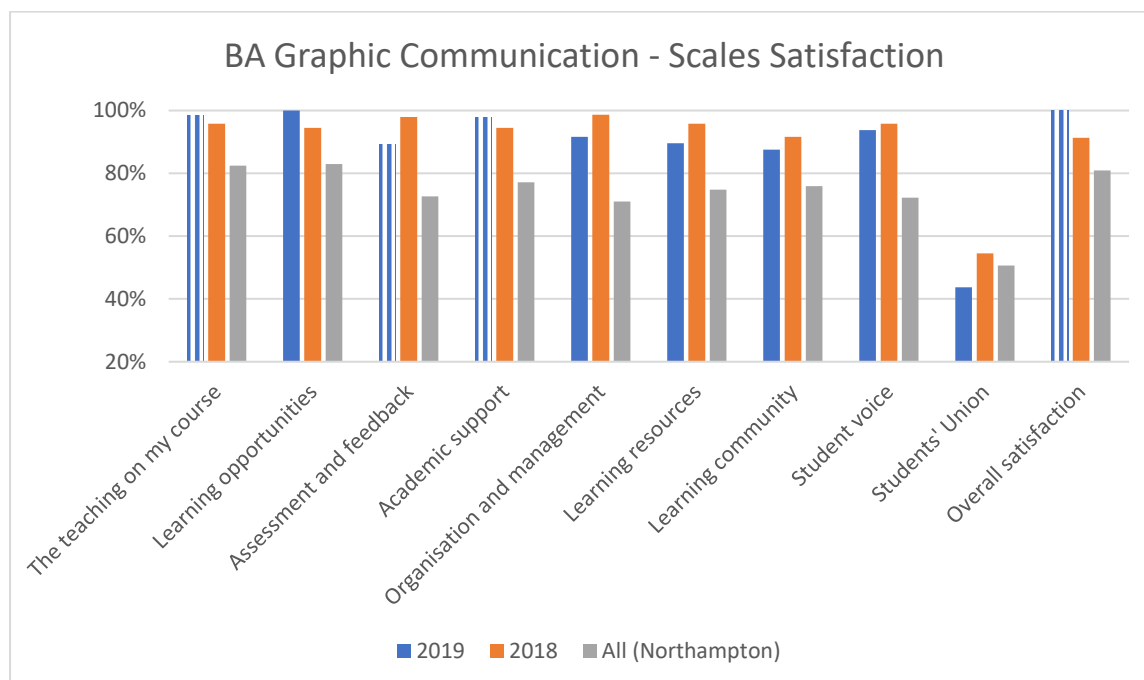


BA Graphic Communication

100% overall satisfaction was attained by BA Graphic Communication – a statistic which has risen by nine ppts from 2018. The other three main scales (course teaching, assessment and feedback, and academic support) all surpassed the University's respective targets.

However, approval for assessment and feedback did slip back by nine ppts (this was caused by clear marking criteria (Q8) and timely feedback (Q10) dropping from maximum approval to 81% and 88% respectively). This was a common theme on several metrics, although it should be advanced that all scales (except for Students' Union representation) are above those for the University, with contentment of at least 87%.



Other noticeable declines in satisfaction on individual questions included:

Efficient timetabling (Q16, organisation and management scale): 88% (down by eight ppts);

- Communication of changes (Q17, organisation and management scale): 88% (down by 13 ppts);
- Feel part of a community (Q21, learning community scale): 75% (down by eight ppts).

From the latest DLHE data, 82% of students were in graduate employment six months after qualifying (12 ppts above the University's target), although this figure has dropped from 100% the previous year. However, regrettably, the gap in receiving good degrees between white and BAME students is a massive 45 ppts. Moreover, in 2017-18, there was also an attainment gap of 12 ppts between male and female students.

RECOMMENDATIONS: Given the significant BAME attainment gap, this provides evidence for the introduction of anonymous marking across the institution, where possible. The Students' Union Elected Officers have committed to reopening the Student Survey to see whether Anonymous Marking would remedy and potential bias.