

**STUDENT  
SURVEY.IE**

**WE'RE  
LISTENING,  
WE'RE  
LEARNING**

# Directory of Promotional Materials for the Irish Survey of Student Engagement (ISSE) 2014

**STUDENT  
SURVEY.IE**  
WE'RE  
LISTENING,  
WE'RE  
LEARNING

**100 QUESTIONS**  
**15 minutes**  
*no wrong answers*

well...  
IN MY OPINION...  
for me...

**NATIONAL SURVEY OPEN IN FEB/MARCH TO:**

- First year undergraduates
- Final year undergraduates
- Taught postgraduates

**HEA** | HIGHER EDUCATION AUTHORITY  
AN tSúdarás um Ard-Oideachas

**IOTI**  
Institúití de Teicneolaíocht Éireann

**IUA** | IRISH  
UNIVERSITIES  
ASSOCIATION

**USI**  
Union of Students in Ireland  
Súilíní na hÉireann

## Promoting the Irish Survey of Student Engagement (ISSE) in 2014

The national student survey will run in a 3 week window during the months of February - March 2014. The exact survey dates for each institution will be displayed centrally on [studentsurvey.ie](http://studentsurvey.ie).

Response rates were quite varied across the 26 participating institutions in the pilot year 2013 and the 30 institutions participating this year will be hoping to increase those rates for the 2014 survey.

To help promote the 2014 survey the ISSE communications team has produced a number of soft and hard copy items for use by each participating institution.

This document is a directory of the promotional items available to you and includes some suggestions on usage.

Members of the ISSE 2014 Communications team below can also be contacted directly for advice or guidance.

Name	Position	Based In	Email	Phone
Sean O'Reilly	ISSE Project Manager	IOTI	<a href="mailto:sean.oreilly@ioti.ie">sean.oreilly@ioti.ie</a>	01 7082952
Lia O'Sullivan	Communications Manager	IUA	<a href="mailto:lia.osullivan@iua.ie">lia.osullivan@iua.ie</a>	01 7996022
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Teresa Murray	Director of Communications and Marketing	DCU	<a href="mailto:teresa.murray@dcu.ie">teresa.murray@dcu.ie</a>	01 7005217
Pat Morgan	VP for the Student Experience	NUI Galway	<a href="mailto:pat.morgan@nuigalway.ie">pat.morgan@nuigalway.ie</a>	091 494141
Cat O'Driscoll	VP Academic Affairs and Quality Assurance	USI	<a href="mailto:cat.odriscoll@usi.ie">cat.odriscoll@usi.ie</a>	01 7099300
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Amanda Piesse	School of English	Trinity College	<a href="mailto:APIESSE@tcd.ie">APIESSE@tcd.ie</a>	01 896 1934

## **HARD COPY PROMOTIONAL MATERIALS (enclosed)**

**Items being delivered to each participating institution for promotion of the 2014 survey include.....**

- Posters – A2, A3 and A4 sizes (Pg.4)
- T Shirts – 2 colours, 2 sizes (Pg.5)
- Pencils (Pg.5)

**Items held centrally by the project manager which can be requested for use during the 2014 promotional phase in each institution include....**

- Roll Up Banner Stands x 4 (Pg.7)
- Photography Props - cut outs of main logo and various taglines (Pg.8)

## **SOFT COPY PROMOTIONAL MATERIALS**

**Items held centrally in a drop box folder and which can be downloaded for promotion of the 2014 survey include.....**

- Student Survey Logo with various taglines (Pg.9)
- Student survey illustrations for e-zines and social media (Pg.11)
- Student Survey E-zine Template (Pg.13)
- Twitter artwork and avatars/profile pics (Pg.15)
- Social Media Tips (Pg. 15)
- Banners for use as web adverts or email signatures (Pg.16)
- Posters for use as adverts, on Moodle's, or on other electronic display boards (Pg.18)
- Student Survey PowerPoint Slide Template (Pg.19)
- Student Survey Overview PowerPoint Presentation (Pg.20)
- Student Survey Infographic of the pilot phase (Pg.20)
- Photographs taken at launch of ISSE 2014 (Pg.21)
- Studentsurvey.ie website (Pg.22)
- National Media Release 12 Dec 2013 (Pg.23)

# HARD COPY PROMOTIONAL MATERIALS

## Posters

A2 & A3 sizes for notice boards across campus & A4 size for use on the backs of toilet doors

### Consider...

Placing posters in heavy traffic areas - coffee shops, restaurants, vending machines, computer labs, Library services and entrances, busy lecture rooms and hall ways, rest rooms, ATM's, Car parks and ticket machines, Bus stops and bars.

**IN JUST 15 MINUTES**

*you could...*

Check facebook

try to memorise those notes

Cycle around the campus

<< or you could >>

**MAKE A REAL DIFFERENCE**

Log on to:  
**STUDENTSURVEY.IE**

**STUDENT SURVEY.ie**  
WE'RE LISTENING,  
WE'RE LEARNING

**YOUR OPINION MATTERS.**  
Studentsurvey.ie values your voice. Feedback on your student experience will help to build a better education system for Ireland.

**NATIONAL SURVEY OPEN TO:**

- ✓ First year undergraduates
- ✓ Final year undergraduates
- ✓ Taught postgraduates

HEA | IOTI | USQ

**NEED A BREAK FROM THE BOOKS?**

*then log on to:*

**STUDENTSURVEY.IE**  
where you answer 100 questions about your student experience. It only takes 15 minutes to complete the survey. But if you've got an urgent deadline, you could probably drag it out a bit further!

**STUDENT SURVEY.ie**  
100 QUESTIONS,  
15 MINUTES

**YOUR OPINION MATTERS.**  
Studentsurvey.ie values your voice. Feedback on your student experience will help to build a better education system for Ireland.

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HEA | IOTI | USQ

## T Shirts

2 colours – turquoise and yellow

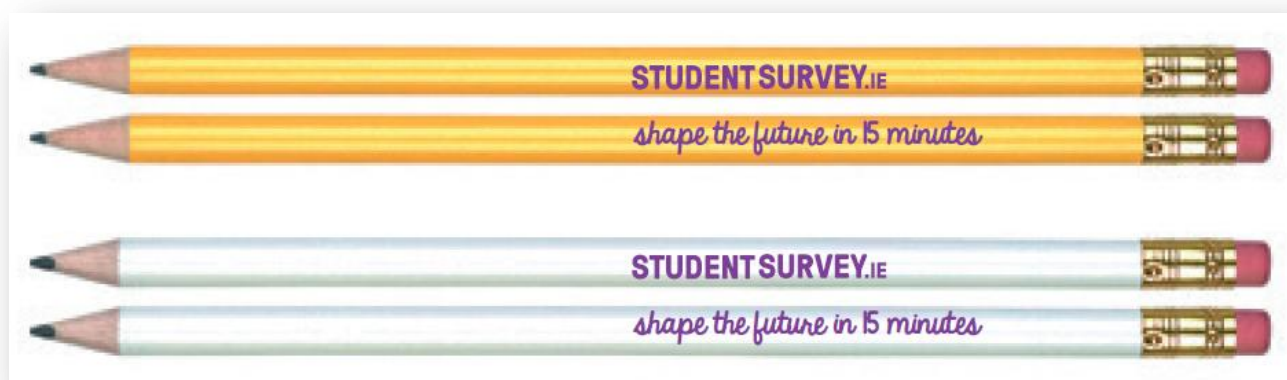
2 sizes medium and large

### Consider....

1. Using the t-shirts for your own promotional photo shoots.
2. Asking staff or student ambassadors of the survey to wear them before and during the survey phase so they can attract attention and give information to interested students.

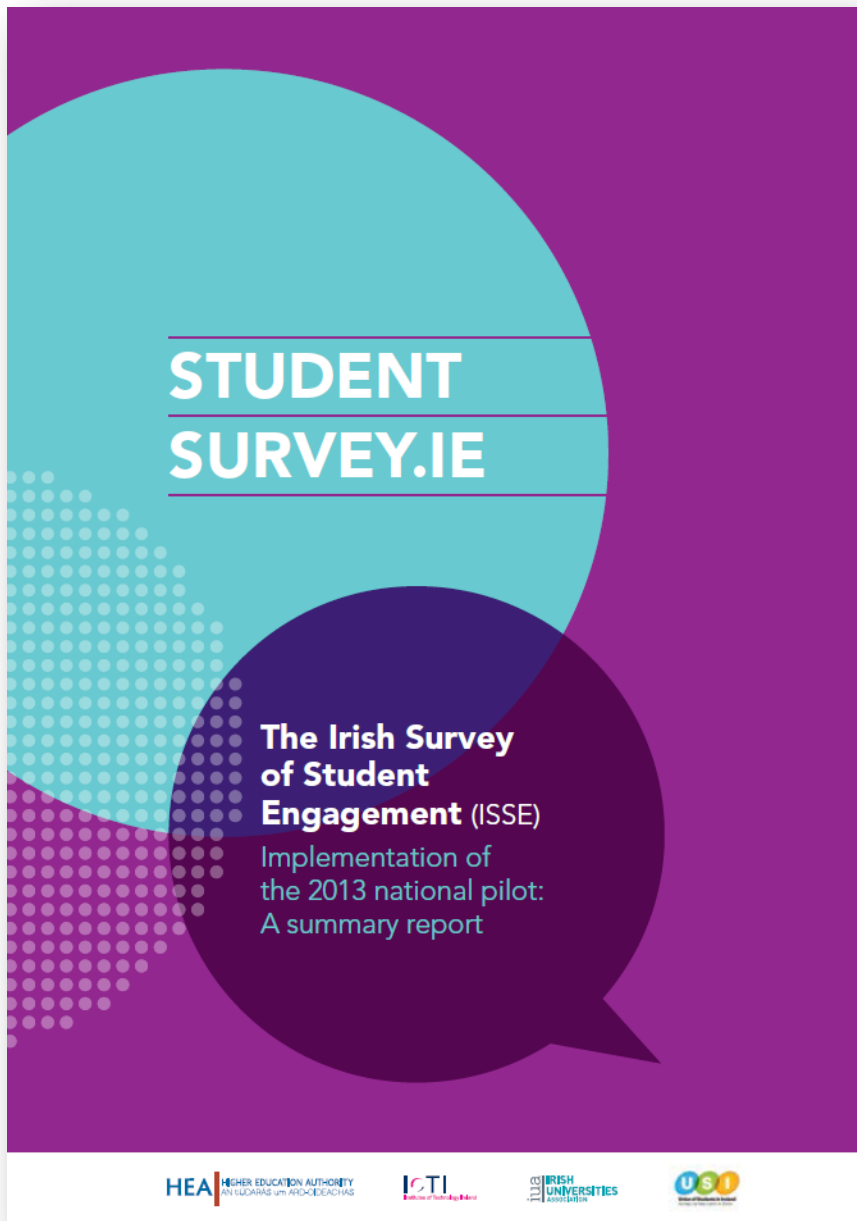


## Pencils



## 2013 Pilot Summary Reports

A ten page overview of the 2013 Pilot Survey was sent under separate cover to each participating institution. The full report is available on [www.studentsurvey.ie](http://www.studentsurvey.ie). More copies of either the full report or the summary report can be requested from Sean O'Reilly. The summary report gives a good overview of the survey and would be useful for staff.



Items held centrally by the project manager which can be requested for use during the 2014 promotional phase in each college include....

## Roll Up Banner Stands

There are 4 roll up stands with 2 designs

### Consider....

Placing a banner stand at key events on campus which would attract attention to the survey.

If you would like to use one at an event please contact Sean O'Reilly (contact details on page 2).

**STUDENT SURVEY.IE**  
SHAPE THE FUTURE IN 15 MINUTES

IN JUST 15 MINUTES  
*you could...*

- APPLIED ASTROPHYSICS
- VERY HARD SUMS
- ULTIMATE HPB READING
- COMPLEX POETRY
- DETAILED ANCIENT GAMES ON
- THIS IS ROCKET SCIENCE
- HOW TO GRAB FOR EXAMS
- ADVANCED NEUROSCIENCE FOR DUMMIES

*do a quick cramming session*

<< *or you could* >>

**MAKE A REAL DIFFERENCE**

*Log on to:*  
**STUDENTSURVEY.IE**

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- Taught postgraduates

HEA | JOTI | UCF

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- First year undergraduates
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- Taught postgraduates

HEA | JOTI | UCF

## Photography Props

Cut outs of the main student survey logo and various taglines are available for photo shoots on campus for promotional purposes. They can be requested from Sean O'Reilly.

There were also a number of photographs taken with these props at the launch event and those photos could also be made available to you (see page 21 for details).





## SOFT COPY PROMOTIONAL MATERIALS

A number of digital promotional materials are being stored centrally in a drop box folder and can be downloaded for promotion of the 2014 survey.

Please contact Sean O'Reilly with your email address so you can be invited into the Dropbox folder. You'll have to set up a Dropbox account but that won't take long. Log onto [www.dropbox.com](http://www.dropbox.com).

**Soft copy items include.....**

### Student Survey Logos

There is a main Student Survey Logo and then 5 other versions with various taglines. We would encourage everyone to use the main logo as much as possible for early communication about the survey.

Other versions of the logo have taglines that will be great at various times during the life of the survey or for social media use.

All logos are available in jpg and eps versions.

The logo colours are made up of the following colour combinations

Logo Blue: R: 1 G: 126 B: 153

Logo Purple: R: 129 G: 53 B: 138

#### Main Logo

The main logo is a vertical rectangular graphic with a white background and a subtle drop shadow. It features the text 'STUDENT SURVEY.IE' in a bold, teal, sans-serif font at the top. Below this, the tagline 'WE'RE LISTENING, WE'RE LEARNING' is written in a bold, purple, sans-serif font, with each word on a new line.

**STUDENT  
SURVEY.IE**  
**WE'RE  
LISTENING,  
WE'RE  
LEARNING**

Version 2

**STUDENT  
SURVEY.IE**  
WE VALUE  
YOUR VOICE

Version 3

**STUDENT  
SURVEY.IE**  
SHARED  
INSIGHTS,  
SHARED  
OUTCOMES

Version 4

**STUDENT  
SURVEY.IE**  
SHAPE THE  
FUTURE IN  
15 MINUTES

Version 5

**STUDENT  
SURVEY.IE**  
NOW YOU'RE  
TALKING

Version 6

**STUDENT  
SURVEY.IE**  
100 QUESTIONS,  
15 MINUTES

Version 7

**STUDENT  
SURVEY.IE**  
100 QUESTIONS,  
15 MINUTES,  
COUNTLESS  
BENEFITS

# Student Survey illustrations

There are 24 individual illustrations available for use in e-zines, social media, emails, PowerPoint presentations etc. They are available in the flexible png format but can be resaved as jpg's.



Laptop



Laptop 2



Stack of notes



Bike & wall



Books 1



Books 2



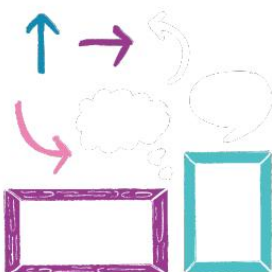
Buildings/Institutions



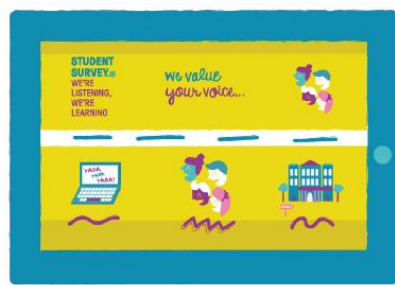
Student heads



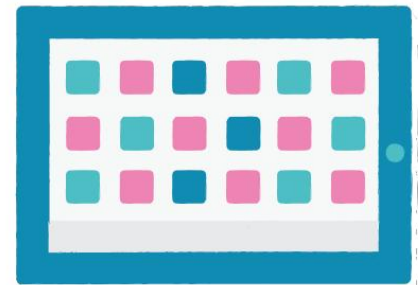
Lecturer



Glyphs  
(Arrows, frames)



Tablet



Tablet blank



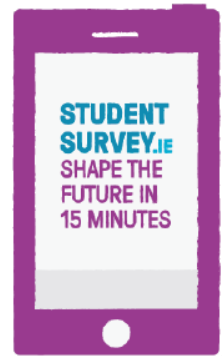
**Smartphone**  
Blank



**Smartphone**  
Listening



**Smartphone**  
Voice



**Smartphone**  
Future



**Smartphone**  
Talking

*we value  
your voice...*

**We value your voice**

*100 QUESTIONS  
15 minutes  
no wrong answers*

**100 questions, 15 minutes**



**Sports equipment**



**Test tubes ('labs')**



**Garden/park**



**Canteen/  
Student Union space**



**Students in group**

# Student Survey e-zine Template

Most colleges have their own e-zines but just in case we have provided a simple e-zine template that can be easily pulled together.

Logo colours, outline colours and recommended body text colours are also given.



**Blue:**

R:1  
G:126  
B:153



**Purple:**

R:129  
G:53  
B:138



**Yellow:**

R:224  
G:199  
B:56

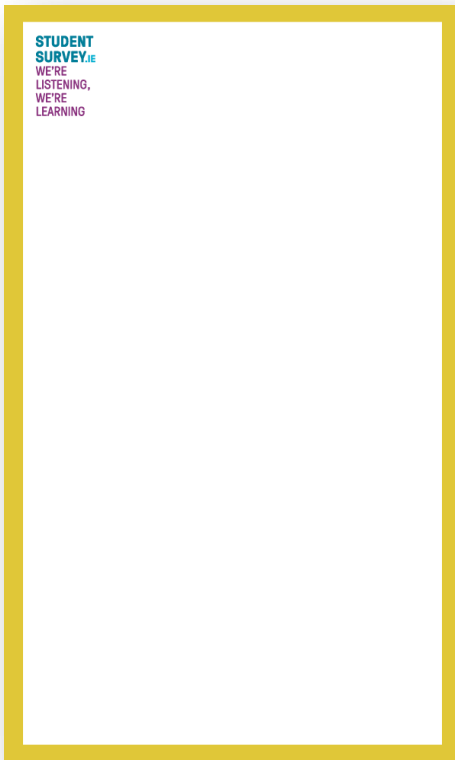
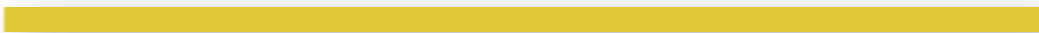


**Grey:**

R:97  
G:99  
B:101

**Recommended for  
body text**

Design elements such as a yellow separator line and the yellow e-zine outline are also available.



This is a suggested look for the e-zine using some of the many illustrations available.

### Consider...

Sending out an e-zine before the survey starts, during the survey period to boost response rates and after the survey closes when results have become available.

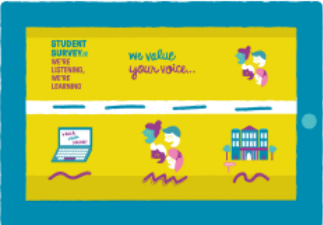
You will have your institutions results from the 2013 pilot - some of which you may wish to publish on your e-zine. There are also national high level results on the full 2013 report and in the official 2013 pilot press release (Pg. 23) which you may wish to use.

**STUDENT SURVEY.IE**  
WE'RE LISTENING,  
WE'RE LEARNING

## EZINE HEADER ARIAL BOLD ALL CAPS


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Endisci ipis es ut aspisincimod maio. Ditaspitia nihit, volorit, samustibus ullorene sus ersperum que consequodi iduntint is audam, odit dole cusamet es ut aspisincimod maio El iliti tem re sinia including link to story. [Read more >](#)



**“ pull-out quotation... pull-out quotation...”**

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Endisci ipis es ut aspisincimod maio. Ditaspitia nihit, volorit, samustibus ullorene sus ersperum que consequodi iduntint is audam, odit dole cusamet es ut aspisincimod maio El iliti tem re sinia including link to story. [Read more >](#)

## Twitter artwork and avatars/profile pics

While these graphics are mainly used for the project's own twitter site the graphics may be useful for your own social media use.



Profile Pics or Avatars are available in 3 sizes - 48x48, 73x73 and 128x128



## Social Media Tips

Use the main social media sites in your institution to create posts about the survey.

### Facebook

- Set up an event page for the survey and use the illustrations and other graphics available to create bright eye catching posts.
- Post regular updates before, during and after the survey period with photos or links.
- Keep messaging short and snappy with directions to the [studentsurvey.ie](http://studentsurvey.ie) website for further details.
- While there is no central budget for it an institution could consider Facebook ads or sponsored posts.

### Twitter

- Use the student survey hashtag in your tweets **#isse2014**
- Tweet at popular accounts such as clubs, societies and campus services.

### YouTube

- Short videos are an excellent promotional tool – share these on your other social media platforms.

## Banners for use as web adverts or email signatures

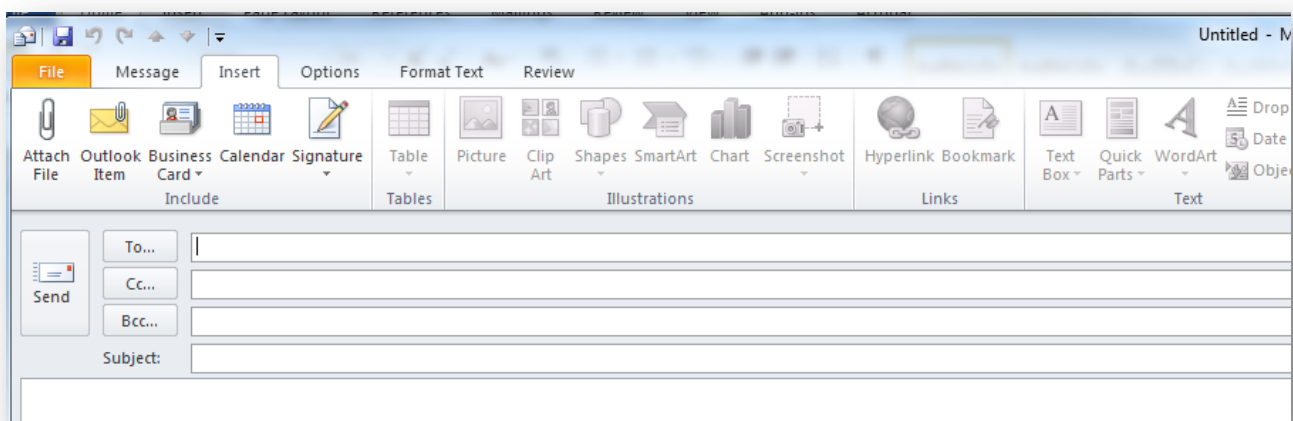
These graphics can be used for a variety of purposes but mainly as web banner adverts or pasted into your email signature for the duration of the survey.

They are available in two sizes. The smaller size being more suited to email signatures.

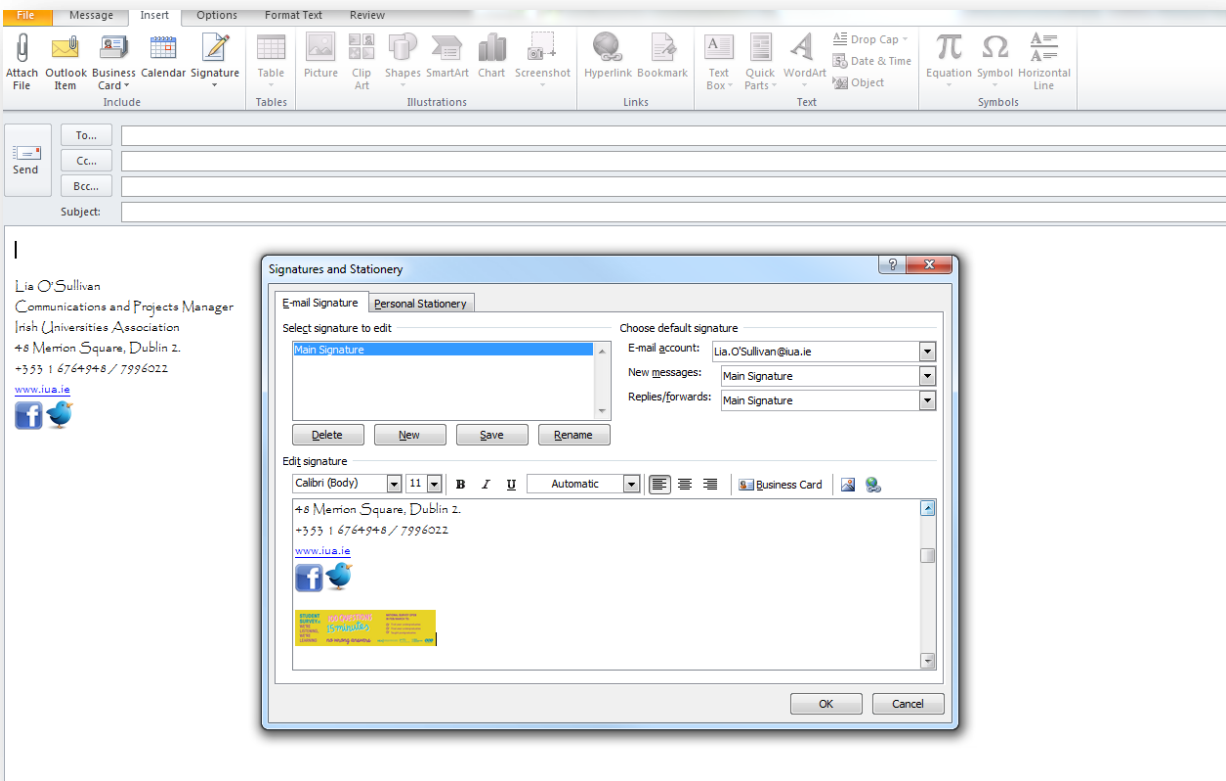
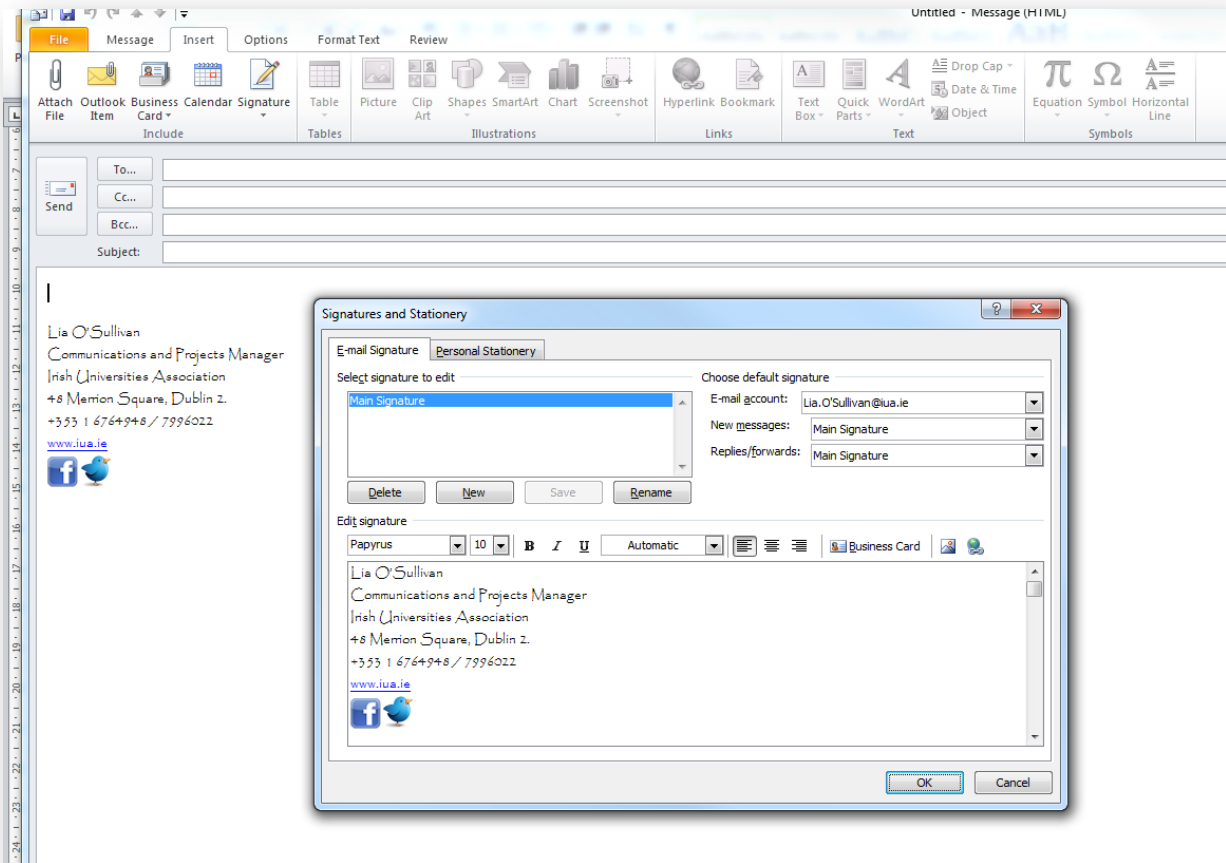


To paste the graphic into your email signature follow the steps as the print screen shows below

1. Copy the graphic of your choice.
2. Open a new email in outlook.
3. Click on **Insert**
4. Click on **Signature**.
5. Choose your **main signature** and then paste the graphic under your main signature and press ok.





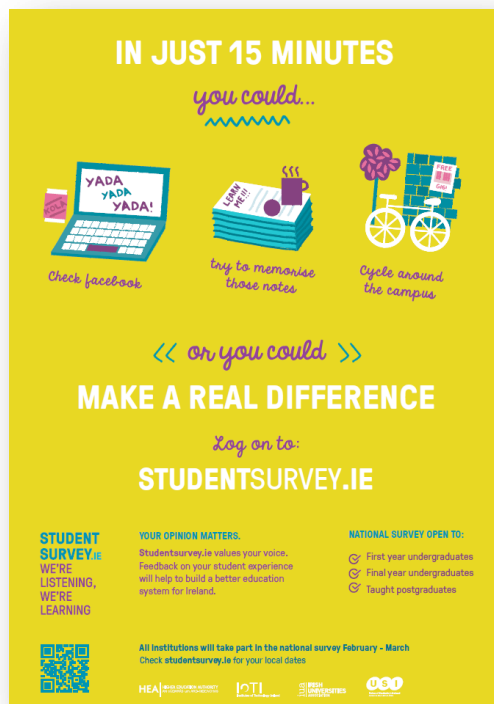
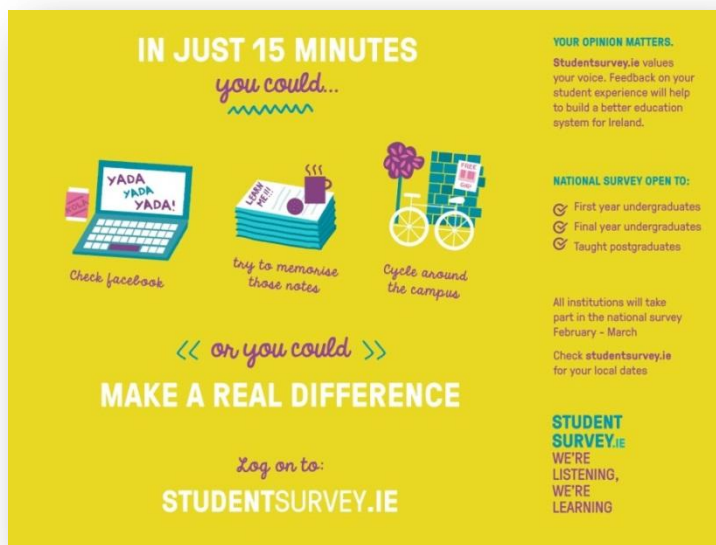


# Soft Copy Posters

Digital versions of the posters are available for use as adverts, on Moodle's, or on other electronic display boards. They are available in portrait or landscape versions.

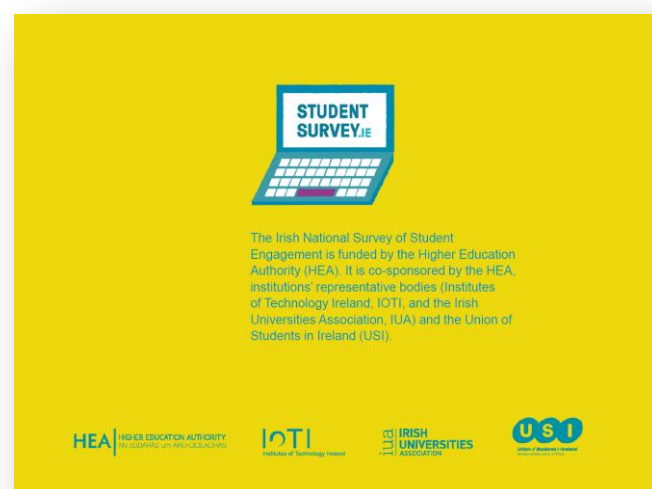
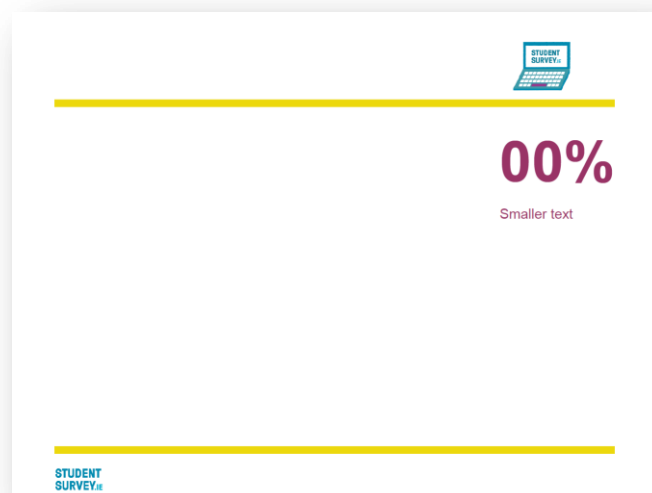
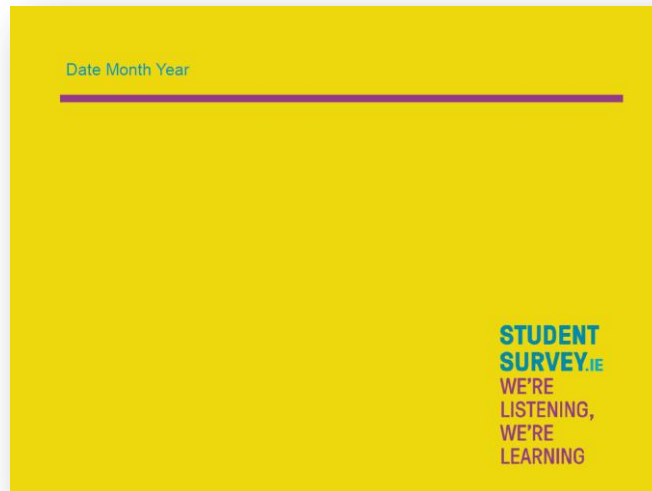
## Consider...

1. Uploading the poster to show up on the screen as students enter the room.
2. Placing the poster in student handbooks and diaries as no details on this imagery will change for the 2015 survey.



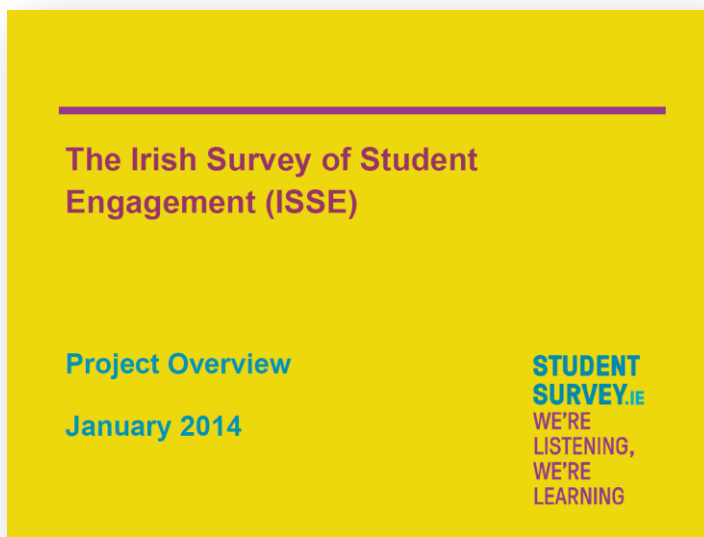
# Student Survey PowerPoint Slide Template

A blank PowerPoint presentation is available if you have to present the survey to staff, senior management, students etc. There are front and back title slides and a choice of 9 text slides.



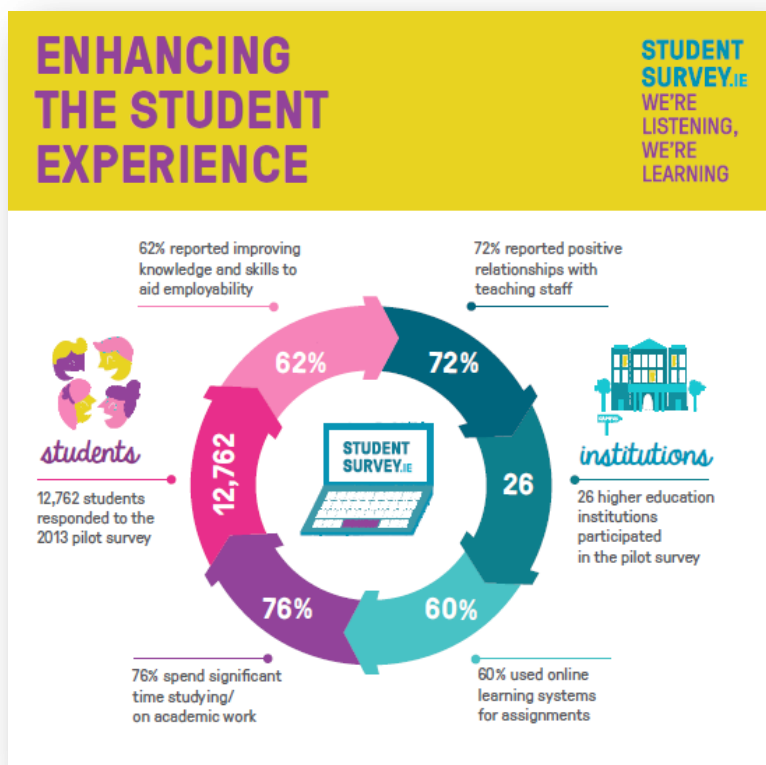
## Student Survey Overview PowerPoint Presentation

A presentation giving an overview of the Irish Survey of Student Engagement is available to download for presentations to staff, senior management, academic councils etc. This presentation is editable and you can insert or delete slides as appropriate.



## Student Survey Infographic of the pilot phase

An infographic is available in pdf format in two sizes giving some facts and some results from the 2013 pilot. This could be used in an introductory e-zine, on websites etc.



## Photographs taken at launch of ISSE 2014

A number of photographs were taken at the official launch of the student survey in December 2013. These photos are of students and various university groups (UCD, NUIG & TCD).

The contact sheets for this shoot are available in Dropbox. If you would like copies of any photo not already available in jpg format contact Sean O'Reilly. As mentioned previously the cut outs can be borrowed for your own photo shoot.

Sample photos include:



# Studentsurvey.ie website

The studentsurvey.ie website is the main source of information on the survey.

It has useful FAQ Sections and you can download the full or summary reports for the 2013 pilot summary.

We will be listing the dates on which the survey will take place in each institution.



## Media Release

Thursday 12<sup>th</sup> December 2013

### **Using Student Feedback to Enhance Higher Education**

#### **- Launch of new national student survey & Publication of the report on 2013 national pilot**

A new national survey of third level students, launched today (Friday 13 December 2013), will help Irish higher education institutions to enhance the quality of education they provide by asking students in detail about their experiences. This fully national survey is the first system-wide survey of its kind in Europe and will be rolled out by participating institutions in February – March 2014.

The Irish Survey of Student Engagement (ISSE) is designed to reach out to students and to hear about their full experience of higher education. Student feedback will provide institutions with valuable information that they can use to identify effective practice and provision and to prompt awareness of, and action on, any particular issues or challenges that affect students.

Student engagement with institutional life is a vital ingredient to ensure that students develop key skill-sets such as critical thinking, problem-solving, writing skills, team work and communication skills.

A pilot survey was offered in 2013 to all first year undergraduate, final year undergraduate and taught postgraduate students. Over 12,700 students across 26 higher education institutions participated, helping to make the survey representative of the overall student voice. In 2014, 30 institutions will participate in the survey including all Universities, all Institutes of Technology and all Colleges of Education.

Speaking at the launch, Tom Boland (CEO of the HEA) said; *“Today marks another milestone in the implementation of the National Strategy for Higher Education with the publication of the outcomes of the national pilot study for the Irish Survey of Student Engagement. This is the first system-wide survey of student engagement in Europe and it will establish the student voice at the heart of higher education policy and practice.”*

Joe O’Connor, President of USI, said – *“In order to enhance quality and standards in Higher Education, it is vitally important that the voice of the student is listened to and harnessed effectively. This survey, through this national partnership, allows us to gauge student feedback in a way we had previously been unable to. I would call on all students to ensure they have their say, and for Higher Education Institutions to take this input seriously in implementing initiatives following on from analysis of the data produced.”*

#### Some Results from the Pilot Survey

- 72% of all participating students reported positive relationships with teaching staff, finding them to be available, helpful and sympathetic (a score of 5 or greater on 7 point scale).
- 62% of all participating students selected often or very often, when asked if they were improving knowledge and skills that will contribute to their employability

- 50% of all participating students selected / reported quite a bit, or very much when asked if they were solving complex real world problems
- 60% of all participating students selected often or very often, when asked if they used an online learning system to complete an assignment
- 58% of all participating students selected often or very often, when asked if they had conversations with students of a different ethnicity/nationality
- 25% of all participating students selected plan to or done, when asked if they were considering Study abroad/student exchange
- 79% of all participating students selected good or excellent, when asked how they would evaluate their entire educational experience at their institutional
- 76% of all participating students selected quite a bit or very much, when asked if they spend a significant amount of time studying and on academic work.

Paul Hannigan, President of Letterkenny Institute of Technology and representing Institutes of Technology Ireland said; *“Research shows that positive student engagement favours the development of important skills such as critical thinking, problem solving, teamwork and communication skills. The use of a single comprehensive survey nationally benefits individual institutions and national dialogue around higher education by providing evidence directly from the student as to how we are responding to this challenge in Ireland.”*

Mark Rogers, Deputy President and Registrar of UCD representing the Irish Universities Association said; *“this engagement survey will provide the universities with a very rich set of data about the whole student experience of higher education. Results from the ISSE along with other institutional and national datasets will inform ongoing discussions within each HEI on the student experience and how it may be further enhanced.”*

ISSE is funded centrally by the Higher Education Authority and is a national collaborative partnership between HEA, IOTI, IUA and USI. The survey was developed in response to a key recommendation of the **National Strategy for Higher Education to 2030** that every higher education institution should put in place a comprehensive anonymous student feedback system to inform institutional and programme/course development, as well as national policy.

Mary Doyle, Deputy Secretary General of the Department of Education and Skills said: *“The collaborative partnership approach adopted for this project has successfully developed a survey instrument of high quality that will lend valuable insight into the experience of students in Irish higher education over coming years. More importantly, it will contribute to an increasing evidence base to inform national dialogue and policy around higher education.”*

ISSE is based on best practice internationally as developed by the Australasian Survey of Student Engagement (AUSSE) since 2007 and the US National Survey of Student Engagement (NSSE) since 2000.

**Ends.**

**For more information contact:**

Sean O’Reilly, Project Manager, Irish Survey of Student Engagement

[Sean.oreilly@ioti.ie](mailto:Sean.oreilly@ioti.ie) 01 7082952 085 8194551

**Notes for the Editor:**



Summary report on 2013 national pilot – attached

The national student survey project is co-sponsored by the HEA, Institutes of Technology Ireland (IOTI), the Irish Universities Association (IUA) and the Union of Students in Ireland (USI).

- The Higher Education Authority (HEA) is the statutory policy and funding body for higher education
- Institutes of Technology, Ireland (IOTI) is the representative body for thirteen of Ireland's Institutes of Technology
- The Irish Universities Association (IUA) is the representative body for Ireland's seven universities
- The Union of Students in Ireland (USI) is the national representative body for students in higher education.

More information can be found on [www.studentsurvey.ie](http://www.studentsurvey.ie)