

# 2013 University Experience Survey (UES) Deakin Results

SENIOR STAFF BRIEFING

STRATEGIC INTELLIGENCE AND PLANNING UNIT

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## Background

The University Experience Survey (UES) was developed to measure the levels of engagement and satisfaction of undergraduate students at Australian universities. The UES asks students about their university experience on five key aggregated scales:- Skills Development, Learner Engagement, Teaching Quality, Student Support and Learning Resources.

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*Deakin improved its UES response rate from 16% in 2012 to 29% in 2013*

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The 2013 UES was administered by a consortium of Graduate Careers Australia (GCA) and the Social Research Centre.

## Response Rate

The survey population for the UES consisted of commencing and later year onshore undergraduate students. Fieldwork for the UES at Deakin was carried out from August to October 2013 with an initial email invitation followed by reminder emails and a letter.

A total of 4173 Deakin students, or 29% of those invited, completed the UES. This is the same as the average percentage response rate for all participating universities.

## Deakin Outcomes

**Deakin performs best** on Learning Resources (88 percent satisfied), followed by Teaching Quality (80%) and Skills Development (79%). Deakin did less well on items associated with Learner Engagement (55%) and Student Support (60%).

Compared to other universities, Deakin students are particularly positive about the Learning Resources and Student Support provided.

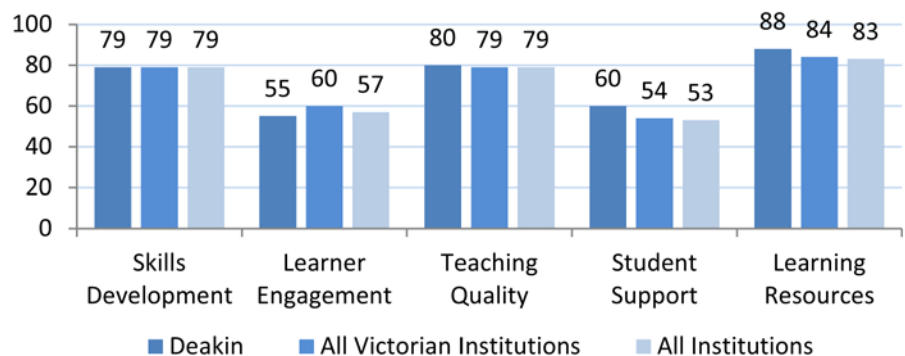


Figure 1. UES Scale Outcomes by Institution, State and National

*Eighty one percent of the students rated the quality of their overall educational experience as “good” or “excellent”*

- Later year students rate Deakin lower on all performance scales except Skills Development, compared to first year students.
- International students rate Deakin lower on all scales with the exception of Student Support which they on average rated higher.
- Distance Education and mixed mode students rated the university lower on the Learner Engagement and Learning Resources scales compared to on-campus students.
- Students who said they studied “all, or nearly all” online were significantly less satisfied with the items on Learner Engagement.
- When comparing by attendance type, part time students were more critical in their ratings of Learner Engagement and Skill Development.
- Students with a disability reported significantly higher satisfaction with the Student Support they received.
- Students who spoke a language other than English at home were more satisfied with Student Support but rated the university more poorly on items associated with Teaching Quality, Learning Resources and Skills Development.
- The Faculty of Health is rated higher on all scales except Student Support compared to other faculties.

## Student Retention

Seventeen percent of students said that they had “*seriously considered leaving Deakin*”. This group of students was significantly more likely to be:-

- Commencing studies
- Studying “*all or nearly all*” online
- A domestic rather than international student
- Speaking English at home rather than another language

When comparing Deakin students with all Australian respondents about the reasons for considering early departure, Deakin students were more likely to nominate “*career prospects*” (8% difference), “*change of direction*” (6%) and “*commuting difficulties*” (5%). Deakin students were 5% less likely to nominate “*health or stress*” as reasons. Students had 30 possible reasons to choose from.

Large groups of students agreed that paid work (32%) and financial circumstances (28%) had “*quite a bit*” or “*very much*” of a negative effect on their study.

## Further Analysis and Reporting

The briefing is based primarily on the Deakin UES survey data.

A further more detailed analysis and report will be presented to Teaching and Learning Committee based on the 2013 national dataset. National and Deakin UES Reports provided by GCA are at <http://www.deakin.edu.au/planning-unit/surveys/ues.php>

Contact [dusurvey@deakin.edu.au](mailto:dusurvey@deakin.edu.au) for further information and UES analyses.

### Top 10 Reasons to Leave Deakin

- 1 Career prospects (28%)
- 2 Workload difficulties (27%)
- 3 Financial difficulties (27%)
- 4 Change of directions (26%)
- 5 Health or stress (26%)
- 6 Study/life balance (26%)
- 7 Boredom/lack of interest (25%)
- 8 Expectations not met (22%)
- 9 Need to do paid work (22%)
- 10 Need a break/personal reasons (21%)

*Note: Only statistically significant differences are reported in this briefing.*