

BTEC
HIGHER
NATIONALS

ANNUAL STUDENT
SURVEY 2018 RESULTS

GO HIGHER ^

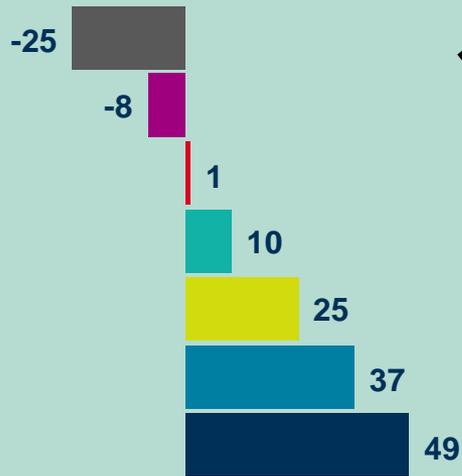


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AMONGST BTEC HIGHER
NATIONAL STUDENTS
SATISFACTION
IS HIGH ^

AMONGST BTEC HIGHER NATIONAL STUDENTS SATISFACTION IS HIGH ^



- Health and social care
- Business
- Art and design
- Construction
- Computing
- Creative media
- Engineering

1482

students responded to the survey

84%

of students are enjoying their course

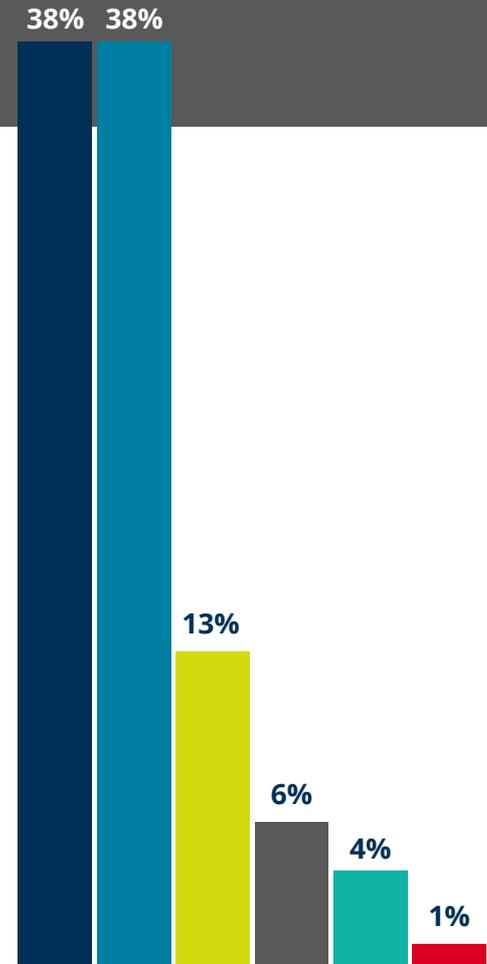
92%

of Health & Social Care students are satisfied

This is reflected in the fact that there is a good overall net promotor score of 11. **Good support, good teaching and tutors that show an interest**

are the key areas that drive satisfaction of HN students, with a quarter of students stating good support as the main reason for them being satisfied with their course. HN students feel well informed, well supported and well prepared for the 'next steps' in learning or career.

However, where these elements were lacking this led directly to a low satisfaction score and students became net detractors. This has led to there being considerable variance between subjects (above) and PT students feeling less satisfied and less supported than FT students.



- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied
- Don't know



HN STUDENTS KNOW
WHAT THEY WANT
**FROM THEIR
LEARNING** ^

HN STUDENTS KNOW WHAT THEY WANT FROM THEIR LEARNING ^



87%

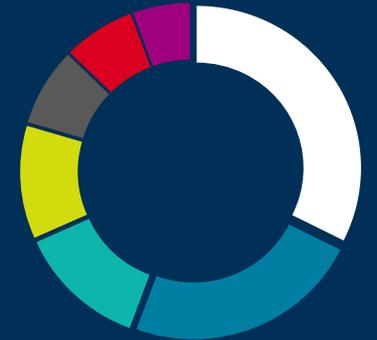
of students know how their HN will help advance their career

40%

Chose an HN to develop skills for employment

82%

felt confident working independently on the course



■ Degree study
■ Find job
■ Start own business
■ Promotion
■ Further study
■ Apprenticeship
■ Change career

91% of students knew what they needed to do to achieve their HN

87% of students felt their content of the course was clearly explained

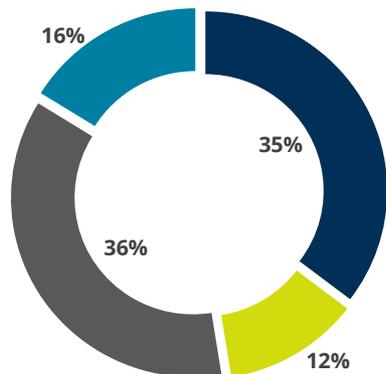
74% felt studying their HN contributed to developing their self confidence

The highest proportion of students intend to study a degree after their HN qualification and the majority believe that it prepares them well for this. A third intend to seek employment and just over a quarter feel that their course prepares them “very well” for this. 63% of students felt they received the correct amount of information prior to starting (11% too much, 23% too little) however, the number of international students feeling that there was sufficient information was lower than UK based students (67% vs 52%). To improve 13% of students felt that better communication with tutors was key, 13% also felt that better informed tutors would increase student satisfaction.



HN STUDENTS ARE
MORE SATISFIED WHEN
**THEY USE
HN GLOBAL** ^

HN STUDENTS ARE MORE SATISFIED WHEN THEY USE HN GLOBAL ^



- I have an HN Global account
- I had heard of HN Global but don't have an account
- I had not heard of HN Global before
- Don't know

47% of students have heard of HN Global

35% of students have an HN Global account

72% of students are positive about using HN Global

33% of students with HN Global accounts use it at least once a week
69% feel that it is useful in supporting studies
44% stating that it's most useful in developing study skills

Findings indicate that HN Global makes students feel more engaged and are more likely to be satisfied. Tailoring resources to students' specific courses and providing relevant supporting materials are seen as the most important aspects of HN Global. Suggested improvements largely relate to navigation, improving ease of access and making it easier to find content and core reading materials.



HN STUDENTS
**VALUE WORK
RELATED
LEARNING** ^



BTEC HN STUDENTS VALUE WORK RELATED LEARNING ^

87% of students were clear how their HN would help them in their career

85% felt that the learning and assessment on their course related to work/employment

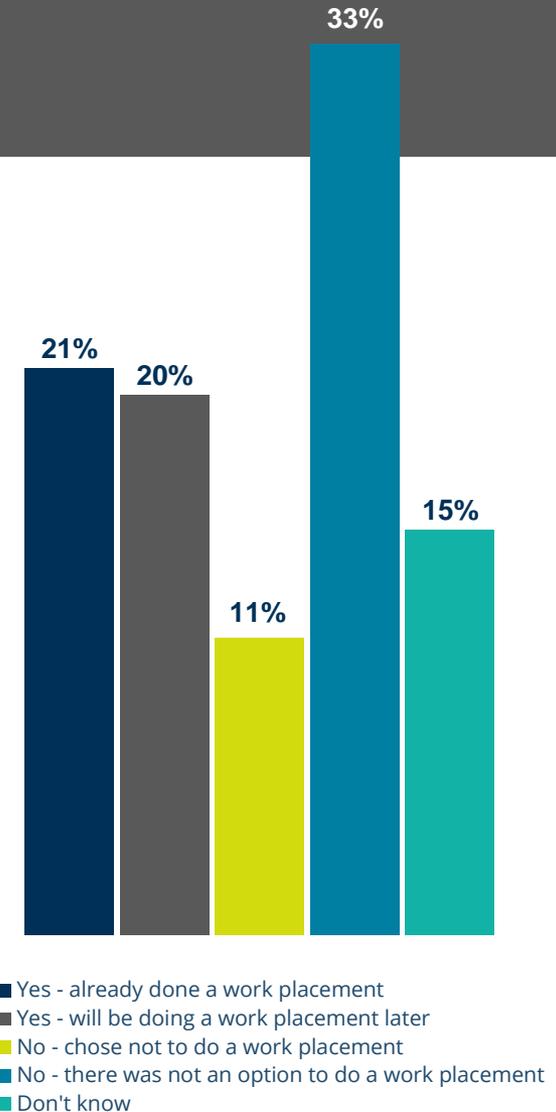
60% stated that they were given links to employers by their centre

92% of students felt work-based learning (WBL) would be helpful in meeting the outcomes they want from their programme

88% feel that WRL is very, or somewhat, essential for their learning

90% stated that that WRL would be practical in developing employability skills

Students reported that they value the practical and work related nature of their HN programmes. They valued being able to understand how learning and assessment activities relate to work / employment and felt this helped them develop their own self confidence. Just under half of students who did not undertake work-based learning would have done so, given the opportunity. Work related learning is seen by students as key in developing self-confidence and improving satisfaction with courses.



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SURVEY 2018 SUMMARY- appendix i

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Summary and conclusions

Overall, satisfaction is high across both UK and International student groups. In addition, the highest proportion of students are promoters of their course. Both the survey findings and the Key Driver analysis (detailed in the full report) provide clear indications as to the reasons for these high levels of satisfaction:

- **Most students feel well-informed**
- **Students feel supported**
- **Students largely believe that their course has done well in preparing them for their next steps**

Despite the high levels of satisfaction, the research did reveal some potential opportunities for development at a general level and specific to those subject areas where satisfaction is lower. Pearson needs to work with colleges to better understand how we can support them in informing students about their programmes, support their students and help them explain how their students can progress after their HN programme of study.

Currently, there is a relatively low use of HN Global as around a third of students have an account. However, where it is used, feedback is positive and students who regularly use HN global reported higher rates of satisfaction, particularly in the areas listed above. Findings also suggest that it helps students feel engaged and supported – those that use HN Global are more likely to be satisfied with their course and promote it.

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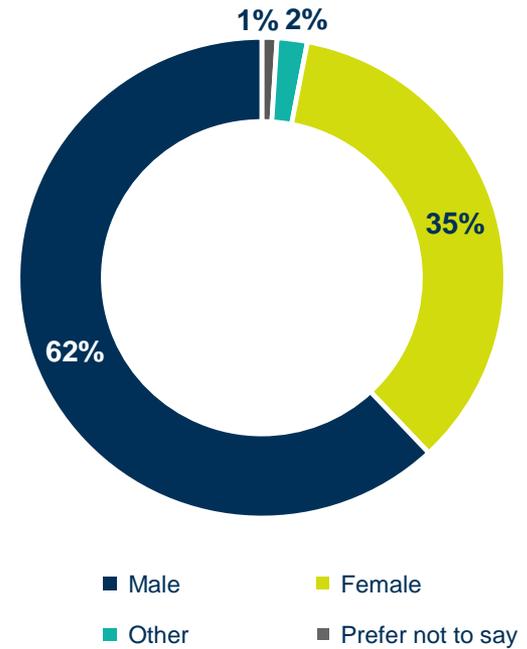
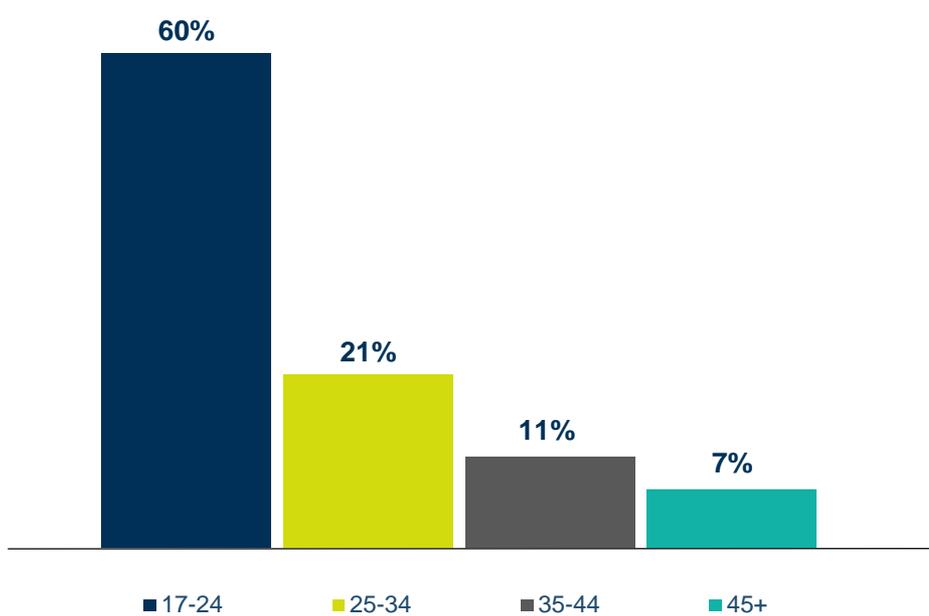
ANNUAL STUDENT
SURVEY 2018 RESPONDENTS – appendix ii

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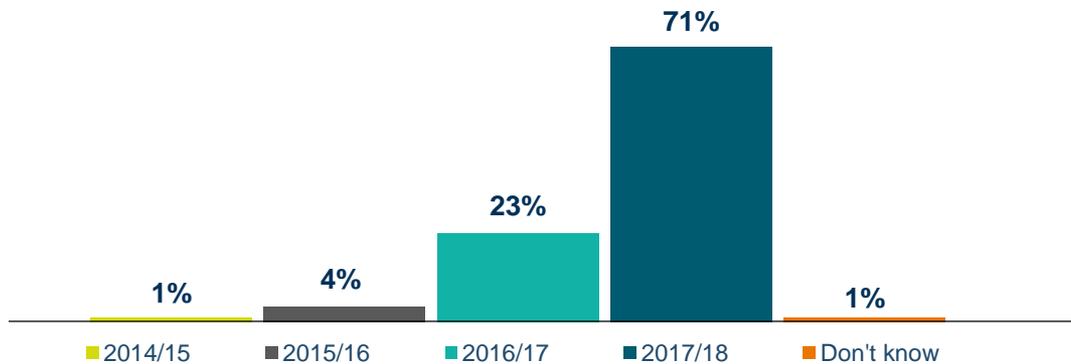
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Age and gender



Year of study and year of completion

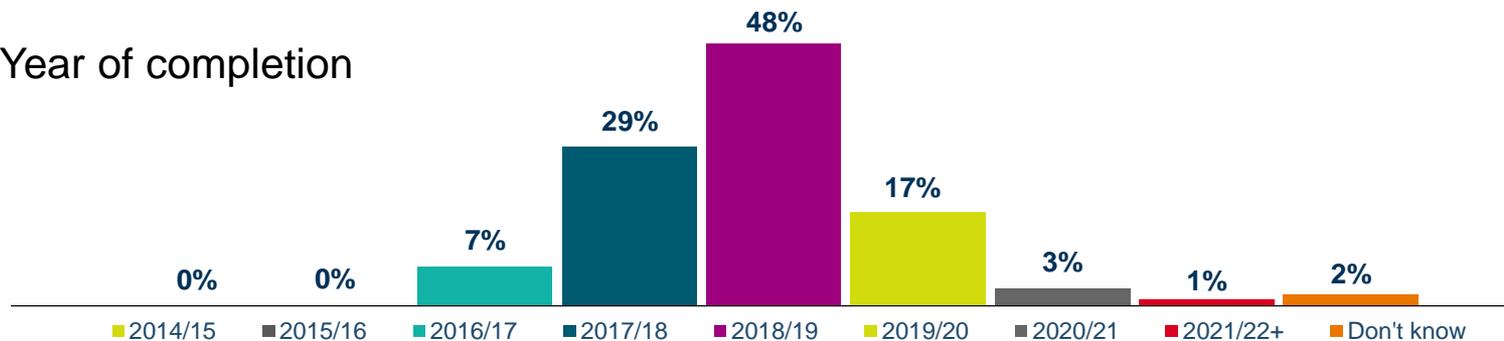
Year of study



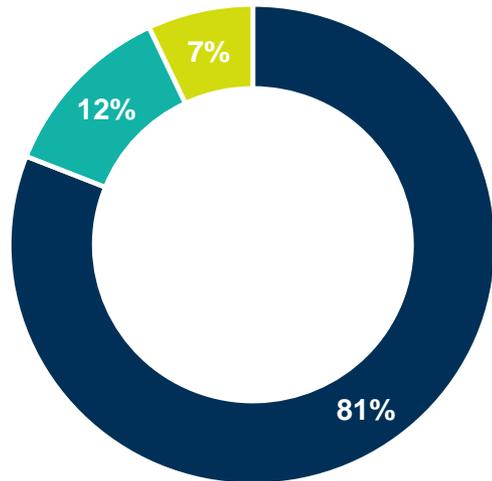
Type of qualification

I am currently studying towards a BTEC HNC	53%
I am currently studying towards a BTEC HND	43%
I completed a BTEC HNC and am currently studying towards a HND	4%

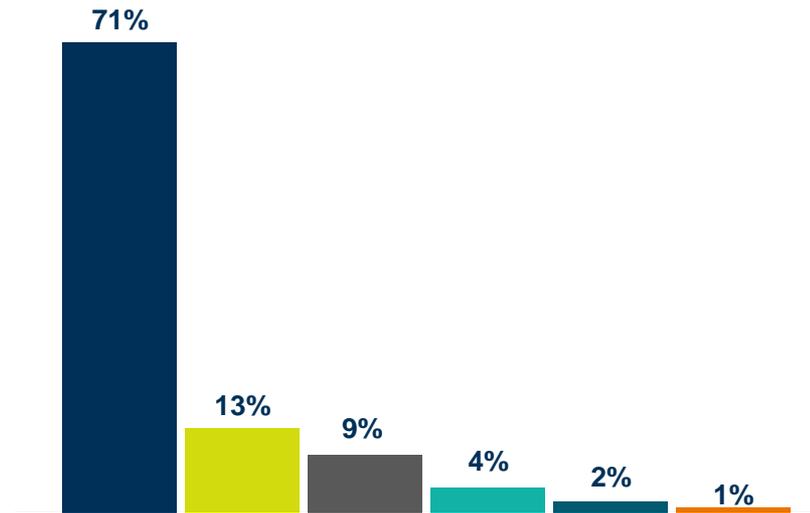
Year of completion



Country of study

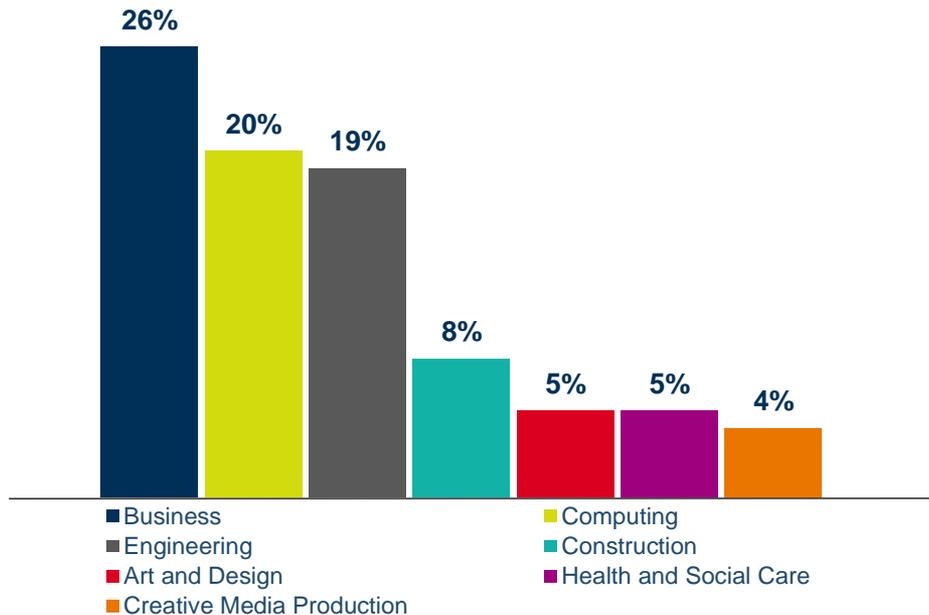


■ Domestic student ■ International student
■ Don't know



■ NET: UK
■ NET: India and South Asia
■ NET: Asia
■ NET: Europe and Africa
■ NET: Middle East and Hispanic America
■ NET: China and Hong Kong

Subject area and course title

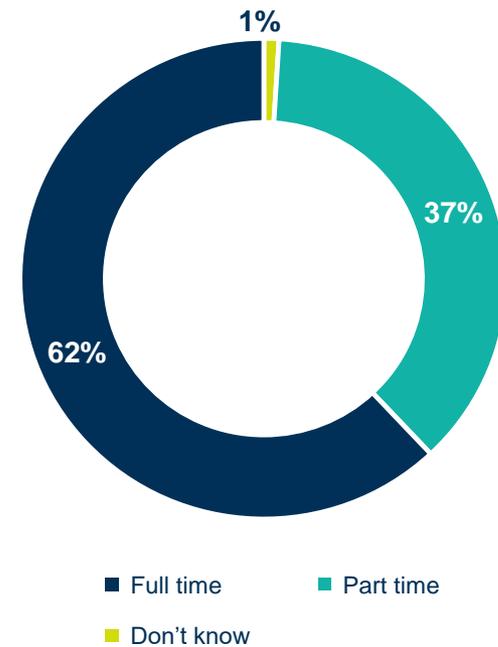
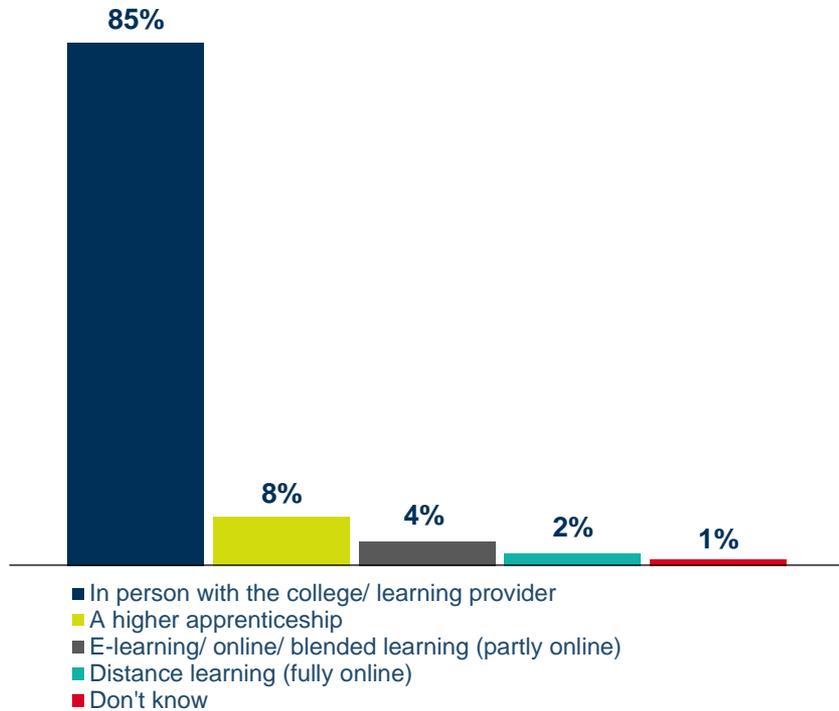


Course title	
Business Management	15%
Computing	15%
Business	7%
Electrical and Electronic Engineering	7%
Mechanical Engineering	5%
Health and Social Care	4%
Construction and the Built Environment	4%
General Engineering	3%
Civil Engineering	3%
Software Engineering	2%
Accounting and Finance	1%

Subject areas <4%: Hospitality Management (2%), Performing Arts (2%), Aeronautical Engineering (1%), Applied Biology (1%), Hair and Beauty Management (1%), International Travel and Tourism Management (1%), Music (1%), Sport and Exercise (1%)

*Courses <1% not shown

Mode of study



ALWAYS LEARNING