Te Pūnaha Matatini
Data ▪ Knowledge ▪ Insight

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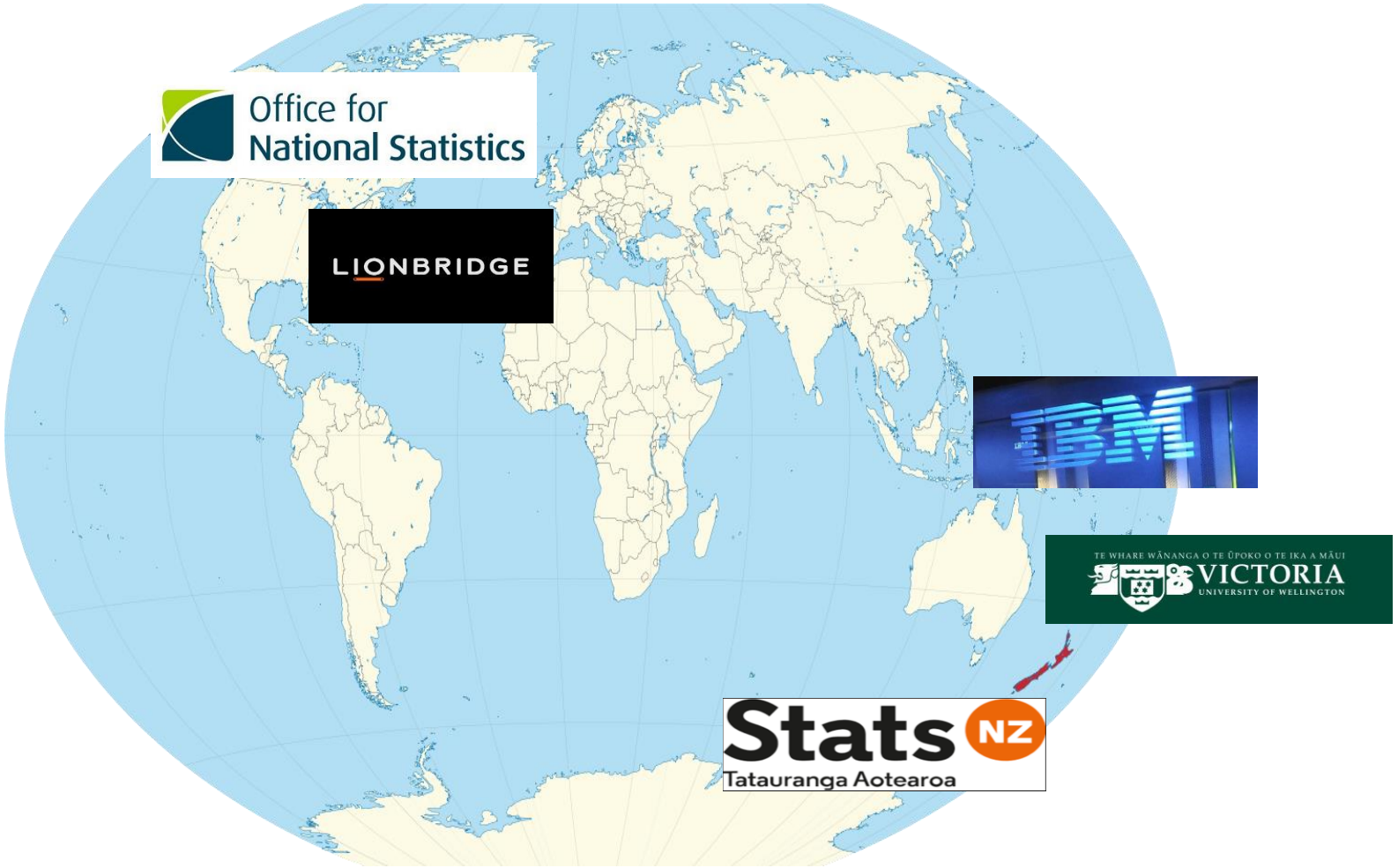
The Bridesmaid or the Bride:

Illuminating the Impact of Student Support Services on a Range of Student Outcomes

ANGELA NATALI


Office for
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Stats NZ
Tatauranga Aotearoa

Why look at the impact of support services on student outcomes ?

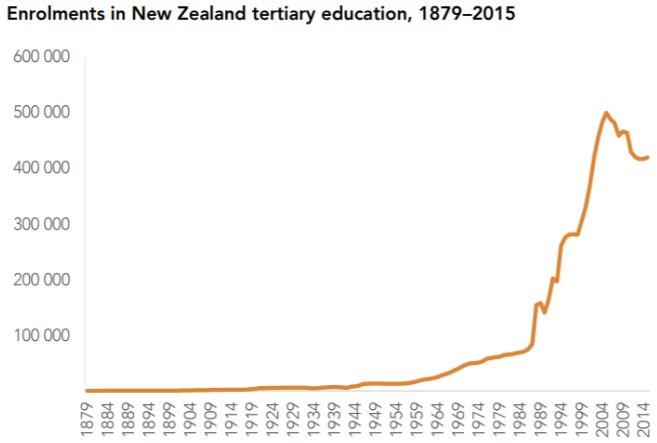
- Accountability for student outcomes being sought from :

  - **Government**: relevance of tertiary education, outcomes; funding; societal benefits

  - **Students**: now more student driven

  - **Education institution**: resource allocation

  - **Wider society**: societal benefits



Source: Statistics New Zealand and Ministry of Education data. Historical data from Thorns and Sedgwick (1997).

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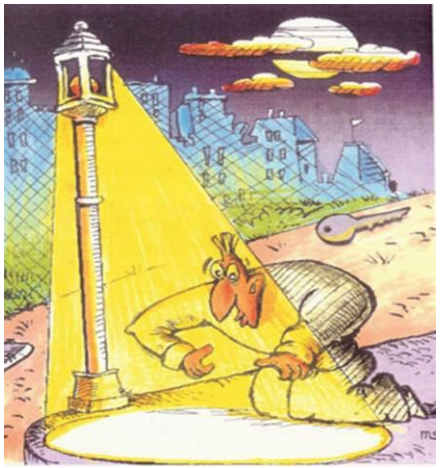
Why haven't we been good at illuminating impact ?

- We measure what we can see

- It's what happens in the classroom that matters….right ?



Student engagement theory has established that higher levels of student engagement result in better student outcomes.

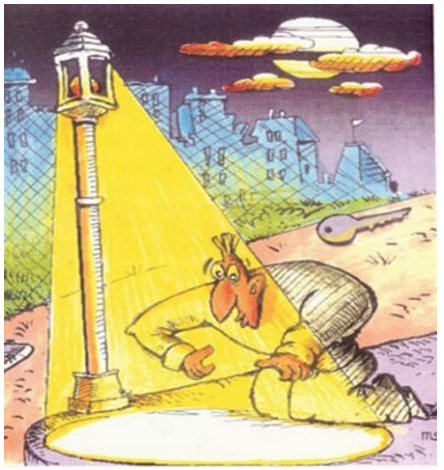
Kuh, Hu, and Vesper, 2000; Pike, Kuh, and Gonyea, 2003; Pascarella and Terenzini, 2005; Astin, 1984

The provision of support services has been shown to have a positive impact on student engagement.

McClenny, 2004; Kuh et al, 2005; Pike & Kuh, 2006

Why haven’t we been good at illuminating impact ?

- Didn’t’ have the drivers
- Didn’t have the technology
- Siloed data systems
- Large volumes of information about students and the context in which they learn



Illuminating the impact

Institution's strategic goals

Support Services outcomes aligned to institutional strategy

Support service outcomes

Student skills and attributes gained from engagement with support services

Institution data

By understanding more about the student's holistic engagement experience, we can get more insight into their value-added achievement to tell what difference tertiary education actually makes

NZ Productivity Commission 2017

Information-based Decision Making

Insights about student behavior and outcomes, can inform improvements in student experience, and organisational and cost efficiencies

NZ Universities

Homogenous market

Data ≠ VRIO

V: By itself, not likely
R: Substitutes exist
I: No
O: Potential.

Representation of Barney, 1995

Interim results from my research

Emerging Themes

Strategic alignment

Pan-organisation collaboration

Data capture

Analytical capability & capacity

Education is more than academic achievement

Support service outcomes

Support Services – Student Outcomes

V R I O

O R I V ?

WHAT'S THE BIG CAMPAIGN IDEA?
WE'RE GOING DIGITAL
FACEBOOK
YOUTUBE
A MOBILE APP
PINTEREST
WHAT ARE WE GOING TO DO IN ALL THOSE CHANNELS?
I DUNNO, WE'LL FIGURE IT OUT LATER
TOM FISH BURNE
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Questions and Discussion

For Discussion

- What information do Student Learning Service providers want to know about students, to help target their programs ?

For Discussion

- Outcomes for Student Learning Services
- Priority of those outcomes

For Discussion

- Student Learning Services has been excluded from being funded from the Student Services Levy

Do you think the approaches presented today will be useful to show that SLS should be funded by the SSL ?