



## Evaluating Student Services – a journey from satisfaction to value

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### Session overview



- AMOSSHE
- Recent developments in UK
- Case study
- Reflection
- VIP project (value & impact of student services)
- VIP toolkit
- Future plans

## What is AMOSSHE?



### THE UK STUDENT SERVICES ORGANISATION

- We inform and support the leaders of student services
- We represent, advocate for, and promote the student experience
- We promote student well being, retention, progression and achievement

## Who does AMOSSHE work with?



- Our members – the leaders and professionals in student services, contributing to national policy
- Government bodies
- Sector organisations
- Related professional groups

<http://www.iasasonline.org/>



## Student services include...

- Careers/employability
- Financial support
- International students
- Religion/belief
- Legal compliance
- Health
- Mental health
- Counselling
- Child care
- Accommodation
- Learning skills
- Mentoring



...and more besides **(the whole student experience)**

## Background to VIP project



- National debates on financing HE learning and teaching
- AMOSSHE work on the role and functions of student services (publication 2009)
- Evaluation 'journey' from satisfaction to value
- Assessment Reconsidered (NASPA)

## The University of Sheffield



- Founded in 1905
- Arts, Science, Engineering, Social Sciences, Medicine
- League Tables
- 25,000 students
- 6000 international



## Student Services Department



- “Student Journey”
  - Recruitment & Admissions
  - Learning & Teaching services
  - Student Support
- Nearly 400 staff
- One-stop shop (“SSiD”)



## Evaluation case study

[www.shef.ac.uk/ssd/improvement](http://www.shef.ac.uk/ssd/improvement)



### Service Improvement Team

- Core team & network of ‘ambassadors’
- Service level agreements & Professional Services evaluation criteria
- Inventory of monitoring, evaluation, benchmarking
- Customer care policy (& behavioural guidance)
- Structured review/action plan process
- Holistic evaluation/service value
- External market research
- “You said, we did” website
- Comprehensive evaluation ‘system’



## Share



- An evaluation success
- A development you are planning



## Understanding the Value and Impact of Services that Support Students



or the Value and Impact project

or VIP

## VIP Project phases



- Development phase
  - Implementation phase
  - Pilot phase
  - Evaluation and dissemination phase
- 
- Broad ranging project steering group & “peer support group” – expert practitioners from 10 universities
  - Focus on sustainability; professional practice; and service improvement.

## Development phase



- US dominated literature
- Strong on conceptual frameworks, weak on practical solutions
- Focus on “learning outcomes”
- Tools to measure value?
- Assessment of value and impact is challenging and takes time (no ‘quick fix’)
- Implications for staff development, leadership, resources and communications

## Pilot phase



- Inclusive typology of assessment/evaluation
  - Learning
  - Retention
  - Impact of specific intervention
  - Inclusion/exclusion impacts
  - Cost effectiveness
- Range of tools
- Service area pilots (the AMOSSHE 'core')
- Not to be published



**University of Brighton**

**UEL**  
University of  
East London



UNIVERSITY OF  
**SURREY**

THE UNIVERSITY *of* York



## Pilot projects



- International orientation
- 1-1 Counselling
- Disabled student transition programme
- Financial capability/skills
- Mentoring (mental health)
- Study skills
- Student wellbeing programme
- Financial aid

## Toolkit overview



## Toolkit contents



- **Getting started** – planning, who to involve, skills required, timing/timescale, budget, focus, evaluation method/s, data collection, assessment instruments
- **Evaluating impact** – objectives, outputs, intended outcomes, impact indicators, data sources
- **Evaluating value for money** – objectives, inputs/costs, outputs, intended outcomes, value indicators, value for money judgement
- **Support materials**- data collection, ethics, examples, templates

19

## Definitions



**Impact** is aimed at measuring whether or not the educational experience/service is making any **difference** to what you do and how. Impact is about **change** and is therefore difficult to measure. The best that can be achieved is to find '**strong surrogates**' for impact that provide a close approximation (Markless and Streatfield, 2008).

**Value** can be both qualitative and quantitative. In qualitative terms it is the **regard, importance, worth, or usefulness** that something is held to deserve. In quantitative terms, it is the material or **monetary worth** of something, and the worth in terms of its cost. It not only measures the cost of goods and services but also takes **Value for money** account of the mix of cost with quality, resource use, fitness for purpose and timeliness to judge whether or not, together, they constitute good value. (ref Audit Commission 2009)

## Online toolkit

<http://www.amosshe.org/vip>



**“This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.”**

Sir Winston Churchill, 1942

## Future plans



- Development phase
- Implementation phase
- Pilot phase
- Evaluation and dissemination phase
  
- Launch of toolkit
- Sustainability (eg staff development, exemplars)



## Value and Impact of Student Services (VIP)

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