

Using student engagement data for marketing

This AUSSE Enhancement Guide makes suggestions about how marketing staff can use survey results.



How can marketing staff use student engagement data?

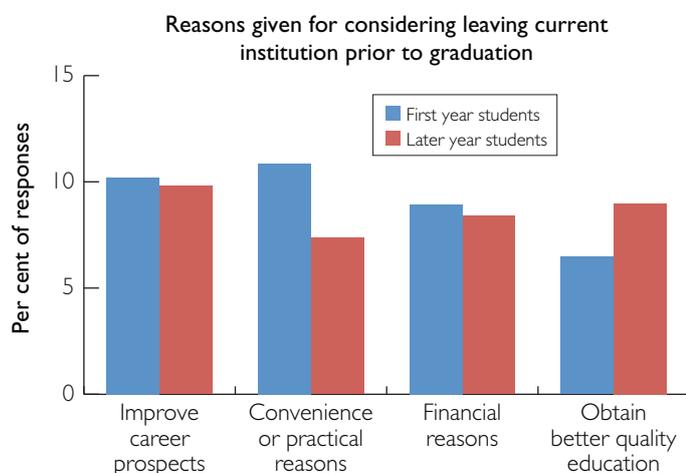
Surveying student engagement provides one of the best measures of how students encounter university. This includes students' perceptions about the education and services that universities deliver, and about what students themselves actually do. Interpreting and using information about student engagement empowers universities to understand and promote many facets of their core business.

Data on student engagement can be very useful for marketing personnel, both in understanding key stakeholders and in promoting your institution's strengths. It offers a truly student-focused source of insight into how to advance your institution's positioning and growth.

Understanding what students do

The AUSSE survey instrument – the Student Engagement Questionnaire (SEQ) – taps into around 100 distinct aspects of student engagement. The data provides insight into how students make use of valuable resources, different patterns and types of interaction with university, and student preferences and accomplishments.

This graph uses data from the 2008 AUSSE to show the reasons students give for considering leaving their university prior to finishing their degree. Data like these can provide a greater understanding of what students are seeking from university, and why they may decide to leave.



Analysing the rich source of information provided by the AUSSE helps universities build understanding of their student profile, and of how to attract new students, engage current learners, and stimulate high-quality graduate outcomes.

The AUSSE provides a range of data on many points, such as how supported students feel by staff and fellow students. It provides data on whether students are using careers services and engaging in extracurricular experiences like exchanges, internships and service learning. It taps their broader experience and satisfaction with university.

Of course, better understanding your current students – who they are and what they are doing – offers important insights for positioning your institution at a time when higher education is becoming more competitive and student centred.



Promoting your university

As a rich source of evidence on the core business of the academy, you can use student engagement data to:

- promote positive and distinctive aspects of the university's student experience and educational practice;
- publicise your institution's international standing, drawing on close links with the US National Survey of Student Engagement (NSSE);
- demonstrate student outcomes and successes;
- engage future students with insights on how they could become involved with your university;
- demonstrate to current students that your university listens to their views and takes their learning and development seriously; and
- as independent evidence that enhances perceptions of your university's quality and standing.

About this guide

This AUSSE Enhancement Guide forms part of the suite of resources developed by ACER and the broader AUSSE community to enhance students' engagement in effective educational practices. Visit www.acer.edu.au/ausse for further information about the Australasian Survey of Student Engagement.