

STUDENT VOICE—GETTING STARTED

A look into the experience of new students at Te Herenga Waka—Victoria University of Wellington

- APRIL 2023 -



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VICTORIA UNIVERSITY OF
WELLINGTON
TE HERENGA WAKA

EXECUTIVE SUMMARY

METHODOLOGY

2,116 NEW STUDENTS PROVIDED FEEDBACK IN THE GETTING STARTED SURVEY

The survey was implemented via Qualtrics, a web-based online survey tool. All students new to Te Herenga Waka—Victoria University of Wellington in the first trimester of 2023 were sent an e-mail invitation with a link to complete the Student Voice—Getting Started survey. A total of 2,212 (2022: 2,566; 2021: 2,114; 2020: 1,988) surveys were started in Qualtrics. Of those, 2,116 (2022: 2,492; 2021: 2,028; 2020: 1,926) were recorded representing a 46% response rate (2022: 53%; 2021: 38%; 2020: 37%).

CHOOSING VICTORIA UNIVERSITY OF WELLINGTON

CHOOSING A UNIVERSITY TO ATTEND

63% of new students stated that they did not apply anywhere else when asked if they applied to any other universities for the 2023 academic year. ‘University website’ (82%) was identified as the most useful source of information to assist students when deciding which University to attend, followed by ‘Family, friends and colleagues’ (82%).

92% of students stated that ‘programme offered’ was an important factor in their decision, followed by ‘university reputation’ (86%).

DECIDING WHICH PROGRAMME TO STUDY

The University website remained the most useful source of information for students when choosing which course or programme to study (86%). This was followed by ‘School Visits’ (75%).

SOURCES OF ADVICE WHEN PREPARING FOR STUDIES

Overall, new students found the University website (86%) to be the best source of advice when preparing for their studies. International Office (90%) was very high for international students.

GETTING SORTED

PRE-ENROLMENT EXPERIENCE

Many new students rate their pre-enrolment experience positively. 75% of new students report communication about entry requirements was clear. 73% of new students had confidence in the academic advice they received about their study options, and that reported information about fees was comprehensive (68%).

The overall enrolment process showed a decline since the last time they were rated in 2021.

EMAIL WAS THE MOST HELPFUL CHANNEL FOR INFORMATION BEFORE STARTING STUDIES.

90% of new students reported that ‘Email’ was one of the most helpful channels for information before they started their studies. The next most helpful channel was the ‘Website’ (41%). Publications and Facebook showed declining trends, while text message seemed to be increasing. Open text comments, however, did identify that students felt email communications were slow or sometimes ignored, and recommended phone calls or in-person discussions.

EXECUTIVE SUMMARY CONTINUED

ORIENTATION PROGRAMME

THE UNIVERSITY EMAILS ARE THE MOST USEFUL SOURCE OF INFORMATION

Emails from the University was rated as being the most useful source of Orientation information (88%) (2022: 87%), followed by the University website (83%) (2022: 84%).

THE EVENTS AND WORKSHOPS ARE CONSIDERED USEFUL

Overall, new students found the events and workshops useful. The sessions rated as most useful were the 'Pasifika Students' Orientation' (96%) and the 'Māori Students' Orientation' (94%). Almost all sessions received positive statements from 70% or more of participants.

STUDENTS CONNECTED WITH PEERS THROUGH SOCIAL EVENTS

Students identified that they met other new students through the UNI 101 sessions and the Welcome Festival (82%).

ORIENTATION PREPARED THEM FOR THEIR STUDENT JOURNEY

While a majority of students agreed that the Orientation programme helped them know about the university resources available to them (82%), meet new people (77%), learn about the academic system (76%), and navigate the campuses (70%); less than half felt they had learned new skills (44%) or were prepared for life in Wellington (44%).

GETTING UNDERWAY

THE MAJORITY OF STUDENTS ARE OFF TO A POSITIVE START

71% of students state that they are off to a positive start at the University (2022: 71%; 2021: 70%; 2020: 75%).

BACKGROUND

One of Te Herenga Waka—Victoria University of Wellington’s primary strategies is to provide a holistic learning, teaching and student experience that is second to none.

Te Herenga Waka—Victoria University of Wellington’s vision is to provide services for students that are integrated, accessible and responsive to students’ needs; also, that they enhance learning and enrich the student experience. To achieve this vision, it is necessary to understand how students perceive the value of services Victoria University of Wellington provides and use this knowledge to develop a coordinated approach to continuous improvement.

During the first trimester of 2023, Te Herenga Waka—Victoria University of Wellington conducted an online survey of 2,116 students new to the University in 2023, focused on student choice, admission and enrolment, and orientation activities.



PROFILE OF RESPONDENTS

	2023	2022	2021	2020	2019
All students	2,116	2,492	2,028	1,926	2,617
Domestic	1,783	2,376	1,912	1,648	2,201
International	333	116	116	278	416
Female	1,362	1,602	1,349	1,275	1,676
Male	724	841	651	635	932
Non-Binary / Not Reported	30	49	28	16	9
Under 25 years	1,730	2,139	1,765	1,644	2,190
25 years and over	386	353	263	282	427
NZ European/Pakeha	1,237	1,698	1,423	1,225	1,593
NZ Maori	254	289	233	194	294
Pasifika	143	196	126	110	166
Asian	441	441	317	335	561
European	306	352	300	338	365
Other ethnicity	128	112	118	117	137
Not stated	66	13	0	0	4



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