

Cylchlythyr | Circular

The National Student Survey 2022

Date: 25 October 2021
Reference: W21/34HE
To: Governing bodies and heads of regulated and/or funded institutions in Wales
Student representative bodies in Wales
Response by: **26 November 2021** to Ipsos MORI via the NSS extranet
Contact: Name: Elin Morris
Telephone: 029 2085 9755
Email: elin.Morris@hefcw.ac.uk

This circular sets out the arrangements for the National Student Survey (NSS) 2022 and the action required from all participating universities, colleges and other higher education providers by **26 November 2021**.

Providers are asked to:

- provide up-to-date contact details
- complete the 'my survey options' form
- submit NSS 2022 sample templates with contact details of eligible students.

This circular also provides an overview of the administration of the survey, provider support contact details, survey timetable and dissemination of results, and information on the NSS pilot survey.

If you require this document in an alternative accessible format, please email info@hefcw.ac.uk.



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Introduction

1. This circular sets out the arrangements for the National Student Survey (NSS) 2022 and the action required from all participating universities, colleges and other higher education providers by **26 November 2021**. Providers are asked to:
 - provide up-to-date contact details
 - complete the 'my survey options' form
 - submit NSS 2022 sample templates with contact details of eligible students.
2. This circular also provides an overview of the administration of the survey, provider support contact details, survey timetable and dissemination of results, and information on the NSS pilot survey.

Background

3. The NSS is a UK-wide survey undertaken by final year, undergraduate higher education students to give feedback on their course. It is managed by the Office for Students (OfS) on behalf of the UK funding and regulatory bodies – the Department for the Economy (Northern Ireland), the Scottish Funding Council and the Higher Education Funding Council for Wales. The survey provides information for prospective students to help them find the right course for them. It also provides valuable information for institutions, stakeholders and policymakers.
4. The survey will be delivered on behalf of the UK funding and regulatory bodies by:
 - Ipsos MORI, which will administer the survey
 - Texuna Technologies, which will deliver the data dissemination portal for providers.
5. The survey is a key component of the quality assurance and wider regulatory landscape in UK higher education. Participation is compulsory for higher education providers as follows:
 - In Wales, all regulated and funded providers are required to participate to meet the requirements of the Quality Assessment Framework for Wales and the terms and conditions of funding. By participating in the NSS, providers can help ensure that the views of the diverse student body are represented, in line with their statutory responsibility to help safeguard against discrimination and promote equality.
 - In England, all providers registered with and regulated by the OfS will be expected to participate in the NSS as an ongoing condition of registration.
 - In Northern Ireland, NSS participation is a condition of funding as set out in the financial memoranda between universities and the Department for the Economy (Northern Ireland). Further education colleges in Northern Ireland take part in the NSS to meet the requirements of the Revised Operating Model for Quality Assurance.

- In Scotland, participation is a condition of the Scottish Funding Council's funding for higher education providers.
6. For 2022, the [core survey](#) questions will not change and the survey will be delivered across England, Wales, Northern Ireland and Scotland. Questions about students' experience of higher education during the coronavirus pandemic will not be asked in this year's survey.
 7. The OfS has confirmed that providers in England are not required to promote the 2022 survey to their students. **Providers in Wales, Scotland and Northern Ireland are still required to promote the survey.** We expect that providers that promote the survey will review any internal campaigns to ensure that they meet the guidance on marketing and promoting of the NSS and avoiding inappropriate influence (see the [2022 good practice guide](#)).
 8. For NSS 2022, during survey fieldwork, responses will be monitored, and targeted follow-up will be carried out to ensure that publication thresholds are met. In early March, in addition to the targeted follow-up, all providers that are at risk of not meeting the publication threshold will be put into the booster phase to send additional email reminders and an additional SMS to their non-responding students. The booster phase will start automatically if a provider's response rate is below 43 per cent by mid-March, and will continue for some until mid-April. The fieldwork timetable is set out in the Ipsos MORI setup guide for providers.

The 2022 survey

9. Ipsos MORI administers the survey on behalf of the OfS and the other funding and regulatory bodies. It is responsible for contacting students, promoting the survey and providing cleaned data to the OfS and funding bodies.
10. As part of its role, Ipsos MORI will liaise directly with providers regarding survey administration and will support the running of the survey by:
 - offering guidance on the specifics of the survey programme, such as start week, selecting optional questions and provider-specific questions
 - for providers promoting the survey:
 - supplying NSS-branded marketing materials and advising providers on the production of their own materials.
 - facilitating provider incentive schemes to encourage students to take part in the survey.
11. Further information about marketing and promoting the survey will be provided in the good practice guide from Ipsos MORI on 25 October 2021.
12. Providers will be invited to select one of five weeks when Ipsos MORI can launch the survey to their students. There will be no communication from

Ipsos MORI with students outside of the times agreed with individual providers.

13. The survey timetable will run as follows:
 - i. The NSS will launch on **6 January 2022**;
 - ii. Fieldwork will take place between **6 January and 30 April 2022** and will be run by Ipsos MORI;
 - iii. Results will be published on the OfS website in **June or July 2022**. Only data that conforms to NSS publication thresholds (at least 10 student responses and a 50 per cent overall response rate) will be made public. If no data is made available for a particular course on which students were surveyed, this means that the data did not meet this publication threshold. A lack of publishable data does not reflect on the quality of a course or a provider.
 - iv. Detailed results will be supplied to individual providers through a dissemination portal provided by Texuna Technologies;
 - v. NSS results at course level will be published on the [Discover Uni](#) website.
14. Ipsos MORI will issue a comprehensive guidance document, 'Preparing for the National Student Survey 2022', for all participating providers on 25 October 2021. The guidance should be read in conjunction with this publication.
15. For NSS 2022, Texuna Technologies will provide the results dissemination portal on behalf of the OfS and regulatory bodies. The results portal allows providers to access additional, unpublished elements of their data, including open text comments, data from the additional bank of questions and provider-specific questions, and data below publication thresholds. Texuna Technologies also provides a dedicated NSS service desk to support providers in accessing their data and responding to queries.
16. Texuna Technologies will contact providers' NSS contacts in spring 2022 to confirm user and login details and to confirm the details of publication of NSS 2022 results on the portal.
17. Following the publication of the NSS 2021 data in July 2021, Texuna Technologies has issued a survey to all active users of the NSS results portal, to gather feedback to help improve the portal and the services offered. It will also be used by the OfS as part of phase two of the wider NSS review to understand how the dissemination site is being used. The survey can be accessed from the [Texuna website](#), and will remain open until Friday 5 November 2021.

Discover Uni website

18. The Discover Uni website is a resource for prospective undergraduate students looking for information about undergraduate courses in the UK. It is managed by the Office for Students in England on behalf of the UK

funding and regulatory bodies. The National Student Survey outcomes are published on the Discover Uni website annually. The current publication threshold for NSS results is a 50 per cent response rate with at least 10 students responding. The website also contains data taken from the HESA Graduate Outcomes survey, and the HESA Unistats return, which collects data about courses. More information about the HESA Unistats return is provided below.

HESA Unistats return 2022

19. Providers in Wales which have good quality provision and good quality information about their provision are permitted to provide a Unistats data return to HESA to enable data about their courses to be included on the Discover Uni website. All HEFCW regulated and HEFCW directly funded providers in Wales are required to submit this information to HESA for their provision.

Actions for providers

20. All participating providers are asked to review and (where necessary) update their relevant NSS provider contact details by **26 November 2021**. The information should be supplied using the 'My details' form on the [NSS extranet](#). Ipsos Mori issued login details for the NSS extranet to the nominated main and secondary NSS provider contacts in the week commencing 18 October 2021.
21. All participating providers should also submit their completed 'My survey options' form by **26 November 2021** through the NSS extranet. This form asks for providers' preferences on their survey start week, optional questions and details of any prize draws.
22. All providers should populate their NSS 2022 sample templates with the requested contact details for all students on their target list; this is a list of all students eligible for NSS 2022 based on the student data submitted in 2020-21. Details should be supplied by **26 November 2021** via the 'Upload sample data' section of the NSS extranet.
23. Instructions on how to supply this information are included in the NSS 2022 setup guide, which will be issued to provider contacts by Ipsos MORI on **25 October 2021** and is also available on the NSS extranet. The guidance includes information regarding survey administration, key responsibilities and dates.
24. Detailed guidance relating to NSS 2022 and the actions requested from higher education providers and further education colleges in Wales who are returning student data to the Higher Education Statistics Agency can be found at Annex A.

25. A summary of required action to be taken by providers is provided in Table 1 below.

Table 1: Provider actions and key milestones

Date	Actions
25 October 2021	Ipsos MORI to issue NSS 2022 setup guide and good practice guide to providers.
26 November 2021	Review and update NSS contact details.
26 November 2021	Complete 'my survey options' form.
26 November 2021	Submit NSS 2022 sample templates with contact details of eligible students.

NHS questions

26. Students of NHS-funded courses in all countries in the UK are required to answer an additional set of NHS-specific questions about their placements. The methodology for identifying students for the NHS practice placement questions in the NSS was originally set up by HESA, and means that if a student is studying an NHS subject they are flagged to be asked the placement questions in the NSS. As a result of changes in the funding for some NHS students, the number of students flagged for the NHS placement questions in the survey has reduced and will continue to do so. It is planned to update the methodology to identify which students are eligible for these questions, and this work will be carried out under phase two of the wider review of the NSS.

Degree apprenticeship questions

27. The UK funding and regulatory bodies have agreed for NSS 2022 not to ask additional questions to students studying degree apprenticeships about their training programmes. These questions will be considered under phase two of the wider review of the NSS, to ensure they are relevant and fit for purpose. Students who are on degree apprenticeships will continue to remain eligible for the NSS and will be invited to participate in the survey.

Inappropriate influence on the survey

28. The OfS is responsible for managing the process, on behalf of all the funders and regulators, to address any concerns that students have been inappropriately influenced in their completion of the NSS. To maintain the integrity of the NSS data, it is important to ensure that students who complete the survey have not been influenced by their provider, or any other parties, to respond in a way that does not reflect their true opinion.

29. Before fieldwork takes place, the funders and regulators undertake an annual review of the process we adopt to respond to allegations. This is to ensure that the process is fit for purpose and to make any improvements to the process and guidance for providers and students. This [allegations procedure](#) is intended to be read in conjunction with the good practice guide issued by Ipsos MORI, which explains what constitutes inappropriate influence and how to avoid this when encouraging student participation. We would urge providers to ensure all staff who are responsible for the running of the survey are familiar with Ipsos MORI's good practice guide and seek advice where needed from Ipsos MORI or the OfS on their approach to avoiding inappropriate influence.
30. As part of the actions recommended for phase two of the NSS review, a student guide on inappropriate influence has been developed to help raise awareness among students of the value of their honest views, what to expect from NSS promotion, what is and is not allowed, and where they should go for help and support if they are concerned about being influenced. Providers are asked to inform students about this guide as part of their pre-launch survey plans. More details on this are provided in the NSS 2022 setup guide issued by Ipsos MORI.

Costs

31. HEFCW will cover the costs of the 2022 NSS for HEFCW regulated and funded providers in Wales.
32. Costs of the NSS 2022 for universities and colleges in England and Northern Ireland will be covered by the OfS and the Department for the Economy (Northern Ireland). Providers in Scotland are required to contribute to the costs of their students' participation. The Scottish Funding Council will also contribute to the costs of the survey.

Review of NSS

33. The OfS is leading a [two-stage internal review](#) of the NSS. The first phase of the review was for England only and followed a request by the Universities Minister in England to address concerns about how the survey may be creating burden and impacting on standards in England.
34. The second stage involves all four countries of the UK and will look more widely at the role of the NSS, including the questions which should be asked to support regulation and student information across all four countries of the UK.
35. As part of the wider review of the NSS, the UK funding and regulatory bodies have agreed to review the existing NSS questionnaire to ensure that it remains fit for purpose.

36. A series of workshops and roundtable events with students, providers and other sector stakeholders took place over summer 2021. Attendees offered views on the continued relevance of the existing NSS questions and suggestions for where new questions could usefully be developed. The output of these sessions contributed to the development of new sets of questions.
37. The OfS, working with the other nations, propose to undertake a UK-wide pilot of the revised questionnaire. The aims of the pilot are to test both new question wording and a new response scale. The pilot will be administered by Ipsos MORI and conducted with a sample of students drawn from those who have completed NSS 2022. After completing the NSS and any additional optional questions, eligible respondents will be asked whether they would be willing to take part in the pilot. Those who wish to do so will be taken to a new landing page, which will provide the necessary information about the research.
38. Data from this exercise will help to draw conclusions about similarities and differences in patterns of response to the new questions and to evaluate the new response scale. The OfS do not propose to return pilot data to providers, nor do they propose to publish provider level pilot data. To minimise burden for providers, the pilot has been designed so that providers are not required to undertake any additional activities beyond those necessary for the main NSS.
39. Pending the outcomes of this exercise, a consultation on the next steps for the NSS will take place in summer 2022. Further details of the NSS pilot survey will be available in due course on the OfS website.

Further information

40. The active support of participating providers is crucial to ensuring the survey data is of high quality, particularly in delivering high response rates. We encourage all providers and students' unions to draw on the resources available and to contact the OfS, Ipsos MORI or Texuna Technologies if they require additional support, using the information below:
 - Ipsos MORI (nss@ipsos.com): The running of the survey, including: preparing for and marketing the survey; student target lists; optional questions; incentive schemes; excluded students, pilot enrolment.
 - Texuna Technologies (nss@texunatech.com): Providers' detailed results on the NSS data dissemination portal.
 - Office for Students (nss@officeforstudents.org.uk / nssallegations@officeforstudents.org.uk): Areas such as NSS policy and development; use of results; allegations of inappropriate influence.
 - HEFCW (elin.morris@hefcw.ac.uk): any other queries relating to the operation of the NSS in Wales.

Assessing the impact of our policies

41. OfS has conducted a risk assessment screening. As partners in the OfS managed survey, we work with OfS to ensure that materials aimed at students are available in both Welsh and English in Wales. We will continue to assess the impact of the NSS on the Welsh language to ensure that students are able to fully participate in the NSS in their language of choice.

Guidance on the 2022 NSS for providers returning student data to HESA

1. The National Student Survey (NSS) will be carried out in 2022 across higher education providers in England, Wales, Northern Ireland and Scotland by the Office for Students (OfS), working on behalf of the UK funding and regulatory bodies. Ipsos MORI will manage the survey process and Texuna Technologies will provide the data dissemination portal services. The 2022 NSS will follow a similar timetable to the 2021 survey.
2. This annex provides guidance specifically for UK higher education providers and further education institutions in Wales returning student data to the Higher Education Statistics Agency (HESA).
3. The responsibilities of providers in the successful management of the NSS are as follows:
 - Returning good quality data on the HESA student record.
 - Ensuring good data quality for the NSS by checking the NSS report (the target list) generated by HESA. Requests for any necessary changes which cannot be resolved by correcting the student data may be directed to Ipsos MORI for approval by the OfS or the relevant funding body within the period December 2021 to February 2022.
 - Timely issuing of NSS pre-notification email to eligible students. Further details can be found in the NSS 2022 setup guidance, sent to provider contacts by Ipsos MORI. The guidance document is also available on the NSS extranet.
 - Timely submission of student contact details (email addresses and phone numbers) when requested by Ipsos MORI (by 26 November 2021).
 - Engagement with all guidance and requests issued by the OfS, UK funding and regulatory bodies, HESA, Ipsos MORI and Texuna Technologies, and attending training and events run by them as necessary.
 - Submitting survey preferences to Ipsos MORI. This includes the timing of the survey and the choice of optional bank questions. Optional bank choices should be made in conjunction with the relevant students' union.
4. Providers in Wales, Scotland and Northern Ireland are required to promote the survey. Providers in England are not required to promote the survey to students. All promotional activities must meet the guidelines on marketing and promoting the survey and on avoiding inappropriate influence, as provided by Ipsos MORI in the good practice guide.
5. For NSS 2022, in addition to targeted follow-up, all providers that are at risk of not meeting the publication threshold will be automatically put into

the booster phase to send additional reminders to their non-responding students. This is additional promotional activity to encourage students to complete the survey. Providers are not required to take any action in relation to the booster phase.

6. Providers may access the responses and results of the survey via the NSS data dissemination portal provided by Texuna Technologies (July 2022), the OfS website (including benchmarked data) and the Discover Uni website (for students).
7. Providers can access their target lists for the 2022 NSS via the HESA data collection system. They should provide the requested contact details for students on these lists to Ipsos MORI by **26 November 2021**. Further details can be found in the NSS 2022 setup guidance for providers, sent to provider contacts by Ipsos MORI. The guidance document is also available on the [NSS extranet](#).
8. Additions to or removals from the target list are admitted only under specific circumstances, details of which are provided in this guidance. Any such requests for additions or removals must be submitted to Ipsos MORI and agreed by the OfS or relevant funding body prior to their inclusion in or removal from the final target list. If approved, the OfS will inform the provider and make the amendment to the target list.
9. Eligible students may opt out of the survey at any stage during the survey fieldwork process.
10. Providers may choose up to six banks of optional questions and may include up to two additional questions specific to the provider. Providers are asked to agree with students' unions their choice of optional banks of questions for inclusion. Providers should submit their choice of optional banks and additional questions to Ipsos MORI.

Scope and coverage of the survey

11. The following providers are covered by the NSS 2022:
 - In Wales, all regulated and funded providers are required to participate to meet the requirements of the Quality Assessment Framework for Wales and the terms and conditions of funding. By participating in the NSS, providers can help ensure that the views of the diverse student body are represented, in line with their statutory responsibility to help safeguard against discrimination and promote equality;
 - In England, all providers registered and regulated by the OfS will be expected to participate in the NSS as ongoing conditions of registration;
 - In Northern Ireland, NSS participation is a condition of funding as set out in the financial memoranda between universities and the Department for the Economy (Northern Ireland). Further education

colleges in Northern Ireland take part in the NSS to meet requirements of the Revised Operating Model for Quality Assurance;

- In Scotland, participation is a condition of the Scottish Funding Council's funding for higher education providers.

12. All full-time and part-time undergraduate students registered at participating providers are eligible to undertake the NSS during their final year of study (or, for flexible programmes where the final year cannot be predicted, after they are expected to have undertaken more than one full-time equivalent and not before their third year of study) with the following exceptions:
 - students on programmes that do not lead to undergraduate qualifications or credits;
 - students on a course lasting one year or one full-time equivalent, or less;
 - any students who were surveyed in the 2021 NSS (whether or not they responded) and who remain at the same provider;
 - any students who we expect to have completed one full-time equivalent or less since they were last surveyed by the end of academic year 2021/22.
13. Students are included in the 2022 survey population if they are expected to complete between 1 February 2022 and 31 January 2023 inclusive.
14. It is possible to add or remove students from the NSS target list in exceptional circumstances, for example if the length of a student's course has decreased after a provider has submitted its HESA return. The full criteria are in the NSS 2022 setup guidance provided by Ipsos MORI.
15. Providers will be able to make requests to add or remove students to or from the NSS population once the target list has been finalised by the OfS. Requests for changes can be made from early December for providers who complete the HESA student record.
16. Requests should be submitted as soon as possible to ensure they can be processed prior to, or early in, the survey period. All requests must be made through the NSS extranet and should be made in a single file, including the required level of detail. The relevant funding body will review all requests for additions and removals and may request further details from providers where necessary. Submitting requests as early as possible and responding to queries in a timely manner will help expedite the process. It may be necessary for the UK funders and regulators to prioritise approvals by survey start week, but we will endeavour to action all requests prior to the survey start date.
17. With the exception of students on enhanced first degrees, postgraduate students are not included in the NSS.

Reasons for excluding individuals from the survey

18. We enable providers to exclude specific groups of students from being contacted by Ipsos MORI. These groups are:
 - a) Students who are deceased.
 - b) Students with serious health difficulties (including mental health difficulties) such that seeking a response may be distressing for them.
 - c) Students who, having been informed that their contact details will be passed on to the survey agency (Ipsos MORI) for the purposes of the NSS, state that they do not wish to be contacted (students will also be able to opt out during the survey process).
19. Students in groups b and c will still be able to complete the survey if they wish, through the [survey website](#).
20. These are the only grounds on which students may be excluded from the target population. Providers should code these students on their sample submission as category 'C', and providers should not provide contact details for these students. More information on the process is in the NSS 2022 setup guidance provided by Ipsos MORI.
21. If the provider feels that the target population does not accurately reflect the students currently in the final year of eligible courses, then it should engage with the additions and removals process as outlined in paragraphs 14 to 16. Reasons for differences will usually be changes in the student's circumstances, such as taking a year out or retaking a year.
22. In exceptional circumstances, the reason for a change in the target population may be an error in the student return to HESA. In this case, where we believe the errors are widespread and material, we may require the provider to submit a revised return to HESA that generates a revised target list. HESA will apply a charge of 20 per cent of the provider's annual subscription to meet the costs of processing such a change.
23. To enable us to monitor exclusions and verify their consistent application, providers should retain evidence to support them. Where a student asks that their details are not passed on, we will expect providers to retain evidence of this request. If the number of such requests at any provider is so high as to affect our ability to conduct the survey successfully, we will discuss this with the provider.
24. Although some students may withdraw in their final year, they will have had significant interaction with the provider, so their opinions are valuable and should be included.

Process for supplying student contact data

25. Following submission of the HESA data, a target list of students to be included in the NSS will automatically be generated. The provider should then supply contact details (email addresses and telephone numbers),

according to the standard template that will be supplied by Ipsos MORI, for all eligible students on the list.

26. Students should be informed by the provider that their contact details may be passed on. Text has been added to the model HESA student data collection notice to explain this. Providers should also send all students eligible to take part in the survey an NSS pre-notification email informing them that they will be contacted by Ipsos MORI. Guidance and an email template are provided in the NSS 2022 setup guidance issued to providers by Ipsos MORI.
27. Providers have the opportunity to define their own structure for receiving their NSS data, through one of two optional fields on the sample file to indicate the internal 'department code' for each student. These codes, where provided, will be used solely for providing feedback to the provider.
28. Providers should submit the requested contact details for students on these lists to Ipsos MORI by 26 November 2021. Ipsos MORI will provide guidance to its contacts on how to supply these lists as part of the NSS guidance document. The NSS achieves a high response rate, and to ensure this continues it is important that providers submit complete and robust contact details to Ipsos MORI by this date.

Administration of the survey

29. The 2022 survey will be conducted during the spring term so that the results can be published in summer 2022. To avoid concerns regarding impact on internal surveys, Ipsos MORI will continue to brand the NSS independently, which clearly distinguishes its purpose, and manage the survey's distribution centrally, so that providers are not involved in contacting students to complete the NSS.
30. A five-week 'window' will operate, so providers can choose to start the survey at a time that fits with term timetables and does not clash with exams. Providers may select a week between 10 January and 7 February 2022 for the survey to start. There will be no communication with students by Ipsos MORI outside the times agreed with each provider. Students will be able to access the survey through the survey website from 6 January 2022 onwards.
31. Ipsos MORI will conduct the survey at each provider using a set sequence of email and telephone surveying. This will take up to eight weeks at each provider, although some targeted follow-up may be needed during and beyond this time to increase response rates. Ipsos MORI will deploy the survey modes tactically, to personalise the survey to students and providers and help increase online responses and reduce survey costs.
32. The five-week window is in place to ensure that results can be published in time for prospective students to make informed choices. However, we will

consider individual requests for a short extension, where the activities of students make it impractical to conduct the survey during that time. Any provider that wishes to make a case for an extension should contact Ipsos MORI by **26 November 2021**.

Promoting the NSS

33. Providers in Wales, Scotland and Northern Ireland are required to promote the survey, as agreed by the funding and regulatory bodies in these nations.
34. To reduce the burden on English providers, the OfS has agreed that those in England are not required to promote the 2022 survey to their students.
35. Providers are expected to review any internal campaigns to ensure that they meet with the guidance on marketing and promoting of the NSS and avoiding inappropriate influence (see the 2022 [good practice guide](#)).
36. The good practice guidance on NSS 2022 will be available from the Ipsos MORI NSS extranet, and included in this is comprehensive guidance on promotion of the survey. It is important that providers adhere to guidance on avoiding inappropriate influence and raise any queries with Ipsos MORI. The UK funding and regulatory bodies treat seriously any breaches of this guidance and may investigate and take action where there is evidence of a breach. We undertake an annual review to ensure that the process we adopt to respond to allegations is fit for purpose, and to make any improvements to the process and guidance for providers and students before fieldwork takes place. This [allegations procedure guidance](#) is intended to be read in conjunction with the good practice guidance issued by Ipsos MORI. We would urge providers to ensure all staff who are responsible for the running of the survey are familiar with Ipsos MORI's guidance and seek advice where needed on their approach to avoiding inappropriate influence.
37. As part of the actions recommended for phase two of the NSS review, a student guide on inappropriate influence has been developed to help to raise awareness among students of the value of their honest views, what to expect from NSS promotion, what is and is not allowed, and where they should go for help and support if they are concerned about being influenced. Providers are asked to inform students about this guide as part of their pre-launch survey plans. More details on this are provided in the NSS 2022 setup guide issued by Ipsos MORI.
38. Ipsos MORI will produce promotional materials for providers and students' unions to distribute locally. If a provider or students' union wishes to use the NSS branding to develop its own marketing material, it may do so and should discuss this with Ipsos MORI, who will advise on good practice and offer guidelines to ensure a reasonable degree of consistency across the

sector. When it contacts providers, Ipsos MORI will discuss who in the provider is best placed to coordinate promotional activity.

39. Ipsos MORI will manage incentive schemes in which providers may take part. These are centrally managed schemes that enable providers to offer incentives to students to complete the NSS. For example, some providers have offered printer credits for students who complete the survey online.
40. Students on flexible programmes will receive tailored communications that more accurately reflect their participation in higher education.

Questionnaire distribution

41. There are two main methods of data collection: online and telephone. Ipsos MORI operates a live, open-access website, where students can log in and complete the survey, in addition to the option to respond by following the link in a personalised email. The aim of the site is to verify the identity of students at the point of logging in; once students have completed the survey and their response is validated, they will be automatically removed from the target list and not contacted again. To enable this, and to enable efficient working of the survey more generally, providers should adhere to the deadline for supplying student contact details.
42. We are committed to increasing the online response rate and so reducing the amount of phone contact. However, telephoning remains an important element of the survey and will continue, so all providers are expected to provide students' landline and mobile phone numbers.
43. To monitor responses and to process data for analysis and reporting, we link all responses to students' HESA numbers or known student identifiers. Phone interviewers will have automatic access to identifiers. Once students have completed the survey, they will be removed from the target list and not contacted again.
44. Throughout the process Ipsos MORI will send reminders to students who have not responded.
45. Response rates, by provider and by subject area, will be monitored continuously during the process. During the phoning stage, response rates will be reviewed, and some areas may be identified for additional targeted follow-up activity, to bring responses up to a sufficient level to report results. This additional activity will involve reminders by email and text message.
46. For NSS 2022, in addition to targeted follow-up, all providers that are at risk of not meeting the publication threshold will be automatically put into the booster phase to send additional reminders to their non-responding students during survey fieldwork. This will be started automatically if a

provider's response rate is below 43 per cent by mid-March 2022 and will continue for some providers until mid-April. An additional SMS reminder will be included in the schedule of contact to non-responding students during the booster phase.

47. At any stage during the survey process, students may opt out of the survey and will not be contacted again. To do this, students will need to verify their identity by providing some data, such as their date of birth.
48. Provider response rates will be shared by Ipsos MORI during the fieldwork to help providers monitor their survey progress – providers should not share this data more widely, and guidance on this is provided in the NSS 2022 good practice guide sent to provider contacts by Ipsos MORI. National response rates data will not be made available to providers.
49. The UK funding and regulatory bodies reserve the right to agree changes to the survey period with individual providers that are at risk of not meeting provider-level or subject-level publication thresholds. The OfS will inform providers of any approaches and actions that may be necessary. The completeness and accuracy of students' contact data, as supplied by providers, will be a significant factor in achieving a publishable level of responses.

Publication of 2022 NSS results

50. A major purpose of the NSS is to provide information to help potential students and their advisers make choices about higher education. It also has an important role in improving the student experience, by helping providers to identify areas for action or development.
51. The current publication threshold for NSS results is a 50 per cent response rate with at least 10 students responding. Results that meet the publication threshold and criteria will be published on the [Discover Uni](#) website. Data will also be published on the OfS website, including benchmarking data.
52. Data will also be available to providers on the NSS data dissemination portal delivered by Texuna Technologies. The results portal will allow providers to access particular elements of their data, including optional bank questions, students' open text comments and data below certain publication thresholds.
53. The OfS and UK funding and regulatory bodies may publish their own analysis of the data including open text comments and optional banks. For data that is not available publicly through the OfS website this will be at aggregate level and will not allow providers, courses or individuals to be identified.