



# EIT

SIL Research

| 2021 First Impressions Survey

June 2021

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# EXECUTIVE SUMMARY

An online First Impressions Survey was conducted for EIT to identify students' perceptions of their first weeks' experience of EIT in 2021, and to understand how well the Institute's services met their needs.

Data was collected online between April and June 2021 using email and SMS. A total n=485 responses were used in the analysis.

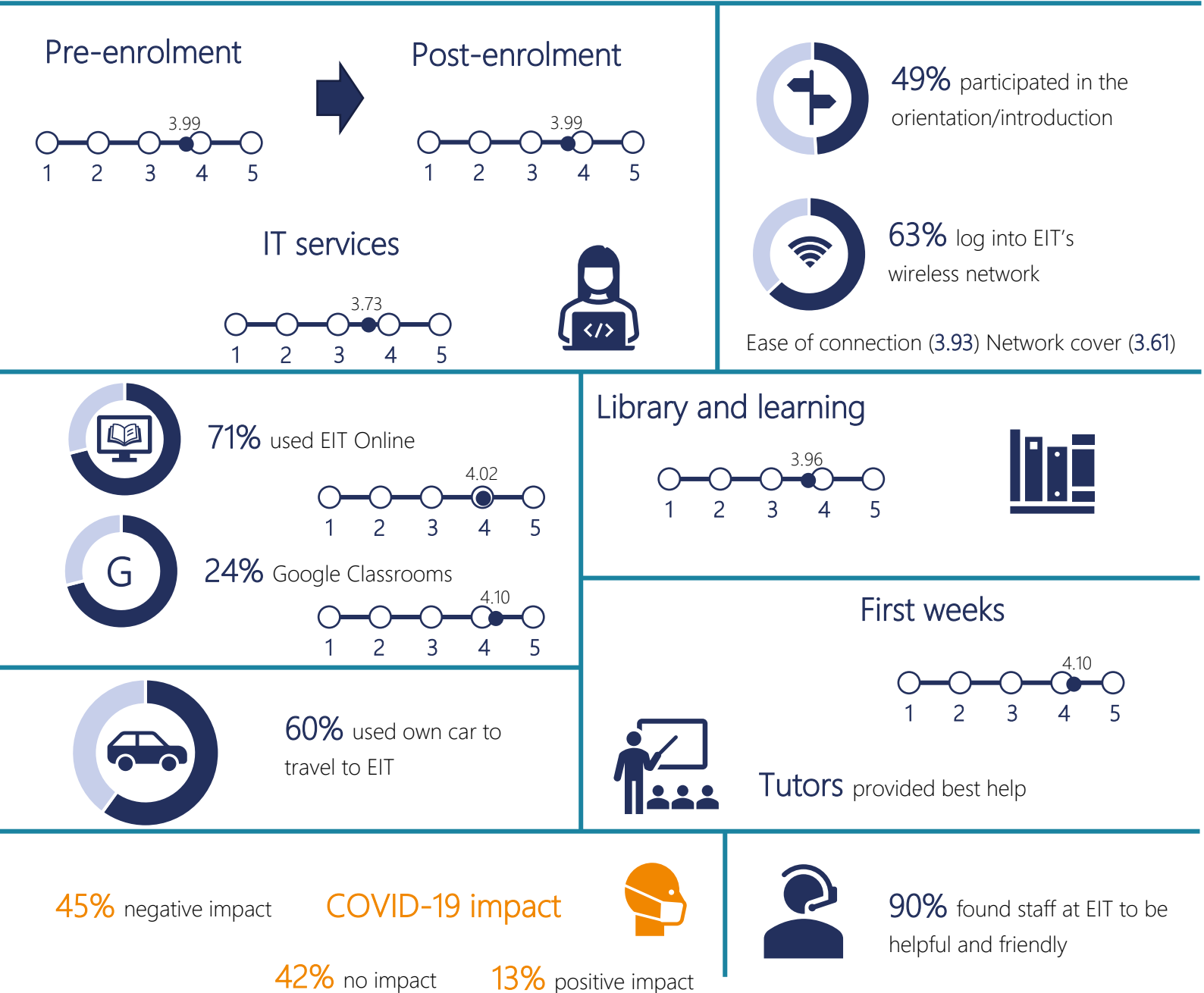
The key findings were as follow:

- In 2021, as a result of the ongoing impact of COVID-19, there have been a number of temporary programme modifications (including increase in online and offshore learning), which could have affected students' sentiments to some degree.
- **83%** of students in 2021 **agreed EIT as an institution lived up to their expectations** (rating 4.07 out of 5), which was similar to 2018 (4.11).
- **84%** of students were satisfied with their **first weeks experiences** (average score 4.1), which was similar to 2018.
- Across students' experiences in their first few weeks, the factor rated highest continued to be helpful and friendly staff (4.32). **Tutors** continued to be the **most useful support** and most **helpful for learning** in the first few weeks.
- Overall, the **NPS** in 2021 was positive at **29%** and on par with 2017 (28%) and 2018 (31%).
- Students remained **satisfied** with their **pre-enrolment** and **post-enrolment** experiences (scoring close to 4 on average). Most enrolment-related statements received average scores similar to 2018.
- In 2021, fewer surveyed students reported participating in an **orientation/introduction** to EIT facilities and their enrolled programme (**49%**, 66% in 2018). Students participating in their orientation '*somewhat agreed*' (4.04) on average that it provided them with all the information needed to start their studies (similar to 2018).
- Across all students, **63%** in 2021 had attempted to **log into EIT's wireless network** using their own device (down from 73% in 2018). However, satisfaction with ease of connection (3.93) and network cover (3.61) has improved in 2021 compared to 2018.
- Across all students, **71%** in 2021 reported being enrolled in a programme that included **EIT Online activities**, and **24% - Google Classrooms activities**. Satisfaction with online attributes was higher, on average, for Google Classrooms (4.1) compared to EIT Online (4.0).
- Despite these encouraging results, some areas for improvement have been noted. Continue assisting students in their first weeks with **sufficient guidance**, **prompt communication** and **practical information** (such as campus tour, how to access and use timetable), and **helpful advice** when choosing a **programme to study**.
- On average, 3-in-4 students (**76%**) were satisfied with EIT's **library and learning services**, with an average score close to 4 across all nine statements (similar to 2018).
- Overall, **45%** of students reported experiencing a **negative impact** on their lives as a result of COVID-19, similar **42%** reported **no impact**, and a further **13%** experienced some **positive impacts** of COVID-19. 1-in-5 students (**18%**) agreed the COVID-19 situation has **affected their type of study**. Students were less likely to worry about their own health and more concerned about loved ones.
- Around two-thirds of students (**64%**) agreed EIT **provides options to reduce waste/recycle**. Fewer students believed EIT places **biodiversity on campus** (**40%**) and provides options for **sustainable travel** (**36%**).
- Overall, 8-in-10 students (**82%**) agreed **climate change** is a grave **threat** to our planet. A further **79%** of students stated they were prepared to make **lifestyle changes** to reduce climate change, and **78%** - that there is **a lot can be done**.

# KEY FINDING

Overall, students had very positive perceptions of their initial experiences at EIT; this was reflected in student's propensity to recommend EIT to others. These results have been sustained or improved over time, despite the recent challenges presented by COVID-19. Crucially, students believed EIT lives up to their expectations; satisfaction was expressed through all key services and experiences – from enrolment and orientation to EIT, online, library and other support services. Tutors remained EIT's greatest resource and an essential support for new students – highlighting that a rewarding life at EIT is as much about supportive relationships as it is about the learning process.

Room for improvement exists to further enhance students' initial experiences: providing more guidance, programme advice, prompt communication and practical details. Notably, younger students (20 & under) were less likely to recommend EIT – ensuring their pre-enrolment processes are delivered smoothly, and necessary guidance is readily available to ease their transition to EIT, are essential to enhance young students' first steps in their EIT journey.







# METHODOLOGY

## BACKGROUND AND OBJECTIVES

An online First Impressions Survey was conducted for EIT to identify students' perceptions of their first weeks' experience of EIT in 2021, and to understand how well the Institute's services met their needs.

SIL Research, together with EIT, developed a First Impression questionnaire, which was based on surveys previously conducted in 2015-2018.

The 2021 survey was extended and included the following topics:

- COVID-19 impacts
- Sustainability
- Online learning (e.g. EIT Online and Google Classrooms).

## DATA COLLECTION AND PROJECT SPECIFICS

SIL Research was provided with the database of newly enrolled students for Semester 1 in 2021. Duplicate entries were excluded from the survey. An initial database contained 838 contacts, which was later updated with an additional 668 contacts.

The method for drawing the targeted population has changed in 2021, resulting in fewer students eligible to participate in the survey (around 1,500 in 2021 vs. 2,700 in 2018).

Data was collected online between April and June 2021 using email and SMS. All available contacts (with valid contact details and who were eligible for a First Impressions survey) received an initial email invitation followed promptly by SMS smartphone invitation. Students not initially responding received up to 4 follow up emails or/and were followed up by phone call.

In addition, the survey link was promoted on EIT's Facebook page.

## DATA ANALYSIS

A total of n=715 responses were collected, and n=485 were used in the final analysis. Survey responses coming from allegedly the same student, and responses with no answers, were removed from the analysis.

Responses coming from EIT's Facebook page were checked for eligibility (e.g. first time enrolment).

## NOTES ON REPORTING

Open-ended comments were sorted into categories (themes). Totals may exceed 100% owing to multiple responses for each respondent.

'*Not applicable*' responses were excluded from the calculations.

Data was analysed using a variety of statistical tests. Additional statistical variance control tests between demographic groups (campus, age, ethnicity and full-time vs. part-time students) were also used. Where any differences were identified, they have been mentioned in the findings.

The term '*Campus*' mentioned in the findings is an aggregated main place of study (e.g. venue). The sample is generally representative by campus (see Table 1); only ZYU campus was under-represented (International College in China). Students located in China might have restricted access to international services and providers (e.g. online survey platforms).

Table 1 Number of responses by campus

Venue	Campus	Sample	Database distribution
Tairāwhiti Campus	EIT Tairāwhiti	46 (9%)	11%
Taradale Campus	EIT Hawke's Bay	341 (70%)	56%
EIT - Auckland	EIT Auckland	11 (2%)	2%
Hastings Campus	EIT Regional centres	63 (13%)	18%
Maraenui			
Ruatoria RLC			
Stout St Tairāwhiti			
Waipukurau Campus			
Wairoa Campus			
ZYU Campus	ZYU Campus	11 (2%)	12%
Offshore Online	Online	13 (3%)	1%

The data was collected during the national response to the COVID-19 outbreak; specifically, during the 2021 COVID-19 Alert Level 1 period. Although this timing of the survey might have affected the response rate and overall number of students who were actively enrolled at EIT, this appeared to have only limited influence on survey results.

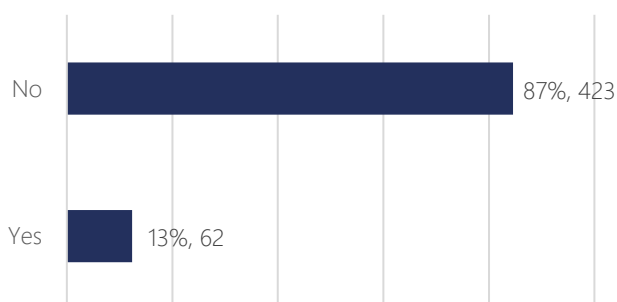
Performance measurements were rated using a 1-5 Likert scale.

Reported percentages are aggregated 4-5 ratings (positive side of the scale); average scores are calculated across all ratings (1-5).

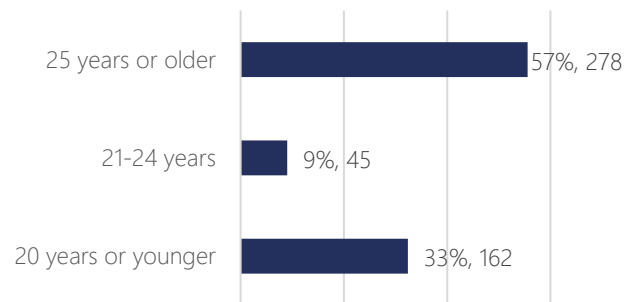
Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results, not rounded values.

## WHO TOOK PART IN THE SURVEY

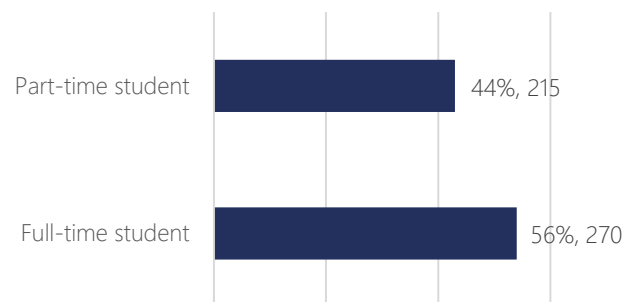
### Recipient of the Year 13 Degree Scholarship



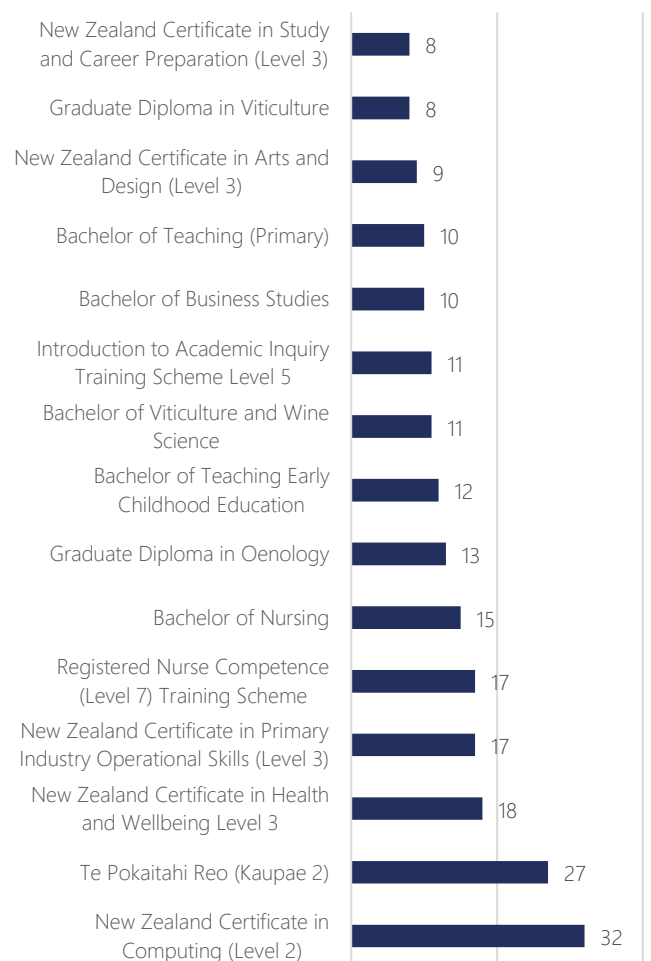
### Age



### Type of study

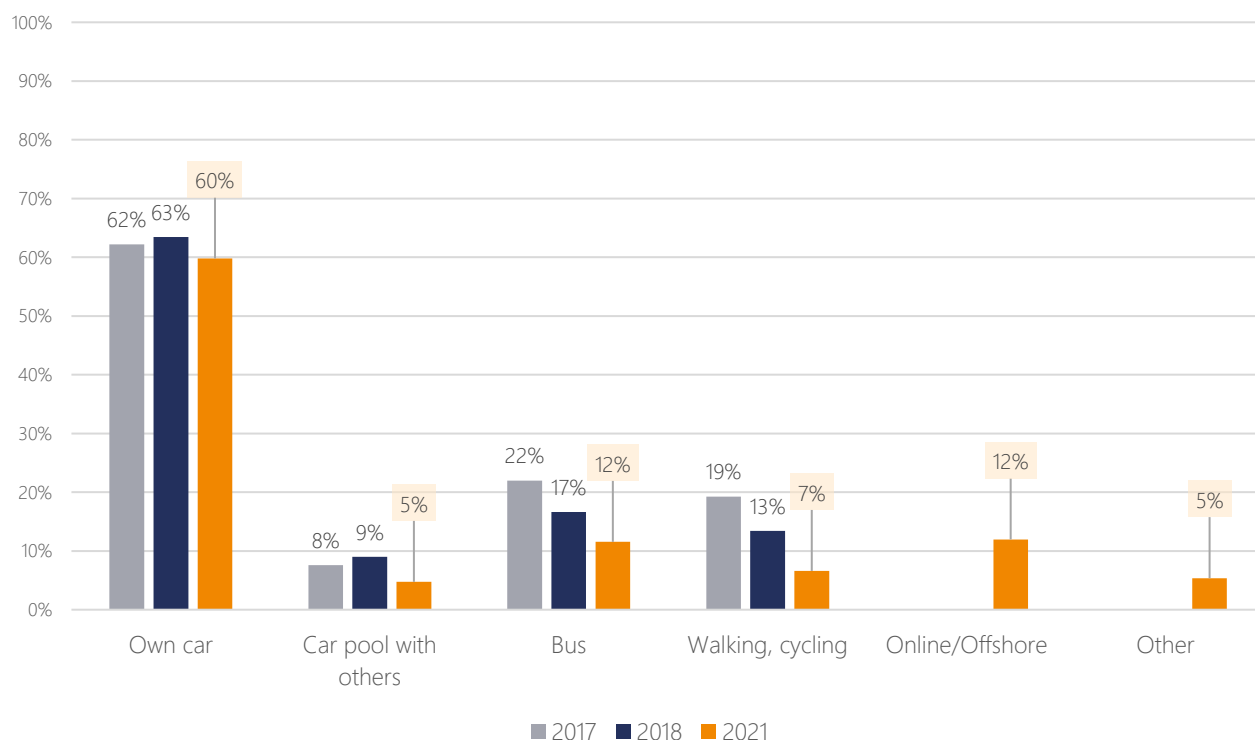


### Top 15 programmes



# TRAVEL TO EIT

All students were asked to specify how they travel to EIT.



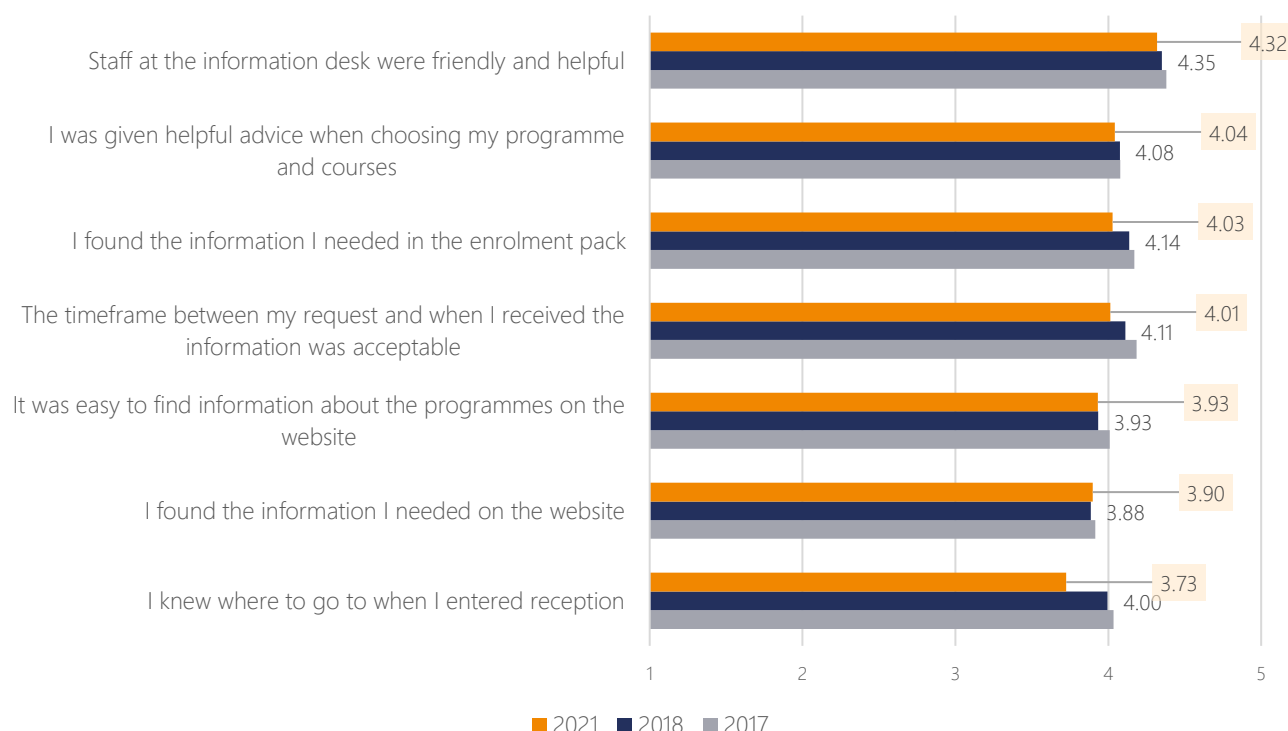
- In 2021, own car continued to be the most preferred method of transport used to get to EIT (60%).
- As a result of the ongoing impact of COVID-19, there have been a number of programme modifications (including an increase in online and offshore learning).
- Auckland students' travel to EIT differed significantly from other locations, highlighting bus (82%) as the first choice.
- Students aged 21-24 years were more likely to use their own car (73%). Older students (aged 25+) were more likely to study online (17%).

	Other	Own car	Car pool with others	Bus	Walking, cycling	Online
EIT Tairāwhiti	0%	78%	4%	4%	13%	0%
EIT Hawke's Bay	5%	62%	4%	13%	6%	11%
EIT Auckland	0%	9%	0%	82%	9%	0%
EIT Regional centres	11%	65%	11%	2%	6%	5%



# BEFORE ENROLMENT

All students were asked to indicate, on a 5-point Likert scale, the extent to which they agreed or disagreed with seven statements regarding their pre-enrolment.

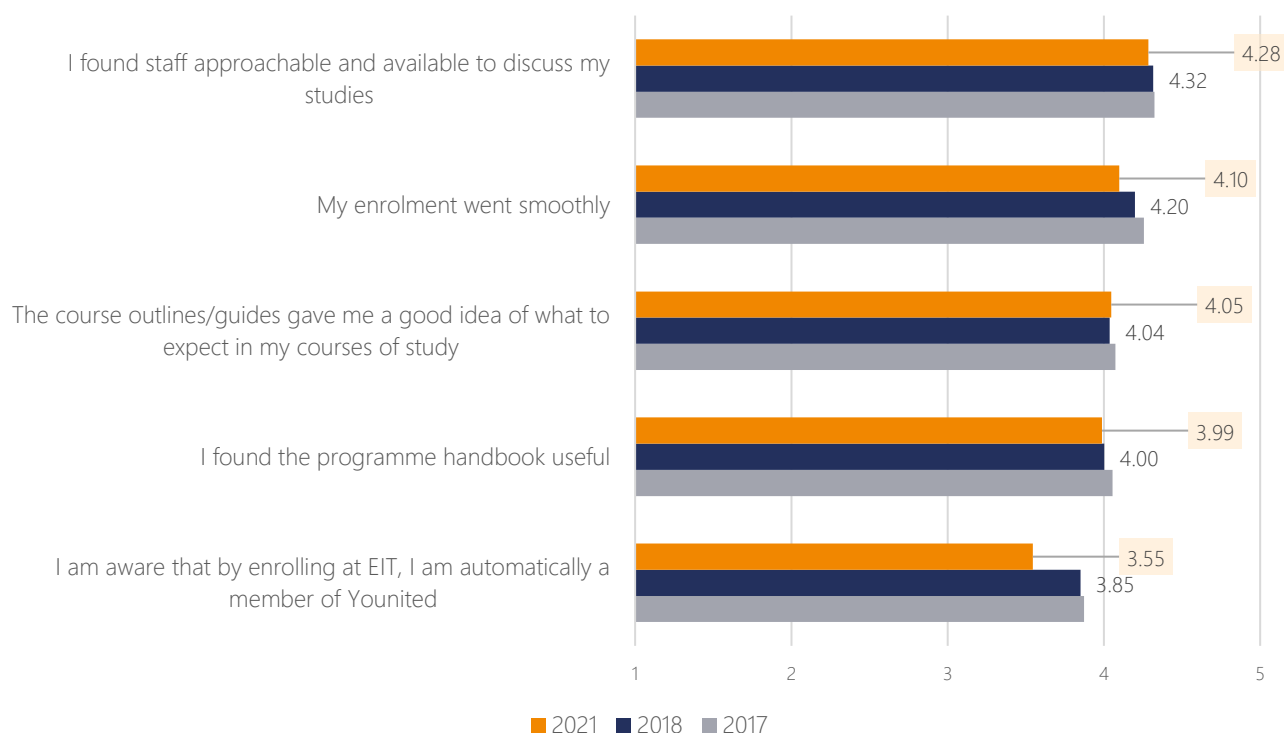


- On average, 79% of students were satisfied with their pre-enrolment experience, scoring close to or above 4 (out of 5) across all statements.
- Most statements received average scores similar to 2018. Only one statement showed a noticeable decrease in satisfaction ratings – *'knew where to go to when entered reception'*. Students from offshore campus were likely to provide lower ratings in relation to this statement (less likely to be applicable).
- Information desk and staff received the highest average score in 2021 (4.32, similar to 2018) – 87% of students provided ratings 4 or above.
- Satisfaction with location knowledge (3.90) and advice when choosing the programme (4.17) were higher amongst students aged 25 years or older.

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
Easy to find information about the programmes on the website	3.62	4.04	3.64	4.23	3.62	3.36
I found the information I needed on the website	3.59	3.99	3.73	4.00	3.66	3.44
I found the information I needed in the enrolment pack	3.81	4.05	4.09	4.33	4.02	3.90
The timeframe between my request and when I received the information was acceptable	4.00	4.05	4.10	3.75	3.96	3.30
Staff at the information desk were friendly and helpful	4.43	4.34	4.27	4.17	4.25	3.70
I knew where to go to when I entered reception	4.07	3.66	4.36	3.75	3.85	2.91
Given helpful advice when choosing my programme	4.16	4.08	4.20	3.45	3.98	3.22

## AFTER ENROLMENT

All students were asked to indicate, on a 5-point Likert scale, the extent to which they agreed or disagreed with five statements regarding their experiences after enrolment.

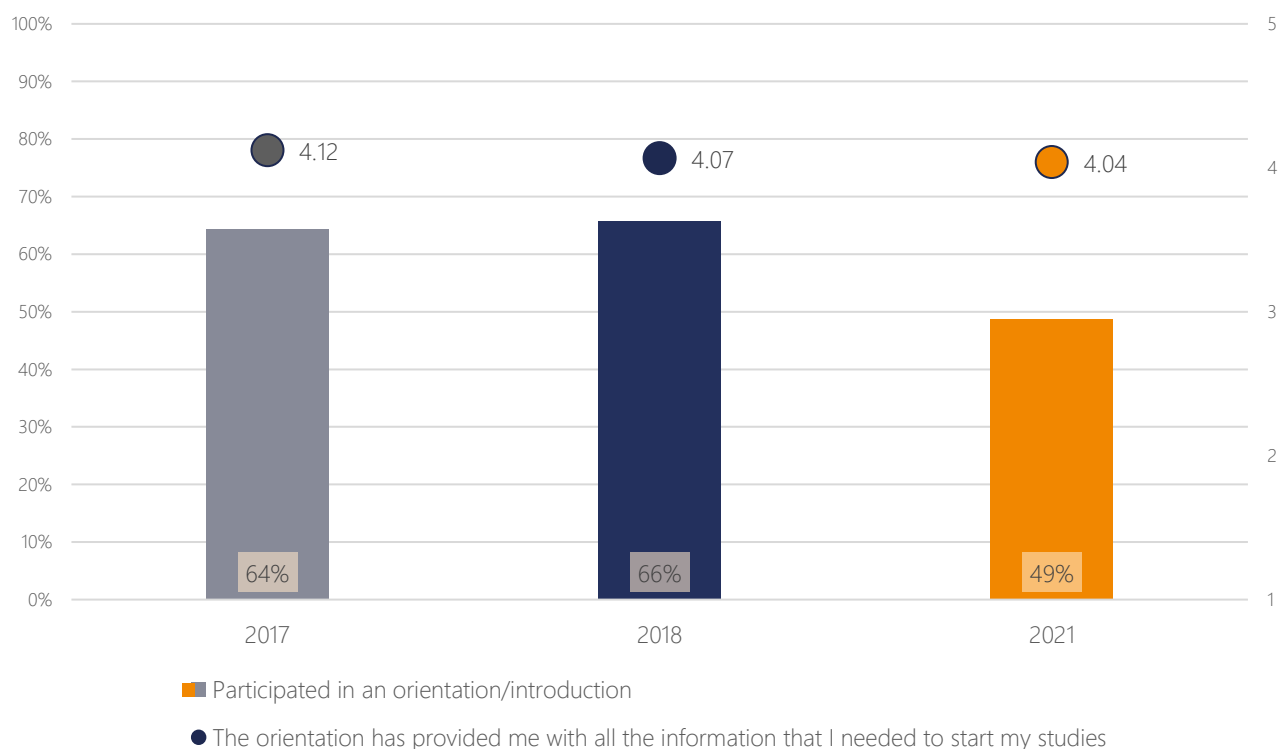


- Students' satisfaction with the post-enrolment process was similar to their pre-enrolment experience (79%, average score close to 4 or above).
- EIT staff continued to receive the highest score (4.28, similar to 2018).
- In 2021, only one statement showed a lower average score (3.55) compared to 2018 (3.85) – *'I am aware that by enrolling at EIT, I am automatically a member of EIT's Student Association'*. This knowledge was lower amongst online students.
- Offshore students provided lower ratings, on average.
- Younger students (aged 20 year or under) were more likely to be aware of EIT's Student Association (3.78) but least satisfied with their programme handbook (3.83) and EIT's staff (4.08).

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
My enrolment went smoothly	4.16	4.13	4.18	4.08	3.97	3.50
I found the programme handbook useful	3.81	4.00	4.18	4.08	4.19	3.10
The course outlines gave me a good idea of what to expect	3.93	4.04	4.18	3.92	4.19	3.90
I found staff approachable and available to discuss my studies	4.38	4.26	4.36	4.55	4.50	3.00
I am aware that by enrolling at EIT, I am automatically a member of Younited	3.63	3.55	3.50	3.00	3.57	3.55

# ORIENTATION & INTRODUCTION

All students were asked if they had participated in an orientation/introduction to EIT facilities and the programme. Students who indicated participating in an orientation/introduction were asked to indicate the extent to which they agreed or disagreed with the statement regarding their experiences.

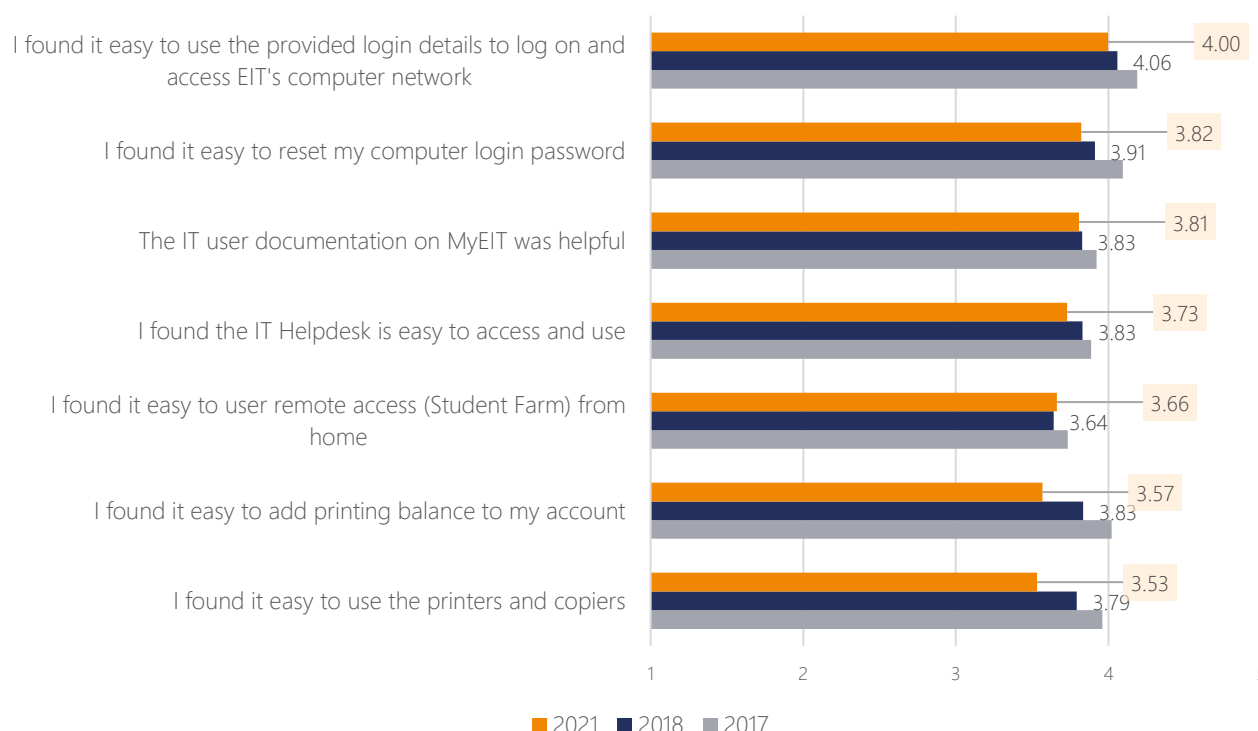


- In 2021, fewer students reported participating in an orientation/introduction to EIT facilities and their enrolled programme (49%). This may reflect online student distribution, or uncertainty around COVID-19.
- Students from EIT Regional centres were less likely to participate in an orientation.
- Full-time students (68%), and students aged 20 years or younger (60%), were more likely to participate in the orientation.
- Students participating in their orientation 'somewhat agreed' (4.04) on average that it provided them with all the information needed to start their studies (similar to 2018).
- Students from Auckland were more likely to agree with this statement (4.45).

	Participated in an orientation/introduction	The orientation has provided me with all the information that I needed to start my studies
EIT Tairāwhiti	48%	4.27
EIT Hawke's Bay	48%	3.98
EIT Auckland	100%	4.45
Online	100%	4.23
EIT Regional centres	30%	4.11
ZYU Campus	55%	3.33

# IT SERVICES

All students were asked to indicate, on a 5-point Likert scale, the extent to which they agreed or disagreed with seven statements regarding IT services.

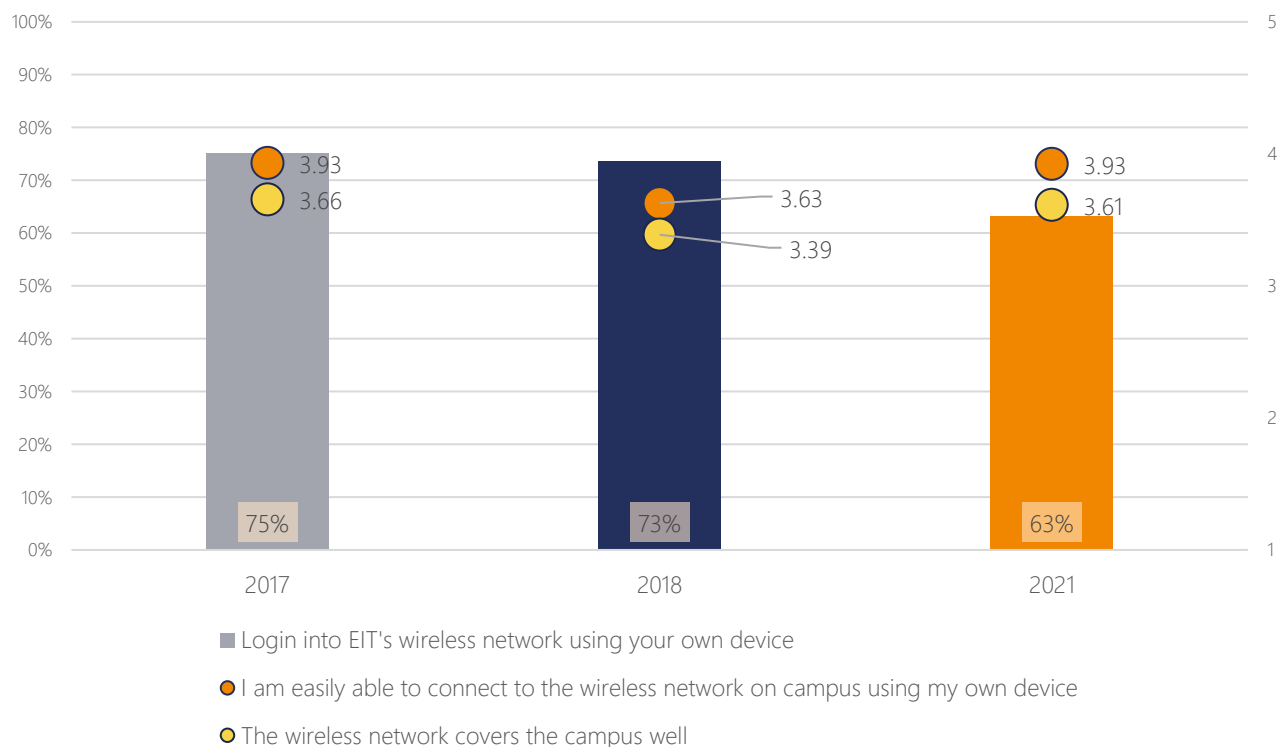


- In 2021, fewer students, on average, were satisfied with IT services.
- Two statements received noticeably lower ratings in 2021 compared to 2018 – both in relation to printing services (*'easy to add printing balance to my account'* and *'easy to use the printers and copiers'*). Students from Auckland were more likely to be satisfied with these printing services.
- Students from offshore and EIT Regional centres were less satisfied with ease of using login details to access EIT's computer network.

	IT Helpdesk is easy to access and use	Easy to use the login details	Easy to reset my computer login password	Easy to use remote access from home	The IT user documentation on was helpful	Easy to use the printers and copiers	Easy to add printing balance to my account
EIT Tairāwhiti	3.77	4.03	4.00	3.58	3.86	3.41	3.55
EIT Hawke's Bay	3.75	4.06	3.83	3.68	3.80	3.55	3.59
EIT Auckland	3.78	4.00	4.09	4.00	4.18	3.86	4.00
Online	4.13	4.33	4.09	4.43	4.44	3.00	3.50
EIT Regional centres	3.62	3.61	3.59	3.41	3.56	3.57	3.39
ZYU Campus	3.00	3.45	3.50	3.56	3.67	3.33	3.44

# WIRELESS NETWORK

All students were asked if they had accessed EIT's wireless network. Students who indicated trying to log into EIT's wireless network were asked to indicate the extent to which they agreed or disagreed with the statements regarding their experiences.

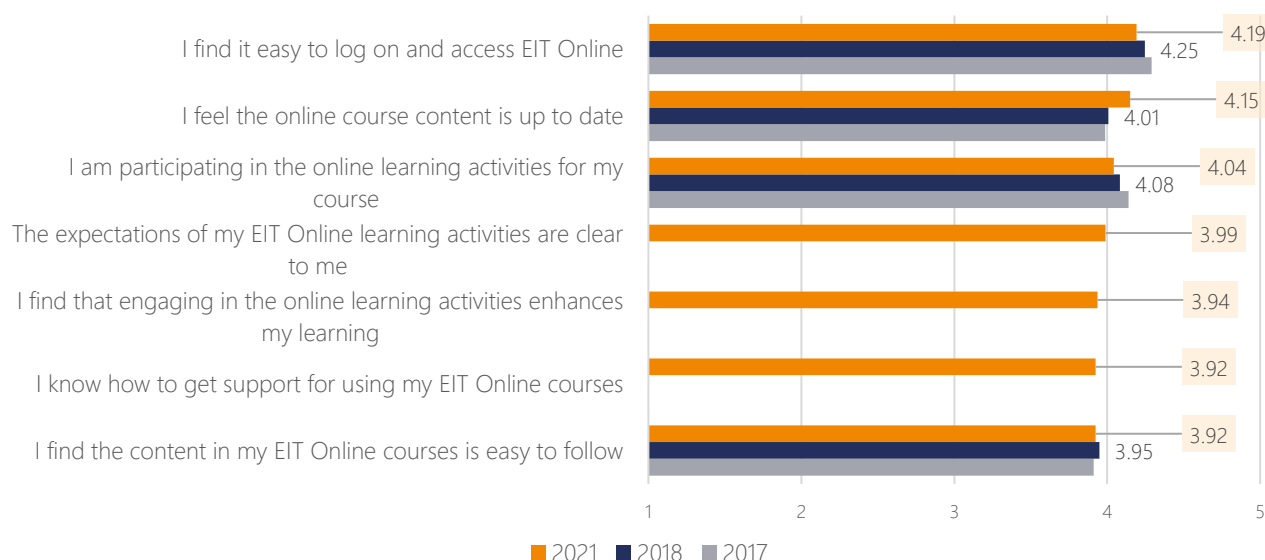


- Across all students, 63% in 2021 had attempted to log into EIT's wireless network using their own device. This result was down compared to 2018, and may reflect a changing campus distribution.
- This was less applicable for online students (31%).
- Students from EIT Regional centres (43%), and part-time students (45%), were also less likely to attempt logging into the wireless network.
- However, satisfaction with ease of connection (3.93) and network cover (3.61) has improved in 2021 compared to 2018.
- Students from Auckland were the most satisfied with their wireless network.

	Login into EIT's wireless network using your own device	I am easily able to connect to the wireless network on campus using my own device	The wireless network covers the campus well
EIT Tairāwhiti	63%	3.90	3.78
EIT Hawke's Bay	67%	3.94	3.56
EIT Auckland	91%	4.20	4.11
Online	31%	4.00	-
EIT Regional centres	43%	3.82	3.86
ZYU Campus	73%	3.33	3.00

# EIT ONLINE

All students were asked if their programme included EIT Online. Students who indicated 'Yes' were asked to indicate the extent to which they agreed or disagreed with the statements regarding EIT Online.



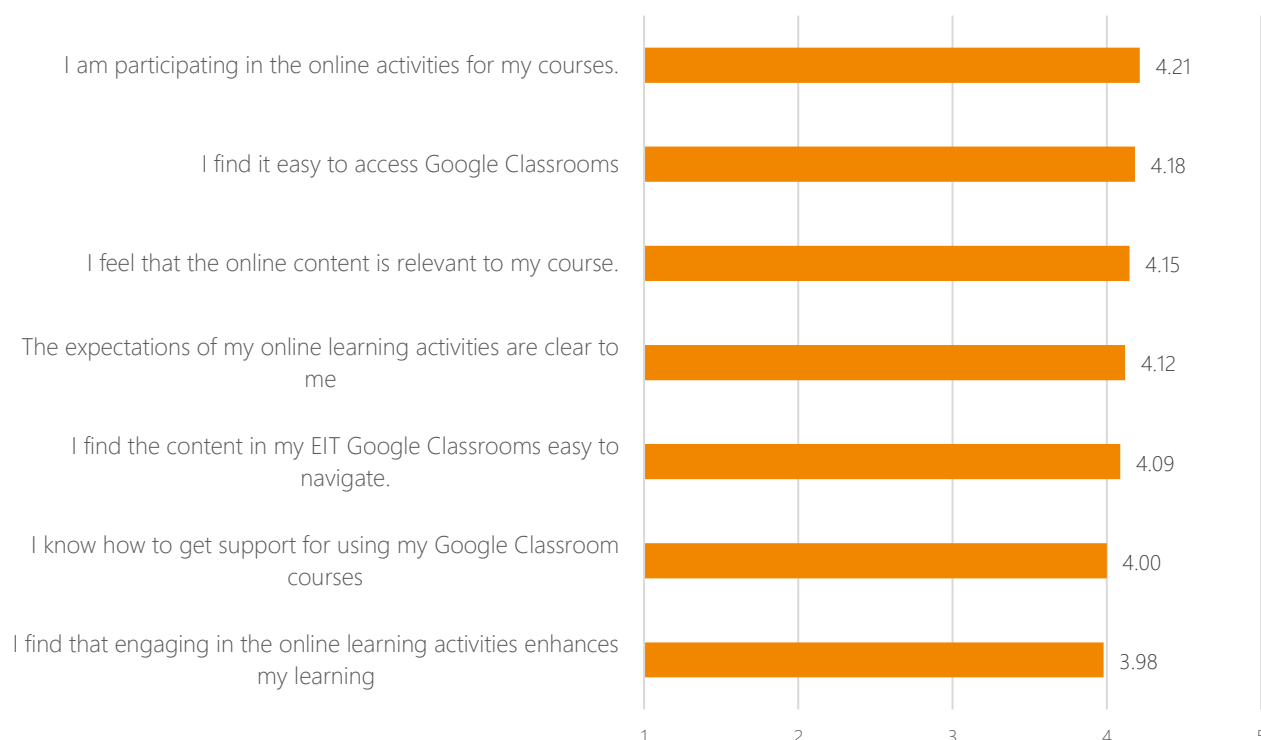
- Across all students, 71% in 2021 reported being enrolled in a programme that included EIT Online activities. Total reported online activities in 2021 were similar to 2017 (75%) and 2018 (74%) results.
- Students from EIT Regional centres were less likely to agree their programme included online activities.
- Of those indicating that their programme included online activities, most agreed that they found it easy to log on and access EIT Online (4.19), the course content was up to date (4.15), and they actively participated in the online learning (4.04). Online course content being up to date showed an improvement in 2021.
- New attributes in 2021 (clear expectations, benefits of and support for using online learning) received, on average, ratings just under 4 ('somewhat agree').
- Ease of access was rated highest by Auckland students (4.50).
- Students aged 25 years or older were more likely to find online learning activities enhanced their learning (4.09).

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
I find it easy to access EIT Online	4.28	4.24	4.50	4.36	3.85	3.22
Content in my EIT Online courses is easy to navigate	3.93	3.94	4.38	4.09	3.75	3.44
The expectations of are clear to me	4.00	4.02	4.25	4.00	3.83	3.44
I am participating in the online activities for my courses.	4.12	4.07	4.38	4.36	3.64	3.67
Engaging in the online learning activities enhances my learning	3.73	3.96	4.38	4.36	3.77	3.44
I feel that the online content is relevant to my course.	4.13	4.21	4.50	4.18	3.80	3.44
I know how to get support for using my EIT Online	3.76	3.94	4.50	4.27	3.84	3.33



# GOOGLE CLASSROOMS

All students were asked if their programme included Google Classrooms. Students who indicated 'Yes' were asked to indicate the extent to which they agreed or disagreed with the statements regarding Google Classrooms.

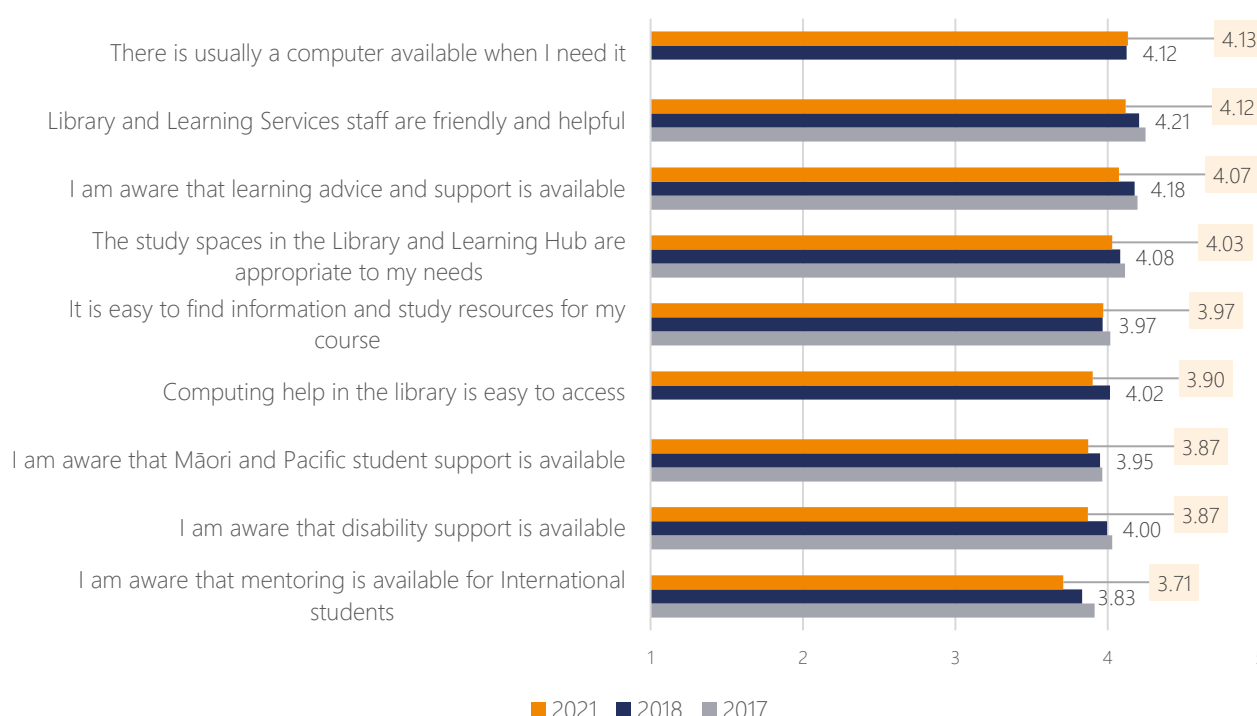


- Unlike EIT Online, only one-quarter (24%) of students reported being enrolled in a programme that included Google Classrooms. The reported Google Classrooms online activities were higher amongst Auckland (50%) and offshore (36%) students.
- Of those indicating that their programme included Google Classrooms activities, satisfaction with all seven online attributes was higher, on average (4.1 vs. 4.0 for EIT Online).
- In particular, more students found themselves participating in their online activities (4.21) and that the content of their EIT Google Classrooms was easy to navigate (4.09).
- No significant differences by campus were found.

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
I find it easy to access EIT Online	4.36	4.18	4.50	4.00	4.00	3.75
Content in my EIT Online courses is easy to navigate	4.00	4.17	4.50	4.00	3.78	3.50
The expectations of are clear to me	4.14	4.11	4.50	4.00	4.11	3.75
I am participating in the online activities for my courses.	4.23	4.25	4.50	4.00	4.00	3.75
Engaging in the online learning activities enhances my learning	4.29	3.92	4.50	4.00	3.89	3.50
I feel that the online content is relevant to my course.	4.20	4.18	4.50	4.00	3.89	3.75
I know how to get support for using my EIT Online	4.21	3.97	4.50	4.00	3.67	4.00

# LIBRARY AND LEARNING SERVICES

All students were asked to indicate, on a 5-point Likert scale, the extent to which they agreed or disagreed with nine statements regarding library and learning services.

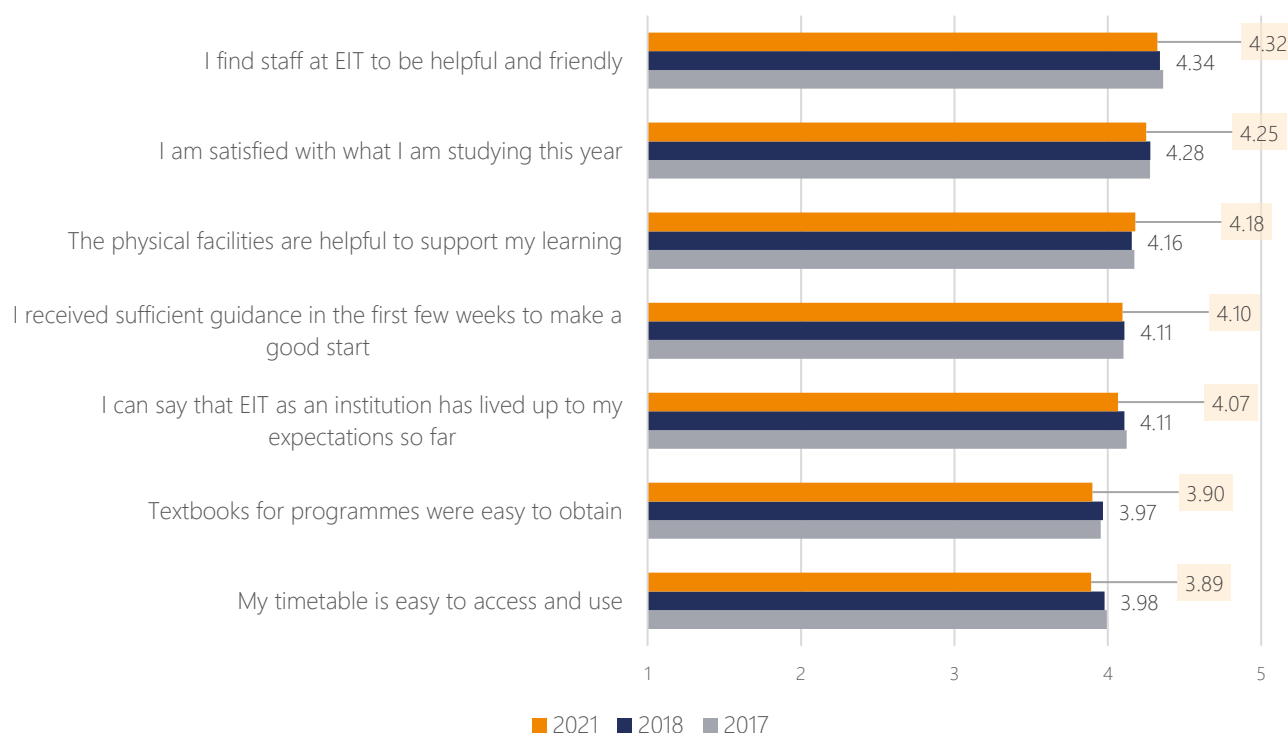


- On average, 3-in-4 students (76%) were satisfied with EIT's library and learning services, with an average score close to 4 across all nine statements (similar to 2018).
- Only one statement showed a significant decline in 2021 – knowledge about disability support availability.
- Knowledge of international students support was also slightly down in 2021; however, this might be due to fewer international students enrolled or accessing services after the COVID-19 restrictions.
- Availability of a computer (4.13) and friendly staff (4.12) were the top rated services in 2021.
- Auckland students were more likely to be satisfied across all nine statements, whereas offshore, online and Regional centres' students tended to provide lower ratings.
- Students aged 25 years and older were more likely to be satisfied with staff (4.25).
- Full-time students tended to provide higher ratings, on average, compared to part-time students.

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
Staff are friendly and helpful	4.36	4.14	4.60	4.10	3.79	3.00
Easy to find information and study resources	4.02	3.99	4.45	4.00	3.79	3.44
Aware of the learning advice and support	4.19	4.11	4.36	4.18	3.74	3.56
Aware of the disability support	3.73	3.93	4.22	4.00	3.64	3.38
Aware of the mentoring for International students	3.69	3.70	4.55	4.36	3.37	3.25
Aware of the Māori and Pacific student support	3.68	3.98	4.22	3.00	3.60	3.50
The study spaces are appropriate to my needs	3.97	4.10	4.36	3.20	3.73	3.38
There is usually a computer available when I need it	4.15	4.20	4.50	3.50	3.86	3.25
Computing help in the library is easy to access	3.89	3.93	4.36	3.80	3.64	3.38

# FIRST WEEKS OVERALL

All students were asked to indicate, on a 5-point Likert scale, the extent to which they agreed or disagreed with seven statements regarding their experiences during their first few weeks.

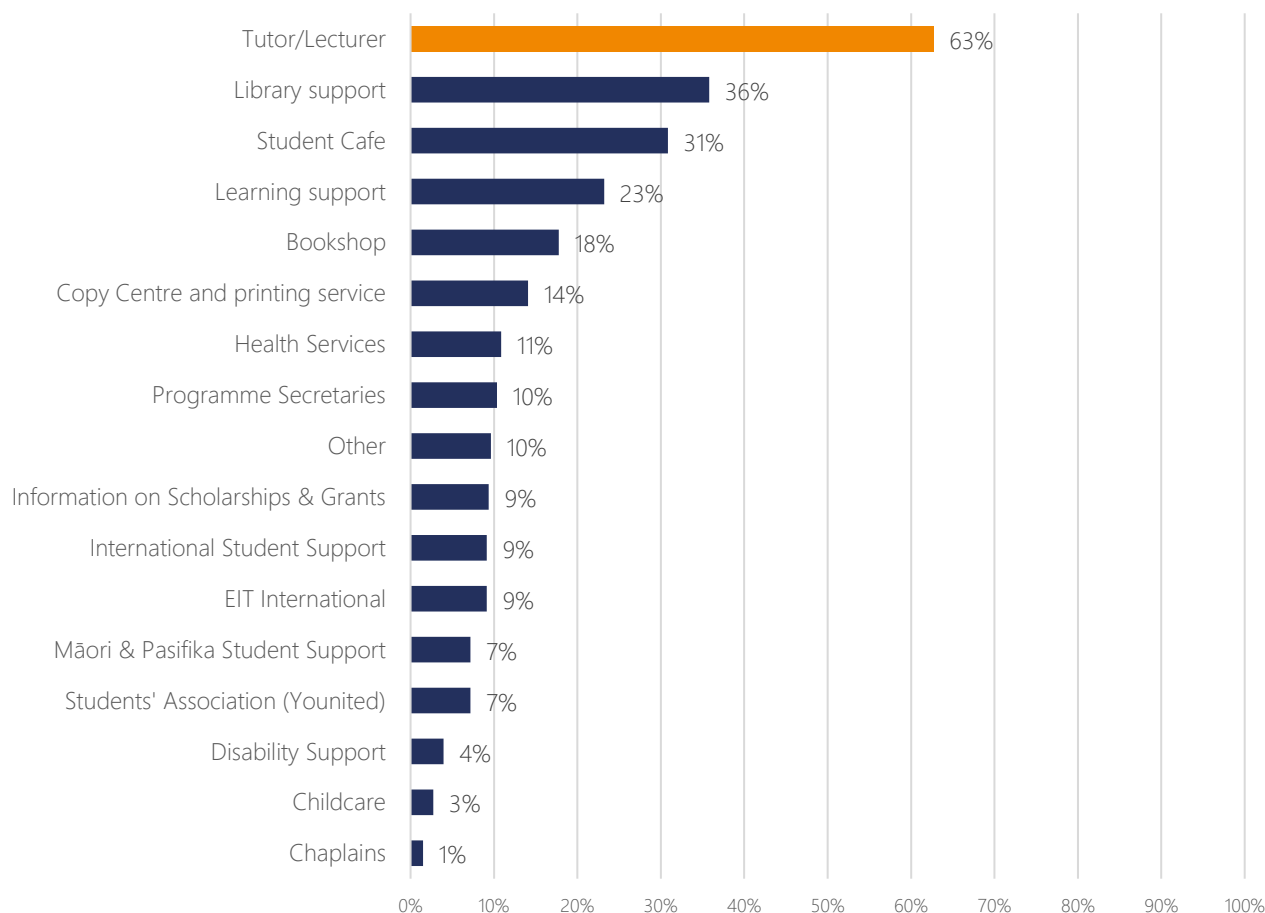


- On average, 84% of students were satisfied with their first weeks experiences (average score 4.1), which was similar to 2018.
- Across students' experiences in their first few weeks, the factor rated highest continued to be helpful and friendly staff (4.32).
- Students from the Taradale campus were more likely to be satisfied with physical facilities (4.24), but less satisfied with staff (4.26), compared to other students.
- Offshore students, on average, tended to provide lower ratings.

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
My timetable is easy to access and use	3.80	3.88	3.73	4.00	4.13	3.50
Textbooks for programmes were easy to obtain	4.00	3.89	4.13	3.33	3.95	3.50
The physical facilities are helpful to support my learning	4.07	4.24	4.00	3.33	4.19	3.38
Sufficient guidance to make a good start	4.20	4.06	4.18	4.08	4.35	3.44
I find staff at EIT to be helpful and friendly	4.57	4.26	4.36	4.58	4.54	3.75
I am satisfied with what I am studying this year	4.25	4.23	4.27	4.25	4.47	3.56
EIT as an institution has lived up to my expectations so far	4.23	4.06	3.91	4.25	4.06	3.50

# SUPPORT SERVICES

All students were asked to indicate what support services they had used during their first few weeks at EIT.



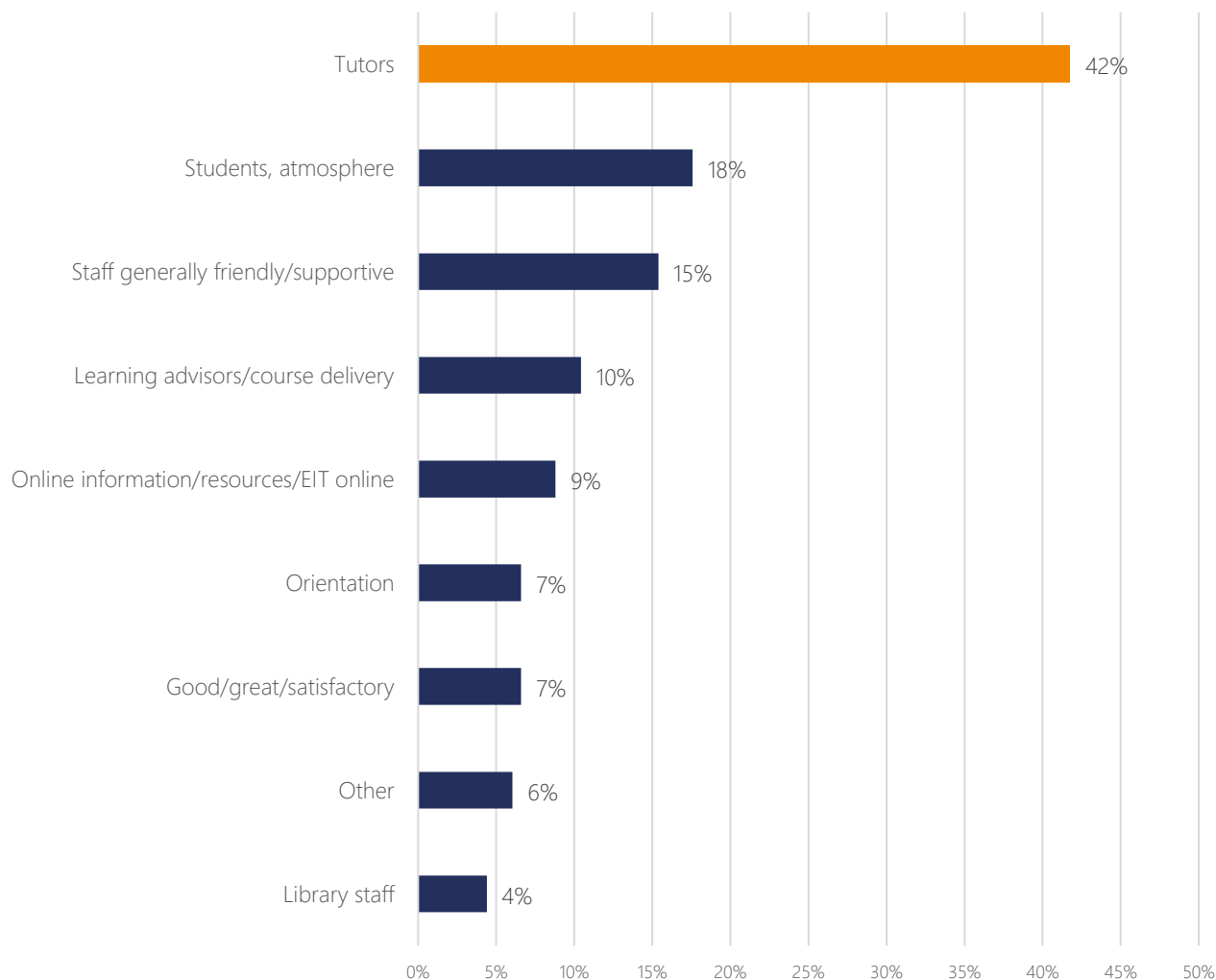
- Across all students, the most useful support experienced in their first few weeks has continued to be the '*Tutor/Lecturer*' (63%).
- '*Library support*' was more likely to be named by Auckland students

## Support services by campus

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
Tutor/Lecturer	70%	64%	73%	27%	64%	22%
Library support	43%	39%	55%	45%	6%	11%
Student Cafe	30%	37%	18%	9%	9%	11%
Learning support	30%	22%	36%	45%	17%	11%
Bookshop	8%	21%	9%	0%	13%	33%
Copy Centre and printing service	10%	17%	0%	0%	9%	11%
Health Services	5%	11%	0%	9%	9%	56%
Programme Secretaries	5%	12%	18%	9%	4%	11%
Other	8%	9%	0%	18%	17%	0%
Information on Scholarships & Grants	15%	8%	9%	9%	9%	22%
EIT International	3%	7%	36%	55%	2%	44%
International Student Support	3%	8%	27%	55%	2%	33%
Māori & Pasifika Student Support	15%	7%	0%	0%	6%	0%
Students' Association (Younited)	8%	8%	9%	0%	2%	11%
Disability Support	5%	4%	0%	9%	0%	22%
Childcare	3%	0%	9%	9%	6%	44%
Chaplains	3%	1%	0%	0%	2%	0%

## BEST HELP FOR LEARNING IN FIRST FEW WEEKS

All students were asked to indicate what aspects of their first weeks of being at EIT best helped their learning. Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses from some respondents.



- 38% of surveyed students provided further feedback about their first few weeks.
- Again, tutors were considered most helpful for learning in the first few weeks, just as they were considered the most useful support experienced at the same time.



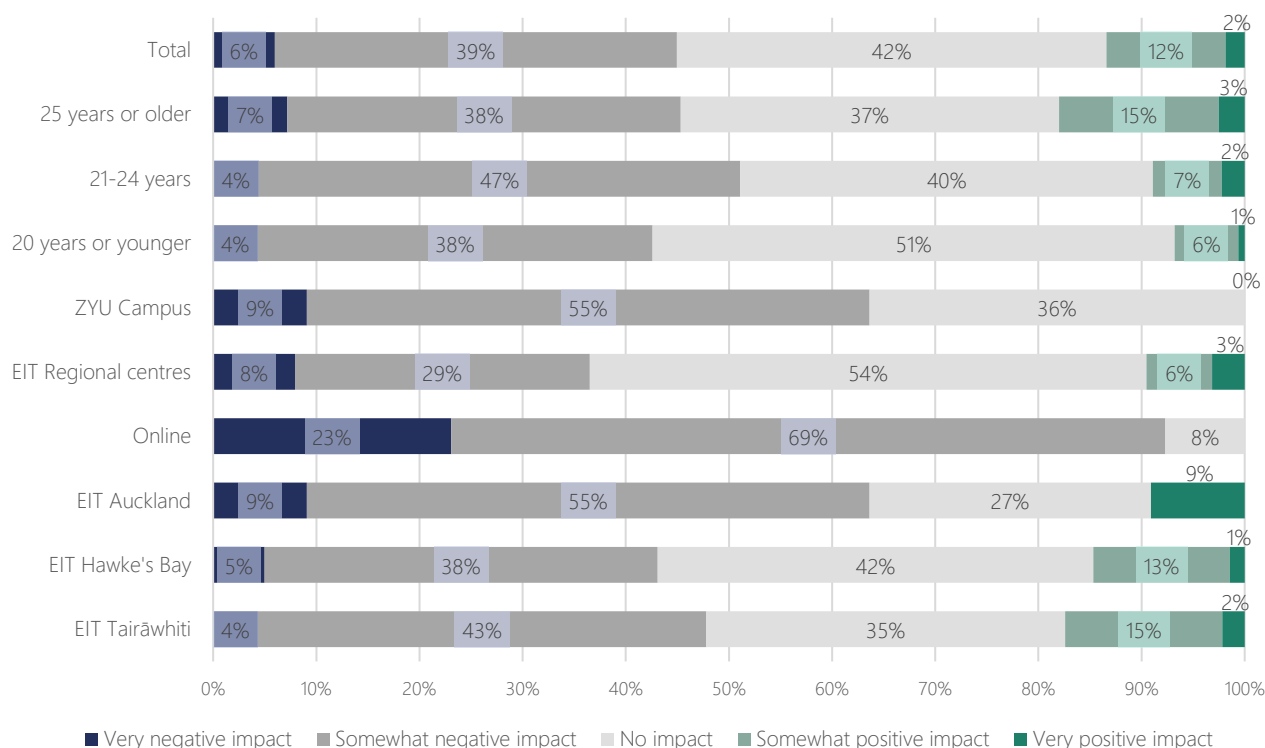
## Best help by campus

	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus
Tutors	55%	39%	0%	0%	67%	0%
Students, atmosphere	30%	14%	33%	0%	33%	0%
Staff generally friendly/supportive	5%	17%	33%	40%	5%	0%
Learning advisors/course delivery	15%	8%	33%	0%	14%	100%
Online information/resources/EIT online	0%	11%	0%	20%	5%	0%
Orientation	0%	9%	0%	0%	0%	0%
Good/great/satisfactory	5%	6%	0%	0%	10%	100%
Other	0%	8%	0%	0%	5%	0%
Library staff	0%	5%	0%	0%	5%	0%

# COVID-19 IMPACT OVERALL

All students were asked to specify how the COVID-19 situation had affected their lives.

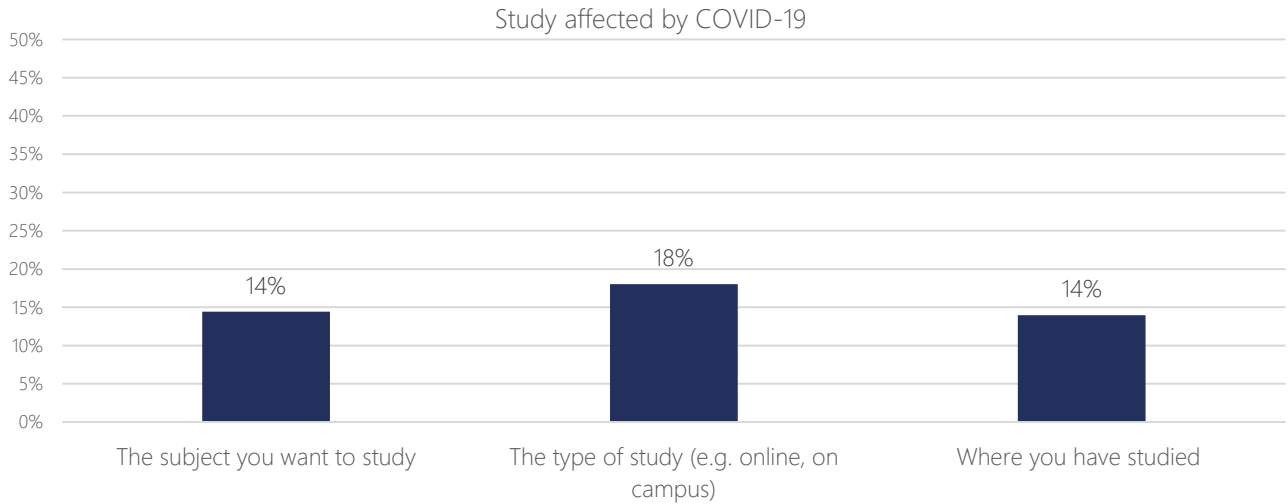
Overall, what impact, if any, has the COVID-19 situation had on you or your family?



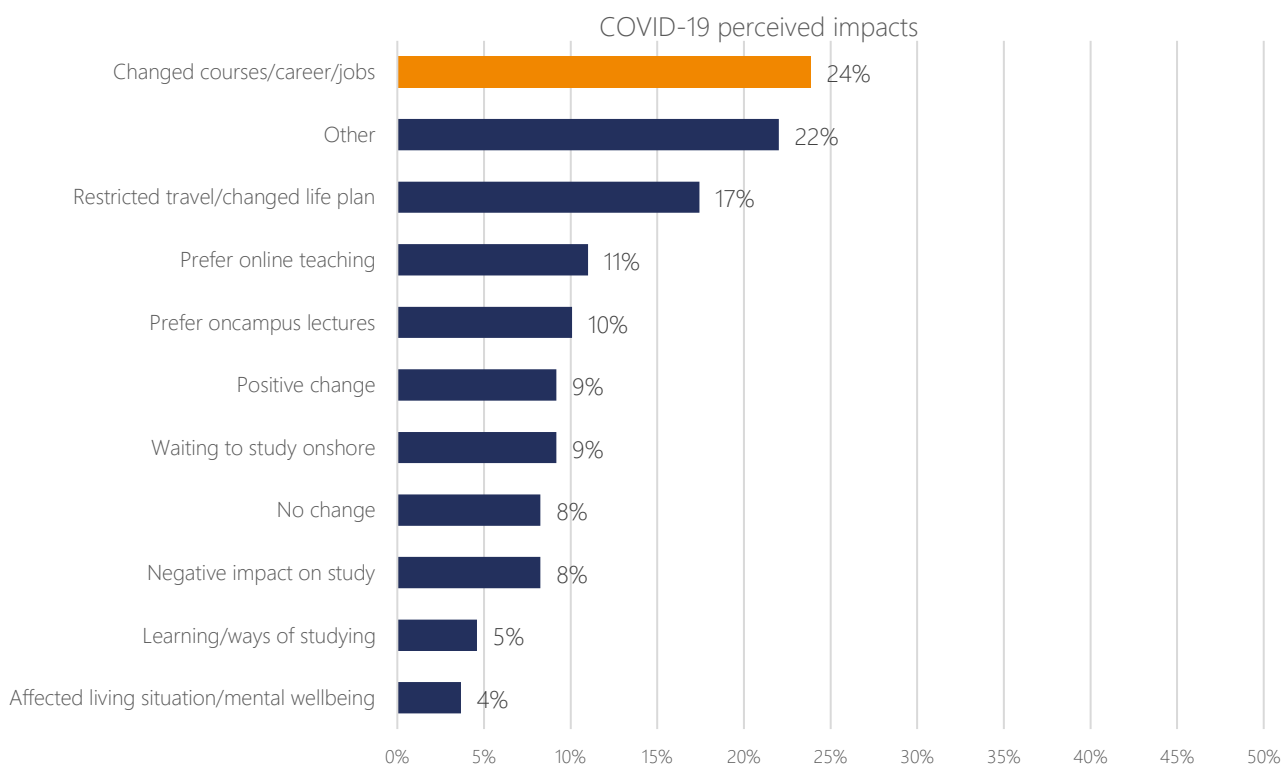
- The 2021 survey took the opportunity to understand students' perceptions of COVID-19, in terms of level of personal concern and types of impact.
- Overall, 45% of students reported experiencing a negative impact on their lives, a similar 42% reported no impact, and a further 13% experienced some positive impacts of COVID-19.
- Students who studied online reported greater negative impact (92%); as did offshore (64%) and Auckland students (64%) to a lesser degree.
- Students aged 25 or older were slightly more likely to report positive impacts of COVID-19 (18%).
- Asian students (69%) were more likely to report negative impacts.

# COVID-19 IMPACT STUDY

All students were asked to specify the extent to which COVID-19 had impacted their study.

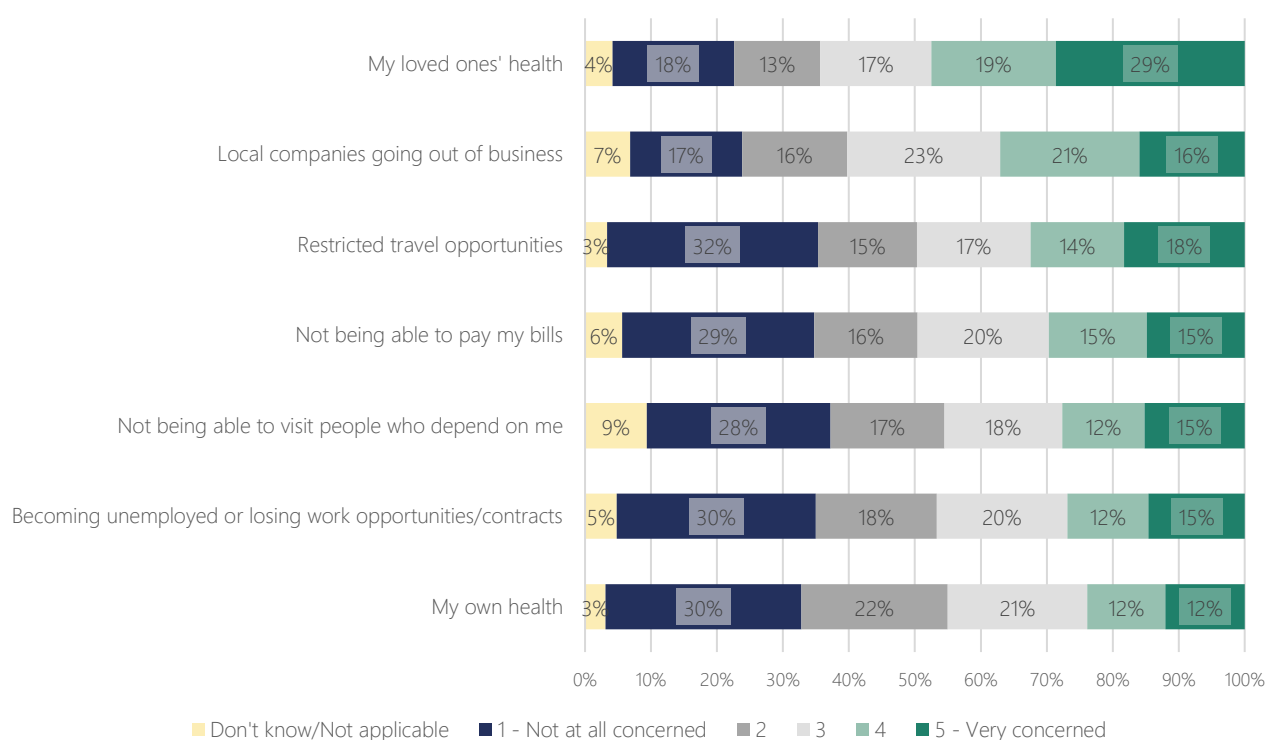


- Just under 1-in-5 students (18%) agreed the COVID-19 situation has affected their type or made of study. Respectively, online (92%) and offshore (91%) students reported greater impacts on study.
- 'Changed courses/career/jobs' and 'Restricted travel/changed life plan' were the most cited perceived impacts of COVID-19.
- 14% of students reported COVID-19 affected what they wanted to study and/or where. Offshore students were more likely to be affected in these ways.



# COVID-19 CONCERNS

All students were asked the extent to which they were concerned about COVID-19's effect on their lives generally.

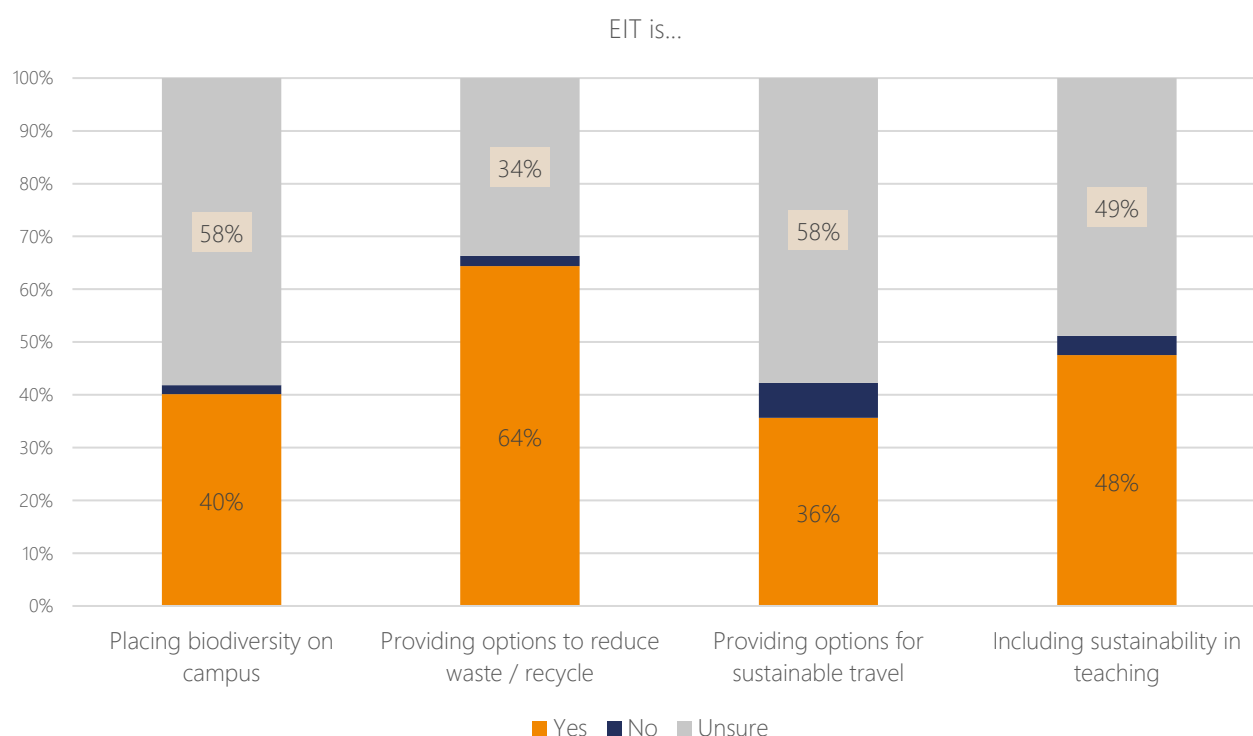


- 72% of students reported being concerned about at least one of the seven presented issues.
- Just under half of students (48%) reported being concerned about their loved ones' health. This was the greatest concern overall.
- 37% were concerned about the local economy (local companies going out of business).
- The level of concern was greater amongst online students.
- 32% were concerned about restricted travel opportunities; this was higher amongst offshore students (64%) and online students (85%).
- Students were less likely to worry about their own health (24%).

Concerned % aggregated	EIT Tairāwhiti	EIT Hawke's Bay	EIT Auckland	Online	EIT Regional centres	ZYU Campus	Total
My own health	16%	23%	36%	75%	19%	45%	16%
My loved ones' health	51%	46%	55%	75%	43%	55%	51%
Restricted travel opportunities	33%	32%	45%	85%	16%	64%	33%
Local companies going out of business	28%	38%	36%	75%	35%	27%	28%
Becoming unemployed or losing work opportunities/contracts	26%	29%	27%	58%	10%	36%	26%
Not being able to pay my bills	33%	31%	20%	42%	16%	36%	33%
Not being able to visit people who depend on me	24%	29%	36%	50%	21%	10%	24%

# SUSTAINABILITY

All students were asked to specify the extent to which they agreed or disagreed about current sustainability activities at EIT.

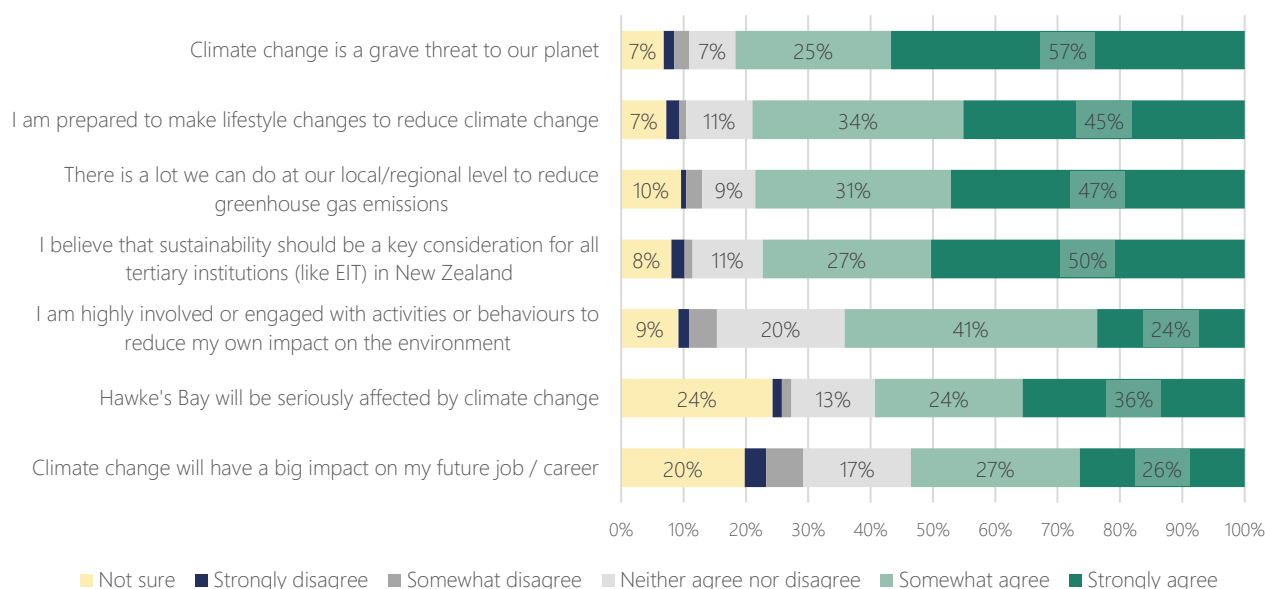


- A new set of questions about sustainability was introduced in 2021. Overall, there was a high degree of uncertainty about current sustainable practices on EIT campuses, reflected in the large proportion of students who were generally unsure.
- Around two-thirds of students (64%) agreed EIT provides options to reduce waste/recycle. This was higher amongst Auckland students.
- 48% of students believed EIT includes sustainability in teaching. Again, Auckland students were more likely to agree with this.
- Fewer students believed EIT places biodiversity on campus (40%) or provides options for sustainable travel (36%). Students from EIT Regional centres were less likely to agree with these statements.
- Despite the general uncertainty, very few students explicitly disagreed about any of those activities at EIT.

	Placing biodiversity on campus	Providing options to reduce waste / recycle	Providing options for sustainable travel	Including sustainability in teaching
EIT Tairāwhiti	49%	62%	36%	51%
EIT Hawke's Bay	40%	67%	35%	45%
EIT Auckland	82%	73%	45%	82%
Online	42%	27%	40%	45%
EIT Regional centres	25%	55%	33%	52%
ZYU Campus	36%	60%	70%	50%

## SUSTAINABILITY (cont.)

All students were asked to specify the extent to which they agreed or disagreed about sustainability generally.



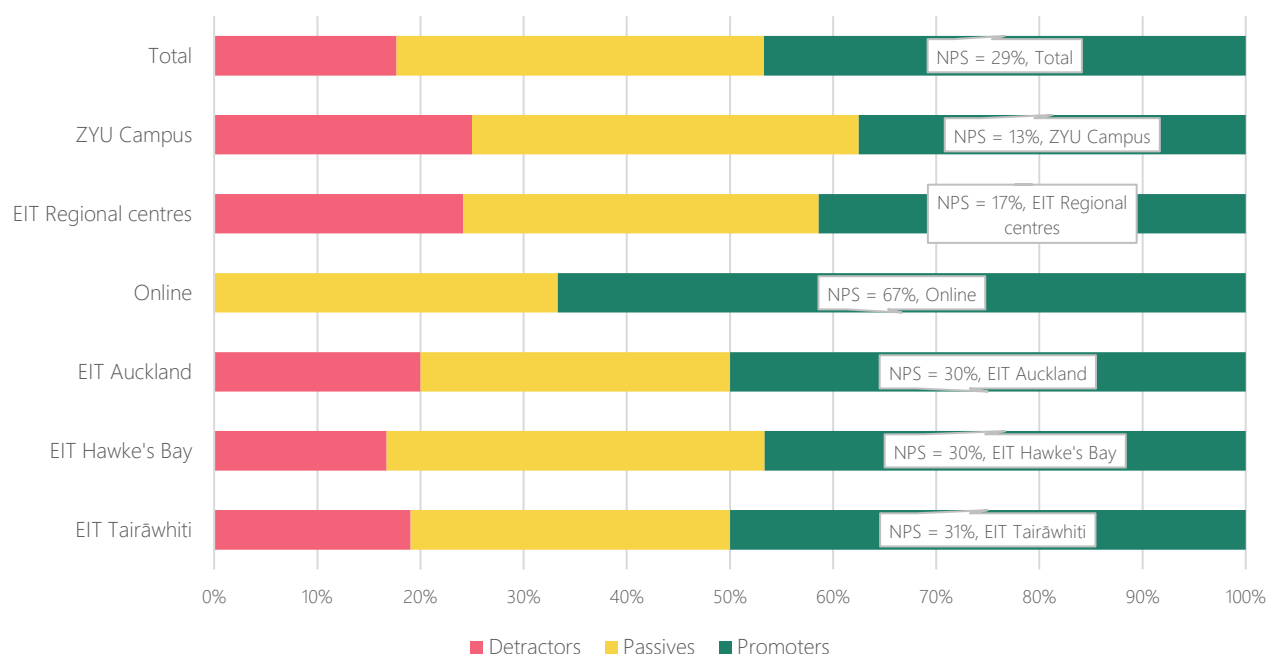
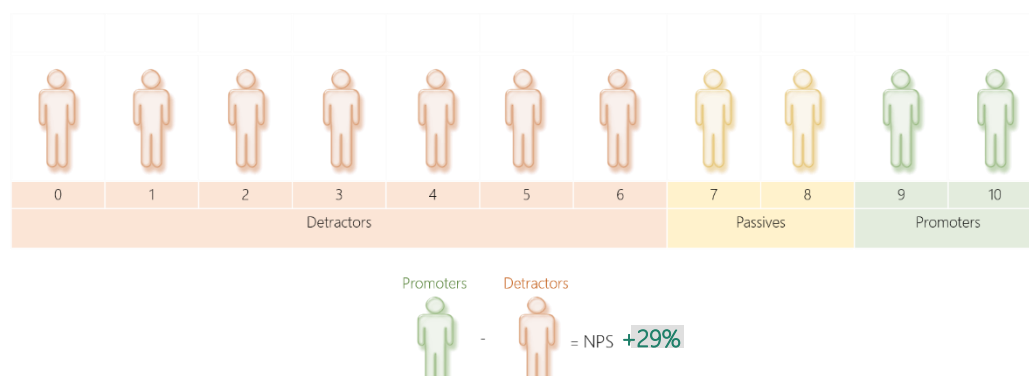
- The majority of students agreed with each of the sustainability statement, although there were some varying opinions.
- Overall, 8-in-10 students (82%) agreed climate change is a grave threat to our planet.
- Also, 79% of students stated they were prepared to make lifestyle changes to reduce climate change, and 78% acknowledged there is a lot can be done.
- Fewer students (but still more than half) agreed that Hawke's Bay will be seriously affected by climate change (59%), and that climate change will have a big impact on future jobs (54%). There was more uncertainty about these issues.
- Understandably, more local students from the Taradale campus (65%) agreed about impacts on Hawke's Bay.
- Offshore students were generally less likely to agree with all sustainability statements.
- Students aged 25 years or older were more likely to worry about climate change and, at the same time, prepared for or already engaged in activities to reduce their own impacts on the environment.

	Sustainability should be a key consideration for all tertiary institutions in New Zealand	Climate change is a grave threat to our planet	There is a lot we can do at our local/regional level to reduce greenhouse gas emissions	I am prepared to make lifestyle changes to reduce climate change	Hawke's Bay will be seriously affected by climate change	Climate change will have a big impact on my future job / career	I am highly involved with activities or behaviours to reduce my own impact
EIT Tairāwhiti	84%	80%	69%	69%	40%	53%	47%
EIT Hawke's Bay	79%	82%	80%	82%	65%	55%	66%
EIT Auckland	91%	82%	91%	91%	27%	55%	82%
Online	92%	100%	100%	100%	17%	83%	83%
EIT Regional centres	68%	83%	78%	73%	63%	43%	68%
ZYU Campus	9%	55%	36%	36%	27%	36%	27%



# NET PROMOTER SCORE

All students were asked: "On a scale of 0-10 where 0=not at all likely and 10=extremely likely, how likely is it that you would recommend EIT to a colleague or friend?".



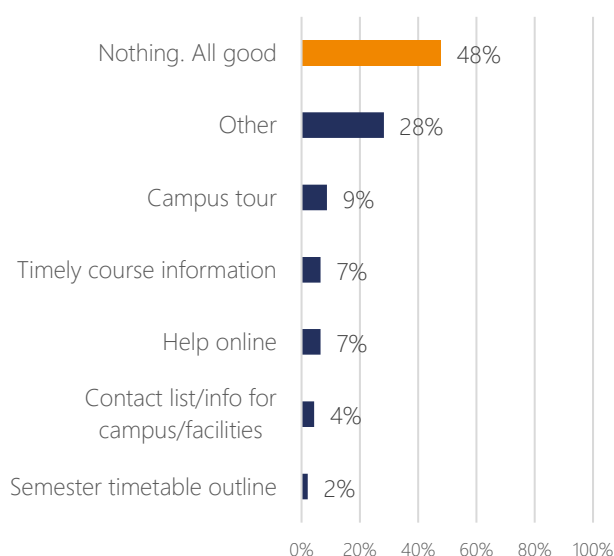
- Overall, the NPS in 2021 was positive at 29% and on par with 2017 (28%) and 2018 (31%).
- NPS varied between the campuses; however, no statistically significant differences were found.
- Older students (aged 25 and above) were, on average, more likely to recommend EIT (38%), compared to students aged 20 or younger (14%).

# IMPROVEMENTS

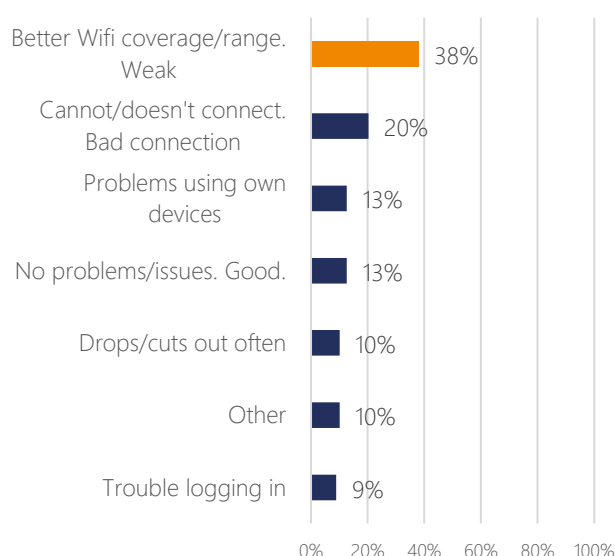
All students were asked a range of questions about potential improvements for enrolment, orientation, and the first few weeks overall. Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses from some respondents.

Consistent with the overall positive results, the majority of students provided no suggestions for improvements. On average, 38% of provided comments stated no improvements were required. A few suggested areas for improvement were '*campus tours*' in the first few weeks to facilitate a better start at EIT, improved Wifi coverage, and prompt communication and information sharing.

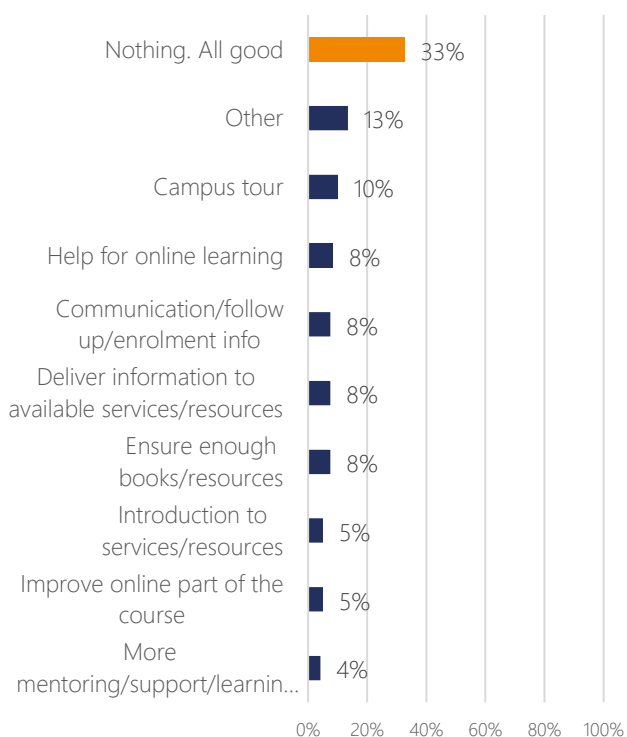
Information for better start at EIT



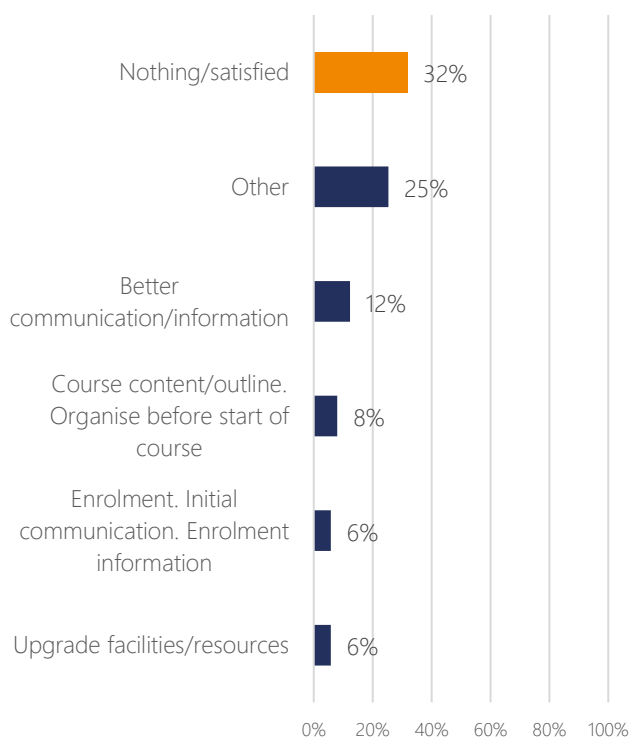
Suggestions to improve wireless network



First few weeks improvements

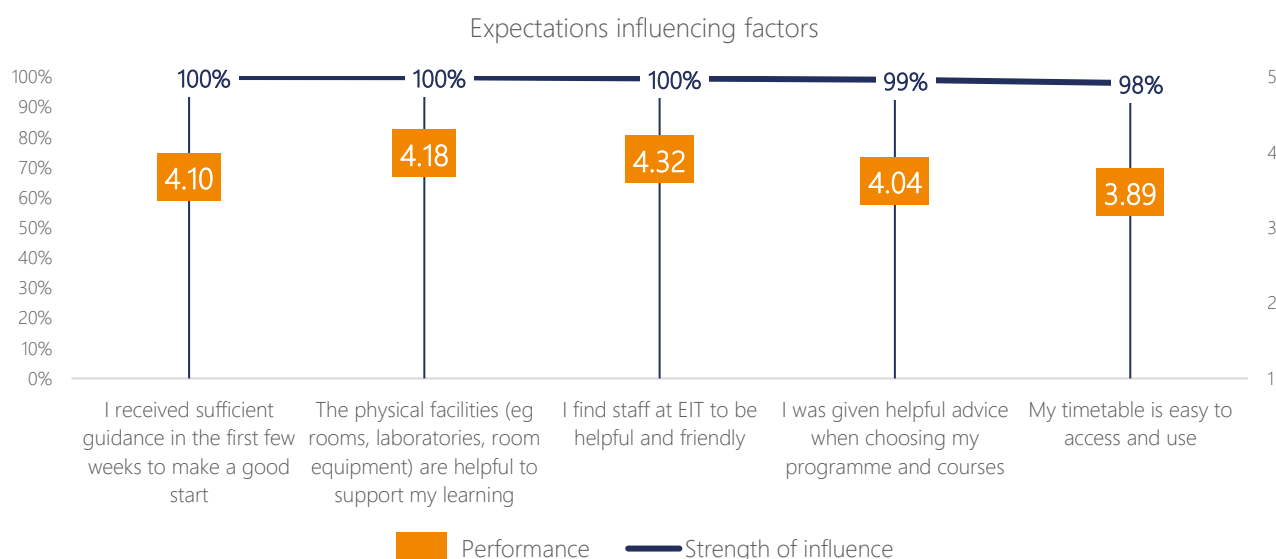
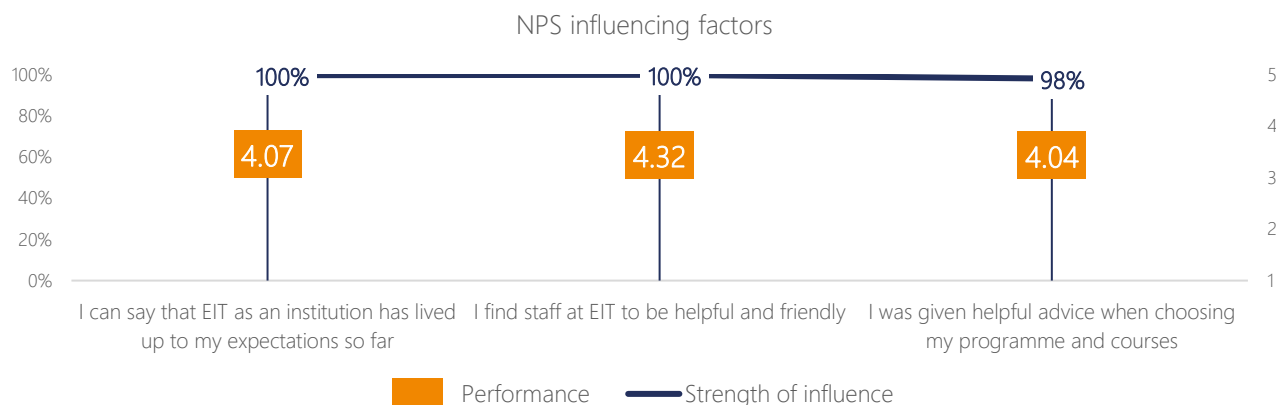


NPS improvements



# KEY INFLUENCING FACTORS

The chart below provides a visual representation of the regression analysis performed to ascertain which statements exerted the greatest influence on the overall satisfaction amongst students. It was combined with performance ratings to provide more detailed insight.



- When taking performance results and strength of influence into account, living up to students' expectations exhibited the strongest opportunity to improve students' recommendations of EIT to others.
- Concurrently, five statements showed significant influence on students' expectations. When also taking performance results into account, three of these statements presented the greatest improvement potential:
  - Sufficient guidance in the first few weeks,
  - Helpful advice when choosing a programme,
  - Easy to access and use timetable.