

GLSNZ

GRADUATE LONGITUDINAL STUDY NEW ZEALAND



Professor Richie Poulton

GLSNZ - 2011

We are excited and pleased about the progress made with the GLSNZ project in the first three months of 2011: the survey instrument is in its penultimate form, and incorporates feedback from the university's and the pilot study; the communications and marketing strategy are under way; the website has been created; and the development of the online survey is progressing well.

We wish to welcome two new members of the GLSNZ team, Karen Tustin, a fulltime Assistant Research Fellow, and Brigid Feely, our Communications and Marketing consultant. Both come to us with valuable experience in their respective areas and are welcome additions to the GLSNZ team.

We were all affected by the tragedy of the Christchurch earthquake and consequently postponed our full stakeholders meeting in Wellington. The rescheduled meeting took place on the 11th March at Victoria University. We would especially like to thank Canterbury and Lincoln Universities for attending this meeting at such a difficult time.

Professor Richie Poulton, FRSNZ
Co-Director NCLR, Lead Investigator GLSNZ



Pilot Study Outcomes

The survey instrument was tested on a group of 26 students ranging in age, ethnicity, gender and study programme and type (extramural and on-campus study). The age range was between 20 - 47 years old. The majority of the students completed this longer paper version of the survey within 45 minutes. General feedback indicated the length of the survey was not a problem, provided that a clear rationale was provided for the questions.

The pilot group was specifically asked if any of the questions were intrusive and responded that they didn't have problems with any of the questions. The pilot group did raise two issues. First, with regard to the questions around familial support, the students outlined that their main support might come from friends or even their children. Second, we discussed incentives with them and whether they thought it would influence their response to the survey. They advised that small incentives with more than one chance to win would appeal. As a result of the comments we received, we have made several changes and are considering incentivisation options.

Finally, the students provided an global rating of acceptability of the survey. The scoring could range from 0 (extremely poor) through to 10 (excellent). The group's average rating was eight indicating high levels of acceptability.

The GLSNZ team plan to run further pilots with specific ethnic groups to ensure cultural sensitivity and accessibility.

Web Presence

The GLSNZ website has been created. This will be the platform for information about the study, where the students will log on to participate in the survey, and where the results will be disseminated.



Online survey

At the stakeholder's meeting we previewed the prototype of the online survey. The test version will be finished in April when we plan to extensively test the online survey to make sure it is robust. We have made sure that the server provider will be able to cope with high volumes of participants at any one time.

Comments provided at the stakeholder's meeting are with the programmer now and modifications are being made accordingly.

Measurement and Code Books

The extensive Measurement Book which outlines each of the survey questions in detail, including its origin and supporting references, is nearing completion. The accompanying Code Book is also well underway. These accompanying documents are "living" i.e. they are expected to change throughout the life of the survey, for example additions of new questions included at later timepoints.

Feedback

The latest version of the survey instrument was circulated to all stakeholders and feedback is requested by Friday the 25th March.

Marketing and Communications

We are currently working on strategies that will “set the scene” for the survey, as it is rolled out to final year students, at each university. The objective of this awareness-raising phase is to ensure that the cohort have heard about the survey and have a positive attitude towards it.

The GLSNZ communications coordinator, Brigid Feely, will be in touch with each university’s Marketing and Communications Team to discuss the overall awareness-raising strategy, tactics that will be specific to that university, and how communications with final-year students will occur. Brigid has already met with staff from Otago and Victoria Universities, where she received very positive feedback and valuable insights, which are now being incorporated into those universities’ specific plans.

Over the next month, we will be holding a series of focus groups, in Auckland, Massey, Canterbury and Otago, to identify additional channels of communication and to determine the most effective messaging strategies.

It is our intention to have the detailed marketing plan and strategies finalised within in seven weeks. Because the survey will be rolled out at slightly different times at each institution, the awareness raising campaigns will also be staggered – to better match university timelines.

University Sampling

The outline of the sampling procedure was explained in the Stakeholders meeting. All courses at each university have been allocated into one of seven “divisions”: Commerce/Business, Humanities/Social Science, Health Science/Science, Education, Law, and Interdivisional. These numbers were split into two groups: Subdegree/Undergraduate/Graduate and Postgraduate. The number of people to be approached in 2011 will be calculated to ensure representative sampling from each university. Further information is going to be required to determine the cohort subgroupings by ethnicity, gender, extramural/on campus and international. Any perceived anomalies within divisional/categories can be discussed by individual universities with the GLSNZ team.

GLSNZ University Visits

The first individual University visit took place on the 8th March at Victoria University. Richie and Kaa-Sandra met with the Victoria Senior Management Team and outlined the GLSNZ project, the responsibilities of the team and the requirements of the university, the 2011 timeframe of the project, and answered questions. The positive response and the support gained for the project was very encouraging. We look forward to upcoming visits to engage with other university senior management teams (the next visits will occur with Canterbury and Lincoln on Wednesday the 23rd March).

GLSNZ Timeline

