



Student Voices

in Higher Education

Powered by  explorance



Redefining Student Voices as a Driver of Value in Higher Education

Tanya Dunne, Assistant Director, Student Experience & Enhancement

Marine André, Assistant Head of Student Services

12 February 2026



What we'll cover

1

The Emotional Signature™ model and methodology

2

Key findings for University of Sunderland in London

3

Practical applications for teaching, induction, and student support

4

Q&A

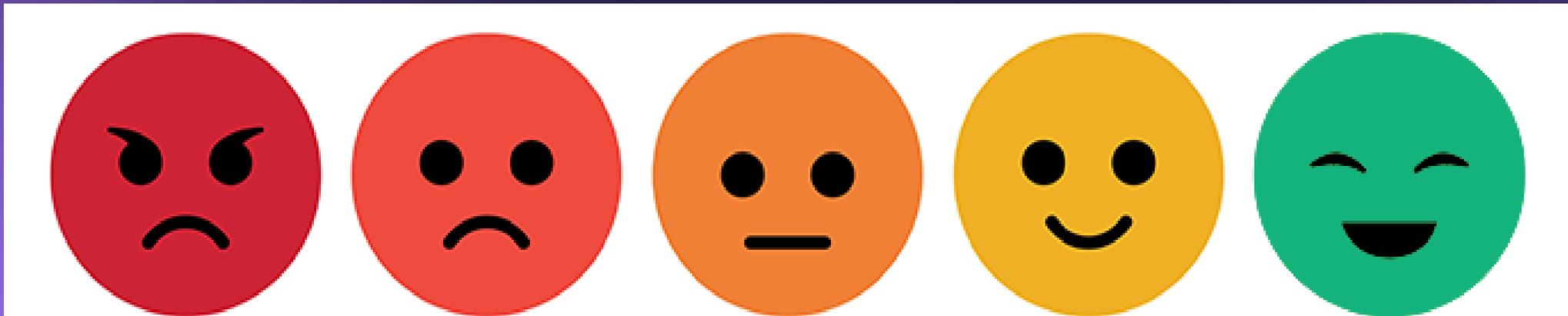
The Challenge

- Everything is impactful, everything is improving!
- Some brilliant performance results, some challenges...
- What matters to us AND to students?
- How do we prioritise?
- Inspired by customer experience thinking...



“Organisations are frequently deceived by customers and fail to act on what they fail to notice - thus are missing the biggest driver of *profitable* customer behaviour!”

The Big Miss – How Organisations Overlook the Value of Emotions





The “Stimulus / Response / Effect” Model



Satisfaction Not Guaranteed

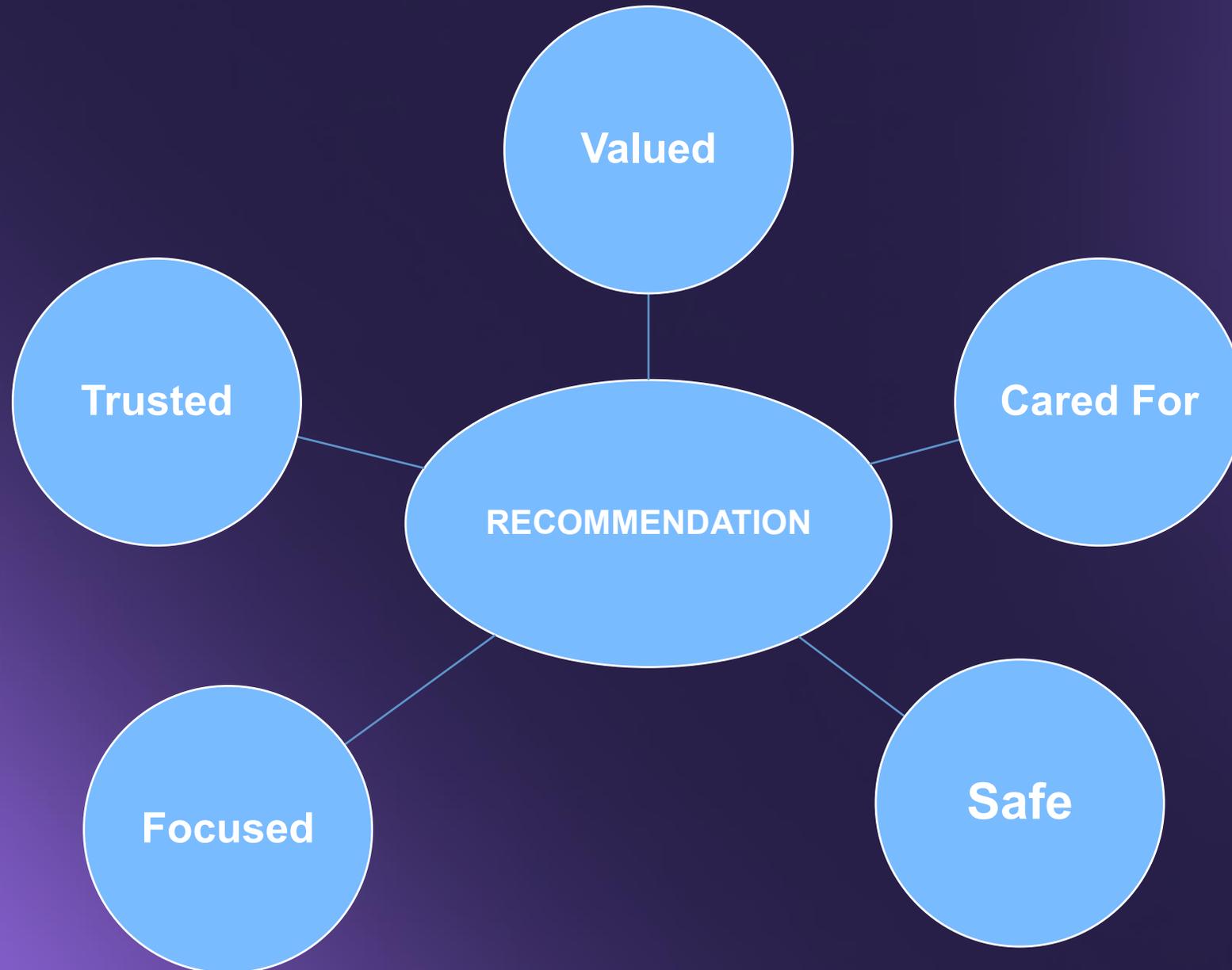
20 emotions that drive or destroy value

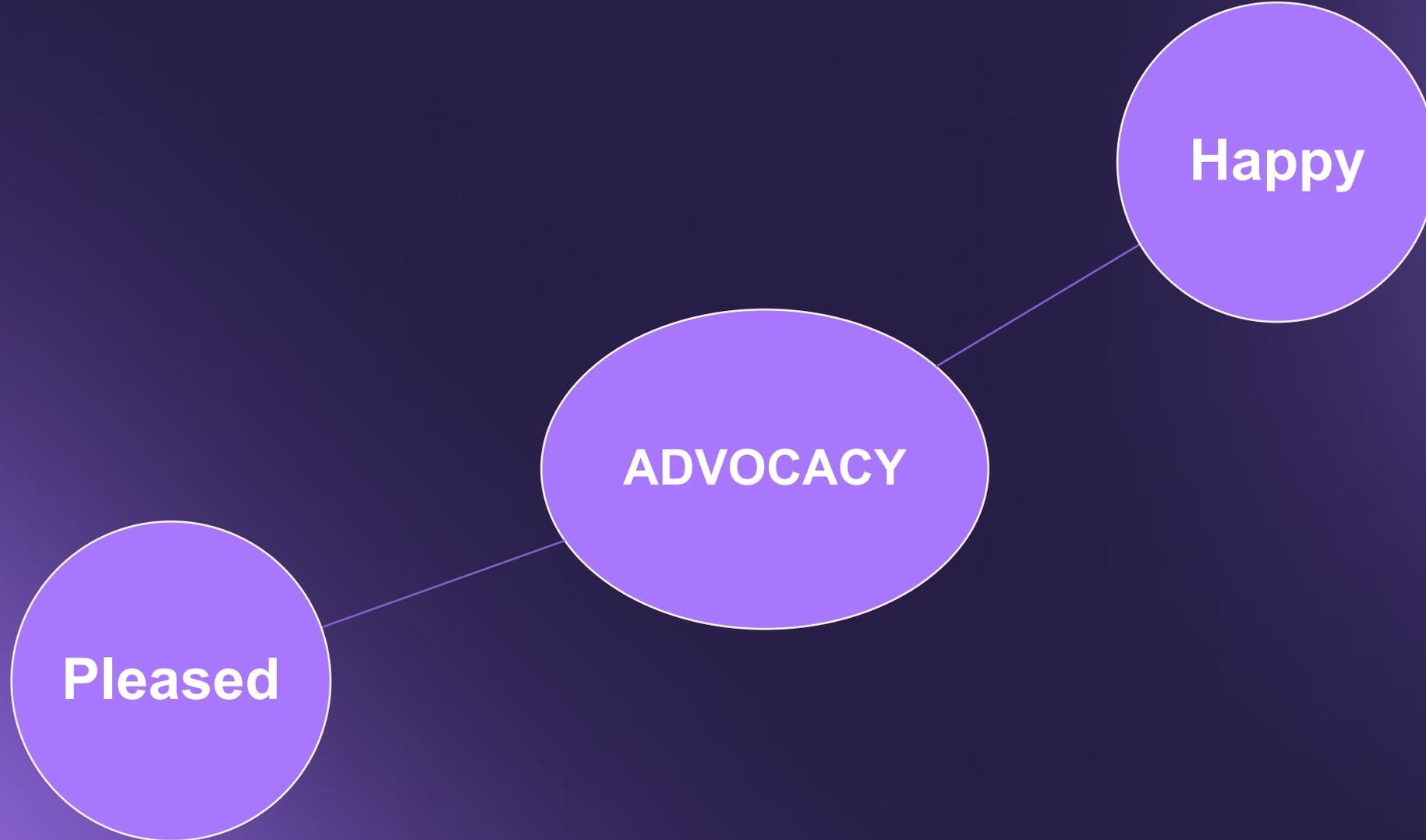
Presentation Interaction!

- Emotions can drive or destroy value...
- **For the next FOUR slides – make a note...**
- **What attributes, processes, systems, interactions with (and/or for) students that provoke or evoke these emotions?**









Applying the theory



Attributes Workshop

- Define our value
- Understand touchpoints
- Highlight attributes

Survey Design

Fieldwork

Data Analysis



Value Indicators

Recommendation

Continue Studies

Career Prospects

Connected to Community

Coming to Campus

Applying the theory

Attributes Workshop

- Define our value
- Understand touchpoints
- Highlight attributes



Survey Design

- Translate indicators into questions
- Translate attributes into statements
- Test survey with student voice reps

Fieldwork

Data Analysis

Survey Questions from Value Indicators

How likely are you to recommend the University to a friend, colleague or relative?

How likely are you to continue with your studies until completion of your course?

To what extent do you believe that studying at the University will improve your career prospects?

To what extent do you feel connected to the University community?

To what extent do you look forward to coming to the University campus?

Applying the theory

Attributes Workshop

- Define our value
- Understand touchpoints
- Highlight attributes

Survey Design

- Translate indicators into questions
- Translate attributes into statements
- Test survey with student voice reps

Fieldwork

Data Analysis

1. Marketing & Brand	The University marketing materials and website are reflective of reality
	The University shares the same values as me
	Ability to meet University representatives in my home country*
2. Recruitment & Admission	Ease of application process
	Flexibility of the application process to accommodate my circumstances
	Speed of confirming my place
3. Fees & Payment	The credit control department is empathetic to my situation and circumstances
	Availability of financial guidance
	Flexibility of payment options
4. Onboarding & Induction	Responsiveness of credit control staff to my enquiries
	Feeling of being welcomed during enrolment and induction
	Ease of online enrolment
5. Support Services	The University reinforces that I made the right decision to study here
	Ease of obtaining my University ID card
	Relevance of induction information
6. Online Systems	Availability of information about accommodation
	Speed of issue resolution with support services
	Level of care from staff about my issues and questions
7. Teaching & Learning	Knowledge of support services (non-teaching) staff
	Support to improve my English
	Level of support from staff about my wellbeing
8. Communications	My understanding of where to find information
	IT resources and facilities support my learning
	Quality of information provided to fully use the online systems
9. Campus	My course information on Canvas meets my needs
	I feel valued by the University teaching staff
	Use of contemporary technology by teaching staff
10. Student life & Events	Teaching and academic support meets my needs
	My course gives me relevant real-world experience & skills
	Use of a variety of learning methods by teaching staff
11. Prospects	Quality of teaching
	My understanding of how to use the library in my studies
	Ease of access to subject specific resources (e.g., books, equipment, facilities, software) when I need them
12. Prospects	Relevance of communications sent to me
	Frequency of communications sent to me
	Availability of study space
13. Prospects	Comfortable seating in facilities
	I feel the Student Union represents my interests
	Variety of social events and activities (e.g. parties, cultural festivals, etc.)
14. Prospects	Availability of extra-curricular activities (e.g. courses, webinars, etc.)
	The University prepares me for life in the UK*
	The University prepares me for the next step in my career / business
15. Prospects	The University develops the digital skills I need for the workplace
	The University makes it possible to combine my studies with other commitments

Applying the theory

Attributes Workshop

- Define our value
- Understand touchpoints
- Highlight attributes

Survey Design

- Translate indicators into questions
- Translate attributes into statements
- Test survey with student voice reps

Fieldwork

- Launch survey
- Incentivise participation
- Collaborate

Data Analysis

“The student experience survey is a brilliant initiative by the university to understand what's important to us as students and to make improvements.

The questions touch on every aspect of the student experience from pre-enrolment to graduation and career development.

Honest answers will help the university to improve and create a more fulfilling experience for all students.”

Your voice matters - don't miss your chance

You are invited to take part in a survey about your experience as a University of Sunderland in London student!

We want to understand what matters to you, and we've worked hard to design a survey that will give you the opportunity to tell us everything you need to.

The survey launches week commencing 4 March, and the results will be the basis of our strategy to make your experience the best possible.

So keep an eye on your inbox next week, you will receive an email with this subject line:

Complete the survey and enter a prize draw to win a £200 shopping voucher!

Your voice matters: don't miss your chance.

No personal data will be shared with any external supplier in the process. For any questions, please contact studentexperience.london@sunderland.ac.uk



Ruqayyah Bakare
MSc. Finance and Management

“The student experience survey is a brilliant initiative by the university to understand what's important to us as students and to make improvements.

The questions touch on every aspect of the student experience from pre-enrolment to graduation and career development.

Honest answers will help the university to improve and create a more fulfilling experience for all students.”

Applying the theory

Attributes Workshop

- Define our value
- Understand touchpoints
- Highlight attributes

Survey Design

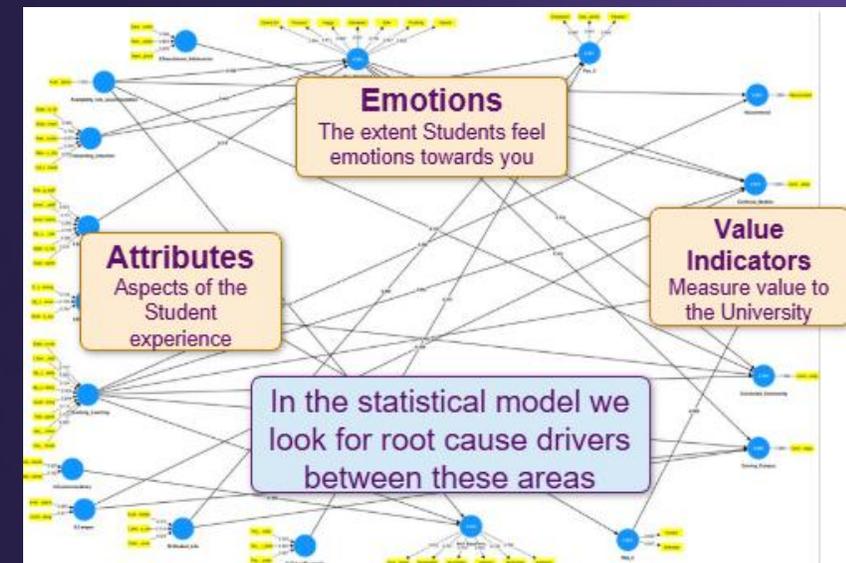
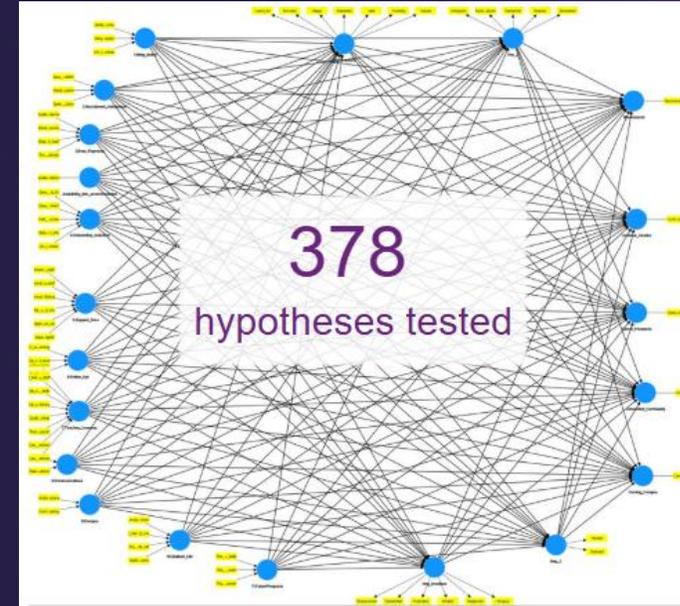
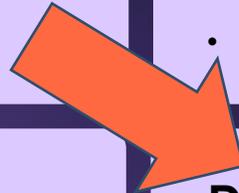
- Translate indicators into questions
- Translate attributes into statements
- Test survey with students

Fieldwork

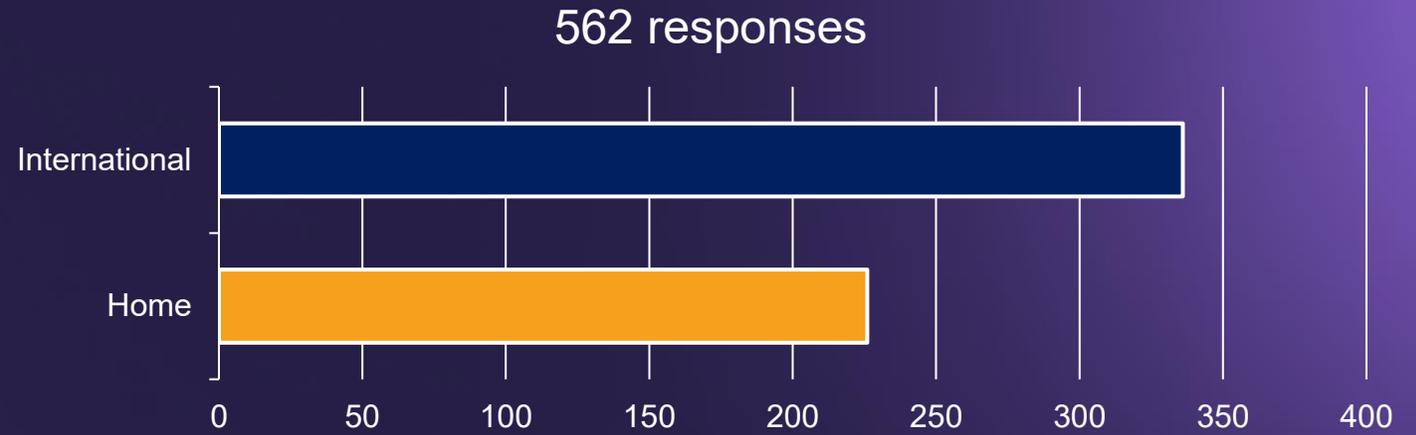
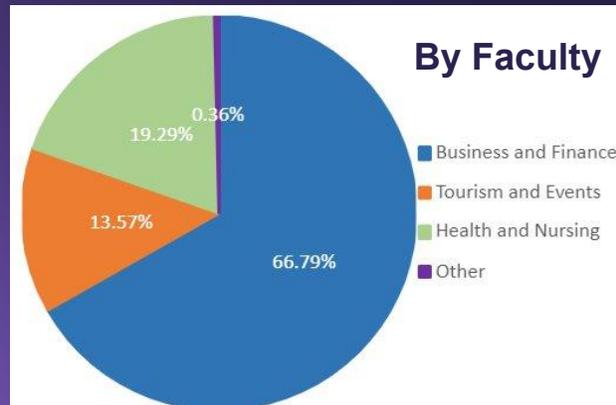
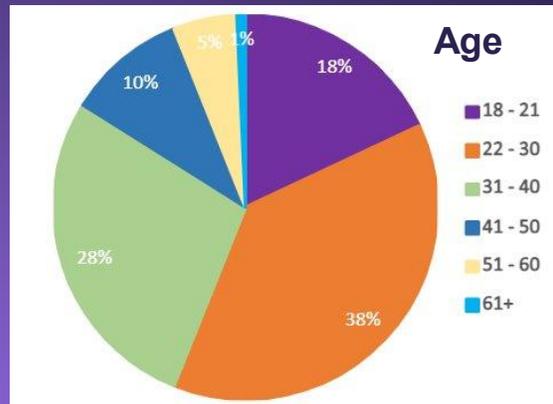
- Launch survey
- Incentivise participation
- Collaborate

Data Analysis

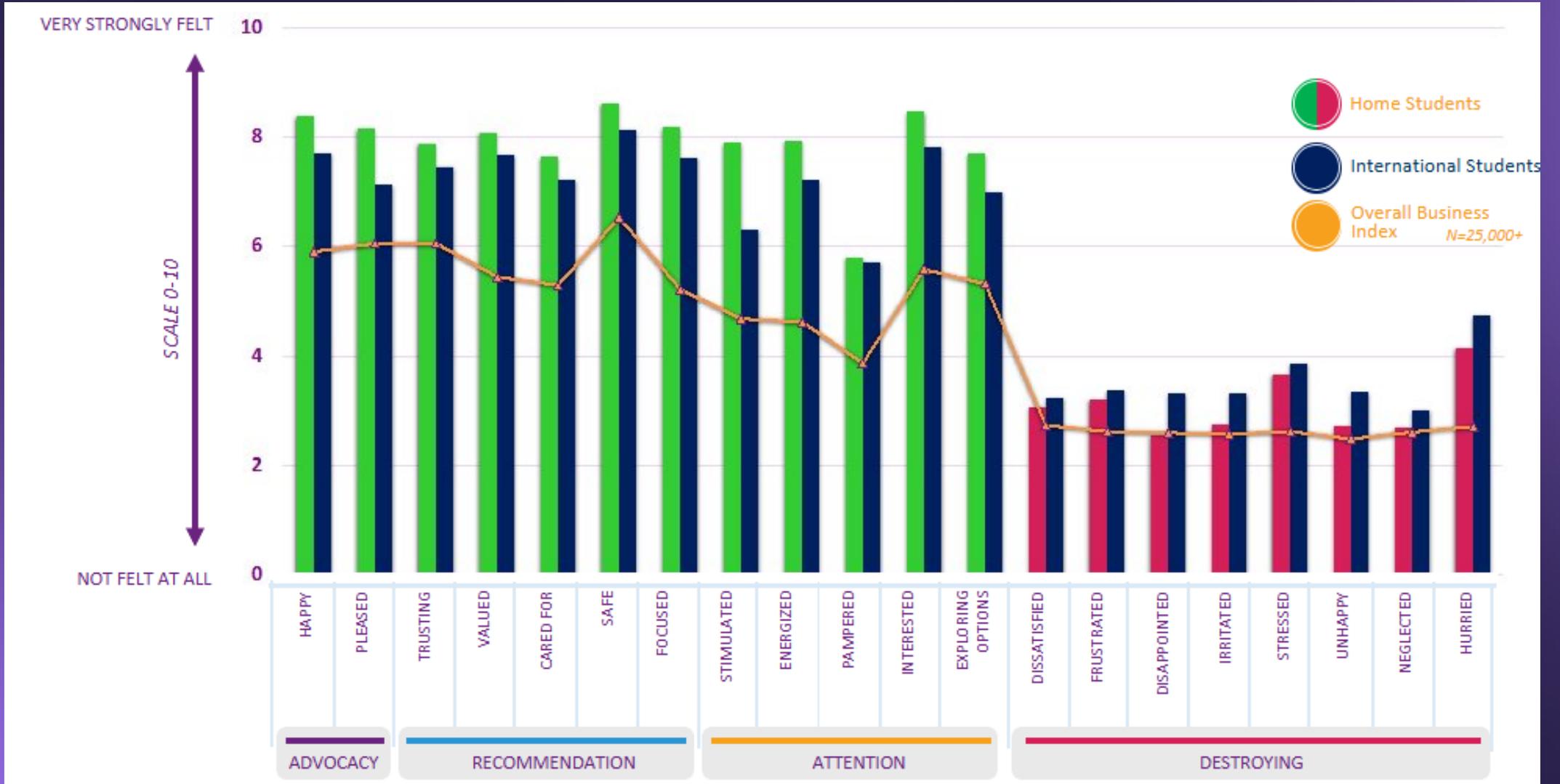
- Home / International
- 3 dimensions
- 378 hypotheses



Results & Key Findings



41 nationalities





TOP 10 ATTRIBUTES THAT DRIVE VALUE \$\$\$		RANKING SCALE				
		← MORE				
		1	2	3	4	5
		6	7	8	9	10
		→ LESS				
Quality of teaching						
The University prepares me for the next step in my career / business						
My course gives me relevant real-world experience & skills						
Teaching and academic support meets my needs						
The University develops the digital skills I need for the workplace						
The University makes it possible to combine my studies with other commitments						
My course information on Canvas meets my needs						
Ease of access to subject specific resources (e.g., books, equipment, facilities, etc.)						
I feel valued by the University teaching staff						
Use of a variety of learning methods by teaching staff						
Flexibility of payment options						
Use of contemporary technology by teaching staff						
My understanding of how to use the library in my studies						
Availability of information about accommodation						
The University reinforces that I made the right decision to study here						
Flexibility of the application process to accommodate my circumstances						
The University prepares me for life in the UK*						
Feeling of being welcomed during enrolment and induction						
I feel the Student Union represents my interests						
Availability of financial guidance						

Home		International	
MOST DESIRED	MOST VALUE DRIVING	MOST DESIRED	MOST VALUE DRIVING
1	3	2	6
2		1	2
3	7	3	
4	6	7	1
5		5	
6		9	8
7		4	
8		10	
9	2		
10	8	8	
		6	
	1		
	4		3
	5		
	9		4
	10		
			5
			7
			9
			10



TOP 10 ATTRIBUTES THAT DRIVE VALUE \$\$\$		RANKING SCALE				
		1	2	3	4	5
		6	7	8	9	10
	Quality of teaching					
	The University prepares me for the next step in my career / business					
	My course gives me relevant real-world experience & skills					
	Teaching and academic support meets my needs					
	The University develops the digital skills I need for the workplace					
	The University makes it possible to combine my studies with other commitments					
	My course information on Canvas meets my needs					
	Ease of access to subject specific resources (e.g., books, equipment, facilities, etc.)					
	I feel valued by the University teaching staff					
	Use of a variety of learning methods by teaching staff					
	Flexibility of payment options					
	Use of contemporary technology by teaching staff					
	My understanding of how to use the library in my studies					
	Availability of information about accommodation					
	The University reinforces that I made the right decision to study here					
	Flexibility of the application process to accommodate my circumstances					
	The University prepares me for life in the UK*					
	Feeling of being welcomed during enrolment and induction					
	I feel the Student Union represents my interests					
	Availability of financial guidance					

Home		International	
MOST DESIRED	MOST VALUE DRIVING	MOST DESIRED	MOST VALUE DRIVING
1	3	2	6
2		1	2
3	7	3	
4	6	7	1
5		5	
6		9	8
7		4	
8		10	
9	2		
10	8	8	
		6	
	1		
	4		3
	5		
	9		4
	10		
			5
			7
			9
			10

- Teaching & Learning
- Prospects
- Teaching & Learning
- Teaching & Learning
- Prospects
- Teaching & Learning
- Teaching & Learning
- Teaching & Learning
- Teaching & Learning
- Induction
- Induction
- Induction

So what?

Home	International
1. Use of contemporary technology by teaching staff	1. Teaching and academic support meets my needs
2. I feel valued by the University teaching staff	2. The University prepares me for the next step in my career / business
3. Quality of teaching	3. My understanding of how to use the library in my studies
4. My understanding of how to use the library in my studies	4. The University reinforces that I made the right decision to study here
5. Availability of information about accommodation	5. The University prepares me for life in the UK
6. Teaching and academic support meets my needs	6. Quality of teaching

So what?

Home	International
1. Use of contemporary technology by teaching staff	1. Teaching and academic support meets my needs 
2. I feel valued by the University teaching staff	2. The University prepares me for the next step in my career / business
3. Quality of teaching 	3. My understanding of how to use the library in my studies 
4. My understanding of how to use the library in my studies 	4. The University reinforces that I made the right decision to study here
5. Availability of information about accommodation	5. The University prepares me for life in the UK
6. Teaching and academic support meets my needs 	6. Quality of teaching 

So what?

**Academic
development**

**Accommodation
partnership**

**Continuous
improvement**

Home	International
1. Use of contemporary technology by teaching staff	1. Teaching and academic support meets my needs 
2. I feel valued by the University teaching staff	2. The University prepares me for the next step in my career / business
3. Quality of teaching 	3. My understanding of how to use the library in my studies 
4. My understanding of how to use the library in my studies 	4. The University reinforces that I made the right decision to study here
5. Availability of information about accommodation	5. The University prepares me for life in the UK
6. Teaching and academic support meets my needs 	6. Quality of teaching 

Hubs

SVFF

Enhancement

Positioning

New technology

Thank You! Questions?

