

2022

2022 NZCC End of Year Survey: Analysis of Survey Data



Walid Bashouri

Contents

Background and Response	2
Margin of Error	2
International Student Experience	3
The Bachelor of Chiropractic.....	4
Overall Experience at NZCC	5
Net Promoter Score.....	6
Open-ended Questions	7
Acknowledgements	7
Constructive Feedback	8
Positive Feedback.....	9

2022 NZCC End of Year Survey: Analysis of Survey Data

Background and Response

The 2022 end of year survey was conducted in November 2022. One hundred and thirty-four students, representing 51% of the student body, completed the 2022 end of year survey, which is notably lower than the 2019 (78%) and 2020 (79%) completion rates. This reduction is likely due to the delay in updating and distributing the survey. This delay resulted in the survey not being conducted during class time, as per usual, but rather during the more stressful examination period, which may have influenced the response rate and the responses in general. In future, we will send the survey out in mid-October, during class time.

Twenty-two international students responded to the survey, and one hundred and twelve domestic students responded, which is 44% less than the 2020 survey. The percentage of students in each year group that responded were:

Response Rate	2018 RESPONSE RATE	2019 RESPONSE RATE	2020 RESPONSE RATE	There was no survey in 2021	2022 RESPONSE RATE
Year 1	76%	79%	82%		43%
Year 2	69%	64%	78%		58%
Year 3	95%	89%	81%		46%
Year 4	63%	78%	76%		57%
Overall	75%	78%	79%		51%

Margin of Error

Based on the completion rate, the margin of error in the survey is 6% for the overall results. The margin of error for individual year group results was 11-14%, and for international student results, the margin of error was 16%. When considering results that are conveyed 'out of 5', the margin of error is between 0.3-0.8.

International Student Experience

International students were asked to provide feedback about the support services offered by the College. This feedback included how well-informed they were concerning contact information and the processes to follow for various situations that may arise. The responses were positive, in general, but lower than in previous years (mean scores are out of a maximum value of 5). The question that received the fewest favourable responses was related to knowing who the appeal authority they can contact if they felt the College had breached the code of practice for pastoral care. The reductions here are unfortunate but not unexpected, as these procedures and guidelines are typically provided in our orientation, which was heavily affected by the Covid lockdown. This feedback gives us a new benchmark to build from following the Covid disruptions.

International Student Experience	2018 MEAN SCORE	2019 MEAN SCORE	2020 MEAN SCORE	There was no survey in 2021	2022 MEAN SCORE
Pastoral Care	4.00	4.21	4.27		3.64
Contact Regarding Welfare	4.27	4.25	4.29		3.71
Appeal Authority	3.55	3.95	3.79		2.86
Emergency Phone Number	4.22	4.10	4.60		4.19
Effectiveness of Support Services	4.33	4.63	4.38		3.95

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 2022 results were, in general, positive. The intern experience received the least favourable rating (3.47), and there was a drop in the academic assessment (3.74) as well as the programme organisation (3.50) ratings in 2022 compared with 2020 (4.14) and (3.89), respectively. These decreases may reflect the impact Covid had on the programme in 2021 and 2022. In addition, we rolled out the new curriculum in 2022, and there were several higher-level leadership changes in the College during this time, so it is hard to know the chief cause of these rating reductions. This feedback gives us a new benchmark to build from following the Covid disruptions.

The Bachelor of Chiropractic	2018 MEAN SCORE	2019 MEAN SCORE	2020 MEAN SCORE	There was no survey in 2021	2022 MEAN SCORE
Academic Teaching	4.44	4.30	4.27		3.88
Intern Experience(Yr. 3 & 4 only)	4.20	4.27	3.77		3.47
Academic Goals	4.36	4.29	4.28		3.99
Academic Assessment	4.23	4.15	4.14		3.74
Workload	3.91	3.82	3.66		3.54
Resource Availability	4.08	4.10	4.01		3.65
Academic Content	4.29	4.27	4.20		3.92
Programme Organisation	4.06	4.09	3.89		3.50
Recommend the Bachelor of Chiropractic to Others	4.55	4.43	4.44		3.88

Overall Experience at NZCC

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 at NZCC
- Overall, I would recommend NZCC to others

The results were again generally positive but with small decreases across the board. Again, it is hard to determine how the previously mentioned factors have affected the results. The categories with the most reduction in ratings were the facilities and extra-curricular activities offered by the College, which arguably were the most affected by the impact of Covid.

Overall Experience at the College	2018 MEAN SCORE	2019 MEAN SCORE	2020 MEAN SCORE	There was no survey in 2021	2022 MEAN SCORE
Student Life at NZCC	4.00	4.00	3.84		3.45
Facilities & Environment	4.05	4.00	3.93		3.30
Student Support	3.90	3.97	3.74		3.56
Administration	4.09	4.19	4.10		4.03
The Library	3.96	3.94	3.87		3.65
Extracurricular Activities	3.91	3.80	3.92		3.47
Safety & Security	4.42	4.42	4.34		4.23
Recommend NZCC to Others	4.30	4.34	4.14		3.77

Net Promoter Score

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 possible using this approach are -100 to +100. Scores greater than 0 are considered good, and scores above 50 are considered 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 an increase in the net promoter score for the year 1 students, which is promising, and a decrease in the net promoter scores for the remaining three groups, particularly the final two year groups. It is likely that the year 3 and 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 were heavily impacted in 2022 by the Covid pandemic. The Qualtrics XM Institute reported that across the 22 industries that they track, NPS scores decreased from 20 in 2021 to 16.5 in 2022 on average, with younger consumers accounting for most of the decline. Among individuals aged 18-34, their average net promoter score across 10,000 NPS scores measured decreased from 3.5 to minus 2.4.

Net Promoter Score

Year Level	2018 NPS	2019 NPS	2020 NPS	There was no survey in 2021	2022 NPS
1	72	69	58		69
2	47	55	34		16
3	56	42	34		-30
4	55	44	5		-39
College-Wide	55	52	33		3

Open-ended Questions

Students were given the opportunity to provide written feedback about who they would like to thank/acknowledge and why, the aspects of the programme they felt were most positive, and the aspects that they felt could have been improved concerning their experience at NZCC in 2022.

Acknowledgements

The first open-ended question asked, ‘When thinking about this year, is there anyone at the College you’d love to thank/acknowledge and why?’ We asked this question for the first time in 2022, and the overriding theme to come through related to the support, understanding, and help that the faculty, staff, and mentors provide our students. The word cloud below summarises the content of responses relating to who they’d love to thank/acknowledge and why in 2022.

2022 Word Cloud

Q1 When thinking about this year, is there anyone at the College you'd love to thank/acknowledge and why?

appreciate Kirk Stevens going love Dr Kirk Stevens students Lisa Jian chiropractic centre
Dr Ham David Ham Dr Kat much faculty Dr Kirk lot way well college supportive
teaching goes understanding give amazing thank Dr helpful
Dr Jenna Kirk want really showing great enjoyable good Walid
always hard work mentors keep us putting help
answer questions Dr interns support staff made experience
thank everything year feedback time Dr Lisa Pei Shen going beyond
everyone semester centre awesome Hannah Gaskin listened work caring
Hannah many classes takes lecturers Sarah Gilmore provided teach way Dr B
thank Pei Shen needed Hannah Gaskin always ALSO technique

Constructive Feedback

The second open-ended question asked, 'How could your experience this year at NZCC have been improved?' There was no overriding theme to come through, but rather a broad range of responses. This broadness is good as it shows there is no particularly dominating issue. However, it also means it is more challenging to focus efforts for positive change. The word cloud below summarises the content of responses relating to how students felt the College could be improved in 2022.

2022 Word Cloud

Q8 How could your experience this year at NZCC have been improved?

wait open will information things better communication often reach use NZCC study
course taking provide help however s hard lecturers helpful classes clinic events
school people assignments come equipment semester run way library wifi less
lot complete centre area Also stress us improved exam well
make computers learning don t need academic
students chiropractic centre Better space time access
year feedback mentors much work seeing patients group
know week semester feel throughout felt nice especially extremely college
teachers content based parking start think giving please visits interns
understand focus even one meet find certain internet staff experience communication
chiropractic always actually frustrating support going

2020 Word Cloud

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

parking Better wifi much bit online assessments teaching papers lockdown
communication chiropractic centre practice stress chiropractic class lot
centre rooms test Better mentors made hands year help
mentors great Better lectures covid managing Less
organisation N interns students resources time mental health
support difficult school available us feel need bad workload Unsure Na
lack student support maybe think organised well practice members Less workload

Positive Feedback

The third open-ended question asked, ‘What did you enjoy most about your experience at NZCC this year?’ The most consistent themes to emerge were the supportive environment, the events, and the enjoyment of learning chiropractic-related skills. The Chiropractic Centre experience, the support provided by the mentors, and the caring for patients was the most positive aspect of 2022 for many interns. The word cloud below summarises the content of responses relating to what students enjoyed most about their College experience in 2022.

2022 Word Cloud

Q9 What did you enjoy most about your experience at NZCC this year?



2020 Word Cloud

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

