PGC 12.1 STAKEHOLDER SATISFACTION

MODIFICATIONS COMPARED TO THE PREVIOUS VERSION		
EDITION	**DATE**	**REASON FOR CHANGE**
01	12/02/2013	Initial version
02	08/09/2015	Modification of the procedure: new surveys
03	08/09/2016	Modification of the procedure: online surveys
04	14/10/2021	Updating of the procedure. Adaptation of the name SGIC to SAIC.
05	20/09/2023	Renumbering of the procedure (until now PGC19) and adaptation of the code of the rest of the affected procedures mentioned. Complete revision of the procedure taking into account the requirements of the AUDIT International Model, as well as updating of the related documentation, definition of responsibilities and redefinition of the indicators.

Elaborated:	Reviewed:	Approved:
Director of Quality Date: 20/09/2023	**Vice-Rector, Faculty and and Research** Date: 20/09/2023	**Rector** Date: 20/09/2023

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1. OBJECT

The purpose of this procedure is to describe the processes for the systematic collection of information on the satisfaction of the University's stakeholders, the dissemination of the results, the processing of the information, and the use of this information for the analysis and improvement of its academic offer and services.

2. SCOPE

This procedure applies to all the actions that the UEC carries out to measure the satisfaction of the different interest groups, both internally and externally, going deeper into the degree of satisfaction achieved by its students with regard to the training offer.

In the same way, this procedure will apply to members of the university community; students, teaching staff, Alumni, employers, administration and services staff.

3. RELATED DOCUMENTATION/APPLICABLE REGULATIONS

✓ Internal Quality Assurance System Documentation
✓ UNE-EN ISO 9001:2015 Quality Management Systems. Requirements.
✓ Document 02 International AUDIT Model: Criteria and guidelines for the definition and documentation of Internal Quality Assurance Systems in Higher Education.
✓ Organic Law 2/2023, of 22 March, on the University System.
✓ Organic Law 3/2018 of 5 December 2018 on the protection of personal data and guarantee of digital rights approving the regulation implementing Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC.

4. DEFINITIONS

✓ **HR**: Human Resources.
✓ **RRMM**: Material Resources.
✓ **SAIC/IQAS:** Internal Quality Assurance System.
✓ **UCCA:** Quality Assurance and Academic Compliance Team.
✓ **UEC:** Universidad Europea de Canarias.

5. DEVELOPMENT OF THE PROCESS

5.1 PLANNING AND METHODOLOGICAL

In order to identify the needs, expectations and the degree of satisfaction and quality perceived by the stakeholders, the Quality Assurance and Academic Compliance Team stratified the different stakeholder groups, as well as the aspects assessed, in the following way:

Students:

- Satisfaction with teaching staff (Bachelor's Degree and Postgraduate)

- Satisfaction with the Qualification (Bachelor's Degree, Postgraduate and PhD)

- Satisfaction with the academic externships

- Satisfaction with mobility programmes: *Incoming/Outgoing*

- Satisfaction with the Simulated Hospital

Faculty:

- Satisfaction with their Teaching Activity (Bachelor's Degree, Postgraduate and PhD)

- Satisfaction with the Simulated Hospital (Bachelor's Degree and Postgraduate)

Alumni:

- Employability study

PAS (Administration and Services Staff):

- Satisfaction with the University and its activity in relation to the Degrees

Employer collective:

- Satisfaction with the University and its activity in relation to the Degrees

Coinciding with the planning for the following year, the Quality Assurance Team establishes the planning for the Assessment of the satisfaction of the different interest groups. This Annual Satisfaction Survey Planning is communicated to the Quality Manager for approval and to determine, if necessary, new areas of interest subject to Assessment.

The UEC uses basic IT tools to analyse stakeholder information (Excel, Access, Power BI, SPSS, etc.) and specific IT platforms designed to create, manage, analyse and report results (Universitas XXI, *Lime Survey*, AFUS, and *Business Intelligence Project*, among others). To reinforce the field process and process certain surveys, support is provided by an external provider.

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

In order to effectively identify the needs and expectations of stakeholders, the Quality Assurance and Academic Compliance Team stratify the student body and users, as well as the aspects assessed, in the following way:

- Student satisfaction with teaching staff in Bachelor's Degree and Postgraduate studies.
- Student satisfaction with the Qualification and the University in Bachelor's Degree, Postgraduate, PhD, private degrees and lifelong learning teaching programmes.
- Satisfaction of the teaching staff with the University and the Degree/s where they teach. Study of satisfaction with the Teaching Activity
- Satisfaction of Administrative and Service Staff (PAS) with the Degrees

- Study of employability and satisfaction of Alumni with their employment situation
- Satisfaction of students with externships and Satisfaction of employers with students.
- Student satisfaction with the mobility programmes: *incoming/outgoing*
- *Ad hoc* studies on specific University services:
  - User satisfaction with the Library
  - Student satisfaction with the simulated hospital
- Staff Satisfaction with the University. Engagement Study

Once the necessary means are in place, data collection proceeds in different steps, depending on the stakeholder group being surveyed.

5.2 CONDUCTING SURVEYS AND OBTAINING RESULTS

Once the model has been established, the questionnaire is made available to students, teaching staff and other stakeholders, depending on the type of survey, on the online campus, via e-mail or through electronic devices on campus, from which the person concerned can access the survey.

Supported by the ICT Field, this data is managed on a survey management platform that has the necessary mechanisms to guarantee the confidentiality and anonymity of stakeholder assessments. Once the data obtained has been processed, the Academic Quality Assurance Team sends the data to the heads of each of the teaching and non-teaching Departments.

5.3 DESCRIPTION OF THE TYPES OF SURVEYS

5.3.1 Satisfaction with teaching staff for Bachelor's Degree and Postgraduate students

At the beginning of each academic year, the Quality Assurance Team contacts the Heads of the different types of studies to explain the Assessment procedure and start the data collection process.

Bachelor's Degree qualifications

Assessment of satisfaction with Bachelor's Degree teaching staff is measured at the end of each semester, before the final assessment period. Each student receives a survey to evaluate each lecturer in each of the courses they are taking. At the beginning of each campaign, the launch of the campaign is communicated and the teaching department reinforces the message to encourage student response.

Graduate Qualifications

Assessment of Postgraduate teaching staff is carried out throughout the programme, as lecturers complete their modules. The Area Director of the Centre, the Director of the Master's Degree and the Degree Coordinator of the corresponding Field are responsible for the activities of planning and carrying out the Assessments of satisfaction with the teaching staff. In both studies (Bachelor's Degree and Postgraduate), once the survey campaign is over, the results are analysed by the Quality Assurance Team.

and Academic Compliance Unit and each lecturer can consult the results obtained by accessing the survey platform with their passwords. Likewise, the Academic Compliance and Quality Assurance Team sends the results obtained to the Heads of each Centre or Field and the Head of Department. The results are also shared in aggregate form by the Academic Compliance and Quality Assurance Team in the Degree Quality Committees, Centre Quality Committee and Quality Assurance Committee for analysis and decision-making, as described in PGC 12.2 Measurement, accountability, analysis and improvement. They are also used for individual assessment of lecturer performance.

5.3.2. Student satisfaction with the Qualification and the University and measurement of NPS in Bachelor's Degree, Postgraduate and PhD studies.

Student satisfaction with the qualification is measured annually before the end of each academic year. Additionally, if necessary, a survey can be carried out in the middle of the academic year (Inter-programme survey). There is a specific questionnaire for each type of studies (Bachelor's Degree/Postgraduate/PhD) and mode (On-campus and online). At the beginning of each campaign, its launch is communicated and the teaching department reinforces the message to encourage student response. The Quality Assurance and Academic Compliance Unit analyses the results obtained and shares the corresponding report with the directors of the Degrees who will pass the results on to the stakeholders involved. These results are also shared by the Quality Assurance Team with the Degree Quality Commissions, the Centre Quality Commission and the Quality Assurance Committee for analysis and subsequent decision-making.

5.3.3 Student satisfaction with academic externships

There are two mechanisms for finding out student satisfaction with the academic externships: - the survey on satisfaction with the qualification contains specific items for collecting this information - a specific platform for managing internships, described in PGC 5.2 Management of External Academic Internships, which has a student satisfaction questionnaire. In both cases, the information is collected during the final period of the placement in order to assess the programme and find out the level of student satisfaction with the placements received.

The Quality Assurance and Academic Compliance Unit analyses the results obtained and shares the corresponding Report with the Centres and the Department of Internships, which will pass the results on to the stakeholders involved. These results are also shared by the Quality Assurance Team with the Degree Quality Committees, the Centre Quality Committee and the Quality Assurance Committee for analysis and subsequent decision-making, as described in PGC 12.2 Measurement, accountability, analysis and improvement.

5.3.4 Incoming/outgoing students' satisfaction with mobility programmes

Satisfaction with the mobility programmes is measured through two questionnaires: - One for students going to another university to do a year (outgoing) - Another for students coming (incoming) from other universities. Both surveys are carried out in collaboration with the Academic Quality Assurance Team and the International Mobility Unit. They are sent to students during the two semesters of the year.

academic. The Academic Compliance and Quality Assurance Team analyses the responses obtained and sends the results to the International Mobility Unit managers for subsequent analysis and decision-making.

These results are also shared by the Quality Assurance and Academic Compliance Team in the Degree Quality Committees, the Quality Centre Quality Committee and the Quality Assurance Committee for analysis and subsequent decision-making, as described in PGC 12.2 Measurement, accountability, analysis and improvement.

5.3.5 Student satisfaction with the simulated hospital

Student satisfaction with the Simulated Hospital is carried out on an annual schedule. The process is carried out by the Quality Assurance and Academic Compliance Team in collaboration with those responsible for the Simulated Hospital and the Academic Model.

The Academic Compliance and Quality Assurance Team analyses the responses obtained and sends the results to those responsible for the Simulated Hospital and the Academic Model for subsequent analysis and decision-making.

These results are also shared by the Quality Assuranceand Academic Compliance Team in the Quality Commissions of Degree, Centre Quality Committee and Quality Assurance Committee for analysis and subsequent decision-making, as described in PGC 12.2 Measurement, Accountability, Analysis and Improvement.

5.3.6. Teacher satisfaction with the simulated hospital

The satisfaction of lecturers with the Simulated Hospital is carried out on an annual schedule. The process is carried out by the Quality Assurance and Academic Compliance Unit in collaboration with those responsible for the Simulated Hospital and Academic Model. The Quality Assurance and Academic Compliance Unit analyses the responses obtained and sends the results to those responsible for the Simulated Hospital and Academic Model for subsequent analysis and decision-making.

These results are also shared by the Quality Assurance and Academic Compliance Team in the Quality Committees in accordance with PGC 12.2 Measurement, Accountability, Analysis and Improvement.

5.3.7. Satisfaction of teaching staff with their teaching activity.

The satisfaction of the teaching staff with the University and with the Degree in which they teach, as well as the detection of their needs, is measured on an annual basis and aims to provide global results on different aspects related to university teaching, including the training programme, the organisation of teaching, satisfaction with the material resources and the training process, the quality system, etc.

The Quality Assurance and Academic Compliance Unit has announced the launch of the survey and the dates on which it will remain active.

The results reports drawn up by the Quality Assurance and Academic Compliance Team are shared with the Centres and in the Degree Quality Commissions, the Centre Quality Commission

and Quality Assurance Committee for analysis and subsequent decision making, as described in PGC 12.2 Measurement, Accountability, Analysis and Improvement.

5.3.8. Alumni Employability Survey

The measurement of the employment situation and satisfaction of Alumni is carried out 15/18 months after the end of their studies.

This survey is conducted by telephone (CATI) combined with e-mail reinforcement by an independent research company.

The outcome reports are shared by the Quality Assurance and Academic Compliance Team with the Centres and other interested Departments.

These results are also shared by the Quality Assurance and Academic Compliance Team in the Degree Quality Committees, the Quality Centre Quality Committee and the Quality Assurance Committee for analysis and subsequent decision-making, as described in PGC 12.2 Measurement, Accountability, Analysis and Improvement.

5.3.9. Satisfaction of Administrative and Service Staff (PAS) with the Degrees

Every year, a satisfaction survey is carried out for Administration and Services Staff (PAS) on their assessment of the qualifications related to their Activity, as well as the University's services for the performance of their duties.

The analysis of the information is carried out by the Academic Quality Assurance Team and the results are shared with the Centres, as indicated in PGC 12.2 Measurement, Accountability, Analysis and Improvement.

5.3.10. Employer satisfaction with academic externships

These are carried out during the final period of the placement in order to assess the programme and find out the level of satisfaction of employers/placement tutors at the placement centres. The specific platform for internship management has designed a satisfaction questionnaire for the external internship tutor.

The Academic Compliance and Quality Assurance Team analyses the results obtained and shares the corresponding report with the Centres and the Department of Internships, which will pass the results on to the stakeholders involved.

5.4 ANONYMITY IN THE PROCESSING OF INFORMATION

The Academic Compliance and Quality Assurance Team guarantees anonymity in the treatment of the information of all the measurement studies it carries out, so that the answers of each respondent cannot be associated.

This anonymity is communicated to respondents when surveys are launched, in compliance with current data protection regulations.

5.5 OTHER WAYS OF COLLECTING INFORMATION FROM STAKEHOLDERS

The UEC also employs other methods by which it obtains information on stakeholder satisfaction, for example:

- Teaching staff meetings (tutor feedback, Faculty/School meetings, Department meetings, faculty meetings, Head of Department meetings, Head of Academic).

- Suggestions and comments arising from communication with other external agents (companies, professional associations and universities with which there are agreements).

- Information obtained through the Office of the Vice-Rector for International Relations and University Life by analysing applications, reports from the University Ombudsperson for and formal and informal meetings with the Student Delegation.

- Feedback from students, teaching staff and employers during the different Quality Commissions in accordance with PGC 12.2 Measurement, accountability, analysis and improvement.

School of Architecture

NA

School of Social Sciences

NA

School of Health Sciences

NA

6. COMMUNICATION

The Academic Quality and Compliance Unit manages the qualitative and quantitative study to measure user satisfaction. The results are obtained and exploited, according to a format that facilitates the analysis of the results, and are sent to the Centre and the different Departments, as appropriate. In order to guarantee maximum transparency and promote the participation of all parties involved, all stakeholders are informed of the satisfaction results of the different interest groups, disseminating public information as appropriate and always in accordance with PGC 2.1 Public Information. Stakeholder participation is guaranteed through the different satisfaction surveys, their representation in the bodies involved, see PGC 12.2 Measurement, accountability, analysis and improvement, and the possibility for any individual to report incidents or formulate complaints and suggestions through the PGC 9.1 Student Affairs procedure. The dissemination of the results of the satisfaction surveys described in this procedure, with the aim of being accountable to all stakeholders, is carried out by applying the PGC 12.2 Measurement, accountability, analysis and improvement procedure.

7. INDICATORS

PGC12.1-IND01: Response rate of the Survey on Satisfaction with the Qualification (Bachelor's Degree)

PGC12.1-IND02: Response rate of the Survey on Satisfaction with the Degree (Postgraduate)

PGC12.1-IND03: Response rate of the Survey on Satisfaction with the Teaching Staff (Bachelor's Degree)

PGC12.1-IND04: Response rate of the Survey on Satisfaction with the Teaching Staff (Postgraduate)

PGC12.1-IND05: Response rate in the Assessment Survey of the Teaching Activity (Bachelor's Degree)

PGC12.1-IND06: Response rate in the Assessment Survey of the Teaching Activity (Postgraduate)

PGC12.1-IND07: Employability survey response rate for Alumni (Bachelor's Degree)

PGC12.1-IND08: Alumni Satisfaction Survey response rate (Postgraduate)

PGC12.1-IND09: Overall Satisfaction with the University of the Administration and Services Staff

PGC12.1-IND10: Teaching staff's awareness of the Quality Policy (Bachelor's Degree)

PGC12.1-IND11: Teaching staff's awareness of the Quality Policy (Postgraduate)

PGC12.1-IND12: Teaching staff's knowledge of the Quality System and its processes (Bachelor's Degree)

PGC12.1-IND13: Teaching staff's knowledge of the Quality System and its processes (Postgraduate)

PGC12.1-IND14: Knowledge of the results of satisfaction with your teaching by teaching staff (Bachelor's Degree)

PGC12.1-IND15: Knowledge of the results of satisfaction with your teaching by teaching staff (Postgraduate)

PGC12.1-IND16: Awareness of the results of the survey(s) of the qualification(s) in which you teach by teaching staff (Bachelor's Degree)

PGC12.1-IND17: Awareness of the results of the survey(s) of the qualification(s) in which you teach by the teaching staff (Postgraduate)

8. RESPONSIBILITIES

- <u>Process Owner</u>: Quality Assurance and Academic Compliance Team

- <u>Participants in the process</u>:

■ University Governing Bodies:

   ✓ Analyse the results obtained in the implementation of the improvement proposals.

■ Quality Assurance and Academic Compliance Team:

   ✓ Plan the different satisfaction surveys (survey map) and the launching Timeline.

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

   ✓ Determine the main Fields to be analysed with each survey and the associated items.

- ✓ Control the Assessment process, including validation of methodologies and results.

  - ✓ Follow up on the fieldwork carried out by the independent research company in cases where it is reinforced.

  - ✓ Analyse the results and prepare the report of conclusions obtained in the application of this procedure.

- ▪ Degree Coordinator/Department Head of Department

  - ✓ Strengthen student participation in studies of satisfaction with the teaching staff and the Degree/University.

  - ✓ Analysing the results of the satisfaction surveys in the Degree Quality Committee (CGC) and taking responsibility for the implementation of possible improvement plans.

- ▪ Postgraduate Programme Assistant and/or Postgraduate Academic Advisor

- ✓ Request the Academic Quality Assurance Team to activate the student satisfaction surveys with the Postgraduate teaching staff, following the established planning, as and when the modules are taught by the different lecturers.

- ✓ Inform teachers so that they, in turn, can inform students about the surveys.

- ✓ Encourage student participation in the Satisfaction Surveys of the teaching staff and the Graduate Degree. Academic tutors and internship tutors

- ✓ Ensure the assessment of satisfaction with the internships by students and companies participating in the curricular externships programme

- ▪ International Office

  - ✓ Providing mobility student data for the launch of the survey

- ▪ Postgraduate directors

  - ✓ Distribute Internship Satisfaction Surveys

9. <u>MONITORING AND MEASUREMENT</u>

On an annual basis, the measurement processes are assessed, gathering feedback from the centres and recipients of the surveys, so that modifications can be made to the questionnaires, information collection periods, support, communication channels, etc.

The main satisfaction results at Degree and Centre level are included annually in the Indicator Sheet for analysis by the corresponding Quality Committees (Degree Quality Committees, Centre Quality Committee and Quality Assurance Committee) and for decision-making, as described in PGC 12.2 Analysis and Improvement. At the end of the academic year they will also be included in the Annual Monitoring Report of the Degree where they will be analysed as described in PGC 12.5 Academic Compliance Study.

10. RECORDS

The following records, generated by this procedure, are evidence of its effective implementation:

RECORDS			
RECORD NAME	**WHO ARCHIVES**	**SUPPORT**	**CONSERVATION TIME**
Satisfaction results reports for each stakeholder group	Quality Assurance & Academic Compliance Team	Digital	3 years
Satisfaction Survey Form	Quality Assurance & Academic Compliance Team	Digital	3 years
Satisfaction Results Infographics	Quality Assurance & Academic Compliance Team		3 years

11. ANNEXES

- Map of Surveys and Survey Calendar
- Satisfaction survey questionnaires