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MODIFICATIONS			
EDITION	DATE	REASON FOR MODIFICATION	PAGES
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02	11/03/2015	Appropriacy of indicators	
03	22/04/2018	Updates to Procedure	2-4
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Date: 26/04/2021	Date: 26/04/2021	Date: 26/04/2021
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PURPOSE

The purpose of this procedure is to describe the processes for the systematic collection of information on the level of satisfaction of the University's stakeholder groups, the circulation of survey results, the processing of that information, and its use for the analysis and improvement of academic provision and services.

SCOPE

Members of the university community; students, lecturers, graduates, employers, administration and services staff.

RELATED DOCUMENTATION

- Internal Quality Assurance Manual (MAGIC)
- 1.1 Quality Policy
- PGC 12.3 Analysis and Improvement
- PGC 11.2 Academic Performance

PROCESS DEVELOPMENT

1. Planning and Methodology

In order to identify the needs and expectations of students and the degree of stakeholder group satisfaction, the Academic Quality and Compliance Department categorises the different stakeholder groups, as well as the aspects assessed, in the following way:

- Student satisfaction with the teaching staff on undergraduate and postgraduate programmes.
- Student satisfaction with the University in terms of undergraduate, postgraduate, and PhD programmes, private degrees and lifelong learning programmes.
- Satisfaction of teaching staff with the University, and with the degree programme(s) on which they teach. Survey of satisfaction with teaching
- Satisfaction of administration and service staff (PAS) with degree programmes.

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- Study of employability and the satisfaction of graduate students with their employment situation
- Student satisfaction with external internships and employer satisfaction with students
- Student satisfaction with incoming/outgoing mobility programmes
- Ad hoc studies on specific University services:
 - User satisfaction with the Library
 - User satisfaction with the Medical Service
 - User satisfaction with the Sports Centre
 - User satisfaction with the University Polyclinic and Dental Clinic
 - User satisfaction with the Sodexo service
 - Student satisfaction with the Simulated Hospital
- Satisfaction with preparatory courses for over 25s/over45s
- Employee satisfaction with the University Engagement study

The Academic Quality and Compliance Department assesses the results obtained for each campaign and each interest group, in order to plan the campaign for the following academic year. The content of the survey questionnaires, distribution mechanisms and the methodology for analysing the information are reviewed, and the feedback from the stakeholder groups on the survey process is taken into account.

Universidad Europea de Madrid uses IT tools to analyse the information gathered from the different stakeholder groups (such as Excel, Power BI, SPSS) and specific IT platforms that are designed to create, manage, analyse and report results (Universitas XXI, Lime Survey, AFUS, and Business Intelligence Project, among others). To facilitate the process in the case of fieldwork, and to process certain surveys, support is provided by an external organisation.

Once the necessary means are in place, data collection begins. The process involves different steps, depending on the stakeholder group being surveyed.

2. Survey types:

2.1 Student satisfaction with the teaching staff on undergraduate and postgraduate programmes.

At the beginning of each academic year, the Quality Management and Compliance Department contacts the heads of teaching departments and those responsible for postgraduate studies in each faculty, to explain the assessment procedure and initiate the data collection process.

- Undergraduate Degrees:

The measurement of satisfaction with teaching staff on undergraduate degree programmes is measured at the end of each term, before the final exam period.

In the case of satisfaction with undergraduate teaching staff on campus-based degrees,

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the Quality Management and Compliance Department asks department directors to confirm the list of professors who have taught during each term.

Once the list has been confirmed, the surveys are activated in the online system and launched via a link (campaign activation). At this point, the surveys are activated on the surveys section of the students' virtual campus, a link appearing for each student for each of the applicable surveys.

The launch of the survey is communicated to the professors via an email sent by the Internal Communication Department and signed by the Academic Quality and Compliance Department, indicating the period during which the survey will be live.

There will be a survey for each subject, degree programme, and group taught by each professor. Professors must allocate time during their class so that students can answer the assessment questions relating to their subject. The teacher must leave the classroom during this process.

Once the survey campaign is over, the results are analysed by the Academic Quality and Compliance Department, and each professor can then view their results by logging in with their passwords via a link on the University's Intranet. Likewise, the Quality Management and Compliance Unit sends the relevant individualised results for the professors to each department/faculty director, and to the vice-deans and deans in charge, together with departmental aggregates.

The results obtained will be used in aggregate form by the Degree Quality Committees (CCT) for analysis and consideration when formulating improvement plans, as well as in the assessment of individual performance for teaching staff.

- Postgraduate Degrees:

The assessment of postgraduate teaching staff is carried out on an ongoing basis throughout the programme, as professors finish teaching each of their modules.

The Vice-Dean of Postgraduate Studies, together with the Director of the Master's Degree Programme will be responsible, together with the Postgraduate Programme Assistant, for planning and carrying out the assessment of the level of satisfaction with teaching staff in the corresponding centre or school.

To this end, in order to facilitate the conducting of surveys, postgraduate assistants and postgraduate academic coordinators will provide the Academic Quality and Compliance Department with the following: the name and code of the degree programme, the name and code of the subject, the employee number of the professor teaching the subject, and the edition of each postgraduate course, providing them with an Excel template to speed up the work.

Faculties can request the activation of postgraduate surveys by the Quality and Compliance Unit from the 1st to the 5th of each month; the surveys requested will be activated between the 10th and the 30th of that same month, and will be available until the 30th of the following month.

Once the survey campaign is complete, the results will be shared with the vice-deans and deans in charge, who in turn will pass on the results on to the stakeholder groups concerned.

The results obtained will be used in aggregate form by the Degree Quality Committees

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(CCT) for analysis and consideration when formulating improvement plans, as well as in the assessment of individual performance for teaching staff.

2.2 Student satisfaction with the degree programme and the University, and the NPS rating for undergraduate, postgraduate and doctoral studies.

Student satisfaction with the degree and the University is calculated on an annual basis before the end of each academic year, as is the NPS rating. Additionally, in the case of postgraduate programmes, and at the request of the programme directors or vice-deans, a survey can be carried out in the middle of the academic year (interim-programme survey).

There is a specific questionnaire for each type of undergraduate/postgraduate/PhD degree programme.

The surveys are activated on the surveys section of the students' virtual campus, where a link to the survey appears for each student.

The launch of the survey is communicated to the professors via an email sent by the Internal Communication Department and signed by the Academic Quality and Compliance Department, indicating the period during which the survey will be live. The survey announcement is also backed up by communication through other channels, such as department directors. During the period that the survey campaign is active, reminders are sent out by the Quality Management and Compliance Department to the faculties indicating the response rate, so that they can further encourage student participation. Vice-deans and/or programme directors are responsible for encouraging participation in their respective areas and programmes.

Once the results have been analysed, a final report is prepared, and is shared with the programme directors, who will then communicate the results to the stakeholder groups involved. These results will be taken into account by the Degree Quality Committees (CCT) and the Faculty Boards for decision-making.

In addition, reports are drawn up to assess postgraduate director performance (Director's Reports) based on the results obtained from the Postgraduate Degree Satisfaction Survey, and on the aggregate satisfaction with teaching staff scores for each degree associated with the academic year in question.

2.3 Satisfaction of teaching staff with the University, and with the degree programme(s) on which they teach, and identification of the needs of those staff. Teaching Activity Study

The satisfaction of teaching staff with the University, and with the degree programme(s) on which they teach, and the identification of teaching-related needs, is measured on an annual basis, and is intended to provide overall results on different aspects of university teaching, including the academic programme, how teaching is organised, satisfaction with material resources and the teaching process itself.

Invitations to participate in a survey are emailed to the teaching staff by the Academic Quality and Compliance Department. The email contains a direct link to the survey, and indicates the time frame during which the survey will remain active. To increase participation, the Quality Management and Compliance Department sends out email reminders to teaching staff.

The data is downloaded from the survey platform by the Academic Quality and

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Compliance Department for analysis, and reports are produced on the results, with different levels of disaggregation.

The results report is sent to the faculties concerned and to the Office of the Vice-Rector by e-mail, so that it can be used to inform their analysis, and the implementation of improvement plans.

2.4 Satisfaction of administration and service staff (PAS) with degree programmes

Every year, a satisfaction survey is conducted on degree programmes, aimed at administration and services staff (PAS).

To this end, the non-teaching staff directly related with each degree programme will be identified, and a questionnaire will be sent to them via email from the University's survey platform. The aim here is to assess their perception of the academic quality of the degree programmes they are primarily concerned with.

The information is analysed by the Academic Quality and Compliance Department, and the results are shared with the different faculties, as indicated in PGC 12.3 on Analysis and Improvement.

2.5 Study of employability and the satisfaction of graduate students with their employment situation

The study of the employment status and satisfaction of graduate students is carried out 12 months after the completion of their studies.

This study is carried out via CATI (computer assisted telephone interviewing) combined with e-mail reinforcement, carried out by an independent research company.

The aim of the study is to obtain a representative sample of responses at university, faculty and degree programme level.

Reports on the results are shared with the faculties and the Internship Department by e-mail.

2.6 Student satisfaction with external internships, and employer satisfaction with students

Feedback from students and from the companies/institutions where students do their internships is taken into account in the evaluation of the external internship programme.

Two questionnaire models exist for this purpose, and are made available to both students and institutions via a specific internship management platform.

The aim is to ascertain student satisfaction with their internships, as well as the satisfaction of the in-company supervisors with the students.

Once the final reports have been received, the results will be shared with the Internship Department and those in charge of the degree programmes, and will be used by the Degree Quality Committees (CCT).

2.7 Student satisfaction with incoming/outgoing mobility programmes

Satisfaction with mobility programmes is measured using two questionnaires, one for students going to another university to do a course (outgoing) and one for students coming to study with

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us from other universities (incoming).

This survey is carried out by the Academic Quality and Compliance Department in coordination with the International Office. It is posted on the University's survey administration web platform and sent to students via email twice a year, in the first and second terms.

The Academic Quality and Compliance Department analyses the responses obtained and presents the results to those responsible for the international division.

2.8 User satisfaction with certain University services

These surveys are carried out on an ad hoc basis on campus for users of certain specific services: Student Services, Library, Medical Service, Sports Centre, University Clinics, etc.

The results obtained are communicated to the different stakeholder groups.

3. Anonymity in the processing of information

The Academic Quality and Compliance Department guarantees anonymity when processing the information collected from all the surveys it conducts, so that the answers given by each respondent cannot be linked with that person.

This information is communicated to students when the surveys are launched.

4. Other means of collecting information from stakeholder groups

Universidad Europea de Madrid also makes use of other methods to obtain information on stakeholder group satisfaction, for example:

- Meetings of teaching staff (feedback from tutors, Faculty/School Board meetings, departmental meetings of professors and academic directors).
- Suggestions and comments arising from communication with external organisations (companies, professional associations, and universities with whom agreements are in place.)
- Information obtained through the Office of the Vice-Rector for Student Affairs through the analysis of requests, the University Ombudsman's report, and formal and informal meetings with the Student Council.
- Feedback from students, professors and employers during Degree Quality Committees.

5. Review and improvement of satisfaction measurement processes

These are assessed on an annual basis, by gathering feedback from faculties/schools so that modifications can be made to the questionnaires, information collection periods, support, communication channels, etc.

6. Collection of results, analysis and improvement

Each year, the main results on satisfaction at degree programme level are incorporated into the Indicator Sheet for analysis by the Degree Quality Committees (CCT), and possible implementation in improvement plans. At the end of the academic year, they will also be

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included in the Annual Degree Programme Monitoring Report, where they will be analysed as described in PGC 12.3 Analysis and Improvement.

SPECIFICS BY CENTRE

School of Architecture, Engineering and Design.

N/A

Faculty of Sports Sciences

N/A

Faculty of Social Sciences and Communication

N/A

Faculty of Biomedical and Health Sciences

N/A

School of Doctoral Studies and Research

N/A

RECORDS (evidence)

RECORDS		
RECORD NAME	CONTROLLER	MEDIUM AND LOCATION
Reports on satisfaction results for each stakeholder group	Academic Quality and Compliance Department	Shared folder quality/Measurement and Analysis/Surveys; Sharepoint/Faculty Folder/Academic year/Degree programme/Main indicators; Surveys platform
Degree Indicator Sheet	Academic Quality and Compliance Department	Sharepoint Quality/Indicator Sheet; Sharepoint. Faculty Folder/Academic year/Degree Programme/Key Indicators

INDICATORS

IND01-PGC11.1 Response rate for surveys conducted

IND02-PGC11.1 Teaching Activity Survey aimed at teaching staff: "Awareness of the results of the Student Satisfaction with Teaching Survey".

RESPONSIBILITIES:

Governing Bodies:

Analyse results obtained from satisfaction reports in order to implement possible improvement plans.

Academic Quality and Compliance Department:

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Plan the different satisfaction studies (survey map) and the launch schedule.

Inform students and faculties/schools about the planning of satisfaction surveys and the assessment procedure.

Identify the main areas to be analysed in each survey, and the associated items.

Launch and roll-out of each survey

Monitor response rate obtained during fieldwork, and encourage participation

Analysis of the results obtained in each survey, and preparation of reports

Follow-up on fieldwork carried out by the independent survey company where applicable.

Collect feedback from the measurement processes for the different studies in order to incorporate improvements (e.g. modification of items, reconsideration of different studies, review of the study schedule, etc.)

Vice-Deans/Directors of Undergraduate Degrees/Directors of Postgraduate Degrees:

Boost the participation of students in satisfaction surveys on teaching staff, their degree programme and the University.

Analyse satisfaction survey results through the Degree Quality Committee (CCT), and take responsibility for the implementation of possible improvement plans

Postgraduate Programme Assistant and/or Postgraduate Academic Advisor:

Ask the Academic Quality and Compliance Department to activate the student satisfaction surveys on postgraduate teaching staff, following the established plan, at the end of the modules taught by the different professors.

Ensure that professors are duly informed, so that they can in turn, notify students about surveys being conducted.

Encourage the participation of students in satisfaction surveys on teaching staff and their degree programme.

ANNEXES

Annex I_Survey Map and Survey Calendar

Annex II_Student Satisfaction Surveys