rating, with MAIA being the top service currently being provided by Unitec in terms of student satisfaction (with CPDS not far behind). Comments left by students indicated that a high satisfaction level may relate to the 'entire package' that MAIA and CPDS offer.

One area of concern is the relatively low awareness level amongst students of these services, which suggests it might be useful to implement a co-ordinated marketing strategy for all services. Importantly, the services grouped here relate to the general 'well being' of the student and, if Unitec is going to provide the services, then it also has a duty to adequately market them. Some comments left by students indicate a certain disgruntlement when they find out that they could have been using a service if they had known about it. Not adequately marketing services on offer risks disenfranchising students.

Comments student left about these services highlighted the difficulty in gaining an appointment with staff. Sometimes this was because students couldn't get the appointments they wanted to fit their timetable. It is unclear whether a problem with getting an appointment is due to the high demand of the service (available staff numbers not being able to meet the need) or whether it is due to an under-utilisation of staff time - which might signify a need for flexibility in working hours. A number of services, e.g. The Careers Centre, Student Funding, Student Exchange and International could benefit from maximising the use of the internet by providing forms, relevant information and links on either the Unitec or USU website.

Results	Average
Satisfaction 09	79%
Dissatisfaction	6%
Importance	63%
Awareness	64%

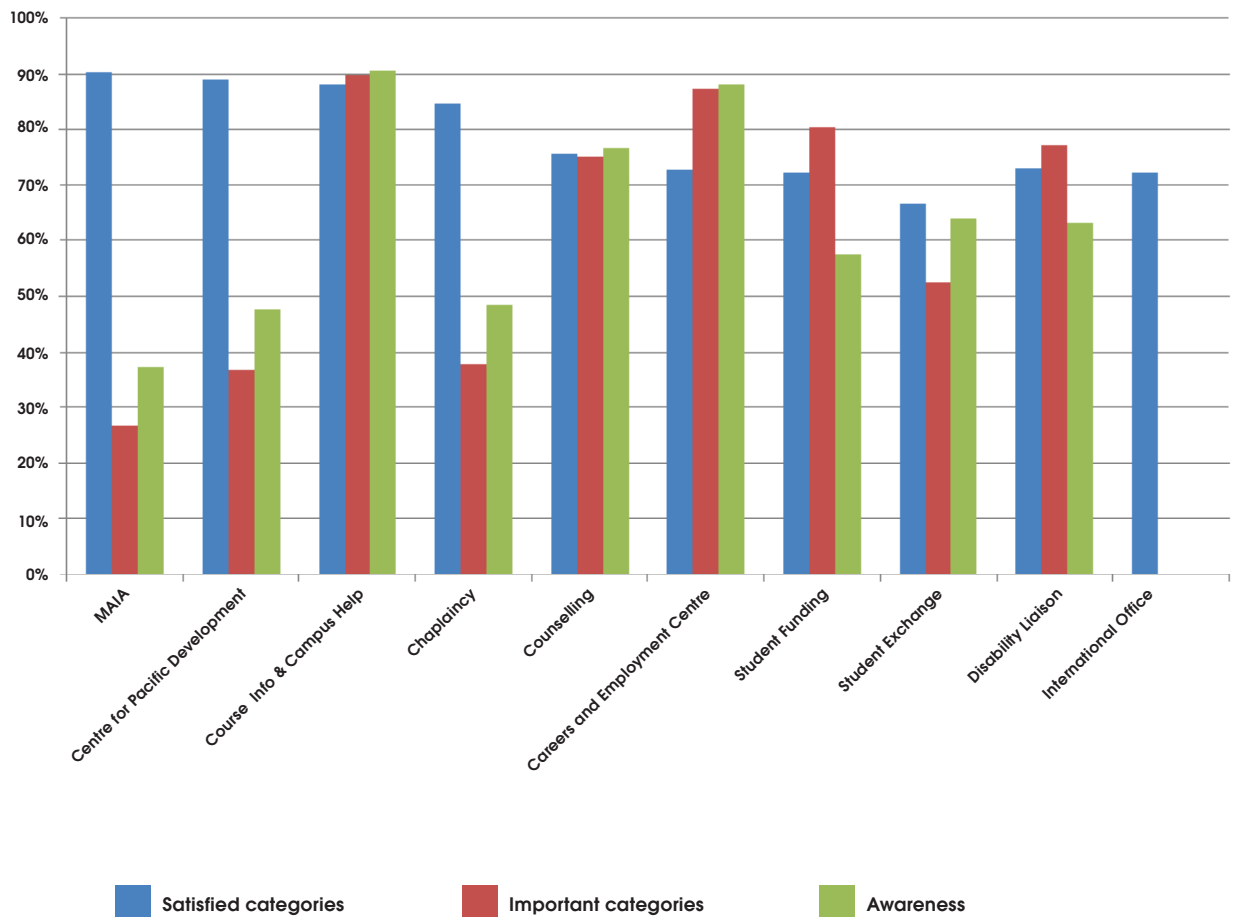
Satisfaction figure gained after awareness filter used

	Satisfied categories	Important categories	Awareness	Sample
MAIA	90%	27%	37%	103
Centre for Pacific Development	89%	37%	48%	86
Course Info & Campus Help	88%	90%	91%	764
Chaplaincy	85%	38%	48%	26
Counselling	76%	75%	77%	107
Careers and Employment Centre	73%	87%	88%	283
Student Funding	72%	81%	58%	246
International Office	72%	N/A	N/A	253
Student Exchange	67%	53%	64%	37
Disability Liaison	73%	77%	63%	22

RECOMMENDATIONS

1. That Unitec develop a strong internal marketing plan for these services.
2. That Unitec looks at ways at co-ordinating staff hours in line with student demand.
3. That these services better utilise online resources.

DIRECTORATE STUDENT & COMMUNITY ENGAGEMENT SERVICES



Student Funding

ANALYSIS

Of the students surveyed for the Student Funding service satisfaction rates relatively high, although awareness of the service rates poorly. For an important student service this is of concern. This concern deepens when we note that, of the 65 comments left by students, a third of those comments referred to Studylink. The fact that Unitec's Student Funding service has been conflated with Studylink in the eyes of some students brings Student Funding's awareness rating down even further. A lack of awareness of the service also leads to much chagrin on the part of students, as the first comment in the sample below illustrates.

The majority of the comments, however, were positive. Students found the staff very helpful, made the process easier and gave good advice about budgeting, scholarships and filling out forms for Studylink. Students highlighted a need for an increase in scholarship opportunities, more staff and better awareness of what financial assistance might be available to them. One comment, however, (2nd comment below) hints towards the fact that students may not want to reveal sensitive information about their financial situation in order to procure information. A Student Funding centre should be aware of this potential barrier to students accessing the service. Given the types of programmes that Unitec provides it is arguable that Unitec attracts a higher percentage of students from poor socio-economic backgrounds than its AUT or Auckland University counterparts, so a well advertised and well resourced student Funding Service is central to its student service structure. The data highlights that awareness is a key problem affecting the usage of this service, as less than 10% of those surveyed overall said they had accessed this key service.

Directorate Student & Community Engagement	
Satisfaction 09	72%
Satisfaction 07	80%
Importance	81%
Awareness	58%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	7%	21%	72%
Students 2007	8%	11%	80%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	2%	18%	81%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	58%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **65**

Comment Examples:

- *I only clicked yes (to the question of usage) so I could place a comment saying: I didn't even know we had a student funding and I have been struggling to put food on the table at home!*
- *Helped me with my budgeting and my loan, was a good help and made things easier*
- *They offered my advice in funding issues towards a scholarship and even info on how to apply for a grant.*
- *More staff is better, and should increase awards.*

Chaplaincy

ANALYSIS

Unitec's Chaplaincy service has the lowest student user group of all services in the sample. The sample is too low to make any real conclusions and, hence, the increase in satisfaction from 2007 can only be viewed as arbitrary. The majority of student comments about the service were positive. Students were pleased with the support, guidance and the brochures available. They found the service especially helpful during times when assignments were due. Negative comments highlighted the need for a Muslim prayer room and the creation of a formal prayer group for regular prayer meetings. Chaplaincy might benefit from inter-linking with other support services at Unitec and interfacing with the wider community and community groups.

Directorate Student & Community Engagement	
Satisfaction 09	85%
Satisfaction 07	50%
Importance	38%
Awareness	48%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	4%	12%	85%
Students 2007	0%	50%	50%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	12%	50%	38%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	48%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: 9

Comment Examples:

- *Awesome service, great people good for spiritual songs and encouraging words especially when you're stressing about your essays...*
- *Very pleased with the amount of support and guidance.*
- *Good brochures and found it beneficial.*
- *Perhaps to have a more formal group of believers meet together for prayer regularly.*

International Office

At the beginning of the survey only International students were asked about their satisfaction with the International Office and so there was no need to include a later section with awareness or importance questions.

From the sample this service shows a good satisfaction rating, and over half of the 103 comments received were positive. Many students found the staff friendly, helpful and informative.

However there was a certain amount of negative commentary. Negative feedback included the length of time it took to process forms, the difficulty of getting hold of someone in an emergency and the lack of International Office staff in Waitakere. The majority of the negative feedback concerned issues with visas. Some students felt they had received very little support when applying for visas and they were often uncertain of the necessary requirements. Other comments focused on an inability to be understood because of the language barrier.

Directorate Student & Community Engagement	
Satisfaction 09	72%

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	9%	19%	72%

COMMENTS

Number of Comments: **103**

Comment Examples:

- *I was well received at the international office when I was about to report for my course. It was a quite good experience because I was [asked] by program director about my safe arrival and accommodation in the city. It was a mental boost to me. I don't have any remarkable suggestions as I had a good experience.*
- *When we as international students apply for the visa through Unitec the information about the requirements are not all too clear and they can't expect us to travel back and forth to get information by them. Just state the proper information on the requirement list.*
- *I'm satisfied with the International office, so I think there is nothing to make better. Just in my experience, I couldn't say what I want to tell them, bcuz my Eng is bad especailly at speaking. May be, there are some students who experienced the situation like me. It means, they need, we need a special person as interpreter :) Thats all, thanks.*
- *Must be organized and true in giving the information about the application process for international students instead of creating hassle and delay.*
- *I have visited to international office so many times for so many reasons and I would like to tell you that they helped me a lot to satisfied my all needs very kindly. I really appreciated that assistance.*

Counselling

ANALYSIS

The counselling service has dropped almost 10% in satisfaction since 2007. However, the majority of the comments about counselling were positive, referring to the way counselling had helped them through difficult times and supported them in their studies in a confidential setting. Negative comments highlighted that it was difficult to get appointments that fitted in with students' study timetables, or the times they wanted, and that waiting times were too long. A need was also identified for more male counsellors and for a greater variety of methods of counselling. Half of the negative comments about the service referred to the difficulty in getting appointments and so a perceived drop in satisfaction could be attributed to a simple lack of adequate resources for this service.

Directorate Student & Community Engagement

Satisfaction 09	76%
Satisfaction 07	85%
Importance	75%
Awareness	77%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	6%	19%	76%
Students 2007	4%	10%	85%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	21%	75%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	3%
EDSCE Cluster Average	6%
Institutional Average 2009	4%

COMMENTS

Number of Comments: **39**

Comment Examples:

- *I tried to book the counsellor who helps English learners several times but her sheet was always full. I hope we can get more opportunity.*
- *Maybe you should have more male counsellors as there are only currently 2 which makes it hard to get an ideal session time when you are only interested in seeing a male for your counselling*
- *Perhaps a greater variety in the methods of counselling would be beneficial as not everyone can be conformed to one single practice.*
- *I appreciated the relaxed, supportive and accommodating way that such a service was made available to me in. It felt respectfully confidential.*
- *Response took 2 weeks*

ANALYSIS

This service had very high importance and awareness ratings amongst the students surveyed, but its satisfaction rating, at 73%, sits 7% lower than two years ago. Employment is Unitec's second core business (aside from education) and so it will always be important for students. 27% of student users of this service chose not to indicate satisfaction with it; this is a reasonably significant finding. 50% of comments from students were positive about the service. There also appeared to be some confusion between Careers and SJS. Some students described the service as valuable and the staff were helpful and friendly, and others enjoyed receiving job opportunities via email. Negative feedback revolved around difficulty in getting to see a staff member, or limited contact time with staff and a lack of jobs. Students also highlighted the need for careers to liaise with recruitment companies and trades industries.

Directorate Student & Community Engagement	
Satisfaction 09	73%
Satisfaction 07	80%
Importance	87%
Awareness	88%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	6%	21%	73%
Students 2007	4%	16%	80%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	2%	11%	87%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	88%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **93**

Comment Examples:

- *The Centre offers a variety of career opportunities, provides training sessions which are very helpful and of great importance and of high level of service! I really appreciate their work! Can't say any negative aspects, only positive which comes into mind!*
- *More jobs would be ideal.*
- *It's great. I get job vacancy emails which suit my career.*
- *It would be good if the centre can make a link with other recruiting so this will increase the chance for students to find work because most of the jobs got through job search is not enough according to some people.*
- *I was happy with the service but felt I was just another student, keep the line moving, etc. I would have liked to have more time there and not be shunted out once we were finished.*

Disabilities Liaison Centre

ANALYSIS

With such a small sample size it would be unwise to draw any conclusions about a drop in satisfaction since 2007. However the awareness of this service amongst students is markedly low.

The majority of the comments from students about this service were positive. They said that the staff members were helpful and encouraging and that the service offered the opportunity for students with disabilities to excel in their studies. Suggestions made by students included increased awareness around mentoring, the introduction of disability parking stickers and a greater awareness of the service.

As the figures show - awareness of this service amongst the total students surveyed was low. This is also borne out by students who commented thus.

It seems that this service would benefit from greater internal marketing to students - pre and post enrolment, concentrating on its existence, yet also specifically about the range of things it can do to help students.

Executive Directorate Student & Community Engagement

Satisfaction 09	73%
Satisfaction 07	84%
Importance	77%
Awareness	58%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	14%	14%	73%
Students 2007	17%	0%	84%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	20%	77%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	58%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **15**

Comment Examples:

- *I am very glad with the establishment of the Disability Liaison Office at UNITEC. I passed with distinction grade in my 1st semester course because I got an interpreter and a note taker organized by the staff. Thankful to them for such a good service to me.*
- *It's great that there is a disability office at Unitec so that as a group we can be represented and, personally, that there is somewhere to go if I have a problem related to my disability.*
- *Make their services more known.*
- *Could we have mentors offered. I didn't know we could have mentors until my reader/writer mentioned it. Thanks.*
- *That they are very good and helped me a lot with things.*

MAIA Maori Development Centre

ANALYSIS

Maia boasts the highest satisfaction rating of all services at Unitec. However, its low awareness and importance rankings indicate its existence, whereabouts and functions are being under-communicated. That 25% of Maori students surveyed were not aware of the service signals a significant problem. 36% of Maori students surveyed thought Maia was not important or were neutral on the matter. This may indicate the need for further research to ratify and investigate this finding and to determine whether or not the service should be looking at expanding its range of functions.

The majority of comments about MAIA were positive. Students appreciated the staff, the support they provided, the free lunches and the welcoming atmosphere. Negative comments highlighted the need for more awareness of MAIA, and the need for more staffing at the Waitakere campus. Importantly the negative comments were not critical of the service itself, but were resource-based. In short, even student users were aware

that Maia could be advertised more effectively. When students access this service there is very high satisfaction, therefore there needs to be stronger internal marketing.

All in all Maia's outstanding satisfaction rating amongst those students that use the service and think it is important could be examined as a success case study in student service provision.

Directorate Student & Community Engagement	
Satisfaction 09	90%
Satisfaction 07	95%
Importance	27%
Awareness	37%
Satisfaction (Maori Students)	98%
Importance (Maori Students)	58%
Awareness (Maori Students)	75%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
MAIA all Students 2009	3%	7%	90%
MAIA all Students 2007	0%	5%	95%
Maori Students only 2009	0%	2%	98%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
MAIA all Students 2009	13%	61%	27%
Maori Students only	2%	34%	58%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
MAIA all Students 2009	37%
Maori Students only	75%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **47**

Comment Examples:

- *I feel that they have not a big enough room and profile to all students. My experience with them on a daily basis is that Maori are not accessing this place as much as they should be because the profile is not out there in the social community of Unitec.*
- *We need more than one person based at Waitakere as the retention rate for Maori students is poor. For whatever reason Maori are leaving.*
- *I stumbled upon Maia and did not know that it existed, until a few weeks in to this semester. I love that I can go and study or have a kai there. I think it is a great resource for all Maori students.*
- *I've enjoyed coming to Maia, their encouragement of learning things Maori is great. They are a lovely team.*
- *It is good to have Maia support. Maia provides a very significant support for Maori students combined with the monthly lunches. Whanau lunch has been a positive way for students to talk about assignments and other issues, and feel supported.*

Centre for Pacific Development and Support (CPDS)

ANALYSIS

Of the students surveyed the awareness of this service was very poor, yet it gained a high satisfaction ranking. This is borne out by the fact that 76% of the comments received from students about the service were positive. They reported that the centre was inviting, supportive and helpful, especially in regards to their assignments and in terms of referencing skills. Negative comments referred to the high demand of the centre, thus making it difficult to get a time with staff that suited them. Also, a need was identified for an increase in group study hours. The comments indicated a perception that the service is not available to non pacific-islanders.

CPDS is a centre which appears to make a real difference to the students who access it. The data would indicate that more students would benefit from the service if awareness was increased. Awareness might also need to increase around the particular services that are available through the centre, and how and under what circumstances the centre is able to support non-pacific island students. The data suggests that this CPDS's problems are related to resources and marketing, and not the quality of the service that is provided.

Directorate Student & Community Engagement	
Satisfaction 09	89%
Satisfaction 07	88%
Importance	27%
Awareness	47%

Satisfaction figure gained after awareness filter used

Satisfaction (Pasifika Students)	93%
Importance (Pasifika Students)	72%
Awareness (Pasifika Students)	77%

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Pacifica all Students 2009	3%	8%	89%
Pacifica all Students 2007	8%	4%	88%
Pacifica Students only 2009	4%	3%	93%
EDSCD Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Pacifica all Students 2009	13%	61%	27%
Pacifica Students only 2009	4%	24%	72%
EDSCD Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Pacifica all Students 2009	47%
Pacifica Students only 2009	77%
EDSCD Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **46**

Comment Examples:

- *I use this service on a weekly basis because there comes times when I get feedback from my tutors that I find I cannot understand and because of this service my concerns are addressed and this service is also a great help with my assignments. I find this service the most effective and productive of all the services provided by Unitec.*
- *Helpful and caring, very good for guiding and directing me in all areas of support.*
- *I work as well as study and the days that the pacific group meet clash with my work commitments. I'd like there to be more days made available for group study.*
- *Personal opinion, they are always in demand, most of the good time slots are always booked. The few extra lessons or help that I've needed from the service has been of great value, because I'm one of those ones that need that extra bit of help at the end of the class and sometimes when these guys explain things to me, it's in a way that I can understand it and retain it.*
- *Very helpful. Challenging and enlightening. Just wish it was made available to all willing non Pacific students.*

Student Exchange

ANALYSIS

Although the Student Exchange service has a satisfaction rating of 67%, this is lower than many other services offered at Unitec. It also scores poorly for awareness and importance. 35% of the sample of 37 students chose not to express satisfaction with the service. This is significant considering that an overseas exchange trip constitutes a considerable upheaval for students, and is often fraught with anxiety and confusion.

Commentary was received by students enquiring about, or currently on, exchange programmes, and also from one student on exchange at Unitec from overseas. Of the positive comments, students described the service as helpful. However, the majority of the comments were negative. Negative feedback highlighted the need for information about the effect an exchange would have on their degree and information about exchange programmes relevant to their discipline. Some mentioned it was better to go through their Department. Some students also mentioned the need for information about other things like Studylink and work visas.

Student Exchange deals with a very important event in the life of a student. The data suggests that there are a few problems to iron out.

Directorate Student & Community Engagement	
Satisfaction 09	67%
Importance	53%
Awareness	58%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	11%	22%	67%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	6%	42%	53%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	58%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **13**

Comment Examples:

- *I'm very glad it's there, but when I went on exchange they offered little help in dealing with Studylink, enrolment, graduation, or any kind of other support when I got back.*
- *Currently on a student exchange in Missouri. Found the help through the exchange office really helpful. Everything got done efficiently and really fast! They also helped me get a scholarship and a lot of extra stuff over here which helped me come over. It was definitely worth doing.*
- *Very helpful and friendly.*
- *Enthusiastic, but to be honest not always very useful if you want to know real detail. From what I have been told by past exchange students, exchanges seem to work better if you go directly through your school, rather than trying to get the service to sort it out properly for you.*
- *Yeah, not enough help! I wanted more information about where I can go, they didn't have an answer for construction or something I can do overseas! Not good at all... there should be more help through the process!*

Course Information

ANALYSIS

In general the students surveyed indicated high awareness of this service and indicated that it was a very important service. Course Information also rated well for student satisfaction. The relatively high sample size of respondents further ratifies these indications.

The majority of the comments about this service were positive. The staff were described as welcoming, helpful and students commented on there being a good range of information. The small amount of negative feedback indicated inconsistent customer service, difficulty in getting through to someone on the phone, particularly at the beginning of the year, and a lack of expertise about specific programmes.

Directorate Student & Community Engagement	
Satisfaction 09	88%
Satisfaction 07	77%
Importance	90%
Awareness	91%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	2%	10%	88%
Students 2007	5%	20%	77%
EDSCE Cluster Average	6%	15%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	1%	9%	90%
EDSCE Cluster Average	6%	31%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	91%
EDSCE Cluster Average	64%
Institutional Average 2009	71%

COMMENTS

Number of Comments: **110**

Comment Examples:

- Experienced and professional, yet down to earth and helpful staff at Course info. It's why I am here today as a result of being put at ease and not feeling whakama, or shy/awkward. I over came any confidence issues that I may have had and threw myself into the academic fray! Glad to be here.
- Speedy, professional, sound advice. Very helpful & friendly staff.
- Appointment system can be improved. Most of the time it gets difficult to contact a particular person.
- All depends on who you deal with. Some of the staff were very friendly and obliging; others had attitude problems which I felt was inappropriate when they are in a position that requires them to help and give assistance to students.
- If supplementary application forms were available at course info it would complete the application process faster.

Directorate Organisational Development

ANALYSIS

The satisfaction level was high amongst those surveyed. However, these two services should not be compared due to the large difference in sample sizes. In terms of ASK IT, Unitec needs to acknowledge that, given the high utilisation of the service, any disruption could result in a high level of dissatisfaction amongst students. Strategies need to be put in place to minimize disruption in the event of issues with the IT infrastructure. Students have 24/7 access to the service. However, at present, they do not have the same access to help. Unitec should consider increasing the hours of ASK IT, at the very least to come in line with the opening hours of the computer labs. The sample size of the Conciliator and the overlap with the Advocacy service questions whether dealing with students is the best utilisation of the Conciliator's time.

Results	Average
Satisfaction 09	79%
Dissatisfaction	8%
Importance	61%
Awareness	61%

Satisfaction figure gained after awareness filter used

	Satisfied categories	Important categories	Awareness	Sample
Conciliator	80%	46%	37%	15
ASK IT	77%	76%	86%	1030

RECOMMENDATIONS

1. That Unitec implements a risk management strategy for the short term and long term around minimizing disruption of IT Systems.
2. That Unitec considers increasing the hours of the ASK IT help desk.
3. That Unitec looks into the utilisation of the Conciliator by students and notes that this work duplicates that of the USU Advocate.

The Unitec Conciliator

ANALYSIS

The sample size for this service was so small it is unwise to make any generalisations about the service. All three comments out of fifteen respondents were positive. Students said that the service provided by the Conciliator was professional, helpful and maintained confidentiality.

The low usage amongst students of this service might indicate the need for a re-examination of its role.

Directorate Organisational Development

Satisfaction 09	80%
Importance	46%
Awareness	37%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	7%	13%	80%
EDOD Cluster Average	8%	14%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	51%	46%
EDOD Cluster Average	2%	17%	81%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	37%
EDOD Cluster Average	78%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **3**

Comment Examples:

- *Very good professional, sound advice for the personal matter I took to her. Confidential & easy to talk to. Always willing to help.*
- *Helpful, friendly, professional advice.*

IT Support

ANALYSIS

Of the 1030 students who responded to this section of the survey the IT service ranked highly in terms of satisfaction, importance and, significantly, awareness.

The 303 comments left by students were generally positive about the ASK IT helpdesk, with the majority of the positive comments highlighting that they were helpful and efficient. However, some students reported that at times it was difficult to get through to the helpline, and there were requests for an after hours helpline service. The bulk of the negative comments received related to the type of equipment at Unitec, and the network systems. Students described the computers as out of date and the speed of the internet and lack of WIFI access around campus was also an issue for them.

Directorate Organisational Development	
Satisfaction 09	77%
Importance	76%
Awareness	86%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	9%	14%	77%
EDOD Cluster Average	8%	14%	79%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	21%	76%
EDOD Cluster Average	2%	17%	81%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	86%
EDOD Cluster Average	78%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **303**

Comment Examples:

- *Exceptionally helpful in giving you step by step help when needed and other jobs are handled straight away.*
- *Found they were very knowledgeable about my problem even though I am using an Apple Mac and they operate in a MS environment.*
- *I've found one of the Ask IT staff to be very helpful but most know very little, they just seem to be general admin staff. One was completely unaware of what my iPhone was when connecting to the WLAN. Lol. As an IT student I asked if there were opportunities for students in paid or unpaid roles but this is not catered for apparently. The Student WLAN I was previously connected to with my iPhone has now been switched off causing much inconvenience while the Student HOTSPOT is so slow as to be rendered useless. Why don't Unitec contract this out to an ISP to individually manage student accounts? The current system is failing students and I don't want to contribute my fees towards it.*
- *IT are very helpful staff and they get the job done fast. An after hours number for emergencies would be helpful.*
- *I don't know if this is the right to mention that. The service at the Ask IT was superior, they sorted me out immediately. On the other hand, the internet infrastructure on campus is simply ridiculous. The connection gets lost all the time and the band width is just not sufficient.*

Directorate Finance & Infrastructure

ANALYSIS

The highlights of this area of service provision were the fact that students very much appreciated the greenery of the Mt Albert campus, and the shuttle bus service was highly appreciated.

More generally, however, this was the most worrying group of services in terms of student satisfaction, with The Village being the lowest ranking service at Unitec in terms of satisfaction. There are serious problems at the Village which require more than a quick-fix solution. Other areas which need urgent consideration are the provision of food and drink, the common spaces, the teaching facilities at the North End of Mt Albert campus, and the smoking area at Waitakere.

Results	Average
Satisfaction 09	62%
Dissatisfaction	18%
Importance	79%
Awareness	91%

Satisfaction figure gained after awareness filter used

It would be expedient for Unitec to examine problem areas according to common themes. Hygiene and basic human comfort have surfaced as major problems with the service provision in this area. Across the institution students have become outraged at the filthiness of toilets, the cockroaches and rats overtaking their environments and the utter disrepair of many buildings. Students also complained of extreme cold in teaching rooms (or badly controlled air conditioning) and the lack of hygiene around areas they have to eat in. From the results in this section it appears Unitec has much urgent work to do to provide a satisfactory level of physical comfort, hygiene and cleanliness to its students.

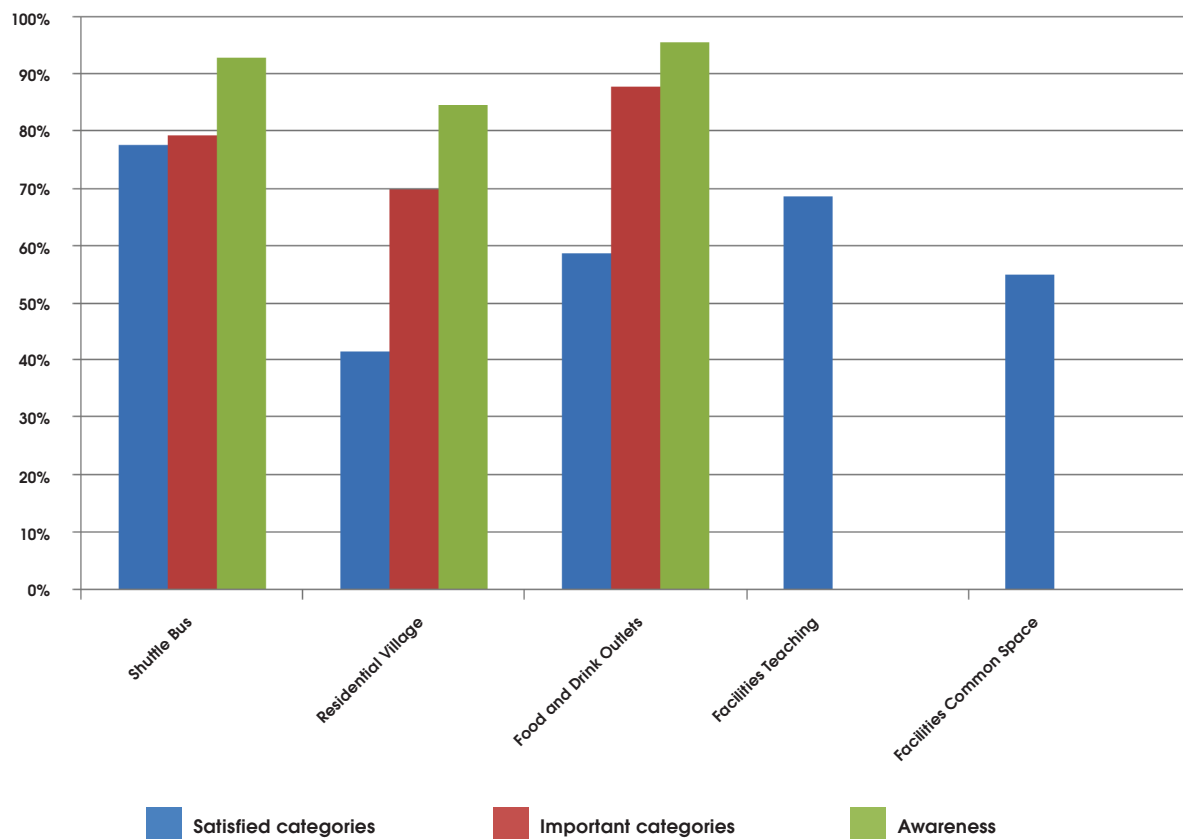
Unitec should consider implementing the following measures in the immediate short term: multi-day cleaning in all high-density common areas (including toilets), an immediate pest control initiative at the North End of Mt Albert and The Village; an immediate initiative to warm up teaching environments and to adequately control air conditioning and heating systems, and an intervention into the problematic smoking area at Waitakere campus. In the longer term, The Village issue should be a major priority, an adequate investment in the North End is required (to include adequate computing and printing facilities for the Design and Architecture Departments), along with the broader consideration of food and drink outlets, and the provision of covered outdoor common areas.

	Satisfied categories	Important categories	Awareness	Sample
Shuttle Bus	78%	79%	93%	703
Facilities Outdoor area	69%			2069
Facilities Teaching	69%			2076
Food and Drink Outlets	59%	88%	95%	1740
Facilities Common Space	55%			2072
Residential Village	42%	70%	85%	89
Average	62%	79%	91%	

RECOMMENDATIONS

1. An immediate intervention into the hygiene, health and safety and basic comfort issues at Unitec in relation to: cleaning, pest control, building repairs and heating.
2. An immediate external review of The Student Village.
3. A longer term investment into improved teaching facilities (including computing and printing resources) for Architecture and Design students.

DIRECTORATE FINANCE & INFRASTRUCTURE SERVICES



NB: Importance and Awareness were not measured for Facilities Teaching and Facilities Common Space

Facilities Shuttle Bus

ANALYSIS

Unitec's Shuttle Bus service had a high usage of just below a third of students surveyed. The data also suggests a sharp increase in the satisfaction rating of this service within the past two years.

The majority of the 300 comments from students were negative, however. They complained that the service was inconsistent, full during peak hours and that there was a problem with queue jumping at the bus stops. Students argued that the Mt Albert Shuttle was irregular and that the drivers had a habit of driving past students. Other students spoke favourably of the drivers, describing them as friendly with cheerful personalities. Of the positive comments students thought it was a great service and appreciated that it was free. Students highlighted the need for an increase in the service, particularly at the beginning of the semester and wanted undercover bus stops for when it rained.

Directorate Finance & Infrastructure	
Satisfaction 09	78%
Satisfaction 07	52%
Importance	79%
Awareness	93%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	10%	12%	78%
Students 2007	3%	23%	52%
EDFI Cluster Average	18%	20%	62%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	18%	79%
EDFI Cluster Average	3%	18%	79%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	93%
EDFI Cluster Average	91%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **300**

Comment Examples:

- *The guys that drive the shuttles are so awesome and just have the most cheerful personalities.*
- *This is a great idea for getting around campus!! But I don't think the drivers get enough recognition or appreciation!! Often the same driver I have in the am is there pm. They deserve a pat on the back!*
- *The amount of time you have to wait for a shuttle is greater than the time it takes to walk the length of the campus anyway.*
- *Shuttle buses were advertised in the Unitec promotional material as a way to get from Waitakere Campus to Mt Albert and therefore an important feature for students in rural areas. They are not frequent enough, nor do they cater for the increase in students in 2009. We need larger, more frequent and longer availability of Shuttle Buses. I chose to live in Henderson because the bus was a possible way to get to school, when petrol prices are rising. I now don't catch the bus due to the irregular timetable, congestion and therefore disgruntled passengers.*
- *Do something about students jumping the queue, it is pathetic. Needs to be addressed asap.*

Facilities Village

ANALYSIS

The Village had the lowest satisfaction rating of all services at Unitec. The sample size of 89 represents a high sample considering the number of Village occupants. Of the 55 comments received from students, nearly all were negative.

Students believed the price of the rent was too high for the quality of accommodation they are receiving. Negative feedback also included complaints about the slow internet service. Some students complained about cockroaches in their rooms. The lack of security was also a big issue. Also they complained that the accommodation was dirty and that the washing machines and dryers were consistently out of order. They argued that it took far too long for repairs to be done. Students also expressed a need for a common room that had Sky.

Because the ratings are so poor for this service, Unitec should consider urgent action in terms of adequate cleaning of the premises, repairs to washers and driers, better security and pest control. More seriously, an external review of The Village is strongly recommended.

Directorate Finance & Infrastructure	
Satisfaction 09	42%
Importance	70%
Awareness	85%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	42%	17%	42%
EDFI Cluster Average	18%	20%	62%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	27%	70%
EDFI Cluster Average	3%	18%	79%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	85%
EDFI Cluster Average	91%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **55**

Comment Examples:

- *Been broken into... not enough security... loss of all my possessions and nothing has been put in place to compensate for my needs... messy... small... not worth the money we pay... I would highly recommend NOT to come here.*
- *Close to classes so good in that respect. But for the amount we pay to say there, the facilities are minimal. Washing machines often don't work, rubbish doesn't get collected often enough, place isn't very well cared for.*
- *Dirty, rubbish & bottle cracks in front corridor. Rooms are ok. Very inefficient in rectifying problems identified. Takes ages.*
- *Place is really getting dirty needs to have a clean up (gardens especially) the stairwells don't get cleaned as often as they used to, maybe once in 2 months. Rubbish needs to be collected... gets built up on the car park ground constantly!! Maybe rubbish bins and ash trays should be placed outside flats. The internet service (which we pay for) is not even satisfactory, cannot get any work done on it... either needs to be fixed or we shouldn't HAVE to pay for it.*
- *They charge shit loads but I still can't keep the cockroaches out.*

Facilities Teaching Facilities

ANALYSIS

In itself the 69% satisfaction rating for this service does not tell the whole story. The major finding in this section from the students surveyed related to the comments received (see Fig 1., where neutral comments have been removed). Overall 613 comments were received by students regarding their teaching facilities. Of the students who left comments, those happiest with their teaching facilities (where some answers seemed to directly relate to teaching staff) were in the Faculty of Health and Social Sciences - from Foundation Studies, Sport and Language Studies. The most disgruntled students were from the Faculty of Creative Industries and Business - notably from, first, Architecture and, secondly, Design. Out of 181 respondents in the Department of Architecture, 100 left comments. 96 of these comments were negative, with many bordering on being vitriolic. Perhaps most significantly, students in this department were well aware that the change to 15 credits meant they would be able to cross credit to another institution where there would be better buildings, better computing and printing facilities, and better environments in general to study in. This constitutes a significant risk for the institution. Architecture and Design students complained of rats eating their lunches and running through the walls, and computing resources being about half of what was needed to service the cohorts. Students in the Faculty of Technology and Built Environment left comments about the poor quality of facilities and machines, the need for more workshops and the cold buildings. Students across the board mentioned the badly controlled air conditioning systems at Unitec and the extreme cold of some areas throughout winter.

Directorate Finance & Infrastructure	
Satisfaction 09	69%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	11%	20%	69%
EDFI Cluster Average	18%	20%	62%
Institutional Average 2009	8%	16%	76%

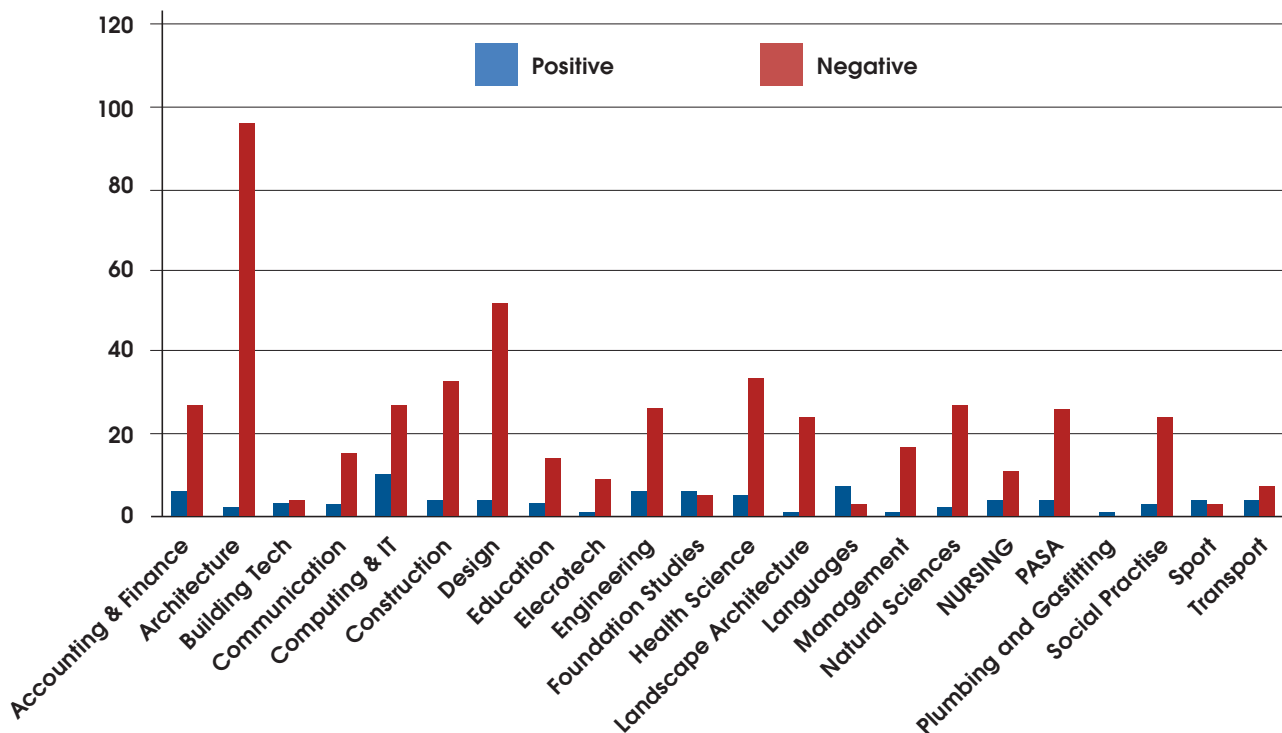


Fig 1. Comments on Teaching Facilities by department

COMMENTS

Number of Comments: **613**

Comment Examples:

- *I am sick of how the buildings have been kept up. They have not been changed since the 80s. They have delayed all remedial work for such a long time. Unitec looks old and decrepit. If Unitec wants more students to attend (which it does), it needs to have high class facilities rather than under average. I've heard many people who thought of coming here then changed their mind on the basis of its groggy look. Instead of spending hundreds of thousands on advertising, maybe spend a little more on work around the campus making the buildings look a bit better. This really really, really needs to happen if Unitec wishes to advance as a facility. (TBE, Construction)*
- *Doing an electrical engineering course I found that not everything was available to use at the north shore campus, this I found makes learning harder to understand and we suffer from this. (TBE Electrotechnology)*
- *Classrooms and equipment have all been of a good reasonable quality. (SHS - Nursing)*
- *I have so many comments about the facilities at bldg 1 that I really cant be bothered going over them as nothing will ever be done while I'm here about this. I think it is incredibly bad that we pay just as much if not more fees than other courses and we probably have the shittiest facilities. We share about 34 computers (about 25 of this 34 are only part time too) between approximately 400-500 people. Everything is always broken. There has been a printer that has been out of order since October 2008. After doing a field trip to Auckland University our whole class came back dissatisfied with Unitec. I would definitely move schools if all of the papers I have done could be cross-credited equally. I am considering going somewhere else to do my masters as are a lot of other people in my class. If you want more details about how our facilities suck, come up and actually take a look around and speak to anyone in architecture. (CIB Architecture)*
- *PC computer lab in bldg 76 is like walking into a freezer!!! Air conditioning is set on popsicle and can't be altered! Brrrrhhhhh it's cold in here! Also we only have one photocopier which acts as a printer as well (temperamental and breaks down often) and it only prints in b/w! grrrhhh... we're in the design dept. for crying out loud! We should have some high quality equipment. (CIB Design)*

Facilities Food and Drink

ANALYSIS

It is important to realise that customers are notoriously difficult to please when it comes to food and drink. Unitec students are no exception. Nevertheless, in terms of the low satisfaction rating for food and drink services at Unitec, a few important findings surface through the 809 comments left.

The majority of student comments were negative, with prices, the poor quality of food and a lack of variety as the main complaints. Limited hours of operation and the lack of availability of a hygienic self service system were also strong themes. The Hub Café and Carrington's featured poorly in contrast to Subway, although an international food chain has a distinct advantage in that its products and prices are no surprise to customers. Students believed the prices of campus food were generally too high.

In terms of beverages, the coffee carts and Long Black Café were very highly thought of by students who left comments, although some students thought Long Black Café was too expensive. Even though students at Waitakere were happy with their coffee cart and the service provided, they expressed a desire for greater choice.

It is a non sequitur that an educational institution must provide students with healthy food options; this resonates within a National and also a local community brief. If Unitec chooses to offer programmes in the Health Science areas yet continues to provide students with food choices which can cause serious health problems, and which are not conducive to effective learning, it is giving a distinctly mixed message. Furthermore, Unitec needs to heed the wishes and needs of its student clients and consult broadly when introducing new outlets.

Directorate Finance & Infrastructure	
Satisfaction 09	59%
Satisfaction 07	53%
Importance	88%
Awareness	95%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	19%	22%	59%
Students 2007	19%	27%	53%
EDFI Cluster Average	18%	20%	62%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	2%	11%	88%
EDFI Cluster Average	3%	18%	79%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	95%
EDFI Cluster Average	91%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **809**

Comment Examples:

- *Yes too expensive! Not enough variety! Poor quality food... uni mart opened and changed my decision. There should be a plan layout of the quad for food! Like Auckland Uni!*
- *Typically overpriced, generally poor customer service, treated like a herd.*
- *Need more food on Waitakere Campus that is healthy as the mall and surrounding outlets just don't cut it. Do you want more obese people around. The coffee cart only stocks junk food but the service is excellent and the standard of coffee is awesome.*
- *Long black makes awesome coffee, its kind of too expensive most of the time though. Also we need coffee vending machines that use our ID cards to pay for them. Apparently AUT has them... you do want to be cooler than AUT, don't you?*
- *Thank you to the fantastic staff at Waitakere who provide free tea and coffee in student lounge. And I do not mind taking a stroll to the mall for food, great selection and prices. However I find Mt Albert food prices a bit too high in price.*

Facilities Outdoor

ANALYSIS

The outdoor facilities at Unitec gained a relatively low satisfaction rating, and one which was slightly lower than two years ago. However, it is important not to attribute too much significance to such a small difference in rating over two years, considering the variables involved in the student samples. It is important to consider, however, that even though Unitec students seemed very pleased with the green space at the Mt Albert campus and the point of difference Unitec has to offer, the large response rate to this section in relation to the satisfaction score does give some cause for concern. This is even more worrying when we consider that the majority of the 481 comments left by students were negative. These comments related to health and safety issues, particularly inadequate lighting, outdoor covering for when it rains and problems with smokers. Perhaps it is not surprising that Waitakere and Takapuna students felt that their campuses were significantly behind Mt Albert in terms of the outdoor facilities, citing the lack of availability of parking as a major issue for them.

Directorate Finance & Infrastructure	
Satisfaction 09	69%
Satisfaction 07	72%

Satisfaction figure gained after awareness filter used

The outdoor space at Unitec's Mt Albert campus is a major selling point for the institution. Therefore, some effort should be made to make the students at the satellite campuses equally proud of their own environments. Furthermore, as they are participants in the same institution, finding ways to make access to Mt Albert, and any events organised there, easier for satellite campus students should also be considered.

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	8%	22%	69%
Students 2007	7%	20%	72%
EDFI Cluster Average	18%	20%	62%
Institutional Average 2009	8%	16%	76%

COMMENTS

Number of Comments: **481**

Comment Examples:

- *One of the main reasons why I chose to study at Unitec, in spite of not having university status, it feels like a real campus, I attended both AUT and AU open days and Albert park with 2 million students in it at lunch just doesn't cut the mustard!!! I love how green it is and being able to sit out on the grass in summer.*
- *More white lights along the roads on campus please. If you are female and walking alone, especially during winter nights, none of the roads are safe and assuring. Even when I am driving, I have to be extra vigilant. And can the potholes be filled up please?*
- *Some of the pathways need to be repaved or concreted as there are out of place pavers or holes which you can potentially twist your ankle in at night in the dark. Some of the steep pathways are not lit at night or light bulbs have not been refitted after they have blown and it can feel a bit dangerous especially in winter when it is dark at 5:30pm and you have to walk from class to the car park at 8:30pm when class finishes.*
- *Outdoor areas filled with smokers, coming in the front door of Waitakere means I have to walk thru cigarette smoke ... disgusting, seating taken up with smokers, no where to sit outside for non smokers*
- *Parking around the North Shore campus needs considerable improvement. It might be in Unitec's best interest to approach the North Shore City Council regarding spaces in one of the neighbouring car-parks. (Regarding interior, we need new microwave ovens.)*

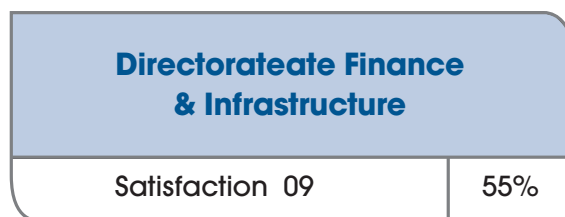
Facilities Common Space

ANALYSIS

The satisfaction for this service amongst the students surveyed was very low indeed. This is particularly worrying considering the high number of respondents to this section of the survey.

The majority of comments were negative and related to inadequate common room space and informal learning areas. Hygiene was a significant issue for students in relation to the toilets on campus, the Hub area's general state of disrepair, and lack of cleanliness. Building One also featured strongly in student comments as unsafe, unclean, rundown and cold. Students mentioned a strong desire to leave campus as soon as their contact time finished. Students also objected to the smoking area at the Waitakere campus being directly outside the front entrance.

Clean toilets and eating areas are a basic health and safety consideration, and a simple strategy to keep them clean in high volume areas should be considered. The fact that students want to leave the campus as soon as possible does mean that they are not making the most of the facilities and services on offer, and this could impact on their learning. The issues highlighted in this section do seem to have a potential relationship to the retention and success of students.



Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	17%	28%	55%
EDFI Cluster Average	18%	20%	62%
Institutional Average 2009	8%	16%	76%

COMMENTS

Number of Comments: **640**

Comment Examples:

- *More than one microwave in the cafeteria would be really good, especially if it was cleaned occasionally. A source of hot water would be good as well.*
- *Some places could be cleaner and nicer. The heaters need to be turned on sooner, so at the beginning of winter Building One is freezing cold. Which means you can't think or do any work. Makes you want to just curl up in a ball and sleep. Also means that you leave uni ASAP so you are not getting as much as you should out of it.*
- *They need regular attention not just a clean at night. The hub area can be a disgusting place to eat - rubbish all around and the area needs an overhaul - it's dreary and a makeover would make it look a lot nicer and may encourage students to keep it clean and tidy!*
- *Toilets are disgusting. They are never clean and I hate those towel rails in Building One toilets. It's so unhygienic. I want paper towels that you can throw away! The sanitary bins look like they are never emptied. It's disgusting. Our studio also has rats in it. Over the holidays my mate had rats eat her tea bags that were in her draws in our studio, and there was rat poop everywhere!!!!*

Directorate Academic Development

ANALYSIS

This area of academic student service provision, including Te Puna Ako Learning Centre, the Language Learning Centre and the Library, is highly valuable to students and, pleasingly, scored well in terms of satisfaction amongst those students surveyed. The importance and awareness ratings were brought down by the poor performance of Te Puna Ako Learning Centre in this area. To counteract a slide in awareness of this important student service it would be wise to consider a strong internal marketing campaign to improve awareness, but also one which clearly distinguishes the role of this centre from that of the Language Learning Centre, especially where they both might cater for international students. For example, students who made use of the Language Learning Centre wanted services more like those traditionally offered by Te Puna Ako (such as help with assignments). Furthermore, some students indicated a lack of awareness of the Language Learning Centre when they needed it most. It is important to note that when students find out late about a service, they become disenfranchised; therefore, marketing a service on offer should be seen as a duty. Because the comments left about the Library showed a discrepancy with its satisfaction rating, Unitec might want to consider some localised targeted research on the Library.

Results	Average
Satisfaction 09	87%
Dissatisfaction	4%
Importance	63%
Awareness	67%

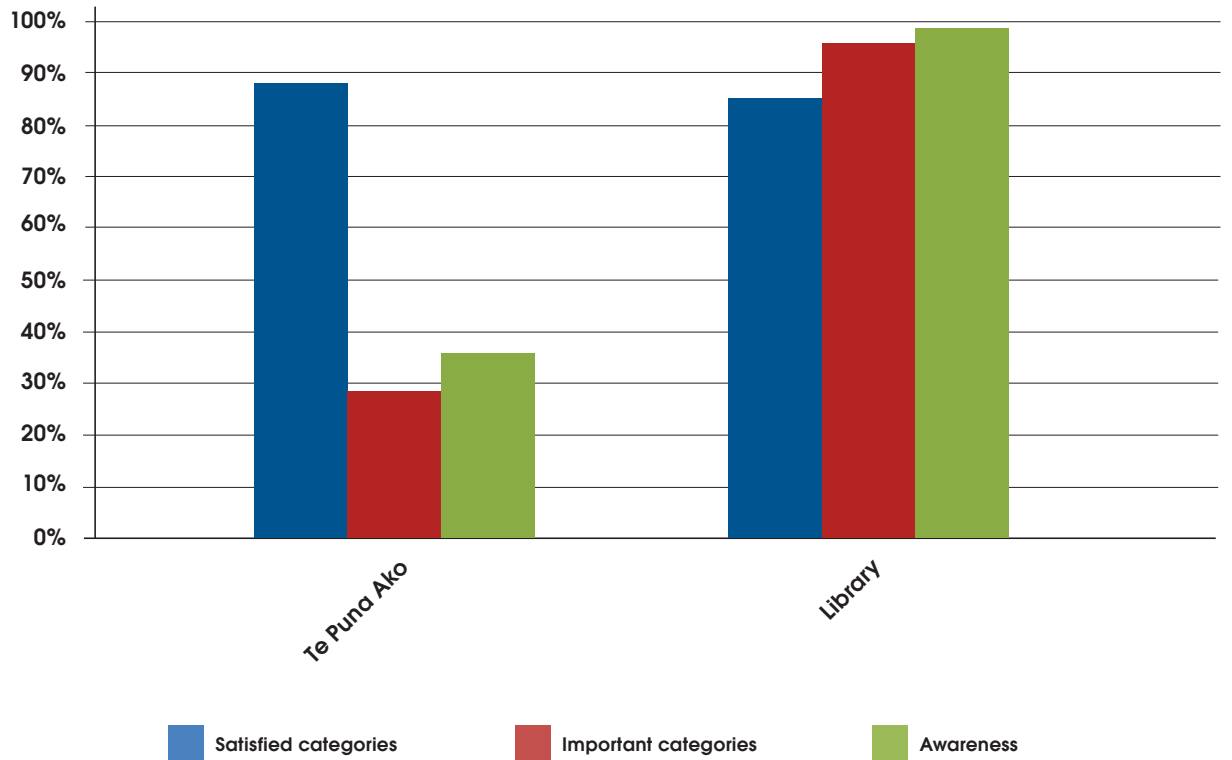
Satisfaction figure gained after awareness filter used

	Satisfied categories	Important categories	Awareness	Sample
Te Puna Ako	87%	29%	36%	279
Library	86%	96%	99%	2160

RECOMMENDATIONS

1. That Unitec market Te Puna Ako to students.
2. That Unitec consider further research on the Library to get a more detailed picture of student 'satisfaction'.

DIRECTORATE ACADEMIC DEVELOPMENT SERVICES



The Library

ANALYSIS

Although the library rated well on satisfaction, with the students surveyed, its satisfaction rating fell behind its importance rating by 10%. Furthermore, over half of the 846 comments left by students were negative or neutral, with only 44% of comments being positive about the service. This signifies an inconsistency between the statistical data and the qualitative comments left by students. Further research might get a clearer picture of the situation.

Of the positive comments received, students praised the library staff and said that the services were good for distance learners. Students commented that Building One Library in particular needed more literary and computing resources. Negative feedback also included the lack of variety of resources, the need for more computers, larger study spaces and a greater availability of books. Students complained about how noisy the libraries were and complained that none of the libraries opened for long enough.

The Library services at Unitec are clearly extremely important for students, and no work needs to be done on the awareness of this service. In the short term longer opening hours should be considered, along with an attempt to reduce the noise factor so that students may study in peace. Further, more focussed research would gain a stronger picture of student impressions of this service.

Directorate Academic Development	
Satisfaction 09	86%
Satisfaction 07	72%
Importance	96%
Awareness	99%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	4%	10%	86%
Students 2007	9%	18%	72%
EDAD Cluster Average	4%	12%	84%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	1%	2%	96%
EDAD Cluster Average	6%	29%	64%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	99%
EDAD Cluster Average	69%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **846**

Comment Examples:

- Good staff in the library, 2. Good services as well, 3. All the books are available in Mt. Albert campus library.
- I have found all staff to be informative and helpful. I have also used inter loans and found this to be quick and efficient
- Needs to be open longer hours at night, and earlier opening times in the morning
- The library is too small and not enough space for student to study, and it's noisy all the time.
- Building 1 Library should be bigger, and it needs to have more collections of books and journals. The facility need to provide more computers

Te Puna Ako Learning Centre

ANALYSIS

This service rated well for satisfaction but extremely low for importance and awareness. Anecdotally, this was probably partly because of the name change of this service from 'Te Tari Awhina' in January 2009. Importantly, the survey did indicate its former name to jog students' memories. However, whether this name change can be seen as a mitigating factor against a low awareness rating is questionable. The key finding here must be that a very low awareness ranking (which in this case goes hand in hand with importance – if you don't know what something is, it is not important to you) could arguably indicate a loss of quality in the student experience.

Directorate Academic Development	
Satisfaction 09	87%
Importance	29%
Awareness	36%

Satisfaction figure gained after awareness filter used

Comments left by students bear out a need for greater awareness and promotion of the service. Of the 123 comments that were left by students, however, the majority were positive. Students considered the service valuable in helping them achieve good results, in particular at the beginning of the year, and they said that workshops were useful. Students expressed the need for more staff, a longer drop-in period and more workshops.

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	5%	8%	87%
EDAD Cluster Average	4%	12%	84%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	13%	57%	29%
EDAD Cluster Average	6%	29%	64%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	36%
EDAD Cluster Average	69%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **123**

Comment Examples:

- *They are utterly fantastic, without them I would have dropped out within the first semester. All the people I have had contact with there have been exceedingly kind and exceptionally helpful! They are the best service Unitec provides.*
- *Excellent service - the most valuable support and guidance I have received from my time at Unitec.*
- *Repeat the classes within the semester and better promotion of what's on. I am in building one, not in the hub often missed some classes because I didn't have a brochure.*
- *Wish the drop in time could be extended. I arrived at 1:05 to ask a question and was told to come back the next day. It gets very busy!*
- *Let people know of the name change, I was confused at the beginning of this questionnaire.*

Faculty of Social & Health Sciences

ANALYSIS

The Health Centre and the Sports Centre rated consistently highly in the satisfied and importance categories, although the Health Centre's awareness rating was low and student comments echoed the need for a greater awareness of this service.

Overall the findings indicate that both the Health Centre and the Sports Centre are mostly well performing services that satisfy the majority of users.

There were several comments suggesting various facilities at the Sports Centre needed updating, and more classes needed to be scheduled. But the major finding was that another doctor was needed at the Health Centre. The majority of negative comments about the Health Centre were in relation to not being able to schedule an appointment with a doctor quickly enough, or at a time that suited the students' class schedules.

Results	Average
Satisfaction 09	85%
Dissatisfaction	5%
Importance	77%
Awareness	76%

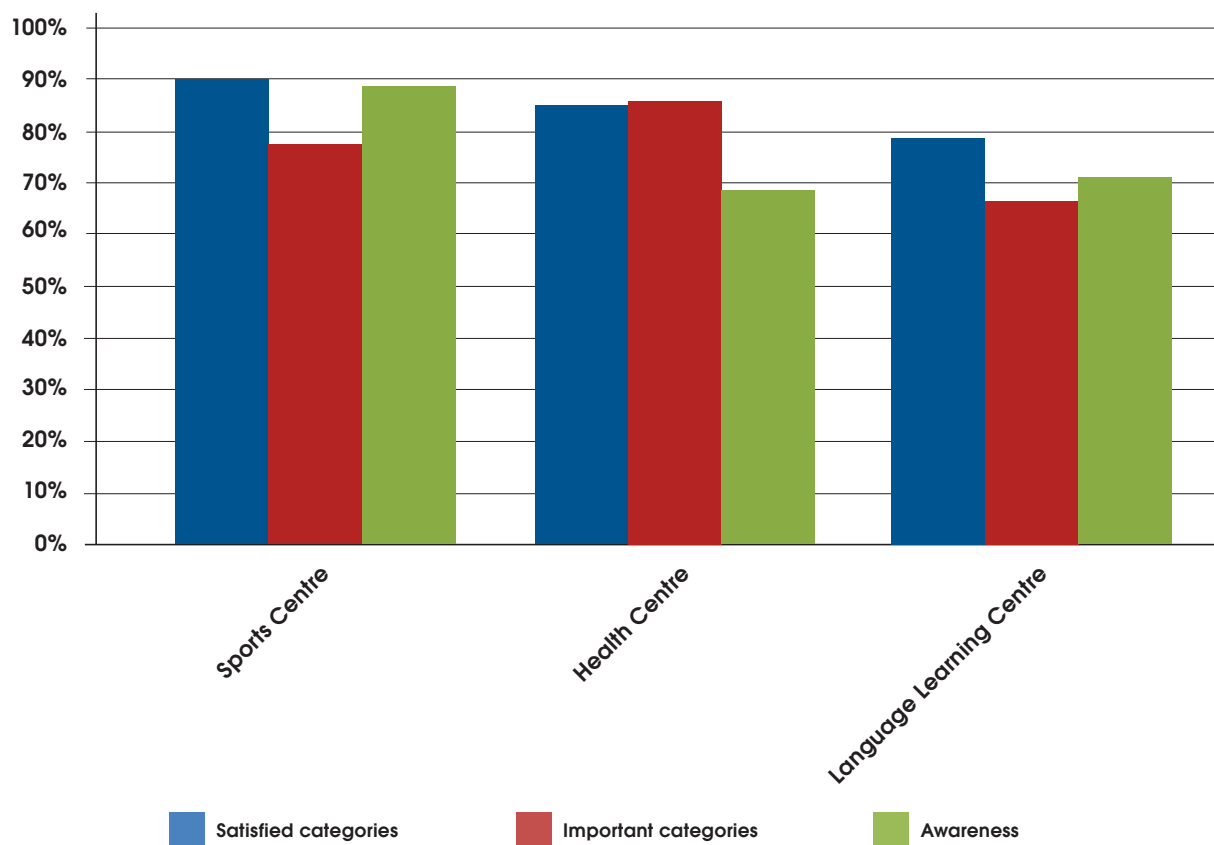
Satisfaction figure gained after awareness filter used

	Satisfied categories	Important categories	Awareness	Sample
Sports Centre	90%	77%	88%	386
Health Centre	85%	86%	68%	266
Language Learning Centre	80%	68%	71%	133

RECOMMENDATIONS

1. That Unitec employ another doctor to work in the Health Centre in the afternoons and on a Saturday.
2. That Unitec develops a plan to advertise the Health Centre more effectively to its internal market.
3. That Unitec raise awareness of the CCC and clearly distinguish it from Te Puna Ako.

FACULTY OF SOCIAL & HEALTH SCIENCES



The Sports Centre

ANALYSIS

The Sports Centre scored well for satisfaction and awareness with the students surveyed. Overall this is a positive result as the importance, satisfaction and awareness ratings are all high; however there does seem to be room for improvement.

Most students who left comments thought the facilities were good and the staff were friendly. Of the negative comments some students mentioned that there were no staff to show them how to use the equipment and that hiring the basketball courts was too expensive. Feedback highlighted the need for an increase in fitness classes, better equipment and air conditioning.

Despite a few complaints The Sports Centre stands out as one of Unitec's more successful services. It must be understood, however, that sporting and fitness are 'feel good' activities and a comparatively low satisfaction rating for services such as counselling, for example, may have more to do with the nature of the service, rather than its quality. In short, comparisons should be made only after taking into account certain variables.

Faculty of Social & Health Sciences	
Satisfaction 09	90%
Importance	77%
Awareness	93%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	2%	8%	90%
EDSHS Cluster Average	5%	8%	87%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	20%	77%
EDSHS Cluster Average	2%	17%	81%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	93%
EDSHS Cluster Average	78%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **106**

Comment Examples:

- *I joined the gym but there is never any staff around if I need help with a machine, I could be stuck in a machine and there's never any staff! I quit that gym because I could never work anything and I could never find any staff to help me.*
- *Nice staff and friendly atmosphere.*
- *Give the Unitec students a discount, for example the basketball. Two expensive.*
- *Great service, friendly staff, although its looking a bit tired in there!!!*
- *More fitness classes.*

The Health Centre

ANALYSIS

Clinic 41 gained a high satisfaction rating amongst those students surveyed, with a sharp improvement on 2007's figure.

Clinic 41's awareness rating could be higher and the need for greater promotion was also pointed out in the comments left by students.

The majority of the comments students left were positive. Students were pleased at the affordability of the service and said that they received good customer care. Negative feedback related to the difficulty in getting an appointment and the fact that more doctors were needed to offer more time slots to patients. Unitec should consider expanding this service by employing another doctor or extending the hours of the current doctors.

Faculty of Social & Health Sciences	
Satisfaction 09	85%
Importance	70%
Awareness	77%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	8%	7%	85%
Students 2007	17%	13%	70%
EDSHS Cluster Average	5%	8%	87%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	20%	77%
EDSHS Cluster Average	2%	17%	81%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	68%
EDSHS Cluster Average	78%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **105**

Comment Examples:

- *Friendly staff. was satisfied with the service and advice the Dr. had gave me. It is also affordable.*
- *Always extra helpful and its cheap... students can afford health care :)*
- *Great range of services, excellent service. Great way for the advanced students (osteopathy) to gain experience under the guide of the tutors.*
- *I was not happy with my experience at Clinic 41. There were no doctors around and I couldn't get an appointment for another week even though I was very sick and the nurse didn't help in any way. All she did was tell me I needed to see a doctor.*
- *Didn't get to see the doc because all appointments were full for 2 days !!!*
- *Doctors on more days would be good.*

The Language Learning Centre

ANALYSIS

This service is only available for students enrolled on a Language course, but sits in a public library resource area, possibly giving a mixed message about who is allowed to access this service. Of the students surveyed on this service, satisfaction was high but awareness was relatively low. This lack of awareness was further highlighted by students who left comments. The majority of the 34 comments left by students were positive. Students thought it was a valuable service, especially for international students. Of the negative comments, students noted it was hard to book an appointment and the area was too small. Students expressed a need for greater awareness of the service, more computers with listening software, DVD equipment, information about essay writing and up to date language resources.

Faculty of Social & Health Sciences	
Satisfaction 09	79%
Satisfaction 07	85%
Importance	68%
Awareness	71%

Satisfaction figure gained after awareness filter used

Any marketing of this service should clearly demarcate the difference between it and the Te Puna Ako learning centre. Also Unitec should consider why this segregated service is situated in such a public area.

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	4%	17%	79%
Students 2007	6%	9%	85%
EDAD Cluster Average	4%	12%	84%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	5%	28%	68%
EDAD Cluster Average	6%	29%	64%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	71%
EDAD Cluster Average	69%
Institutional Average 2009	74%

COMMENTS

Number of Comments: 34

Comment Examples:

- *I am studying English at the moment. For the students who are studying English, the language learning centre is very important. Also the receptionists are very helpful to the students. Also they are very kind, but I suggest increasing number of computer and DVD player and DVD disc.*
- *Encourage students of first year to use this service, probably tell them when they get enrolled.*
- *They can improve in terms of materials to be used to study*
- *Can we have some samples for the introduction and conclusion for the assignment? I mean when I have got my assignments with C or B, is it possible if i can have some good sample help me to improve my writing to achieve to the next level?*
- *Hard to book a time.*

USU Students' Association at Unitec

ANALYSIS

USU Students' Association at Unitec rated consistently highly in the awareness and satisfied categories, although the average rating was brought down considerably by the problems with USU's Student Job Search service (SJS).

Overall the findings indicate that USU is a strong service provider with mostly well performing services that are communicated effectively to students. The importance ratings for USU services could be higher, which could indicate a number of things: that USU is not providing enough services which cover the entire range of students who study at Unitec, or that USU's services are outside the main area of importance for students (namely education). Having said this, perhaps students' secondary core reason for attending Unitec (aside from gaining a qualification) is to gain employment. That USU fails to provide a high ranking service in this area does give cause for concern. SJS has a very high importance ranking but it is not delivering the satisfaction it should be.

Students also commented that some services such as social activities and *In Unison* should cater to a wider demographic than the current focus on the youth market.

Results	Average
Satisfaction 09	77%
Dissatisfaction	5%
Importance	78%
Awareness	83%

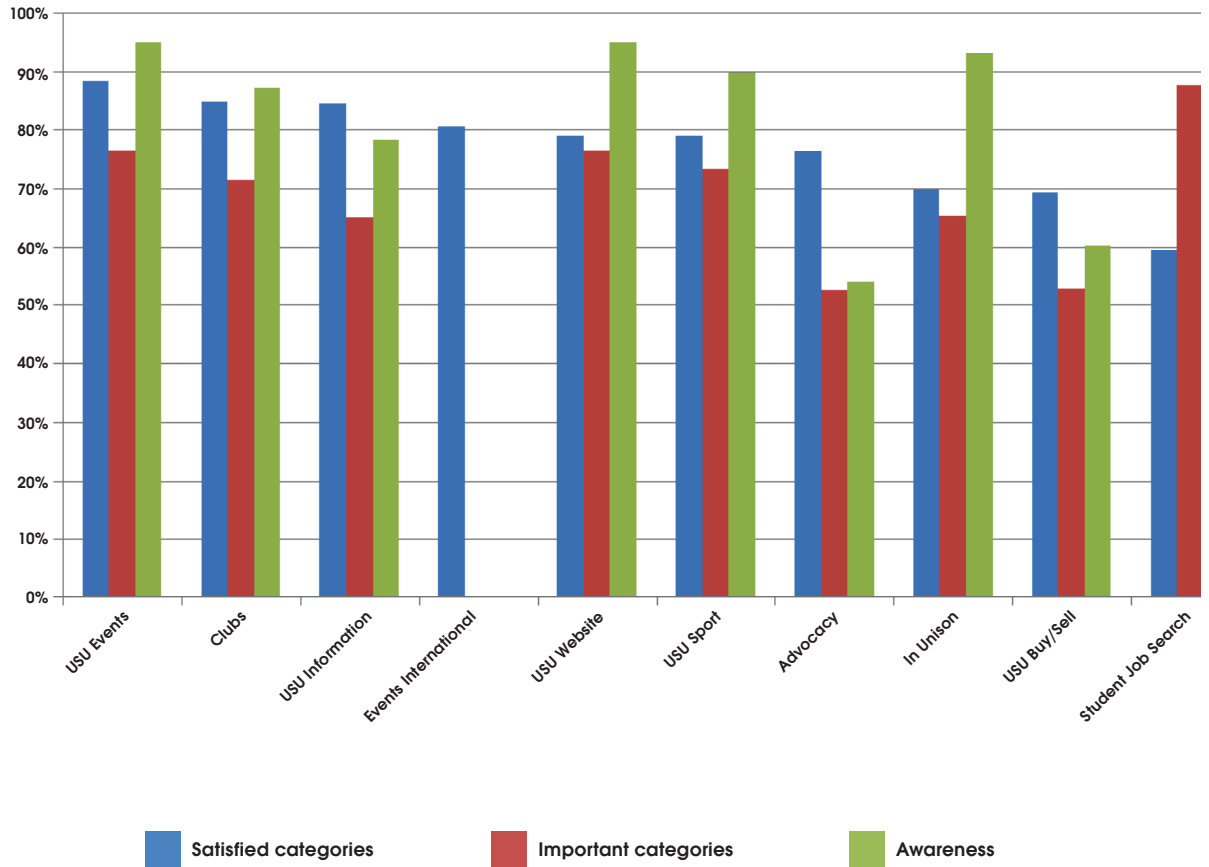
Satisfaction figure gained after awareness filter used

	Satisfied categories	Important categories	Awareness	Sample
USU Events	88%	76%	95%	1071
Clubs	85%	71%	87%	330
USU Information	84%	65%	78%	483
Events International	81%			62
USU Website	79%	76%	95%	1627
Sport	79%	73%	90%	247
Advocacy	76%	53%	54%	89
In Unison	70%	65%	93%	1691
USU Buy/Sell	69%	53%	60%	215
Student Job Search	59%	88%	91%	584

RECOMMENDATIONS

1. That USU conduct an immediate review of its Student Job Search service.
2. That USU focus on catering for a wider demographic of students, which is consistent with the wider Unitec student demographic.
3. That USU put in place measures and systems to ensure that no student enquiries get lost in the system.

USU STUDENTS' ASSOCIATION AT UNITEC SERVICES



USU Events and Activities

ANALYSIS

The satisfaction rating for USU's Events and Activities programme was very high amongst those students surveyed who indicated they had attended USU events. Student satisfaction with USU's Events has risen dramatically since two years ago. The awareness rating was also very high, showing that most students are aware of the USU's social events scheduled at Unitec. The importance rating is also high, making this USU's most successful service in terms of student satisfaction. That USU's events programme scored less well on importance may be because not enough of USU's events appeal to a wide enough range of students.

USU Students' Association	
Satisfaction 09	88%
Satisfaction 07	45%
Importance	76%
Awareness	95%

Satisfaction figure gained after awareness filter used

A high satisfaction rating and the associated comments suggest that the activities arranged by USU's Events team are well managed and conducted to a professional standard. Of the 377 comments left by students the majority were positive, with many positive comments relating to the Sounds in the Sun commencement festival. The negative comments highlighted the need for USU's events programme to reach different demographics, to service the satellite campuses and generally to put on a greater variety of events for the diverse demographic at Unitec.

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	2%	9%	88%
Students 2007	19%	43%	45%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	20%	76%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	95%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **377**

Comment Examples:

- *Sounds in the Sun wasn't really my cup of tea, but I think a lot of students enjoyed it... maybe a greater variety of genre?*
- *They are good fun, and a good break from study and school work. Well organised and well advertised.*
- *Sounds in the Sun best event of the year as it was last year but even better this year!! Wicked chilled out atmosphere and cool how it was open to the public. Heaps of people from other Unis came as well which was cool to see.*
- *Kids day out was a fantastic idea and really well done. Thank you, it was really nice for my little one to see mum's school and have fun there.*
- *Great! I have been at Unitec for 6 years and there has been a great improvement from when I first started. Well done organizers.*

In Unison

ANALYSIS

USU's student magazine *In Unison* achieved a good satisfaction rating and it has improved dramatically since 2007, according to the students surveyed. Awareness of the magazine was very high, although its importance for some students remains arguable. To support the high satisfaction rating, the majority of comments about *In Unison* were positive. Students thought that the magazine was informative, funny and a good read. Of the negative comments, students highlighted that the magazine was aimed at a younger demographic of students, that the articles and features lacked depth and that the language or themes were inappropriate. Negative comments therefore focused on the issue of quality and also the issue of *In Unison's* target audience. Unitec has a high population of non-school leavers, and attracts students from a wide age range. USU might want to examine ways that it can become more relevant to a wider range of audiences. USU should examine the relevance of the subjects covered in the magazine.

USU Students' Association	
Satisfaction 09	70%
Satisfaction 07	46%
Importance	65%
Awareness	93%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	7%	23%	70%
Students 2007	8%	36%	46%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	6%	29%	65%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	93%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **509**

Comment Examples:

- *Being a part time student, I find this magazine really useful to keep me up to date with what's going on. I appreciate the sense of humour dappled through it.*
- *Interesting articles, enjoyable stories and good to keep up to date with all that's happening at Unitec.*
- *Lately it has been looking a lot more visually pleasing. The design, layout and imagery has improved greatly as of late. The quality of journalism I believe has improved also over the time I have been reading this mag :-)*
- *Maybe I'm just getting old, but I thought it was mostly pointless and unintelligent. The only useful article was on how to live cheaply.*
- *It often lacks maturity; it often uses inappropriate language and contains inappropriate material/subjects/themes.*

ANALYSIS

The satisfaction rating and the importance rating for the USU Sport service was reasonably high. The awareness rating was very high, indicating that students are aware the sports service is available, but that it may not be essential to their Unitec experience. The majority of students who commented wanted more sports teams, more frequent tournaments and a bigger room for the pool table and table tennis table. There were a lot of positive comments about the table tennis and pool facilities which are new in 2009. Casual recreational sport, such as the table tennis, the pool table and basketball hoop seem to be popular because students can use them in their own time, in between classes. Overall this is a positive result, with a key area to expand, if any, being casual recreational sporting activities.

USU Students' Association	
Satisfaction 09	79%
Importance	73%
Awareness	90%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	5%	16%	79%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	5%	22%	73%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	90%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **76**

Coment Examples:

- *The available facilities are good. Maybe another pool table? There seems to be the same people playing all the time, finding it hard to have time for a game.*
- *More tournaments should be held.*
- *Need a bigger space and more tables for the tennis.*
- *The pool table, bloody awesome. It is great that we have services like these to relax from a hard days studying. Thanks USU.*
- *Sporting events had been easy to access and become involved but maybe needed to run on a regular basis and getting more participants to come along.*

USU Advocacy

ANALYSIS

There was a reasonably high satisfaction rating for the USU Advocacy Service, from those students surveyed, and the satisfaction rating has risen dramatically from the 2007 result. The awareness rating was below average, highlighting that there seems to be a problem with understanding what advocacy is, and with students knowing it exists. Of the 21 comments left by students, the majority of the comments about the Advocacy service were positive and students said that they had received helpful and professional advice. The negative comments showed there was a need to provide more feedback, respond within a quicker time frame, and let more students know about the Advocacy service, reflecting the low awareness rating. Overall this is a positive result as the student satisfaction of the Advocacy service has increased and most of those students that left comments found the Advocacy service helpful.

USU Students' Association	
Satisfaction 09	76%
Satisfaction 07	48%
Importance	53%
Awareness	54%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	6%	18%	76%
Students 2007	9%	52%	49%
USU Cluster Average	5%	18%	77%
Institutional Average	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	44%	53%
USU Cluster Average	4%	24%	63%
Institutional Average	4%	27%	69%

Awareness	Yes Aware
Students 2009	54%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **21**

Comment Examples:

- *Took too long to get a response, I had to email twice which made me a bit annoyed. I didn't gain anything from using them and eventually gave up and approached the programme director myself.*
- *They need to be more visible and more known to students.*
- *Helpful with the troubles we are having... still in the process and have built a strong relationship with the advocate... very helpful and very professional!*
- *Very helpful and explained rules and services well.*
- *I am a student rep for the Bachelor of Nursing so I refer students to USU as well as advocate for them myself. The feedback that I received about USU is positive. Also I brought up an issue earlier this year that was addressed in a timely manner - so well done USU.*

USU Clubs

ANALYSIS

The satisfaction, importance and awareness ratings for the USU Clubs service were good. The majority of students who commented were positive saying that they really enjoyed the film nights, gaming days and outdoor events. Of the negative comments a few people mentioned the gaming days could have been better organised with more gaming consoles to allow more people to have a turn. Overall this is positive result for the USU Clubs service.

USU Students' Association	
Satisfaction 09	85%
Importance	71%
Awareness	87%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009 Clubs	3%	12%	85%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	5%	24%	71%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	87%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **87**

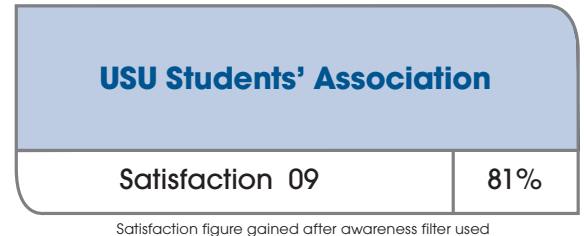
Comment Examples:

- *The gaming days were real fun, every1 was having a good time relaxing and joking around. My opinion is that we should have more of these gaming and film nights.*
- *My child really enjoyed the Madagascar 2 screening night that was held at the Waitakere campus. He especially loved the free ice-cream that was given out to the first 20 people through the door!!!!*
- *I love playing the game consoles at usu gaming day it's a awesome way to relief the stress from studying*
- *I really like flim club, because I can relax after my study*
- *I was at the gaming day and I think it was a good idea, but I think it needed to be a little better organized*

USU International Events Programme

ANALYSIS

The satisfaction rating for the USU International Events programme was high. This service is new this year. Most of the comments about the service were positive with students saying that they enjoyed the events, and that they would like more events to be organised. Of the negative comments, students thought a few of the events, such as the Welcome Party, could have been better organised.



Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
International Programme	5%	15%	81%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

COMMENTS

Number of Comments: 29

Comment Examples:

- *The Welcome party should be more of a true welcome party...This time it didn't look like one...*
- *The activities were really good and the USU is doing a really good job in return for our payment to USU. And it is really cheap and satisfying.*
- *Really enjoyed myself during our whatipu trip. Hope there's more road trips to come. Helps you to get to know and learn about other people's traditions and belief. Get to make new friends too.*
- *You should have more events. :)*
- *I attended some and I enjoyed! I could meet some nice friends.*

USU Buy/Sell

ANALYSIS

The USU Buy/Sell online system is a new service. The awareness and importance ratings are relatively low amongst those students surveyed. The satisfaction rating is below average in terms of other services but could be higher with a few changes made to the service. Students highlighted that Buy/Sell need to be better advertised so that more students were aware of it and uploaded books – thus creating more range of text books for sale. People who commented positively said that it was a good service and they were glad it was free. Aside from advertising on noticeboards, this is the only way for students to purchase second hand text books at Unitec. Overall this is an below average result for the new Buy/Sell service and indicates there is room to grow.

USU Students' Association	
Satisfaction 09	69%
Importance	53%
Awareness	60%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	7%	24%	69%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%
Institutional Average	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	8%	39%	53%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	60%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **60**

Comment Examples:

- *Should be advertised more. I am amazed that not more people know about it.*
- *Its only drawback is that it isn't used enough and not enough listings are on it.*
- *I was looking for a text book, but it wasn't listed. The website could be pushed more for buy/sell second hand books. We all need them and it's an ideal forum for this to happen.*
- *Sold a textbook on here and was happy with how easy it was. No fees, quick and easy.*
- *Even though I couldn't find the book I was looking for, I used it last year and it was great. Saved me lots of money.*

USU Information/Reception

ANALYSIS

Satisfaction with USU Information/Reception was very high, although it rated not quite as high for importance amongst the students surveyed. The majority of comments about USU Information/Reception were positive, with students saying that the people on reception were friendly and helpful. The negative comments reflected that USU Information/Reception seemed disjointed from the operational USU office and that sometimes messages didn't make it through to the right person.

USU Students' Association	
Satisfaction 09	84%
Importance	65%
Awareness	78%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	2%	14%	84%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	32%	65%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	78%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **104**

Comment Examples:

- *It has a disjointed feel to it as the staff are not there.*
- *Very helpful people. Was asking about a venue for a party, got quick and speedy response.*
- *Spend a lot of time, booking and playing pool. A lot of positive interaction when getting and giving back the equipment and I always feel my stuff is in safe hands when I leave it behind the desk.*
- *The people in there are very helpful, and willing to help, each experience there for me was a good one.*
- *I find it useful they are not rude, they are helpful, and they SMILE, how often do people do that these days. Good on ya guys.*

USU Student Job Search (SJS)

ANALYSIS

Student Job Search (SJS) was rated as a very important service, with a high awareness factor amongst those students surveyed. However, there was a low satisfaction rating for SJS. This indicates a problem with the way the service is being provided. The comments mirrored these statistics with the majority of the 158 comments about SJS being negative. Students indicated three main issues with the service: there were not enough job listings or variety of jobs; there were problems with communication (signing up, using the website) and there were not enough jobs relevant to their studies. Of the positive comments, students said that it was a useful and important service. Overall this is a negative result as the student satisfaction of SJS is low and has been since 2007. Changes should be made to the way the service is delivered.

USU Students' Association	
Satisfaction 09	59%
Satisfaction 07	51%
Importance	88%
Awareness	91%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	14%	27%	59%
Students 2007	5%	45%	51%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	2%	11%	88%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	91%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **158**

Comment Examples:

- *It's quite good but the services needs to be improve I guess.*
- *Found applying for jobs with them easy and stress-free. Hard to contact by phone at times.*
- *It's very helpful for students searching for jobs and I find very important.*
- *Should be more suitable jobs online for those seeking either part-time or full-time work, as well as more options to work in other places for an example administration work.*
- *Have never been able to get through to any of the centres to validate my log on, so it's a pretty piss poor service in my opinion.*

USU Website

ANALYSIS

There was a reasonably high satisfaction rating for the USU Website, from amongst those students surveyed. As the response rate is quite high for this section this should be viewed as a positive result. Interestingly, of the 289 comments left by students, the things some students appreciated, such as the design and how easy it was to use, were the same things that others found fault with. However, the majority of the comments about the USU Website were positive, with most students stating that it was an informative, helpful and easy to use website and that they liked the appearance of it. Students that commented negatively said they found the website confusing and didn't like its appearance. This perhaps should be taken to indicate that much personal choice is involved when people rate the design of a product. Overall this is a positive result as most of those students that left comments found the website easy to use, action packed and visually stimulating.

USU Students' Association	
Satisfaction 09	79%
Importance	76%
Awareness	95%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	2%	19%	79%
USU Cluster Average	5%	18%	77%
Institutional Average 2009	8%	16%	76%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	20%	76%
USU Cluster Average	4%	24%	63%
Institutional Average 2009	4%	27%	69%

Awareness	Yes Aware
Students 2009	95%
USU Cluster Average	80%
Institutional Average 2009	74%

COMMENTS

Number of Comments: **289**

Comment Examples:

- *Fantastic website. It's fun, jam packed with events and news and the design and layout is great too. I love the fact that it looks fun, not boring and commercial and serious looking. (plastered with generic images of students huddled around books or hanging out in the library).*
- *Great website always updated regularly and easy to find things on there, e.g. upcoming events and stories from the In Unison magazine.*
- *Good layout, helpful links and updated regularly*
- *I found things quite hard to find on the USU website. A clearer format would make things easier.*
- *It is well structured, easy to use and navigate, what more needs to be said? It's an excellent website!*

Non-aligned Services - Early learning Provision

ANALYSIS

A low sample of students responding to this section produced some mixed responses. The primary issues were the waiting list, the lack of communication of the service to students and the need for clear information around whether the waiting list problem is likely to change. As neither of the centres is aligned with the other Unitec services, an increase in provision might not be a priority. There was also an issue with the survey as it obviously surveyed two very different centres under one heading. Customer service seemed to be an issue at UELC and Te Puna Reo had one comment about under resourcing.

Non-aligned Services	
Satisfaction 09	73%
Importance	71%
Awareness	61%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	18%	5%	77%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	5%	24%	71%

Awareness	Yes Aware
Students 2009	61%

COMMENTS

Number of Comments: **6**

Comment Examples:

- *Great to have day-care on site. Fantastic that teachers are older so they will stay in their job for longer, unlike young/fresh out of studying teachers. I never worry when leaving my wee boy there, he loves it!*
- *Very helpful for the parents who have to come to the class and have no one to take care of there children.*
- *I was very dissatisfied because there are always full so I couldn't use that and walker who was walking at there told me she didn't know when I can use this facility.*
- *I wanted to enrol my child but the manager at the top centre when you come in gate 4 was very rude, so moved my child elsewhere. She did not really give a good explanation of the service.*
- *Waiting too long.*

Non-aligned Services - Studylink

ANALYSIS

Although the satisfied rating was fairly high for Studylink, there do appear to be areas in need of improvement. Studylink is a tremendously important student service, which can either determine a student's ability to embark on a programme of study, or become an obstacle to their enrolment and retention on a programme.

This service showed mixed student feedback, ranging from appreciation for the access to education that Studylink provided, to a general dissatisfaction with its customer service.

Realistically, a service that provides access to funding will be applauded if that access is successfully facilitated, and a student is able to proceed to their programme with financial support. Therefore, rather than focusing on a general satisfaction rating in terms of Studylink, it might be expedient for Unitec to pay attention to individual concerns around obstacles that some students have faced. In terms of the comments, the processing speeds of face-to-face and phone-line personnel were considered significant hurdles for this service, with contrasting (mostly) good feedback about Studylink's online processes. There were some occurrences of cross-credit and information transfer issues with Unitec that may need to be addressed. Communication was an issue, with greater levels of information and advertising seen as an area for improvement.

Non-aligned Services	
Satisfaction 09	73%
Importance	71%
Awareness	61%

Satisfaction figure gained after awareness filter used

Satisfaction	Dissatisfied Categories	Neutral	Satisfied Categories
Students 2009	18%	5%	77%

Importance	Not important Categories	Neutral	Important Categories
Students 2009	3%	20%	77%

Awareness	Yes Aware
Students 2009	61%

COMMENTS

Number of Comments: **265**

Comment Examples:

- *It would be more efficient if at the start of the year when Studylink came to the Waitakere campus there were two staff members to help as the line was quite large*
- *Shockingly bad. A seriously outdated system that consistently fails to treat you and your individual needs at all. No-one cares. Constantly losing mail in the post or failing to send out info when requested. As an adult student returning to study due to the recession and up-skilling to add to my qualifications, they have done nothing but make this a nightmare for me. I could go on for some time with the amount of times they failed to provide even satisfactory services. Appalled.*
- *More efficient staff are needed as well as MORE staff to deal with the number of people there - especially around the beginning of the year. They weren't particularly helpful either as all they do really is tell you to go and sort yourself out online... and the website is horrendously confusing.*
- *As I work full time and study part time, I'm not eligible for funding. I was told by Study link there was nothing that could be done, and was treated appalling by the study link staff. Furthermore I was given incorrect information from study link staff and these cause major problems with IRD.*
- *I wouldn't be here with out them. They're the only reason I can do what I am doing.*