



## Plan of action for following up on Student Satisfaction Survey 2014

### International Sales & Marketing Management

#### Meeting

The Student Satisfaction Survey 2014 was examined and debated during a team meeting on February 17, 2015. The discussion evolved around the report/results with the overall aim to identify areas of improvement.

#### Overall considerations

- **Response rate:** A 23 % response rate is way too low and must be increased substantially in the next Student Satisfaction Survey. The lack of student interest in the survey can primarily be attributed to bad planning/coordination which meant that several written evaluations were sent out within a short period of time. After the Student Satisfaction Survey was conducted, VIA Business has formulated a systematic procedure for teaching evaluations with the aim to reduce the total number of written evaluations as well as improve coordination/planning.
- **High level of satisfaction:** International Sales & Marketing Management at VIA received the highest scores among all providers of the education "International Handel & Markedsføring".. The result indicates that students are in general satisfied with the education (ratings equal to or above 70 on almost all parameters) and reveal no need for radical changes. Instead focus must be on improving existing processes and remain doing the things that work well. It is the education's clear goal to remain its position as the highest rated education within its group. In order to do this the following actions have been agreed upon:

## Plan of action

Plan of action concerning: Student Satisfaction Survey 2014			Programme: International Sales & Marketing Management		
<b>Objectives</b> – What are you aiming to achieve?	<b>Indicator(s)</b> Describe how you will measure your success	<b>Activities</b> Describe specific activities Describe who has to be involved	<b>Timeframe</b> Describe the timeframe for the activities. When do you start and the deadline for completing the activities	<b>Responsibility</b> Who is responsible for completing and following up on the activities?	<b>Communication</b> Describe how, where and who you need to inform.
1. Higher response rate	The response rate must have increased from 23 % to 70 % in the next Students Satisfaction Survey	Develop a graphic illustration of the annual evaluation cycle to improve communication to students	August 2015  Aug/Sept 2015	AC-employee sends out annual cycle to lecturers. Lecturers inform students at beginning of semester and follow-up	AC-employee remind lecturers
2. More balanced workload for students throughout the semester	Index in question 14 “the workload is well balanced” must have increased to 75 (4 points) by the next Student Satisfaction Survey in 2016.	Resource-allocation	All team members must be known by latest 1 month prior to semester start	Director of Education & Research	Director of Education & Research
3. Clearer communication regarding changes to schedule	Index in question 15 must have increased to 75 (4 points) by the next Student Satisfaction Survey in 2016.	Communicate several times throughout the semester that all changes happen on Studienet	March 2015 ongoing	Lecturers	Lecturers
4. Greater coherence between classes	Index in question 29 must have increased to 75 (3 points) by the next Student Satisfaction Survey in 2016.	More co-created lecturing	August 2015 and ongoing	Lecturers	
5. Better IT-equipment	Index in question 68 must have increased to 70 (3 points) by the next Student Satisfaction Survey in 2016.	The department will try to find funds for new IT equipment such as smart boards and wireless cables.	October 2015	Director of Education & Research	Director of Education & Research informs...