



# Student Services 2016

Analysis and insights



## Description of the analysis

This analysis has been undertaken on the dataset of students who used 'student services' in 2016. The dataset was provided by the 'Student support' team.

The overall aim of the analysis was to understand more about the use of 'student services' by Unitec students and the potential impact on student success.



## Key findings

- 2,231 students used 'Student services' in 2016 . This was 14% of Unitec's student population of 15,550 in 2016.
- The last time the analysis was done, it was on 2014 data and during this period also around 14% of the student population used 'student services'.

### Notes :

- ❖ Only those students belonging to the Mt Albert / Waitakere / Northern campuses have been counted as being part of the student population.
- ❖ Females are more likely to use 'student services' compared to males.



## Key findings (continued)

- Health Centre is the most frequently used student service. It accounted for 63% of all the students who used student services last year .
- Maori & Pacific both have 'Counselling' & 'Student Advisors' as 2<sup>nd</sup> & 3<sup>rd</sup> most frequent usage.
- For 'International' and '25 years and over' students, the 'Careers' service is the 2<sup>nd</sup> most often used, but this is not as important for 'Maori', 'Pacific' or 'less than 25'.
- ❖ **Insights :** 'International' & 'Over 25' are more likely to value "Careers" as more important compared to other services except "Health Centre". This aligns itself with the "U Matter" survey findings.



## Key findings (continued)

- Success rate % : Service users success rate in 2016 was 88 % compared to the total Unitec success rate of 83%. This is 6% higher for service users.
- GPA : Service users average in 2016 was 4.27 whereas the Unitec average was 4.01.
- ❖ Insights : On the surface this would appear to indicate that service users perform better compared to non-service users. However, it must be noted that this result is not statistically significant to confirm the hypothesis that using a service has an impact on student achievement.
- ❖ Insights : We also checked the NPS score for service users. However, since only a very small % of student users actually did the NPS, the findings were disregarded.



## Key findings (continued)

- 202 students used multiple services.
- ❖ Insights : This shows that around 10% of service users used multiple services. This type of repeat behaviour indicates a positive level of customer experience for 'student services' since repeat customers are usually the most staunch brand advocates.



## Most popular services by Academic program

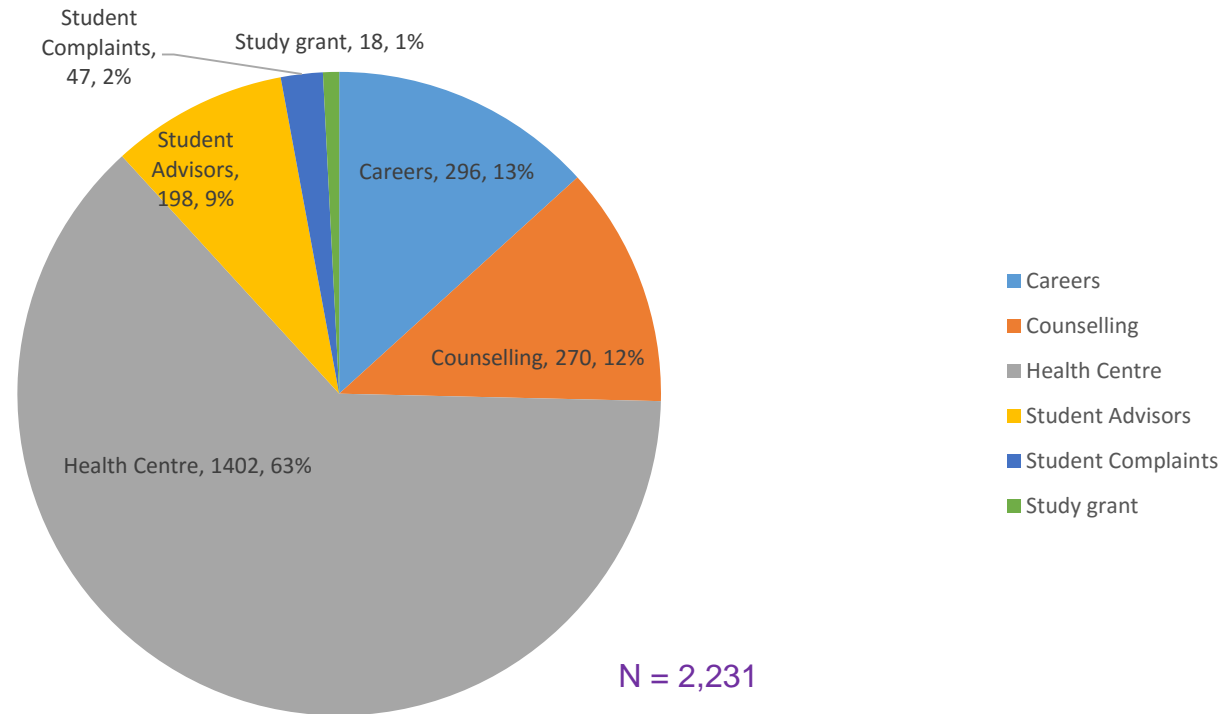
- 10% of 'Careers' service users (n = 296) were from GDip Computing program.
- 20% of 'Student advisors' users (n = 198) were from Cert Automotive Mechanical Eng program & 17% from Cert Found Studies L3 Whitinga.

Note : These are only for those services for which we have sufficient numbers (i.e. more than 30 users)

- ❖ Insights : In 2016 there appears to be specific triggers or reasons for individual programs to be attracted to certain services more than others.



# Student services by usage

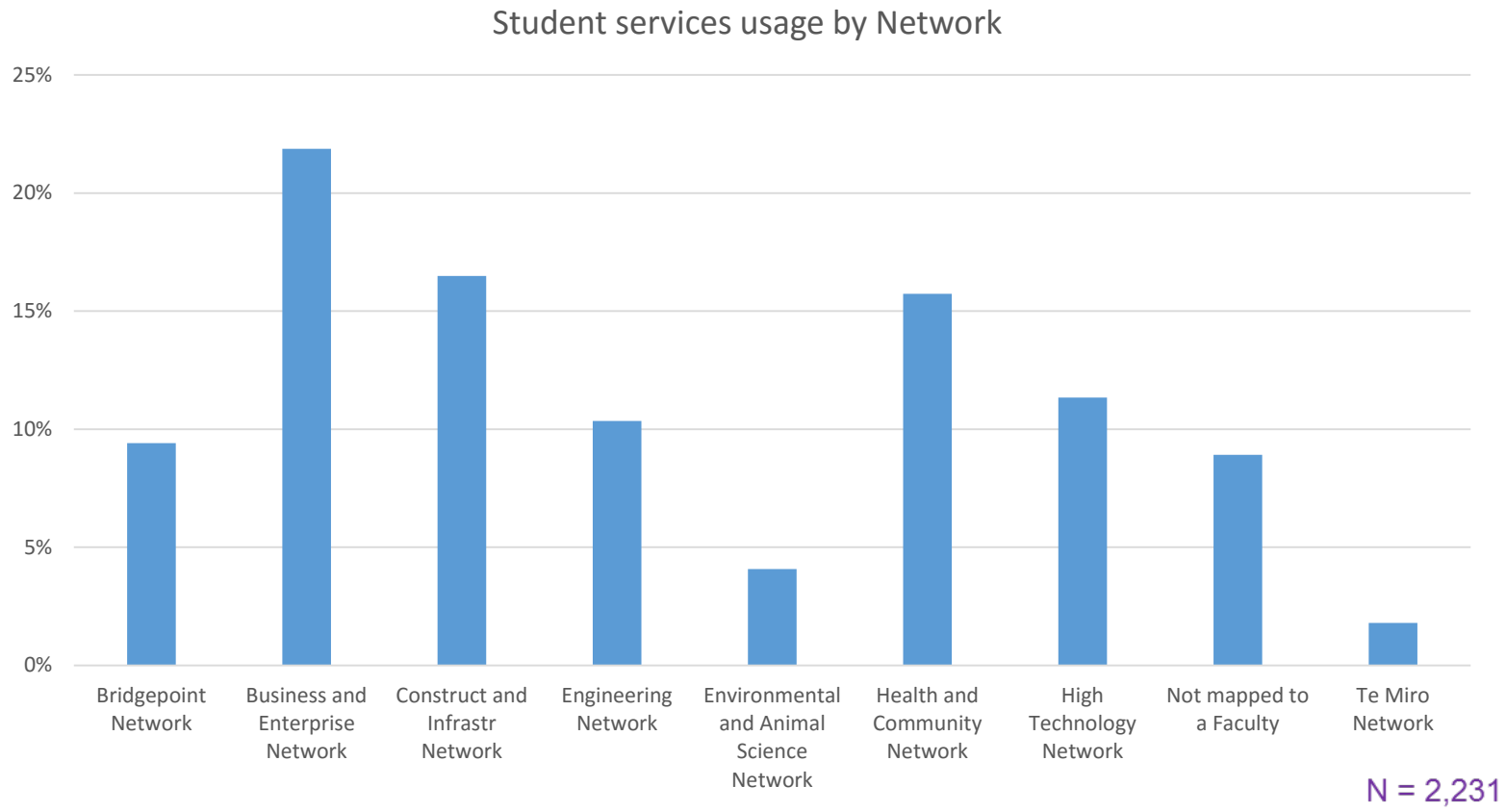


❖ Insights : Health Centre was by far the most frequently used student service accounting for 63% of all the student visits. This was followed equally by both Careers and Counselling.



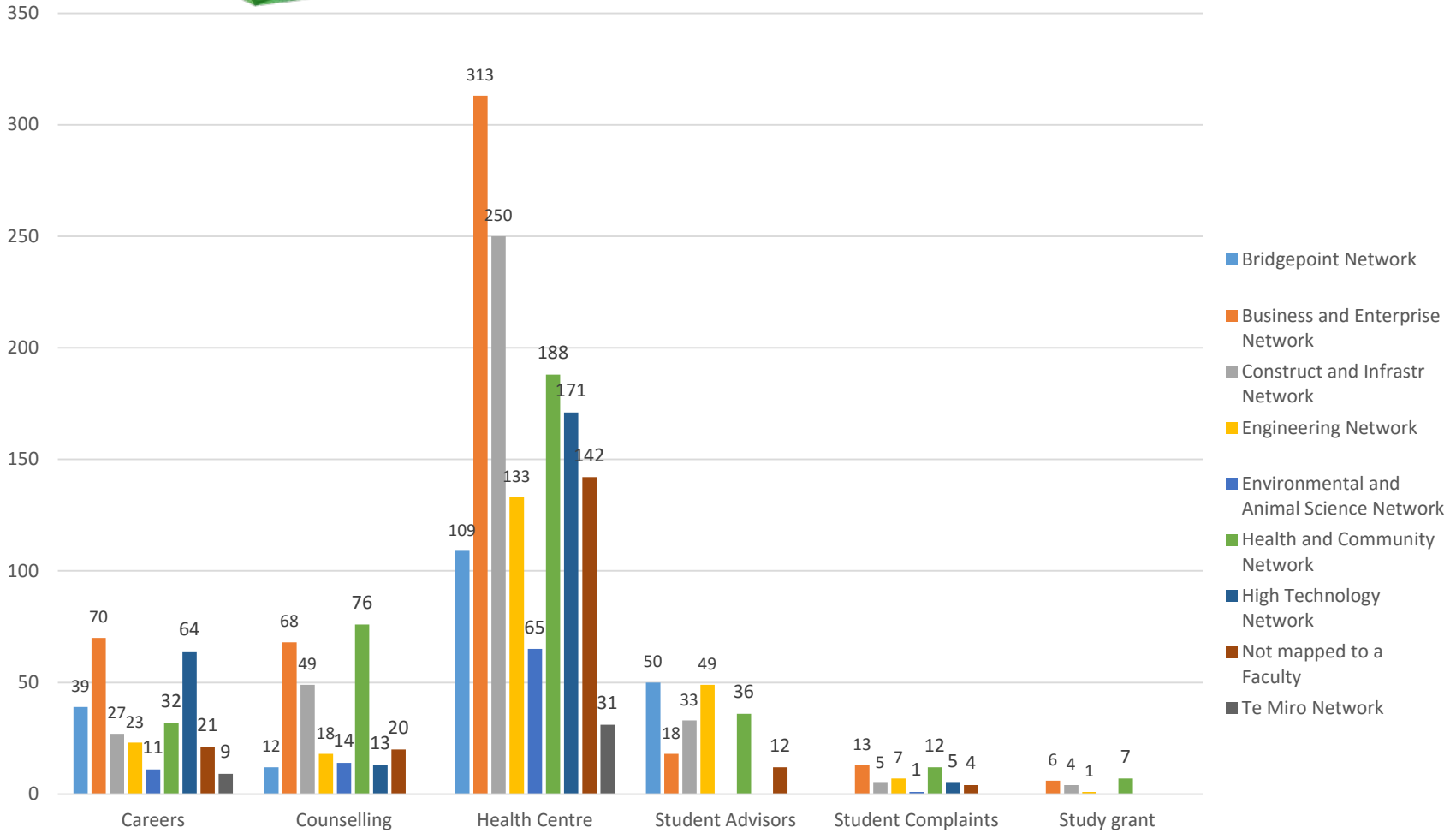


# Student service usage - by Network





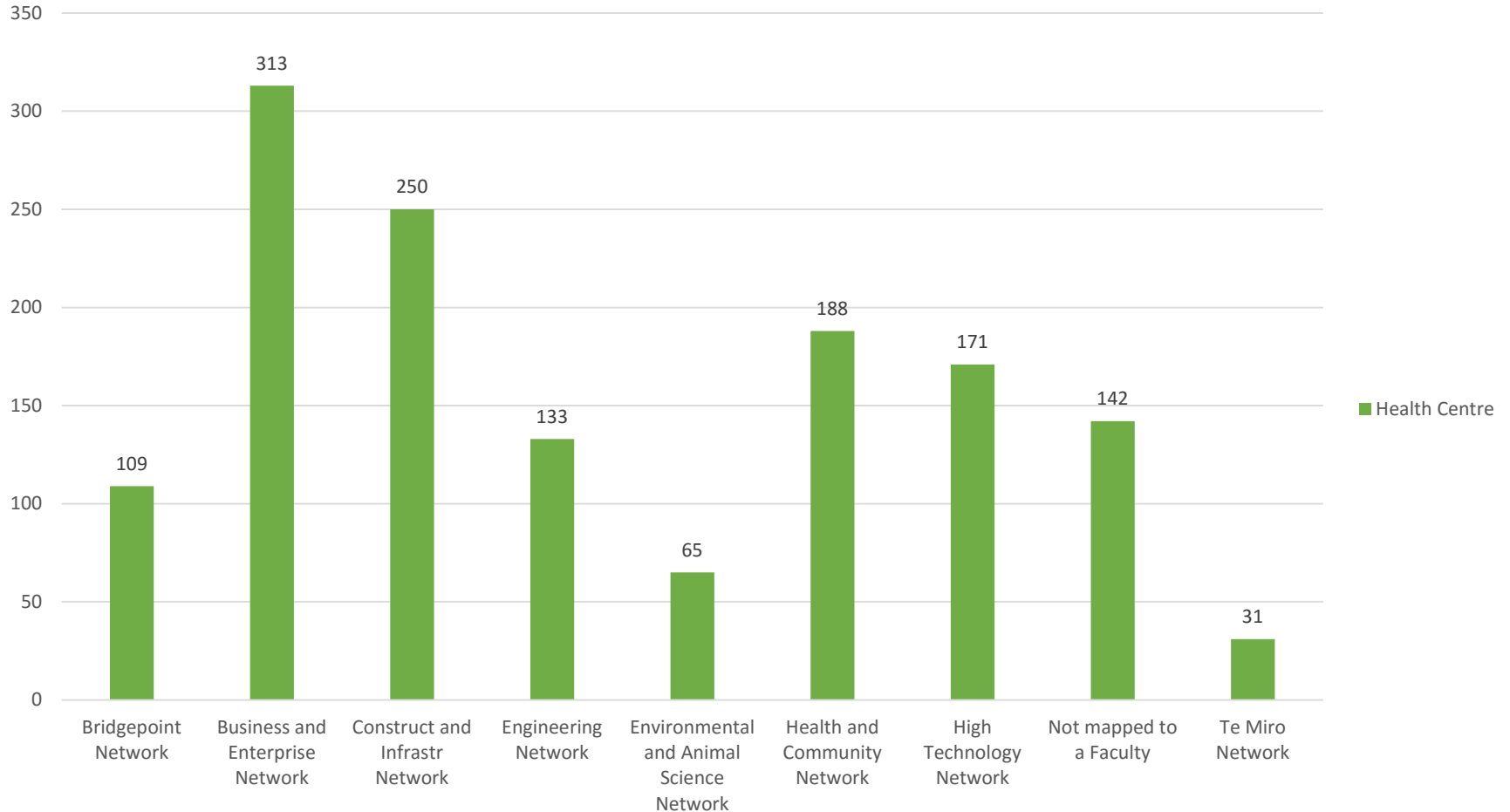
# Student services - by Network (summary)



6/16/2017



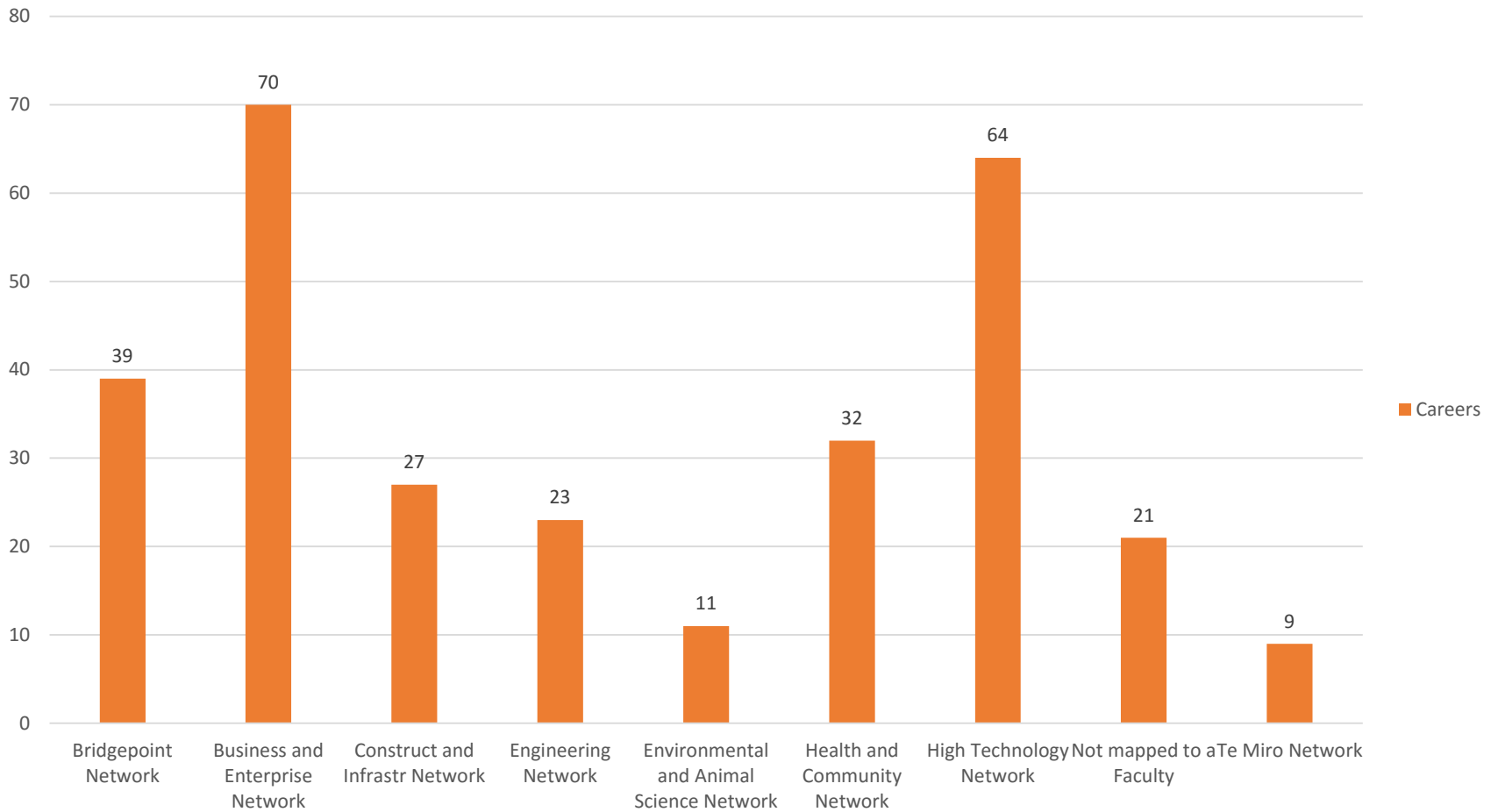
# Health Centre - by Network



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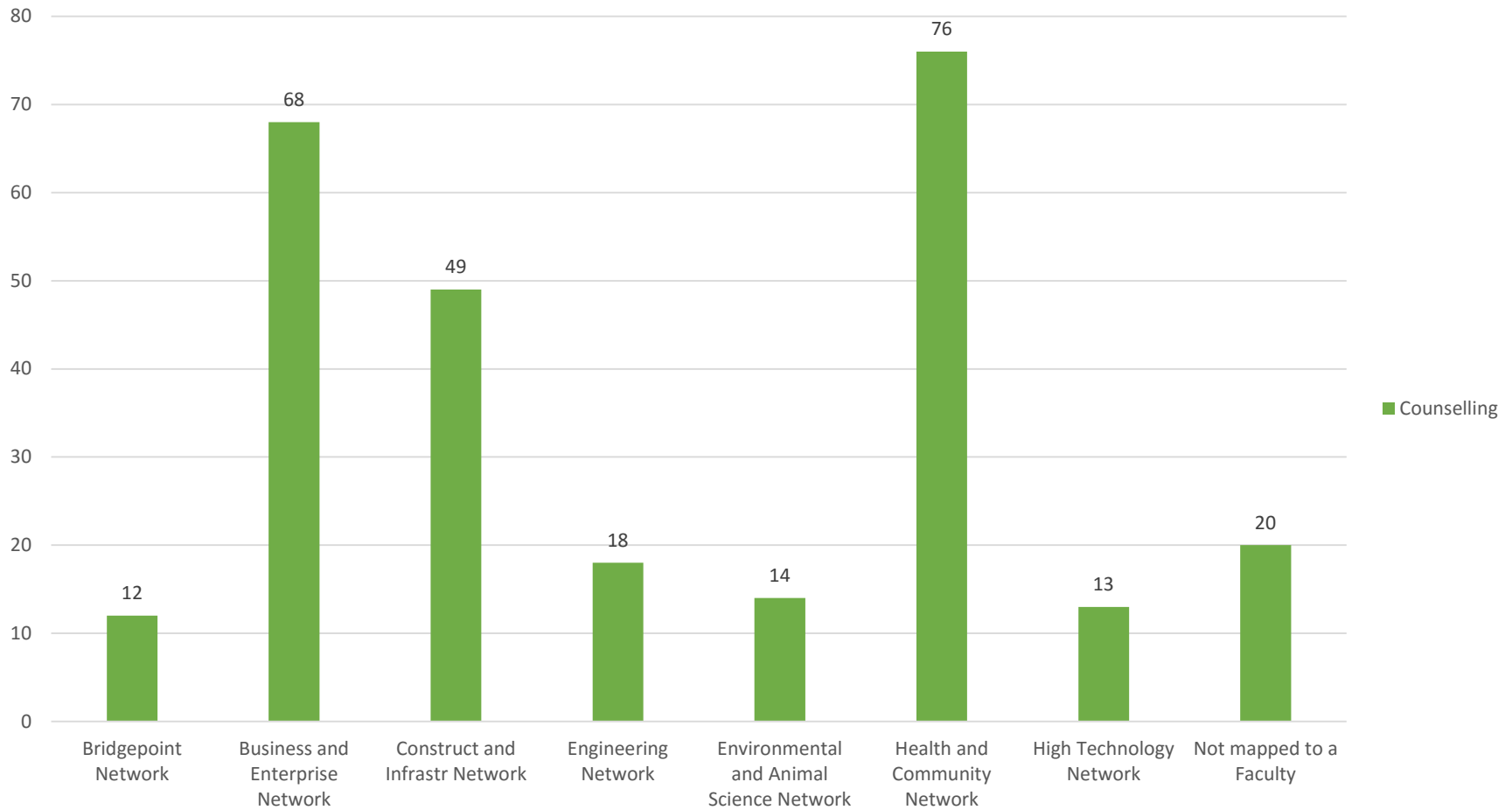
# Careers - by Network



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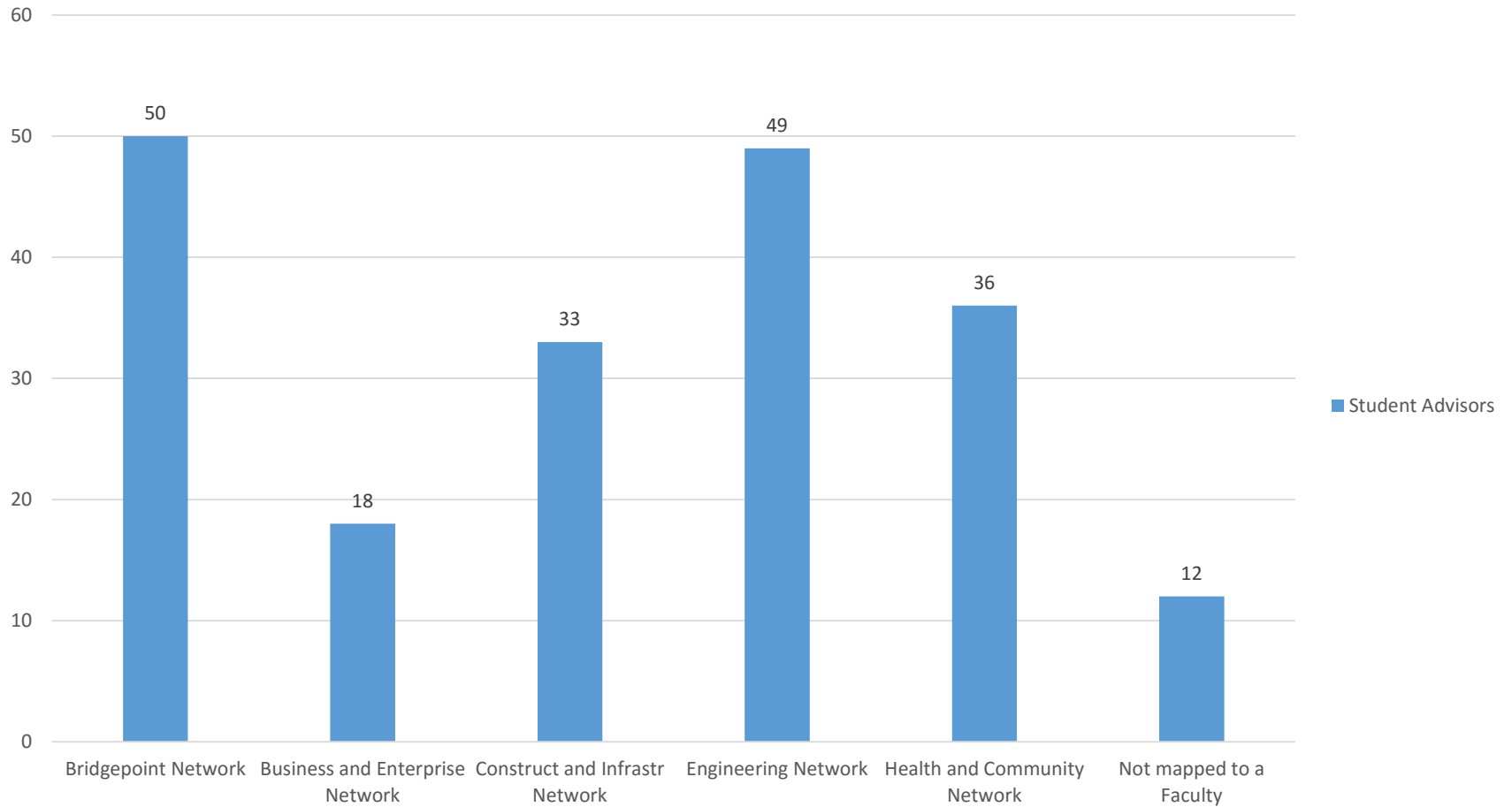
# Counselling- by Network



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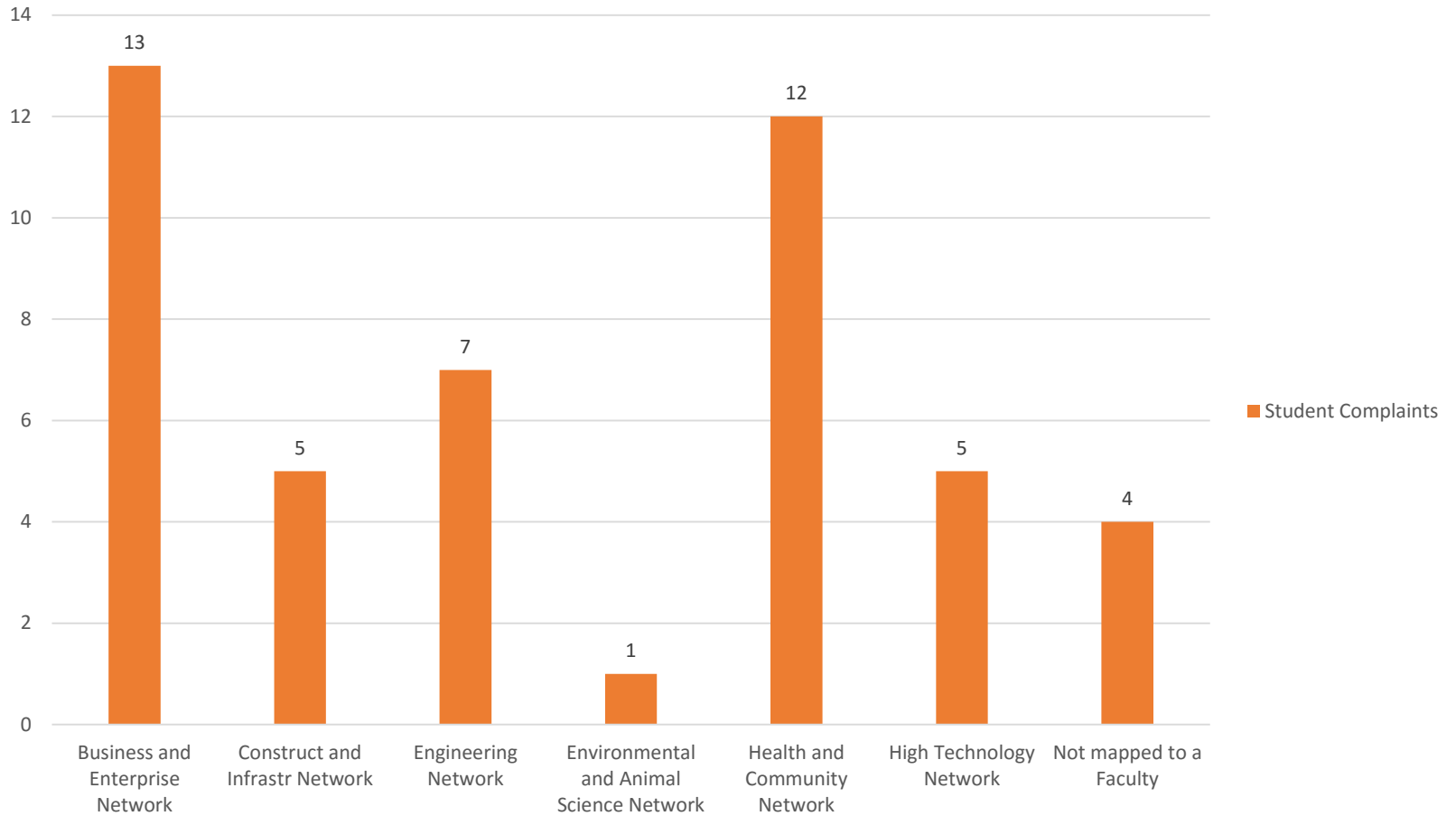
# Student Advisors - by Network



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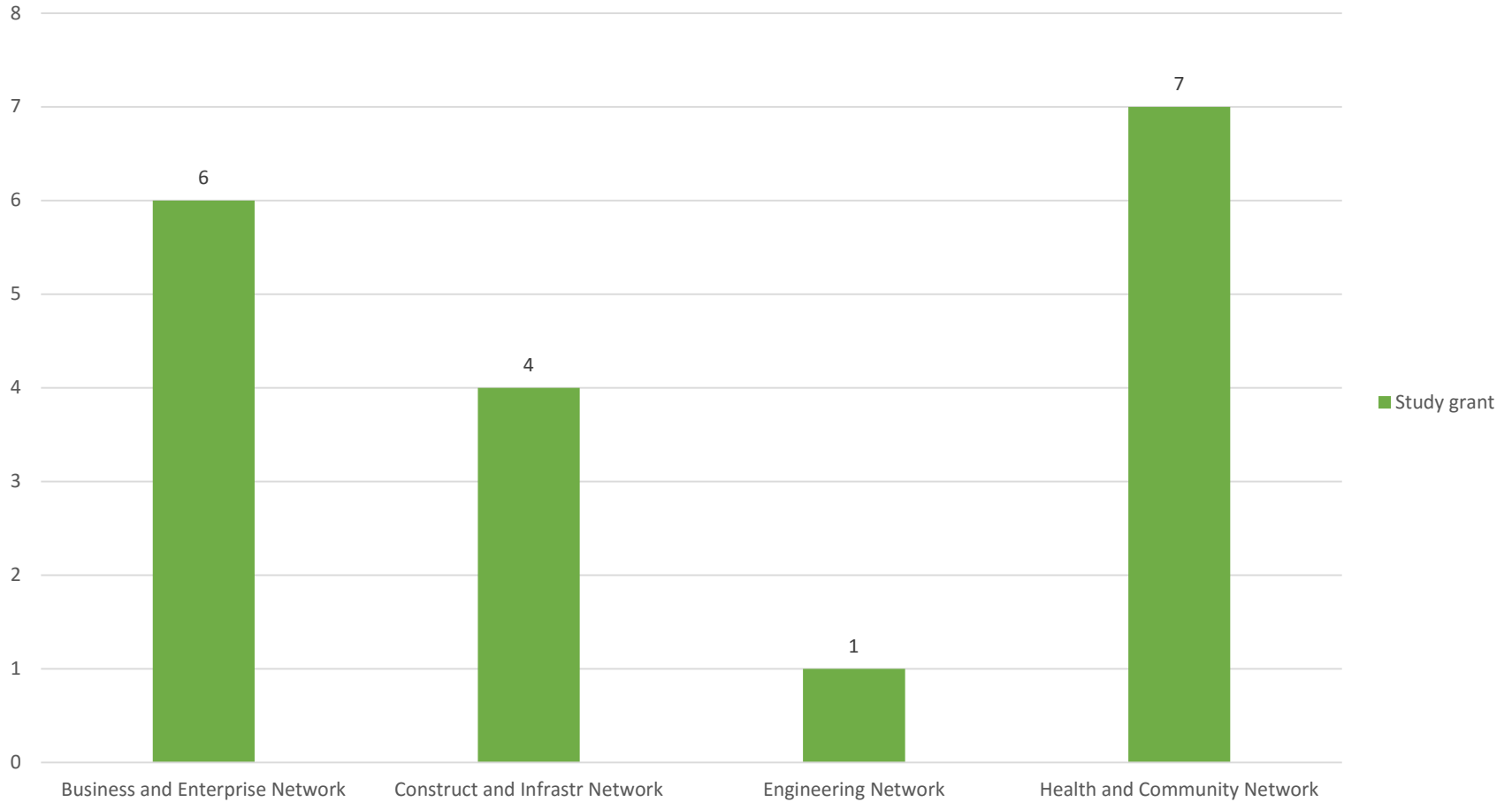


# Student Complaints - by Network





# Study grant - by Network



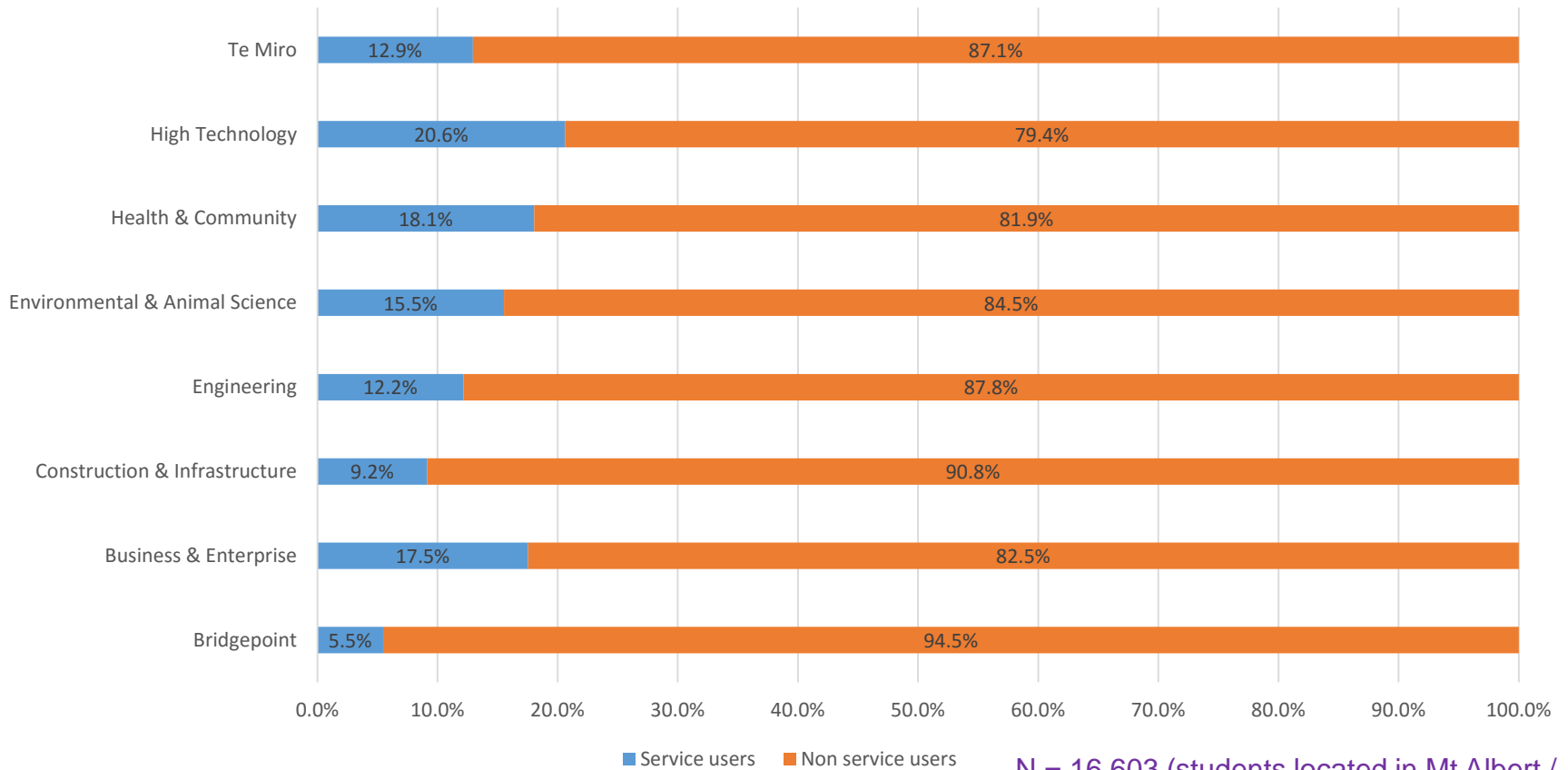
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# Service usage Vs non usage - by Network

Service users Vs Non – service users by Network

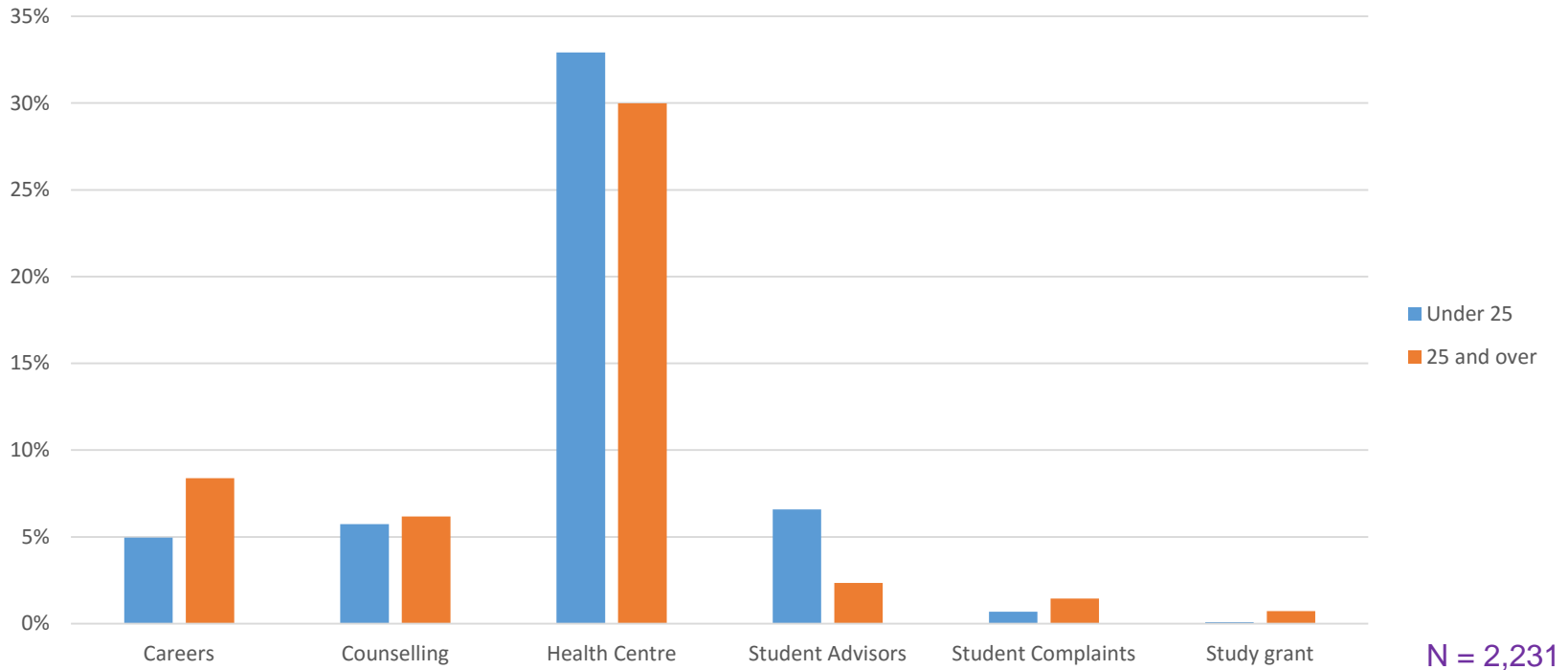


N = 16,603 (students located in Mt Albert / Waitakere / Northern campuses only)

6/16/2017



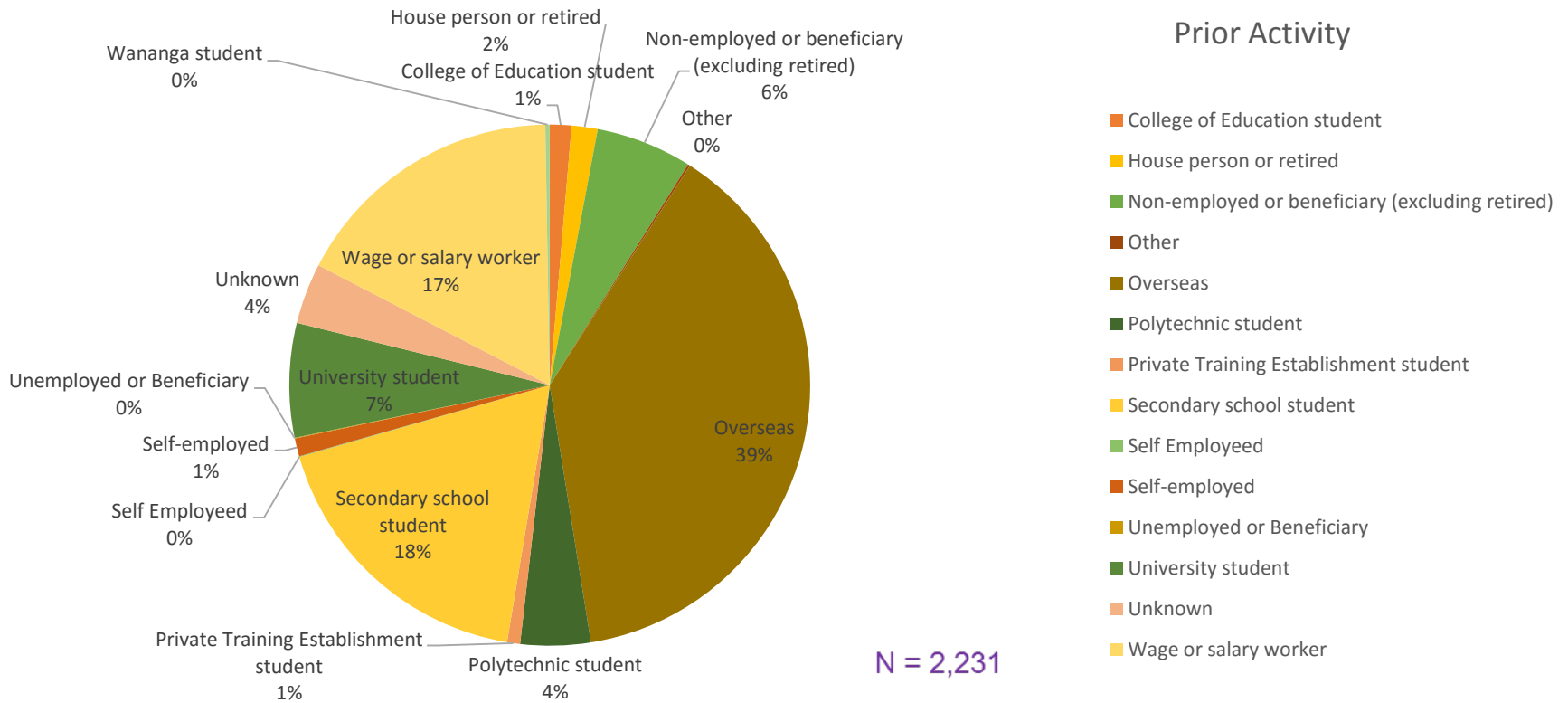
# Service users by - Age



❖ Insights : Over 25's are more likely to use 'Career Advisors', whereas the Under 25's use 'Student advisors' more often.



# Service users by - Prior Activity



❖ **Insights :** Nearly 40% of the users identified prior activity as ‘Overseas – so are likely to be International students’. The majority of these students used the ‘Health Centre’ and about 17% used ‘Careers’ .

6/16/2017