Want to Integrate the Student Voice in Important Decisions?
Ask and Listen to Students with the Right Tools

You can stop using outdated research methods to understand the attitudes, opinions and behaviors of an increasingly diverse student body

Using the right tools for the job, higher education institutions can uncover the changes and supports the fastest-growing and most underserved student population believes will lead to an optimal college experience.

A recent EdSurge article, Care About Educational Equity? Then You Should Care About Mobile, exhorts educators: “If you truly believe in equity and access in public education, it’s time to meet families (and students) on their terms.”

Mobile and other digital survey tools allow higher education leaders to transcend time and place barriers to tap into the student voice when, where and how it is convenient for them. Students have the ability to provide feedback at any time during any 24-hour period using their mobile device, tablet, laptop or desktop.

Student participation rates using these tools are seven to ten times higher than traditional focus groups and yield more rich and relevant data.

Understanding the student experience from the student perspective leads to dramatically more effective policies and practices when you:

- Understand the triggers and barriers to persisting, using campus support services, and completing course work and earning a degree.
- Ask students to react to, and make changes to, specific language and images to pinpoint what is appealing or confusing in communication aimed at them.
- Learn how communications, websites, financial assistance, counseling, admissions, class registration and other student supports can be improved.
- Capture feedback in the form of text, narrative, video and storytelling when students can photograph and film their actual experiences and upload them.

- 89% of student time spent on media is through mobile apps.
- Smart phones are widely used for accessing educational resources.
- 30% of smart phone users use smart phones to take a class or get educational content.
- Younger adults who have low income and low educational attainment levels and tend to be non-white consider themselves “smart-phone dependent”
Research shows that low-income students are using their mobile devices for important life tasks like applying for jobs, finding transportation, learning about health conditions and conducting online banking. It only makes sense for colleges to use this technology to engage with students. This methodology provides timely information for higher education institutions committed to increasing equity and opportunity for underserved students.

You too can use technology to understand how your students experience your institution. Find out how: Contact IEBC at:

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