Why introduce an insight team?

Sarah Murray
Supported by Sophie Hammond, Tim Cosham & Luke Wale
Who we are
The history

Introduced in 2011 – officer led. Why?

- Gather student voice
- Manage survey overload
- Track strategic measures

Initially 1 x RA. Now 4 full time + 27 student staff

Focus has deliberately changed over time
Year 1: Take stock. Review existing insight and potential sources of info
Year 2: Segmentation and develop a data gathering plan (qual & quant)
Year 3: Visibility, account management, automating processes
Year 4: Embedding insight, upskilling others and strategic marketing
Year 5: Broadening our horizons
The structure

Customer insight manager

CIM accounts

Market researcher

Data analyst

Front end developer

MSL

MR accounts

DA accounts

Specialist Brand & Insight Ambassador

Brand & Insight Ambassadors

We're all about listening to, understanding and interpreting what our students want, so that communications are strategically focused.

Market Researcher

Sophie Hammond

Having recently finished my Master’s in Mental Health Research here at the University of Nottingham, it’s fair to say I have plenty of insight into just what it’s like to be a student here!

My role involves supervising and training Brand and Insight Ambassadors, conducting and analysing surveys, updating segment guides and overseeing reports relating to welfare and advice, postgraduates, events, student networks, employability and volunteering.

When I'm not working, I enjoy visiting the new bars, restaurants and cafes that pop up in Nottingham – all in the name of research, of course! I'm also a self-confessed foodie, and a lover of cocktails.

Front End Developer

Luke Wale

I have experience in different areas and projects and have developed a greater understanding of the best problem-solving approach, and the most suitable solutions for online situations.

As the Front End Developer, I'm the go-to guy for anything website related. I manage the SU website as part of the Insight team and work closely with the Marketing team on their web projects. Ultimately, I make sure students get the best possible experience across all our websites.

Outside the SU I run a self-development group that helps people achieve their goals which creates great social opportunities. If I'm not at an event, you'll find me working hard in the gym or beating the locals at a game of pool!

Data Analyst

Tim Cosham

G'day! Originally from Oz, I landed in Blighty in 1997. Since then, I've worked for the YHA and a leading UK cinema chain (where I discovered my aptitude for number crunching and trend analysis).

This led me to the SU as a Data Analyst, where I audited the SU's data and digital situation. The results have helped shape our strategy and transform the way we work.

My background means I'm well-placed to provide insight analysis and Mystery Shopper feedback. I report performance and highlight incremental enhancements – particularly around customer feedback, engagement and income.

When I'm not crunching big data, I spend time with my family. I also love camping and I'm a huge film buff.
The structure

Job titles: Data, Researcher, Insight and Developer.
All responsible transforming data → research → insight.

Types of data: student & membership records, demographics, psychometric segments, surveys, workshops, thought forum, data visualisation, transactional, mystery shopper, online analytics, GOATing, audits, KPIs

Expertise developed on the job. ‘I can learn it’ attitude.
Our USP: innovation, curiosity (not just how but why) self reflection, lean, strategic, students at heart, behavior change theory.
How we make a difference
The Insight Strategy

Year 1: Take stock.

Year 2: Segmentation and data gathering plan

Year 3: Account management, visibility automation

**Year 4: Implementation, upskilling others and strategic marketing**

- Collaborations with marketing
- Champions
- SOSTAC
- New SU strategy

Year 5: Broadening our horizons
Collaborations

**Year 4:**

‘Married’ to Marketing!

‘Insight process’ compliment SOSTAC

Champions for each department

New SU strategy based on Did You Know documents…

- Literature review
- SWOT
- TOWS Recommendations
- Problem solving workshop
- Logic modelling (ToC)
The difference made (a select few!)

Departmental objectives & officer manifestos better aligned to strategic & student priorities (scope, monitor KPIs, evaluate):

• Increased satisfaction
• Ownership of evidence based change (upskilling others)
• More evidence of impact
• Faster response to change in student mood

Commissioned research that has influenced decision making:

• 2 new strategic themes: welfare & transitions
• New SU space
• Digital transformation e.g. University app

Changes to communication:

• Higher open rates, targeted
• Re-brand
• Online tools (e.g. diagnostic)
It's not all been plain sailing
The challenges

Survey fatigue

Digital ownership – maximizing sources of info

Clarifying and challenging research purpose
• Analysis paralysis and the data dragon!
• ‘Insight that confirms I’m right’

Internal buy in – ADKAR and stakeholder mapping
• Awareness & desire (e.g. the role of insight with Officer manifests)
• Knowledge & ability (Upskilling staff, student staff & volunteers, using resources, speed of turnaround)
• Reinforcement (Segments, SOSTAC, impact)
Questions?

Customer service, transactional monitoring, data audits and data visualisation, student pound

Workshops, surveys, thought forum and upskilling student groups and staff

Web analytics, Activity Matchmaker, user experience and membership systems
That’s us!

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