

# AAIR FORUM 2016

## ENGAGING STUDENTS THROUGH INFOGRAPHIC 'STORIES'



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Manager, Institutional Research and Surveys

# CONTEXT

Survey responses from students  
'hard to get'

Shift away from plain text emails

Visualisations to present data

Pressure to have 'good' response rates

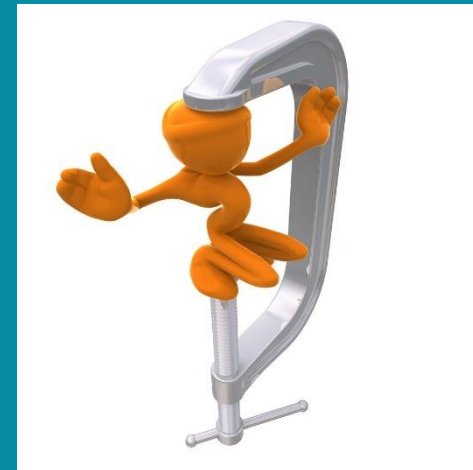
More likely to respond if believe action  
is taken

They still haven't  
completed the  
survey



freshspectrum.com

Do you think they  
want us to remain  
uninformed?



# EXAMPLE - CLOSING THE LOOP

## 2015 Getting Started @Deakin survey

- Biennial internal survey
- Population - New UG and PG students
- Conducted Week 6-8 of Trimester 1
- Focus on early experiences
- Ask if respondents would 'like to receive summary report of the findings'



# EMAIL SENT TO RESPONDENTS

Subject: Thank you and a Summary of Findings

Dear < Student Name >,

You might remember helping us out by completing the “*Getting Started at Deakin*” survey in April this year.

As part of the survey you indicated that you would like to receive a summary report of the findings. This is now available [here](#)

We are still working on how we can improve the experience of new students at Deakin and your feedback has been very useful.

So thanks very much and we look forward to hearing from you again.

Best of luck with your studies.

Deakin Survey Team

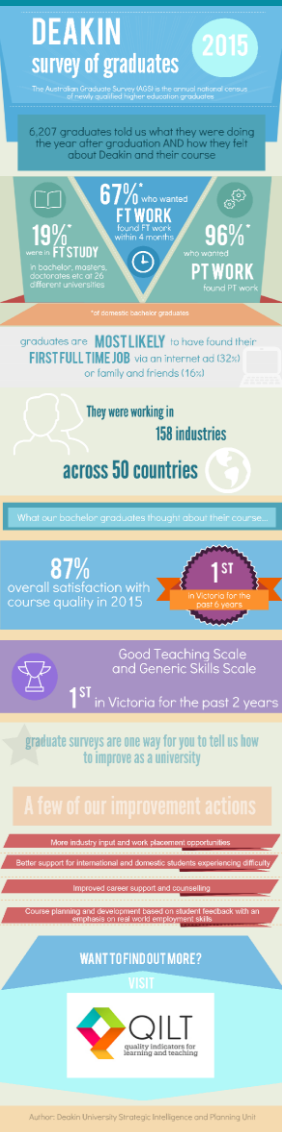


# EXAMPLES – PAST ACTIONS TO ENCOURAGE RESPONSES

Used in 2016 – National and Internal Surveys

1. Graduate Outcomes Survey
2. Student Experience Survey
3. Higher Degree by Research Survey





# 1. GRADUATE OUTCOMES SURVEY

Subject: What's the GOS?

Huge thanks to those who have jumped in early and completed the GOS.

If you haven't completed the GOS as yet, please check your inbox for the invite and link to the survey.

Oh, and the GOS on the GOS, aka Graduate Outcomes Survey....

Below is just a small sample of the information, and how we used it, from the graduate survey run last year.

Deakin Survey Team



# 2. STUDENT EXPERIENCE SURVEY

Subject: The SES is Out!

Dear < Student Name >,

Huge thank you to those who have jumped in early and completed the SES, aka the Student Experience Survey.

If you haven't completed the SES as yet, please check your inbox for the invite and link to the survey.

Here is just a small sample of the information and how we used it, from the Student Experience Survey run last year.

View the full infographic here, including a text version that will work with screen readers.

Compare Deakin and your area of study at <https://www.qilt.edu.au/>





# 3. HIGHER DEGREE BY RESEARCH SURVEY

## Subject: Upcoming HDR Survey & Previous Outcomes

Dear < Student Name >,

On Monday you'll be invited to participate in Deakin's survey of our current Higher Degree by Research students.

We very much hope that you will respond as your feedback is valuable. Outcomes from this survey are reported to the Research and Research Training Committee, inform Faculty/Institute self-reviews and, have resulted in various actions and a better understanding our HDR students.

Here's a snippet from an Infographic on the 2015 HDR Survey Outcomes. You can view this [here](#), including a text version that will work with screen readers.

If you have any queries about the survey or previous outcomes please email [dusurvey@deakin.edu.au](mailto:dusurvey@deakin.edu.au)

Regards,

Wendy Marchment

Manager, Institutional Research and Surveys





# SURVEY INFOGRAPHIC TIPS

- Create it for the target audience - the student!



but **YOU** told us that **DEAKIN**  
can do even better to help our **NEW STUDENTS**

We know many of you are balancing work and study



You can do your own comparisons at  
[www.qilt.edu.au](http://www.qilt.edu.au)



# SURVEY INFOGRAPHIC TIPS

- Create it for the target audience - the student!
- Different themes for each survey



# SURVEY INFOGRAPHIC TIPS

- Create it for the target audience - the student!
- Different themes for each survey
- Have space with 'nothing'
- Balance the visual with the written
- Match images with the stats



Questions were relevant to their  
Stage of Candidature



Most envisaged their  
early career would  
be located in  
Australia (72%)



About 1 in 8  
intended to work  
overseas after  
they completed

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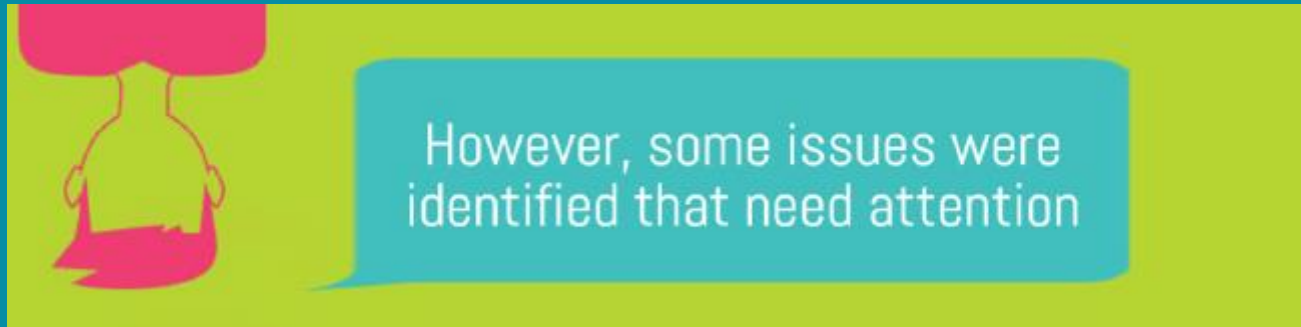


# SURVEY INFOGRAPHIC TIPS

- Acknowledge improvements are needed



**We know we have some work to do because:**



but **YOU** told us that **DEAKIN**  
can do even better to help our **NEW STUDENTS**



# SURVEY INFOGRAPHIC TIPS

- Acknowledge improvements are needed
- Confirm actions with key staff



More industry input and work placement opportunities

Better support for international and domestic students experiencing difficulty

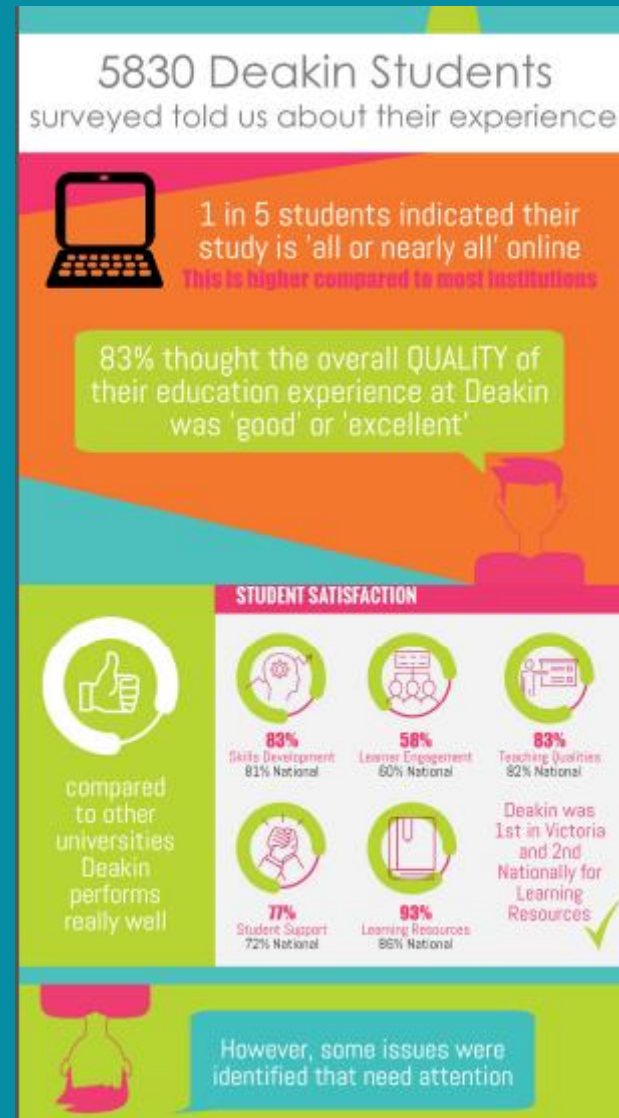
Improved career support and counselling

Course planning and development based on student feedback with an emphasis on real world employment skills



# SURVEY INFOGRAPHIC TIPS

- Acknowledge improvements are needed
- Confirm actions with key staff
- Less is more....keep the focus
- Make sure it 'flows' cognitively and visually



# SURVEY INFOGRAPHIC TIPS

- Acknowledge improvements are needed
- Confirm actions with key staff
- Less is more....keep the focus
- Make sure it 'flows' cognitively and visually
- Accurate statistics
- State the Source/s





# LEARNINGS

Team effort – different skills required

Piktochart is easy to use

Have text version

Takes time to do a 'good one'

Senior staff seem to love them!

Students like them!!



