

2020

# 2020 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 2020 end of year survey was conducted in October/November 2020. Two hundred and thirty-eight students, representing 79% of the student body, completed the 2020 end of year survey. This is consistent with the 2018 (75%) and 2019 (78%) completion rates.

Sixty-five international students responded to the survey and 173 domestic students responded, which is consistent with the 2019 survey. The percentage of students in each year group that responded were:

Response Rate	2018 RESPONSE RATE	2019 RESPONSE RATE	2020 RESPONSE RATE
Year 1	76%	79%	82%
Year 2	69%	64%	78%
Year 3	95%	89%	81%
Year 4	63%	78%	76%
Overall	75%	78%	79%

### Margin of error

Based on the completion rate, the margin of error in the survey is 3% for the overall results. The margin of error for individual year group results was 5-6% and for international student results the margin of error was 4%. When considering results that are reported 'out of 5', this means the margin of error is between 0.15-0.30.

## 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. There was a good increase in the percentage of international students who knew the emergency phone number and a small decrease in the rating of the effectiveness of support services.

<b>International Student Experience</b>	<b>2017 MEAN SCORE</b>	<b>2018 MEAN SCORE</b>	<b>2019 MEAN SCORE</b>	<b>2020 MEAN SCORE</b>
<b>Pastoral care</b>	4.26	4.00	4.21	4.27
<b>Contact re welfare</b>	4.14	4.27	4.25	4.29
<b>Appeal Authority</b>	3.80	3.55	3.95	3.79
<b>Emergency Phone Number</b>	4.02	4.22	4.10	4.60
<b>Effectiveness of Support Services</b>	4.70	4.33	4.63	4.38

## 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 2020 results were consistent with the 2019 results in most categories. The workload again received the least favourable rating. There was a considerable drop in the intern experience rating in 2020 (3.77) compared to 2019 (4.27). There was also a small drop in the question about the programme being well organised. These decreases may reflect the impact Covid had on the programme in 2020, particularly the intern experience. However, there were also leadership changes in the Chiropractic Centre in 2020, so it is difficult to know what the major contributors were to the intern experience rating decrease.

<b>The Bachelor of Chiropractic</b>	2017 MEAN SCORE	2018 MEAN SCORE	2019 MEAN SCORE	2020 MEAN SCORE
Academic Teaching	4.14	4.44	4.30	4.27
Intern Experience (years 3 and 4 only)	3.58	4.20	4.27	3.77
Academic Goals	4.03	4.36	4.29	4.28
Academic Assessment	3.95	4.23	4.15	4.14
Workload	3.60	3.91	3.82	3.66
Resources Available?	3.91	4.08	4.10	4.01
Academic Content?	4.01	4.29	4.27	4.20
Well Organised? .	3.76	4.06	4.09	3.89
Recommend the B Chiro	4.26	4.55	4.43	4.44

## 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, but with small decreases across most categories. Again, it is difficult to judge the impact Covid has had on these results. Interestingly, the category that had an increase in score was satisfaction with the extra-curricular activities offered by the College, which was arguably the most affected by the impact of Covid.

<b>Overall Experience at the College</b>	2017 MEAN SCORE	2018 MEAN SCORE	2019 MEAN SCORE	2020 MEAN SCORE
Student life at NZCC	3.91	4.00	4.00	3.84
Facilities and environment	3.95	4.05	4.00	3.93
Student support	3.74	3.90	3.97	3.74
Administration	4.17	4.09	4.19	4.10
The library	4.06	3.96	3.94	3.87
Extracurricular activities	3.91	3.91	3.80	3.92
Safety and security	4.46	4.42	4.42	4.34
I would recommend NZCC to others	4.26	4.30	4.34	4.14

## 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 in 2020 was 15, and an NPS of greater than 50 is considered to be excellent. In 2020 the overall NPS was 33, which is a drop compared to recent years.

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 all year groups, particularly in year 4 in 2020. It is likely that year 4 students were most impacted by the Covid lockdown and the resulting uncertainty regarding their ability to meet Chiropractic Centre requirements.

Internationally, NPS scores across most industries have been heavily impacted in 2020 by the Covid pandemic. The Qualtrics XM Institute reported that across the 20 industries that they track, NPS scores decreased from 30 in 2019 to 15 in 2020 on average, with younger consumers accounting for most of the decline. Amongst individuals aged between 18-34, their average net promoter score across 110,000 NPS scores measured, decreased from 23 to minus 8.

### Net Promoter Score

Year Level	2017 NPS	2018 NPS	2019 NPS	2020 NPS
1	65	72	69	58
2	65	47	55	34
3	42	56	42	34
4	30	55	44	5
College-wide	50	55	52	33

## 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 2020.

### Negative Feedback

The first open-ended question asked, 'How could your experience this year at NZCC have been improved?' The overriding theme to come through related to Covid and the impact it had on stress levels, mental health and workloads. Amongst year 4 students, mentor support and engagement in the Chiropractic Centre and the Chiropractic Centre environment was also a consistent theme that they felt could be improved. The word cloud below summarises the content of responses relating to how students felt the College could be improved.

#### 2020 Word Cloud

Q7 How could your experience this year at NZCC have been improved?



#### 2019 Word Cloud

Q12 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 and supportive family environment and the way the College community came together to get through the challenges that Covid brought. Interestingly, the Chiropractic Centre experience and support provided by mentors was the most positive aspect of 2020 for many interns. The word cloud below summarises the content of responses relating to what students enjoyed most about their College experience in 2020.

### 2020 Word Cloud

Q8 What did you enjoy most about your experience at NZCC this year?



### 2019 Word Cloud

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

