

# Gathering and Using Data

## Blackpool and The Fylde College (GFE)

### Data supporting campaigning



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## Background

When learners are empowered to engage with and change their learning environment, and when organisations know how to listen to feedback and embrace student involvement, there is great potential for cross-organisational change.

The examples in this section show how organisations have recorded and used data from learner feedback to demonstrate and celebrate its impact on learning. With evidence of successful learner engagement, positively contributing to the co-production of learning, organisations are better placed to enhance services and courses further, with learner involvement at the heart of these processes.

## About Blackpool and The Fylde College

Blackpool and The Fylde College is a university college linked to the University of Lancaster. It has 49 buildings spread over the towns of Blackpool, St Annes, Bispham and three locations in Fleetwood.

## Their Story: What has Happened and How

Blackpool and Fylde College were part of a pilot scheme to help promote the Learner Satisfaction Survey. Working with the Quality and Standards Department in the college, the Students' Union campaigned to increase the participation rate of learners completing this survey. They targeted Class Reps and launched a poster campaign competition, promoted through the weekly learner rep time in tutorial sessions. Dozens of entries were submitted and a further 170 students then voted for their favourite posted on the students' union Facebook page. The winning entry (Link) was then used for posters and fliers, and online promotion.

Previously, the data from the survey has only been used by the college, but after realising the potential use of this data, the students' union took an interest and reviewed the results for themselves. The survey enabled them to identify areas to address, as well as providing a national, external benchmark with which to compare themselves against other colleges. Once the results from the survey are released, the Students' Union work with the college to identify whether there are areas of the student experience that do not score highly, and which groups of students this affects (by student type and level of course). A forum can also be held to seek further feedback on any issues identified.

## **Impact, Successes and Ideas for Action**

The students' union are enthusiastic about supporting and promoting the Learner Satisfaction Survey and have experienced it as a positive platform for internal discussions to review current student issues and levels of satisfaction. It also informs the national movement to assess the overall satisfaction within further education nationally. Student leaders are able to use the data to inform their campaigns to positively impact on the quality of learning and satisfaction of their learners.