



Universität St.Gallen

Students are Stakeholders!

Unlock Student Engagement through Involvement and Communication

Lyon, 9. February 2024

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From insight to impact.

HSG Key Figures



9000 STUDENTS
(BA, MA, PHD)



1000 LECTURERS
(PROFESSORS,
EXTERNAL EXPERTS)



HOLDER OF THE
ACCREDITATION
TRIPLE CROWN
(EQUIS, AACSB, AMBA)



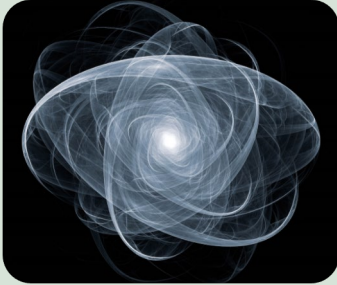
#1 RANKED MASTER'S
IN MANAGEMENT FOR
12 OUT OF 13 YEARS



OVER 50% OF
STUDENTS COMPLETE
A SEMESTER ABROAD

Maximize *useful* student voice data (delivery) with a minimum of stakeholder effort.

Cascaded Course Evaluation



Core Module

- «Best» items
- Mandatory
- 10 items
- Collaboration with Student Union



Program Module

- Voluntary offer
- Programs choose from validated items or create own items
- Method consultations included



Course Format Module

- Automatic inclusion for specific formats
- e.g. exercise groups, independent studies, capstone



Lecturer Module


- Voluntary offer
- Lecturers choose from validated items or write up to 2 of their own items
- No consultations

Lecturer engagement is the
gatekeeper to the student voice.


Promoting lecturer engagement

Lecturers can independently:


- Register for a voluntary evaluation
- Select which lecturers are involved (in a team-taught course)
- Include their own customized questions
- Set their own start and end dates

2023 Autumn - Course Evaluation Cancel 


1,000,1.00 Course Name

Opt in to this evaluation? Yes 


The ability to make changes ended on 2023-12-22


John Doe Yes 

do you want to opt in to this evaluation?

Preview questionnaire ▶ 

Done - Updated 2024-02-06

Start Date 2023 - 11 - 08 07 : 00 

End Date 2023 - 11 - 15 23 : 59 

I have finished all my tasks, please stop sending me reminders.

Update

CUSTOMIZE YOUR COURSE EVALUATION

Expand all

Selectable Min: 0 Max: 2 ✓

In order to avoid duplication and see which questions are already included in this course evaluation, please use the "Preview" button on the upper right-hand side of this page. You may add up to 2 questions in total from the following categories: Thematic Blocks, Question Bank or My Questions.

Thematic blocks

Selectable Min: 0 Max: 2 ✓

Expand preview

For the topics of "Online and Hybrid Learning" and "Sustainability", we offer the option of choosing a bundled set of questions that represent various dimensions of that topic. Each thematic block counts as 1 question of the overall 2 customized questions allowed. To view these questions in full, click on "Expand Preview". If you would like to add a ... [Show more](#)

Question Bank

Selectable Min: 0 Max: 2 ✓

Expand preview

To view these questions, click on "Expand Preview". If you would like to add a question to your course evaluation, click on "Include".

My Questions

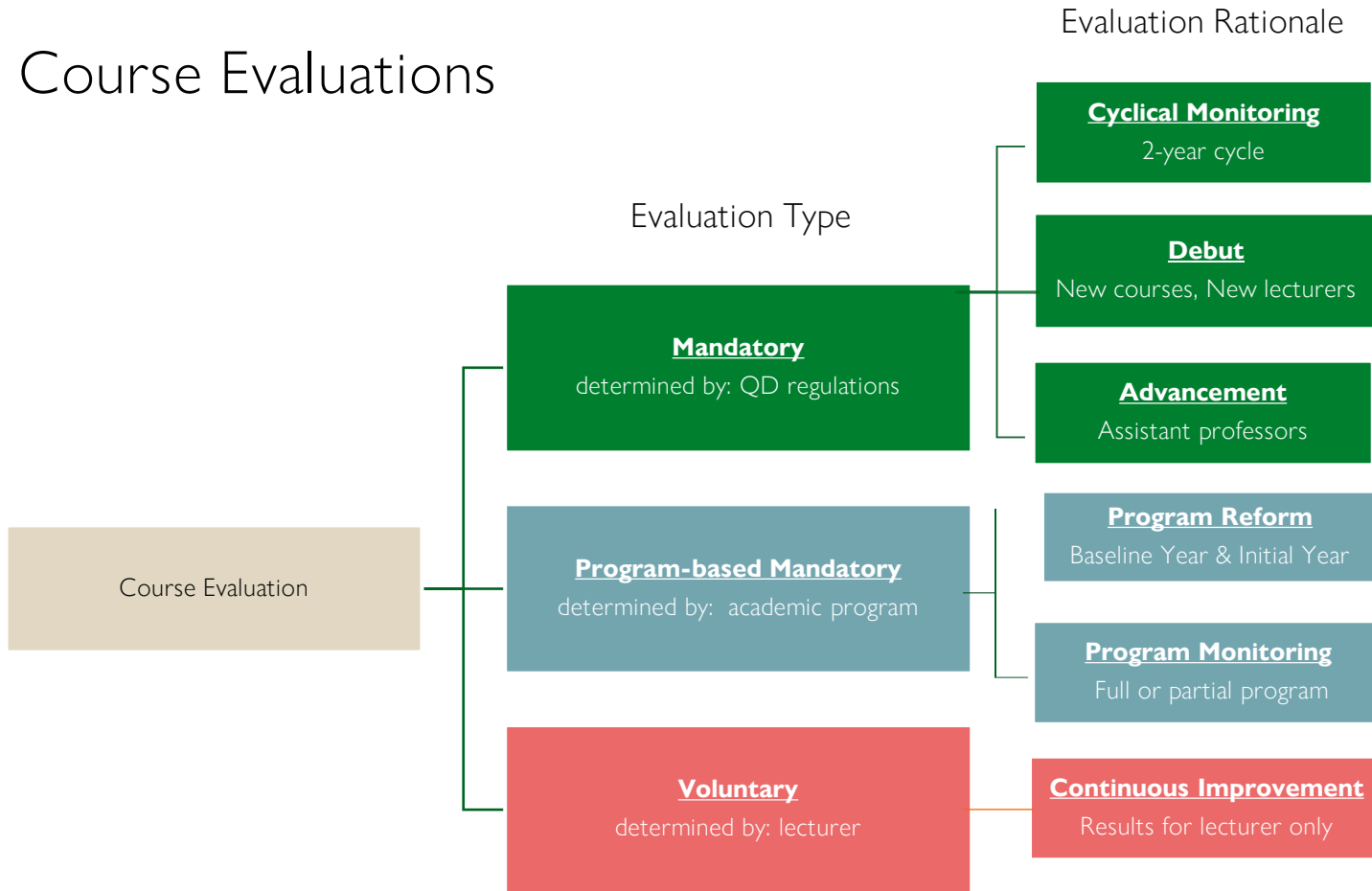
Selectable Min: 0 Max: 2 ✓

Expand preview

To create your own questions, first click on "Expand Preview". Select the appropriate question type: Scale question 1 (completely - not at all), Scale question 2 (very satisfied - not satisfied at all), Scale question 3 (very well - not at all), or open-ended question. Click on "Customize" and enter your question in German and in English in the text field ... [Show more](#)

Program engagement is the
gatekeeper to lecturer
engagement.

Course Evaluations



How would
you get the
word out?



How would you get the word out?

- Lecturers set their own evaluation dates

- Lecturers can directly activate voluntary evaluations

- Lecturers in team-taught courses are automatically evaluated separately

- Programs set up to 3 customized «Program Questions»

- Lecturers set up to 2 customized «Instructor Questions»

- Quality Development collaboration with Student Union on «Core Question»

- Evaluation Reports automatically integrated into course page with different views for lecturers and students

- Programs automatically receive all evaluations of their courses as soon as they reach the threshold

- Programs automatically receive daily on response rates & overall scores

- Programs receive aggregated reports

Communication Plan

Programs

- Email announcement
- Multiple online workshops offered
- Extended communication channels
 - Intranet Site
 - Internal News Announcement

Lecturers

- Email announcement
- Onboarding sessions
- Extended communication channels
 - Intranet Site
 - Internal News Announcement

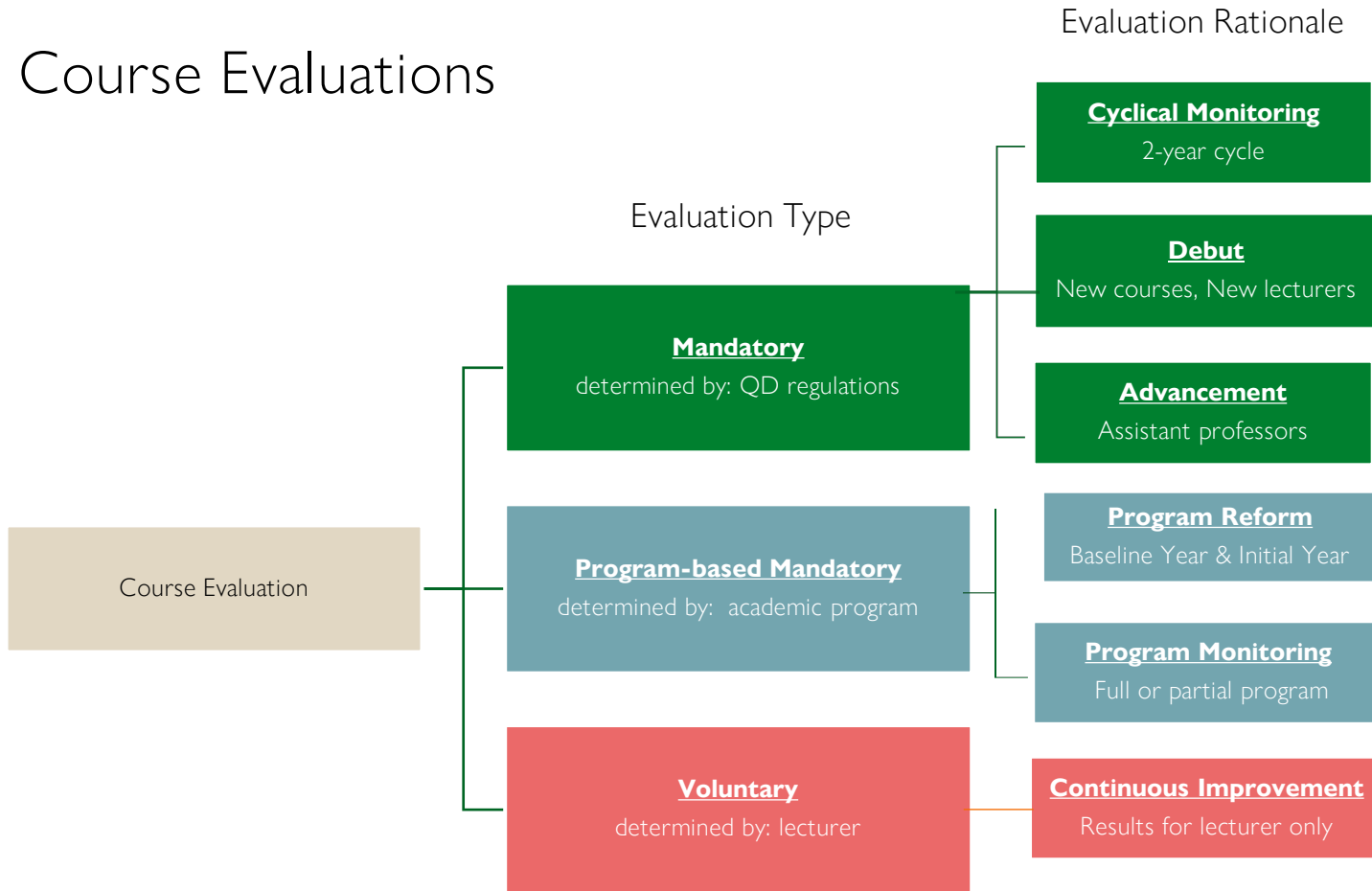
Students

- Meeting with Student Union
- Promoted by Student Union
- Email to students
- Extended communication channels
 - Intranet Site
 - Intranet News Announcement

“It doesn’t
make a
difference
anyway.”



Course Evaluations



“How should
we know
that?”



Communication Plan – Kick-Off

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- Email announcement
- Multiple online workshops offered
- Extended communication channels
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Communication Plan

Programs

- Evaluation Status (to be confirmed) of all courses
- Customizable Questions (to be confirmed)
- What's new in Evaluation
- Extended communication channels
 - Intranet News
 - Website

Lecturers

- Evaluation Status of lecturer's courses
- What's new in Evaluation
- Extended communication channels
 - Intranet News
 - Website

Students

- Evaluation is open

Best Practice Exchange



Communication with the Student Union is not a replacement for communication with students.

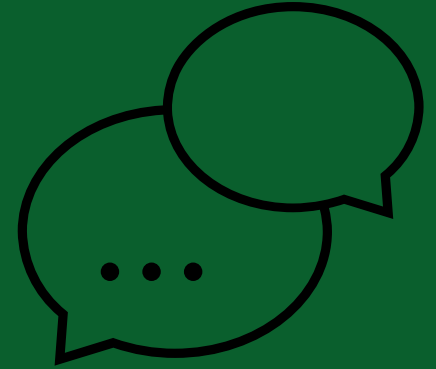
Student communication **MUST**
be ongoing.

It is not enough to treat students as stakeholders – they need to know they are being treated as stakeholders.

Questions?

Feedback?

Comments?



Thank you.

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Akkreditierungen

