

Education case study:

CANTERBURY CHRIST CHURCH UNIVERSITY

Summary

The Happiness Index is a simple way for educational bodies to gather and analyse a 'pulse' of student sentiment. We provide a platform that allows the body to ask questions and analyse the responses in real-time.

By using our analytics tools they can turn their student data into insight at the click of a button. From this insight they are able to identify opportunities and make improvements to their educational experience.

Background

- In August 2014 we started working with Canterbury Christ Church University who wanted a way to measure their student experience.
- With students paying £9,000 a year, Canterbury Christ Church wanted to view the student as a consumer and therefore wanted to be able to measure and demonstrate a positive student experience.

www.the-happiness-index.com



Problem

The main challenges faced were:

- Getting students to engage with the program to measure student experience.
- Establishing a benchmark for student experience.
- Turning the raw data into insight.

Solution

- Implement The Happiness Index with their students providing their feedback via our app.
- Create a program of recurring questions to help Canterbury Christ Church understand how happy their students were with the induction process and their all-round student experience over time.
- Use the analytics tools within The Happiness Index to pull out key student insight, for example using our comment analysis to quickly analyse hundreds of responses and act upon them where necessary.

Outcome

Canterbury Christ Church has been ranked in the top 50 of the best UK universities for student experience according to the 2015/16 Times Higher Education UK Student Experience Survey.

They jumped 31 places making them one of the top 10 for biggest improvement in the rankings.

Having access to a real time measurement of student experience helped Canterbury Christ Church deal with issues as they arose allowing them to respond quickly to student feedback and drive immediate improvements.

Find out more about how The Happiness Index can help your team at: www.the-happiness-index.com



The University works in partnership with students and the Students' Union to ensure our students enjoy the best experience whilst studying at Christ Church.

This new ranking, in addition to the University being shortlisted for the THE Most Improved Student Experience Award in 2015, affirms the work we are doing. It is important that we work together so we continue to improve the experience for all our current and future students.

**Professor Helen James, Pro Vice-Chancellor
(Education and Student Experience)**

