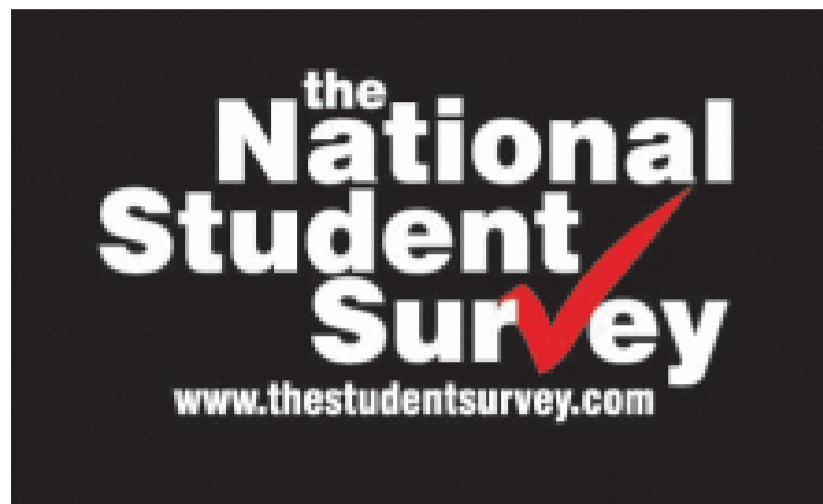
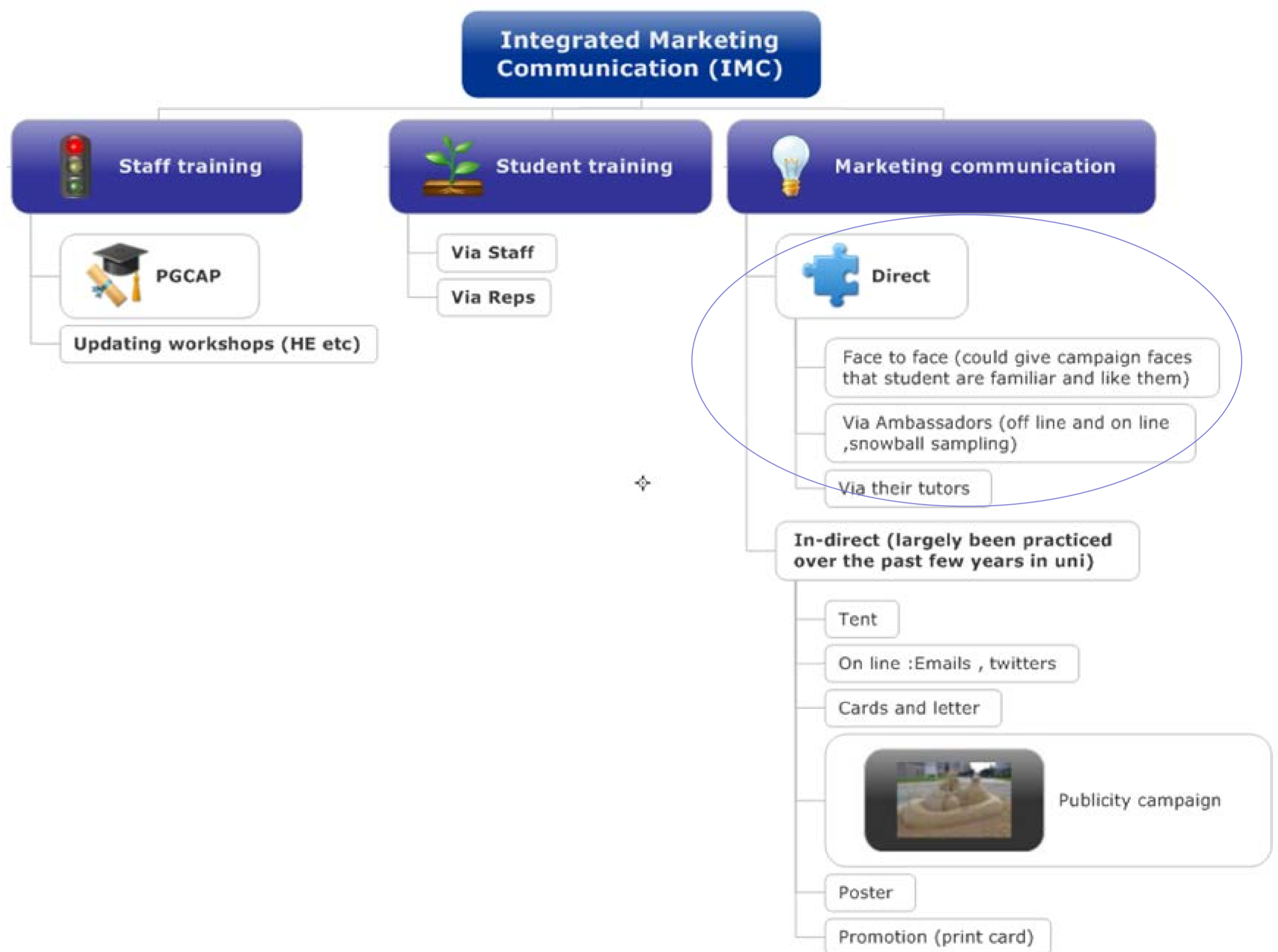
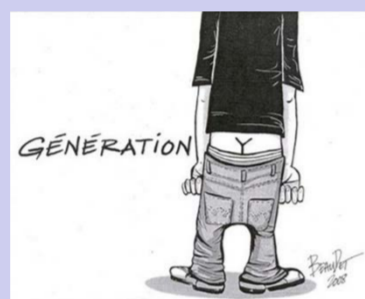


The aim of this short case is to evaluate the way in which university can enhance the response rate for the NSS.



Characteristics of generation Y

- Connected ...24/7
- Self-confident
- Optimistic
- Independent
- Bored by routine
- Entrepreneurial
- Goal oriented
- Digital Natives



Action points

Short term

- A proactive approach as well as a reactive approach is needed to fully engage students
- Better students support at the time where they need it, such as methodology support to level H around January to March
- Giving campaign friendly faces that students like and will respond to positively
- During the second semester students spend more time in the library as well as being available on line
- Offering a small reward that is easy to access for students

Mid term

- Staff should do compulsory training (PGCAP etc) expectations have changed but we are still thinking in the past.
- Understanding the market better, knowing that this generation is different from those before and therefore the communication with them needs to take account of that difference
- Empowering staff to clarify the importance of students presenting their views on NSS in good time is important
- more engaged and knowledgeable staff is likely to produce more engaged and happy students, this means we can get both a higher response rate and better responses.