

2019

# 2019 NZCC End of Year Survey: Analysis of Survey Data



NEW ZEALAND  
COLLEGE OF  
CHIROPRACTIC

*graduating hands, hearts & minds*

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## Background and Response

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The 2019 end of year survey was conducted in October 2019. Two hundred and thirty-nine students, representing 78% of the student body, completed the 2019 end of year survey. This is an increase compared to the number (n=210) and percentage (75%) of respondents in 2018.

Sixty-three international students responded to the survey and 176 domestic students responded. The percentage of students in each year group that responded were:

<b>Response Rate</b>	<b>2017 RESPONSE RATE</b>	<b>2018 RESPONSE RATE</b>	<b>2019 RESPONSE RATE</b>
<b>Year 1</b>	97%	76%	79%
<b>Year 2</b>	63%	69%	64%
<b>Year 3</b>	82%	95%	89%
<b>Year 4</b>	77%	63%	78%

## International Student Experience

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International students were asked to provide feedback about the support services offered by the College; and how well informed they felt they were with respect to contact information and processes to follow for various situations that may arise. The responses were similar to those received previously and were in general positive (mean scores are out of a maximum value of 5). The question that again received the fewest favourable responses related to knowing who the appeal authority is that they can contact if they feel the College has breached the code of practice for pastoral care.

<b>International Student Experience</b>	<b>2016 MEAN SCORE</b>	<b>2017 MEAN SCORE</b>	<b>2018 MEAN SCORE</b>	<b>2019 MEAN SCORE</b>
<b>Pastoral care</b>	4.32	4.26	4.00	4.21
<b>Contact re welfare</b>	4.30	4.14	4.27	4.25
<b>Appeal Authority</b>	3.74	3.80	3.55	3.95
<b>Emergency Phone Number</b>	3.76	4.02	4.22	4.10
<b>Effectiveness of Support Services</b>	4.77	4.70	4.33	4.63

## The College Library

Students were asked to give their opinion of the College library. The responses in 2019 were consistent with the 2018 responses.

Satisfaction with Library Services	2016 MEAN SCORE	2017 MEAN SCORE	2018 MEAN SCORE	2019 MEAN SCORE
Borrowing materials (books, cds/ DVDs, models, etc.)	4.43	4.23	4.19	4.21
Assistance from librarians	4.69	4.55	4.22	4.13
Online services (website, catalogue, research databases, ebooks etc.)	4.03	3.73	3.83	3.87
Computers	3.71	2.88	3.38	3.03
Photocopier/printer	4.29	3.93	4.16	4.12
Study rooms	3.80	3.83	3.95	4.09
Opening Hours	3.98	3.89	4.02	4.07
Overall, how would you rate the library?	4.29	4.20	4.11	4.05

## Importance of Library Services

Students were asked to rate how important various library services are to them. The most important library service was the photocopier/printer. Interestingly, the least important service was being able to borrow material from the library collection. These results were consistent with previous surveys.

Importance of Library Services	2016 MEAN SCORE	2017 MEAN SCORE	2018 MEAN SCORE	2019 MEAN SCORE
Borrowing materials (books, cds/ DVDs, models, etc.)	3.80	3.58	3.58	3.46
Assistance from librarians	3.94	3.92	3.92	3.88
Computers	4.24	4.27	4.35	4.34
Help using computers, printers, etc.	3.78	3.81	3.76	3.84
Study rooms/reading areas	4.53	4.43	4.39	4.39
Online services (website, catalogue, research databases, ebooks etc.)	4.23	4.08	4.22	4.08
Photocopier/printer/scanner	4.71	4.56	4.62	4.59
Overall, how important is the library to you?	4.53	4.36	4.35	4.39

## Electronic vs Printed Resources

Students were asked if they could not find something in electronic form, but the Library does have it in print, what would they do? Sixty-seven percent of students responded that they'd borrow scan or copy the print version, 30% said they'd find something in electronic form instead, and 3% said they would use another option such as a separate university account or they would ask the librarian for help. These responses were consistent with the 2018 survey.

## What do Students Value Most About the Library?

Students were asked an open-ended question about what they value most about the library. Themes that emerged were consistent with the 2018 survey and suggested they value the quiet study spaces, access to computers/photocopiers/printers, the resources that are available, and the support they receive from the librarians. The word cloud below depicts the responses that were most common.

Q7 What do you value most about the library? Why?



## How Could the Library Be Improved?

Students were asked how the library and/or its services could be improved. Two consistent themes that were prominent amongst the responses were a desire for better computers/printers/IT resources and more study rooms. Regarding printers, students mentioned that they would like cheaper printing. The following word cloud depicts the themes that were consistent in response to this question.

Q8 How could the library and/or its services be improved?

often open hours faster computers proof study rooms work Easier time later weekends  
help printer private study rooms people sure Also least use faster online desks  
print cheaper printing library journal access updated  
study rooms make computers Open longer hours  
book Longer hours better Improve better computers Na  
quiet chairs resources accessible need take long time N need upgrading  
computers work sound proof hours leave open think room Upgrade even available

## The Bachelor of Chiropractic

This section of the survey focused on the academic programme. The students were asked to choose a response that reflects their opinion about the following statements:

- Overall, I am satisfied with the level of academic teaching at NZCC
- Overall, I am satisfied with my experience as an Intern in the Chiropractic Centre (Yr3&4 only. Other years please tick N/A)
- Overall, the academic programme has clear goals and objectives
- Overall, the assessment of the academic programme has been fair
- Overall, the workload was appropriate
- Overall, the resources required were available
- Overall, the content of the academic programme has been good
- Overall, the academic programme is well organised and run
- Overall, I would recommend the Bachelor of Chiropractic to others

The 2019 results were consistent with the 2018 results. The intern experience is the aspect of the academic programme that received the most favourable rating with a score of 4.82. The workload again received the least favourable rating.

<b>The Bachelor of Chiropractic</b>	2016 MEAN SCORE	2017 MEAN SCORE	2018 MEAN SCORE	2019 MEAN SCORE
Academic Teaching	4.11	4.14	4.44	4.30
Intern Experience	4.70	4.48	4.92	4.82
Academic Goals	4.09	4.03	4.36	4.29
Academic Assessment	3.96	3.95	4.23	4.15
Workload	3.63	3.60	3.91	3.82
Resources Available?	4.05	3.91	4.08	4.10
Academic Content?	4.05	4.01	4.29	4.27
Well Organised? .	3.77	3.76	4.06	4.09
Recommend the B Chiro	4.40	4.26	4.55	4.43



## Overall Experience at NZCC

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This section asked students about their overall experience at the NZCC. The students were asked to choose a response that reflects their opinion about the following statements:

- Overall, I am satisfied with my student life at NZCC
- Overall, I am satisfied with the facilities and environment at NZCC
- Overall, I am satisfied with the student support at NZCC
- Overall, I am satisfied with the administration at NZCC
- Overall, the library meets my learning needs
- Overall, I am satisfied with the extra-curricular activities offered at NZCC
- Overall, I feel safe and secure while on campus
- Overall, I would recommend NZCC to others

The results were again generally positive and very consistent with the previous surveys.

<b>Overall Experience at the College</b>	2016 MEAN SCORE	2017 MEAN SCORE	2018 MEAN SCORE	2019 MEAN SCORE
Student life at NZCC	4.00	3.91	4.00	4.00
Facilities and environment	4.04	3.95	4.05	4.00
Student support	3.93	3.74	3.90	3.97
Administration	4.30	4.17	4.09	4.19
The library	4.01	4.06	3.96	3.94
Extracurricular activities	3.90	3.91	3.91	3.80
Safety and security	4.46	4.46	4.42	4.42
I would recommend NZCC to others	4.29	4.26	4.30	4.34

## Net Promoter Score

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The net promoter score (NPS) is calculated using an 11-point scale (0-10) and the question ‘How likely is it that you would recommend the New Zealand College of Chiropractic to a prospective student?’ The score is then calculated by subtracting the percentage of detractors (those who give a score of 0-6) from promoters (those who score 9 or 10). The range of net promoter scores that are possible using this approach are -100 to +100. The median NPS across a range of businesses and industries is 16, and an NPS of greater than 50 is considered to be excellent. In 2018 the NPS was 52, which is excellent.

In the past it was identified that students became less supportive of the programme as they entered their final years. Therefore, the NPS results have also been broken down by year group. The table below summarises these results. There was a decrease in NPS for years 3 and 4 in 2019. The decrease for year 4 may be linked to an incident around the time the survey was conducted that resulted in the suspension of 2 year 4 students. This appeared to have a considerable impact on the sentiment of the year 4 class at the time. The decrease in NPS in the year 3 class may relate to lower NPS scores, compared to previous years, that this class has provided throughout their time at the College. Across all businesses and industries there has been a general trend towards a decrease in NPS scores over recent years. This may relate to a change in the way people provide feedback over recent years with the assumption by business analysts being that consumers are generally becoming ‘less grateful’.

### Net Promoter Score

Year Level	2016 NPS	2017 NPS	2018 NPS	2019 NPS
<b>1</b>	75	65	72	69
<b>2</b>	62	65	47	55
<b>3</b>	13	42	56	42
<b>4</b>	6	30	55	44
<b>College-wide</b>	40	50	55	52

## Open-ended Questions

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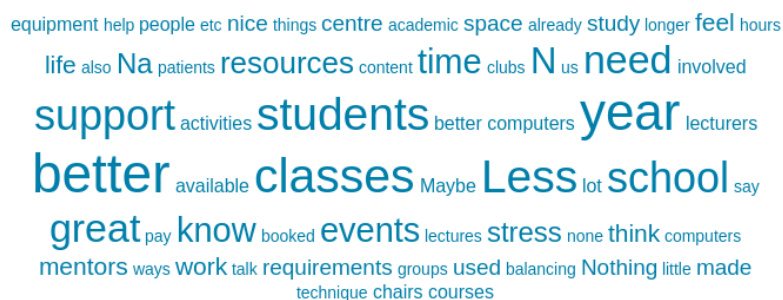
Students were given the opportunity to provide written feedback about the aspects of the programme they felt were most positive and the aspects that they felt could have been improved in relation to their experience at NZCC in 2019.

### Negative Feedback

The first open-ended question asked, 'How could your experience this year at NZCC have been improved?' Responses were spread across many different areas which can be considered to be a good thing, as no single theme stood out. However, slightly more students commented that they would like more help dealing with stress in 2019 compared to previous years. The word cloud below summarises the content of responses relating to how students felt the College could be improved.

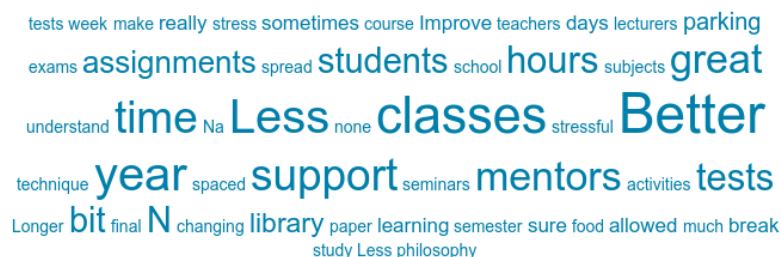
#### 2019 Word Cloud

Q12 How could your experience this year at NZCC have been improved?



#### 2018 Word Cloud

Q19 How could your experience this year at NZCC have been improved?

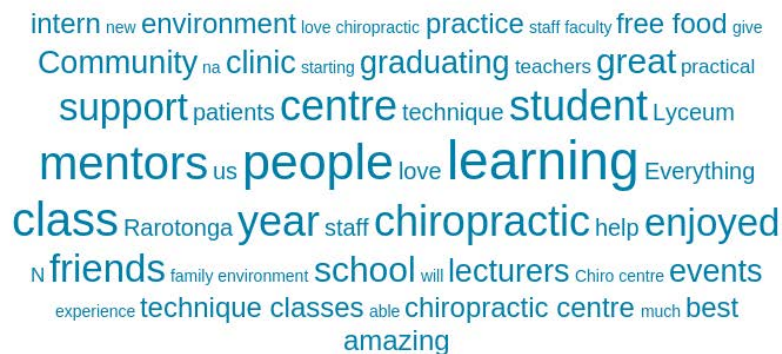


## Positive Feedback

The second open-ended question asked, ‘What did you enjoy most about your experience at NZCC this year?’ The most consistent themes to emerge were the people/culture/intern experience. The word cloud below summarises the content of responses relating to what students enjoyed most about their College experience in 2019.

### *2019 Word Cloud*

Q13 What did you enjoy most about your experience at NZCC this year?



### *2018 Word Cloud*

Q20 What did you enjoy most about your experience at NZCC this year?

