

Gathering Learner Voice

City Literary Institute (ACL) Give Learners lots of opportunities to feedback



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.

This section provides examples of innovative and effective mechanisms for generating and capturing learner feedback.

About City Literary Institute (City Lit)

City Lit is an adult education college in Covent Garden, central London, offering over 4000 part time courses in areas such as language, visual arts, music, drama, humanities, and more, available during the evenings, daytime or weekends.

Their Story: What has Happened and How

City Lit have developed a targeted communication strategy to engage with their 30,000+ students, many of whom are part-time. To reach these learners, they have established a '9 ways to get in touch' campaign, and proactively advertise this around the college. Learners can offer their feedback via:

1. **Tell us what you think form** – both online and paper-based, available in reception and student lounges
2. **Email: learnerfeedback@citylit.ac.uk** - this email address is also used for serious complaints
3. **Course evaluation form** - given out by tutors at the end of each course
4. **Online course review** - students can rate and reviews a course they have attended
5. **Student panel**
6. **Student governors** - 2 governors, both serving for 2 years
7. **Focus group** - these are organised by departments or service areas, and are often subject specific

8. **Course reviewers** - this group of students are given training by the Teacher Training Department to be able to offer a more in-depth analysis of their learning experience (a “mystery-shopper” style reviewer format)
9. **Facebook or Twitter** (www.facebook.com/citylit or <http://twitter.com/citylit>)

Impact, Successes and Ideas for Action

The strength and success of this approach is the variety of opportunities for learners to engage with the organisation to offer their views and opinions on their learning experience. The use of social media as a platform for student feedback is so successful there is now a dedicated member of staff to ensure a prompt response to the online comments. Learners feel listened to, and this is reflected in the positive ratings for the organisation.