



10 JUL 2020

Tēnā koe

On 24 May 2020, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982, the following information regarding the Student Satisfaction Monitor (SSM):

- 1. Have "student satisfaction monitors" been carried out in the past five years? How often are they carried out? Which surveying firm carries them out?*
- 2. If these SSMS have been carried out, can the total overall satisfaction percentages for months June 2016 to April 2020 be provided, separated out by month?*
- 3. If these SSMS have been carried out, can the total overall satisfaction percentages from students who have student loans for months June 2016 to April 2020 be provided, separated out by month?*
- 4. If these SSMS have been carried out, then what have StudyLink's percentile targets been regarding the Student Satisfaction Monitor in the past five years?*

The Student Satisfaction Monitor was a survey carried out by the independent research company, Ipsos Limited, to measure overall satisfaction with StudyLink's services. The survey was tailored towards students and designed to gain insights across all the Ministry's student services and contact channels. This survey was decommissioned at the end of December 2019.

The Ministry has been working towards the centralised management of surveys and monitors. This will assist the Ministry in bringing together information about client experience across different client groups and ensure the voices of the clients form part of how the Ministry delivers services.

In January 2020, the Student Experience Survey was implemented, and the independent research company, Nielsen, became responsible for conducting the survey about students' experience with StudyLink. The inclusion of other service measures in the survey enable the Ministry to understand drivers around access to information, online interactions and understanding of entitlements. In turn, the Ministry is better able to ensure that students are connected with the information they need to overcome barriers to higher education, and receive their correct entitlement from StudyLink.

Please note that for the purposes of this response, the collated results are broken down by vendors and periods as follows:

- Ipsos Limited for the time period between 1 June 2016 to 31 December 2019, and

- Nielsen for the time period between 1 January 2020 to 23 March 2020.

The survey results are only available up to 23 March 2020 as the survey was suspended due to COVID-19. The survey was only recently resumed on 6 July 2020.

For clarity, I will address your questions in turn.

1. *Have "student satisfaction monitors" been carried out in the past five years? How often are they carried out? Which surveying firm carries them out?*

Yes. As mentioned above, until the end of December 2019, students were surveyed by Ipsos Limited, who provided the results for the Student Satisfaction Monitor. The Student Satisfaction Monitor surveyed students who have had contact with StudyLink in the previous 14 days. Online questionnaires were emailed to students on a weekly basis. A total of 700 students were required to complete the surveys each quarter, and results were reported monthly.

Since January 2020, the Ministry has contracted Nielsen to deliver the Student Experience Survey and provide results through an online dashboard. This is a weekly online survey where a random sample of students, who have had contact with StudyLink in the preceding week are sent a survey link and asked about their experience. Responses are received in real-time via an online dashboard, where results are monitored regularly and reported on monthly. As part of the survey, permission is requested from students to share their identity which offers additional insight for learnings and feedback.

2. *If these SSMS have been carried out, can the total overall satisfaction percentages for months June 2016 to April 2020 be provided, separated out by month?*
3. *If these SSMS have been carried out, can the total overall satisfaction percentages from students who have student loans for months June 2016 to April 2020 be provided, separated out by month?*

Please find enclosed **Appendix One**, containing **Table One, Table Two, Table Three, Table Four** and **Table Five** which provide the Student Satisfaction Monitor results, presented as the percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink, for the period 1 June 2016 to 31 December 2019. This is broken down by surveyed students in receipt of a Student Loan. Please note, that the satisfaction question for this survey was based on a four point scale, where the student can indicate they are satisfied, very satisfied, dissatisfied or very dissatisfied with the service received.

Please refer to the enclosed **Appendix One**, containing **Table Six** which provides the Student Experience Survey results, presented as the percentage of surveyed students who rated their last experience with StudyLink as positive or neutral for the period 1 January 2020 to 23 March 2020. This is broken down by surveyed students in receipt of a Student Loan. Please note, this survey is based on an 11-point scale (0-10) where a rating of 8-10 is considered positive.

4. *If these SSMS have been carried out, then what have StudyLink's percentile targets been regarding the Student Satisfaction Monitor in the past five years?*

In regard to the Student Satisfaction Monitor, StudyLink aimed to achieve an annual proportion of 85% or more survey participants indicating they were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink. At the end of December 2019, StudyLink had achieved 86.4%.

In regard to the Student Experience Survey, there is currently no set target. You might be interested to know that the key results for this survey over the time period between 1 January 2020 to 23 March 2020 were:

Overall Student Experience:	6.5/10
Overall Student Satisfaction:	74.2%
Last Contact Satisfaction:	85.8%

It is important to note that the Overall Student Experience is the average score out of an eleven-point scale (from 0-10), as rated by surveyed students of their overall experience with StudyLink. The Overall Student Satisfaction is the percentage of surveyed students who were satisfied or very satisfied with the service they received from StudyLink. The Last Contact Satisfaction is the percentage of surveyed students who rated their experience as positive and neutral (Score 5-7 neutral, 8-10 positive experience), the last time they had contact with StudyLink.

Please note that the implementation of a new survey saw a change in questions including wording, question positioning, and survey frequency, and so we are unable to directly compare results. It was expected that initial results may be lower than the previous survey due to these changes.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response regarding the Student Satisfaction Monitor, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'Simone Pringle', written over a circular stamp or mark.

Simone Pringle  
**Manager Centralised Services**

**Appendix One:**

**Table One: Student Satisfaction Monitor results shown as the percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink for the 2015/16 Financial Year and the month of June 2016, broken down by students in receipt of a Student Loan.**

	<b>2015/16 Financial Year</b>	<b>Jun- 16</b>
Total number of survey responses received	<b>2,570</b>	249
Percentage satisfied or very satisfied with overall service of last contact	<b>87.3%</b>	88.7%
Number of survey responses received from Student Loan recipients	<b>2,336</b>	228
Percentage of Student Loan recipients satisfied with overall service of last contact	<b>87.2%</b>	89.0%

**Table Two: Student Satisfaction Monitor results shown as the percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink for the 2016/17 Financial Year, broken down by students in receipt of a Student Loan.**

	<b>2016/17 Financial Year</b>	<b>Jun- 17</b>	<b>May- 17</b>	<b>Apr- 17</b>	<b>Mar- 17</b>	<b>Feb- 17</b>	<b>Jan- 17</b>	<b>Dec- 16</b>	<b>Nov- 16</b>	<b>Oct- 16</b>	<b>Sep- 16</b>	<b>Aug- 16</b>	<b>Jul- 16</b>
Total number of survey responses received	<b>3,333</b>	331	324	249	311	295	281	213	309	313	260	229	218
Percentage satisfied or very satisfied with overall service of last contact	<b>87.7%</b>	86.6%	86.8%	86.9%	86.2%	87.6%	88.5%	89.0%	92.8%	87.4%	86.7%	85.8%	88.1%
Number of survey responses received from Student Loan recipients	<b>2,967</b>	295	294	229	281	268	250	169	279	269	231	206	196
Percentage of Student Loan recipients satisfied with overall service of last contact	<b>88.0%</b>	86.3%	86.6%	87.0%	85.8%	88.0%	88.5%	91.8%	94.1%	87.7%	87.2%	86.0%	88.4%

**Table Three: Student Satisfaction Monitor results shown as the percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink for the 2017/18 Financial Year, broken down by students in receipt of a Student Loan.**

	<b>2017/18 Financial Year</b>	<b>Jun- 18</b>	<b>May- 18</b>	<b>Apr- 18</b>	<b>Mar- 18</b>	<b>Feb- 18</b>	<b>Jan- 18</b>	<b>Dec- 17</b>	<b>Nov- 17</b>	<b>Oct- 17</b>	<b>Sep- 17</b>	<b>Aug- 17</b>	<b>Jul- 17</b>
Total number of survey responses received	<b>3,587</b>	222	424	212	288	348	314	403	251	280	329	260	256
Percentage satisfied with overall service of last contact	<b>88.1%</b>	88.2%	85.6%	82.0%	88.8%	89.2%	88.9%	91.1%	89.9%	89.4%	86.9%	87.8%	87.9%
Number of survey responses received from Student Loan recipients	<b>3,141</b>	199	372	187	261	314	284	324	218	255	279	224	224
Percentage of Student Loan recipients satisfied with overall service of last contact	<b>88.3%</b>	87.6%	86.3%	83.7%	89.5%	88.5%	89.6%	91.4%	90.8%	88.6%	86.4%	87.6%	88.0%

**Table Four: Student Satisfaction Monitor results shown as the percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink for the 2018/19 Financial Year, broken down by students in receipt of a Student Loan.**

	<b>2018/19 Financial Year</b>	<b>Jun- 19</b>	<b>May- 19</b>	<b>Apr- 19</b>	<b>Mar- 19</b>	<b>Feb- 19</b>	<b>Jan- 19</b>	<b>Dec- 18</b>	<b>Nov- 18</b>	<b>Oct- 18</b>	<b>Sep- 18</b>	<b>Aug- 18</b>	<b>Jul- 18</b>
Total number of survey responses received	<b>3,393</b>	324	387	314	278	275	180	244	286	234	362	209	300
Percentage satisfied with overall service of last contact	<b>87.4%</b>	87.0%	83.2%	82.8%	87.7%	84.8%	91.1%	90.4%	91.3%	90.0%	89.3%	83.1%	90.0%
Number of survey responses received from Student Loan recipients	<b>2,926</b>	284	330	268	249	248	159	189	243	206	321	178	251
Percentage of Student Loan recipients satisfied with overall service of last contact (Student Loan)	<b>87.6%</b>	86.7%	83.3%	83.3%	88.0%	85.7%	90.4%	91.4%	91.5%	90.2%	89.7%	81.9%	90.5%

**Table Five: Student Satisfaction Monitor results shown as the percentage of surveyed students who were satisfied or very satisfied with the overall service they received the last time they had contact with StudyLink for the period 1 July 2019 to 31 December 2019, broken down by students in receipt of a Student Loan.**

	<b>1 Jul 19 - 31 Dec 19</b>	<b>Dec- 19</b>	<b>Nov- 19</b>	<b>Oct- 19</b>	<b>Sep- 19</b>	<b>Aug- 19</b>	<b>Jul- 19</b>
Total number of survey responses received	<b>1,489</b>	246	219	253	226	274	271
Percentage satisfied or very satisfied with overall service of last contact	<b>86.4%</b>	83.9%	93.1%	86.1%	86.1%	84.1%	85.9%
Number of survey responses received from Student Loan recipients	<b>1,220</b>	191	186	217	183	219	224
Percentage of Student Loan recipients satisfied with overall service from last contact	<b>87.2%</b>	85.5%	93.5%	86.6%	87.3%	84.1%	86.7%

**Note for Tables One to Five:**

- Students were surveyed by Ipsos Limited who provided the results for the Student Satisfaction Monitor for the period June 2016 to December 2019.
- The satisfaction question for this survey was based on a four-point scale, where the student can indicate they are satisfied, very satisfied, dissatisfied or very dissatisfied with the service received.
- Survey responses received from Student Loan recipients make up part of the total number of survey responses received.

**Table Six: Student Experience Survey results shown as the percentage of surveyed students who rated their last experience with StudyLink as a positive and/or neutral experience for the period 1 January 2020 to 23 March 2020, broken down by students in receipt of a Student Loan.**

	<b>1 Jan to 31 Mar 20</b>	<b>Mar- 20</b>	<b>Feb- 20</b>	<b>Jan- 20</b>
Total number of survey responses received	<b>766</b>	312	241	213
Student Experience – Last Occasion*	<b>52.5%</b>	45.5%	53.5%	61.5%
Student Experience – Last Occasion**	<b>85.8%</b>	79.5%	88.0%	92.5%
Number of survey responses received from Student Loan recipients	<b>646</b>	258	199	189
Student Experience – Last Occasion* (Student Loan recipients)	<b>51.5%</b>	45.0%	53.3%	58.7%
Student Experience – Last Occasion** (Student Loan recipients)	<b>85.1%</b>	77.5%	88.4%	92.1%

**Notes for Table Six:**

- Students were surveyed by Nielsen who provided the results for the Student Experience Survey for the period 1 January 2020 to 23 March 2020.
- The survey results are only available up to the 23 March 2020, as the survey was suspended due to COVID-19. The survey was only recently resumed on 6 July 2020
- The Student Experience Survey is based on an eleven-point scale (0-10), where a rating of 5-7 is considered a neutral experience and 8-10 is considered a positive experience.
- (\*) represents positive experience only and (\*\*) represents positive and neutral experiences.
- Survey responses received from Student Loan recipients make up part of the total number of survey responses received.