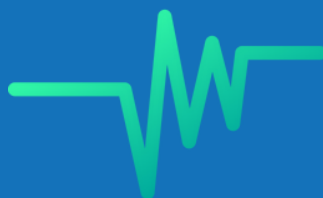




Pulse Pilot Use Cases:

A guide to turning feedback into action

2024



Introduction

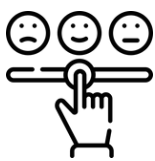
Welcome to our guide on making the most of Pulse!

We've gathered insights from pilot programs across institutions to present the many ways Pulse can capture impactful feedback and drive meaningful improvements in the student experience. In this guide, you'll find practical examples of how Pulse can be applied to address unique aspects of student life, from capturing Welcome Week impressions to ongoing mental health feedback and real-time campus insights. Each use case is tailored to enhance student engagement and responsiveness.

From our pilots, we discovered that keeping Pulse surveys concise—with just **3 to 5 questions**—significantly boosts student engagement and response rates.

Explore these use cases to discover strategies that best fit your institution's needs and help you gather the actionable feedback necessary to amplify the student voice.

How Unitu Pulse Works:



Capture Feedback

Select from a template or create a custom Pulse and use a various question types including Likert scale, multiple choice, and text-based questions.



Analyse Feedback

Generate a report without manual effort by using ML to understand sentiment and automatically categorise feedback into themes.



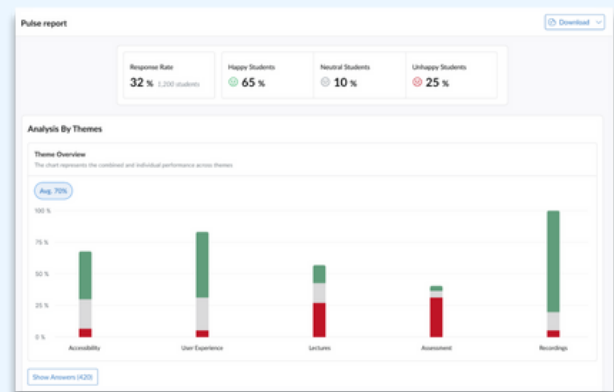
Close the Loop

Create actions based on feedback. Automatically notify students about the actions taken so they can see how their feedback made a difference.

Insights Dashboard: turning feedback into insights

All feedback collected through Pulse is seamlessly integrated into our Insights Dashboard, where both quantitative and qualitative data are presented for easy analysis.

- **Quantitative Data:** Visualise survey results through clear charts and graphs, allowing you to quickly spot trends and patterns in student feedback.
- **Qualitative Data:** Our AI-driven machine learning algorithms analyse open-text responses to automatically categorise feedback into themes and understand sentiment. This data is then organised into visual clusters, making it easier to pinpoint key areas of concern without manual effort.



The Insights Dashboard enables institutions to:

- **Generate comprehensive reports effortlessly**, with feedback themes and sentiment analysis presented in a digestible format.
- **Make data-driven decisions** based on real-time insights.
- **Get a clear and instant view of the student experience** through data visualisation and AI-powered sentiment analysis, helping you to enhance student engagement and satisfaction effectively.

Pulse Use Cases Overview

We've identified seven key ways to use Pulse effectively to enhance student feedback. Here's a quick look at each use case:



Welcome Week Feedback

Capture first impressions to refine onboarding experiences.



Themed Experience Surveys

Focus on specific aspects of student life, such as academic support or mental health resources.



Ongoing QR Code Feedback

Gather real-time input from students whenever they choose.



Question of the Month

Keep students engaged by exploring a new topic each month.



Event Feedback

Collect feedback immediately after events to enhance future planning.



SSLC Meeting Alternative

Streamline structured feedback for discussions traditionally held in Student Staff Liaison meetings.



Rep-Led Surveys

Empower student representatives to gather peer feedback on key issues.

Pulse Use Cases: practical ways to enhance student feedback

1. Welcome Week Feedback

Capture students' first impressions and experiences during Welcome Week.



- **Usage:** Run for a short time at the beginning of the year to hear directly from new and returning students.
- **Benefits:** Helps you see what went well during Welcome Week and spot areas for improvement.

Sample Pulse questions

OPEN TEXT



What was the most memorable part of your Welcome Week experience?

RATING SCALE



How welcomed did you feel by staff and student ambassadors during Welcome Week? (1-10)

SINGLE SELECT



Were you able to attend Welcome Week in person?
(Yes/No)

MULTI-SELECT



Which Welcome Week activities did you find most valuable?
(Campus tours, Information sessions, Social events, workshops)

Pulse Use Cases: practical ways to enhance student feedback

2. Themed Experience Surveys

Focused feedback on key parts of student life, like academic support, campus facilities, or mental health resources.



- **Usage:** Run these surveys periodically to understand student satisfaction on specific themes and identify trends.
- **Benefits:** Helps you zero in on important areas of student life and make improvements based on direct feedback.

Sample Pulse questions

OPEN TEXT



Can you share an experience where you felt especially supported by the university?

RATING SCALE



How confident are you in accessing academic support services when needed? (1-5)

SINGLE SELECT



How often do you use the library facilities? (Daily, Weekly, etc.)

MULTI-SELECT



What types of support services have you used this term? (Counselling, Academic advising, Career services, Peer mentoring)

Pulse Use Cases: practical ways to enhance student feedback

3.Ongoing QR Code Feedback

Continuous feedback using a QR code for real-time input.



- **Usage:** Perfect for getting feedback whenever students feel like sharing their thoughts.
- **Benefits:** Flexible and easy, allowing students to give feedback on their own schedule.

Sample Pulse questions

OPEN TEXT



Is there anything you wish you had known earlier about campus resources?

RATING SCALE



How satisfied are you with the cleanliness and upkeep of common areas on campus today? (1-10)

SINGLE SELECT



Did you encounter any issues on campus this week? (Yes/No)

MULTI-SELECT



Which campus facilities have you used this week? (Library, Gym, Cafeteria, etc.)

Pulse Use Cases: practical ways to enhance student feedback

4. Question of the Month



A single question each month on different aspects of student life.

- **Usage:** Engages students regularly, covering a new topic each month to keep things fresh.
- **Benefits:** Keeps students involved and gives you useful insights on a range of student experience topics over time.

Sample Pulse questions

OPEN TEXT



What motivates you to participate in student events or activities?

RATING SCALE



How supported do you feel by the university's career services? (1-5)

SINGLE SELECT



How frequently do you access academic advising?
(Often, Occasionally, Rarely, Never)

MULTI-SELECT



What topics would you like to see more focus on in the next term? (Mental health, Career development, Social events)

Pulse Use Cases: practical ways to enhance student feedback

5. Event Feedback

Quick feedback from event attendees to make future events even better.



- **Usage:** Gather input from participants right after conferences or events.
- **Benefits:** Allows you to adapt based on feedback and create even more engaging events.

Sample Pulse questions

OPEN TEXT



What was the most valuable part of today's event for you?

RATING SCALE



How relevant did you find the content of this event to your personal interests or studies? (1-10)

SINGLE SELECT



Would you attend a similar event in the future?
(Yes/No)

MULTI-SELECT



What aspects of the event did you find most beneficial?
(Networking, Keynote speakers, Workshops, Interactive sessions, Social activities)

Pulse Use Cases: practical ways to enhance student feedback

6. SSLC Meeting Alternative

Collect structured feedback on key issues that would normally be discussed in Student Staff Liaison meetings.



- **Usage:** Collect feedback in advance, which reduces the need for in-person meetings.
- **Benefits:** Makes feedback collection easy and gives more students a chance to share their opinions.

Sample Pulse questions

OPEN TEXT



What specific issues would you like to discuss in the next SSLC meeting?

RATING SCALE



How satisfied are you with the current course resources? (1-5)

SINGLE SELECT



Do you feel your concerns are adequately addressed by course representatives? (Yes/No)

MULTI-SELECT



Which areas would you like more support in? (Curriculum, Assessments, Learning resources, Communication with staff)

Pulse Use Cases: practical ways to enhance student feedback

7. Rep-Led Survey

Run by student reps, gathering feedback directly from peers on important topics.



- **Usage:** Empowers student reps to take the lead on issues that matter to the student body.
- **Benefits:** Gives reps ownership of the process and often leads to high response rates.

Sample Pulse questions

OPEN TEXT



Is there any challenge you are facing regarding your mental health and wellbeing?

RATING SCALE



How satisfied are you with your overall experience at the university this term? (1-10)

SINGLE SELECT



How often do you participate in student activities or events on campus? (Frequently, Occasionally, Rarely, Never)

MULTI-SELECT



What areas would you like your reps to focus on improving? (Social events, Mental health support, Study spaces, Campus facilities)

Interested in getting started with Pulse?

We'd love to help you make the most of Pulse for your institution.

Book an onboarding session with our team to explore how Pulse can enhance your student feedback process.

[Book a session with Bruno](#)

