



Join the conversation #Surveys21



## Call for proposals and guide to submissions

# Surveys & Insights Conference 2021:

## Adapting to challenging times

**28 April 2021**

Hosted on the Advance HE virtual conference platform

**Deadline for submissions: midnight 28 January 2021**

Submissions should be made at [our online site](#)

### Overview:

#### Adapting to challenging times

In the past few months the higher education sector has faced unprecedented challenges. While gathering and reflecting the student voice has always been critical, it has arguably become even more necessary in these times to ensure the quality of the student experience as it evolves.

Surveys, measurement tools, qualitative research and other techniques have a key role to play in capturing and understanding feedback from students and staff. The wider insight generated from these techniques can in turn deliver creative solutions with real impact.

### Conference aims:

The conference will:

- provide an opportunity to showcase insights from surveys, bringing together keynote speakers, panels, on-demand oral presentations, posters and virtual workshops to explore real examples of innovative approaches to gathering feedback from undergraduates, postgraduates and staff
- provide an opportunity for networking and helping to foster discussions which will be beneficial across the sector.

Past delegates have included colleagues from higher education institutions with an academic as well as professional services/support/student experience focus, together with representatives from sector agencies, charitable organisations, research and policy bodies, as well as providers of research and insight services.

### Conference streams:

The conference will include a mixture of keynote and panel sessions, virtual workshops, on-demand presentations and virtual posters. We welcome submissions from practitioners, academics, market research professionals, student experience specialists, policymakers and anybody with an interest in how surveys, measurement tools, qualitative research and other complementary research techniques are being employed to make a difference to the

quality of provision in higher education. Submissions taking either a strategic or a practical approach are welcome, as are submissions from organisations based within or working for the higher education sector.

Whilst we welcome proposals on a broad range of topics, the conference will revolve around four themes:

- **Adapting to challenging times:** The onset of the Coronavirus pandemic has required institutions to adapt and innovate in terms of their delivery. Accordingly, the student experience was delivered very differently – but often very successfully. How did your institution ensure that the student voice was captured and reflected in any decisions made, and how have surveys, research and measurement tools played a role in helping shape teaching and learning strategy in these challenging times?
- **Measuring the quality of learning:** In light of the recent high-profile review of the National Student Survey (NSS), the spotlight has fallen on how best to capture the student experience in a way that links through to quality. Student Engagement Surveys provide one potential approach for assessing whether students are spending their time effectively. What other approaches are being adopted? This theme provides the opportunity to showcase new and innovative practice which captures the student voice in a way which drives forward the discussion on quality.
- **The BAME student experience gap.** Unfortunately, not all students have the same experience of university. The Advance HE – HEPI Student Academic Experience Survey highlighted earlier this year that less than half of Black undergraduate students would choose the same course and university again, while less than one third of Asian, Chinese or Mixed students felt they received good value for money. There is also recently published evidence from the Advance HE PTES survey that postgraduates aged 30 or younger from Black, Asian or “Other” Ethnic backgrounds report the lowest levels of satisfaction. Comparing these sources helps us provide a holistic picture of the issues facing BAME students, and we are keen to showcase how institutions and practitioners are using insight from qualitative and quantitative research to respond to the challenge of fully understanding and addressing the BAME student experience gap.
- **Supporting students:** Student wellbeing remains a key area for focus. Clear evidence continues to emerge that being a student is often a challenging and stressful time which can impact on wellbeing and mental health, with the Coronavirus pandemic creating even greater challenges. In light of these challenges, understanding the difficulties faced is perhaps more important than ever in order to provide the right level of support. How have surveys and other research methods been used to address this issue? What has really made a difference in helping to understand the issues and devising solutions which have made a positive impact on how students feel?

### **Conference structure:**

The conference will take place over a single day, delivered via our virtual conference platform. It will feature a programme of live keynote speakers and panel sessions, plus live parallel workshops, a programme of on-demand oral presentations and a virtual poster exhibition.

The conference platform will also feature a social networking area for delegates and presenters to connect virtually and discuss current issues, a virtual resources centre where

you can access current Advance HE publications and related resources, and virtual information and exhibitor stands to browse at your leisure.

Full details of these will be given when the programme is published in early 2021.

All live sessions will be recorded and made available for delegates to access after delivery. On-demand sessions are pre-recorded by the presenters and will be available to view throughout the day at delegates' leisure. All recorded live sessions, on-demand sessions and posters will be available to delegates and presenters for 14 days following the conference.

### **Proposals/session type options:**

Proposals are sought against any of the four streams above. Submissions can be for any of the following session formats:

- **On-demand oral presentation** (20 minutes)  
Oral presentations should focus on a particular topic related to the streams of the conference. They may be focused upon practice, strategy, theory or be a discussion piece. Oral presentations should be pre-recorded by presenters and are offered as on-demand sessions available for delegates to watch throughout the day and for 14 days after the conference. Each recorded presentation should last no longer than 20 minutes. Delegates are able to contact presenters directly with questions about their sessions, but live chat is not available. A networking session will be scheduled into the live programme to allow presenters to engage with delegates and discuss their sessions.
- **Live workshop session** (60 minutes)  
Workshops are for one hour and attempts should be made to deliver an activity-based session within the confines of the virtual platform. They should be interactive and involve participation or an exploration with delegates about the outcomes of the activity or activities. Live workshop sessions will be scheduled into the programme in parallel sessions alongside other workshops.
- **Virtual poster presentation**  
Posters give an alternative approach for the presentation of current research or new work and should focus on using insight from surveys and broader metrics for enhancement. Posters should be an eye-catching visual representation of a topic, potentially including graphics, tables, charts, text, and images (additional details can be shared via virtual 'handouts'). Posters will be displayed throughout the conference for informal browsing, but contributors will be asked to be **available for discussion** at a dedicated time within the live programme. Posters should be created as PDFs to be submitted in advance of the conference.

### **Submission guidelines:**

Submissions should be made at [our online site](#).

**Deadline for submissions: midnight 28 January 2021**

The following provides an outline of the information required in your submission.

**Privacy statement:**

Before commencing your submission, please ensure that you understand how we will store and use any personal data provided on the submission form by reading our [privacy statement](#).

**Contact details:**

Please include details for the lead presenter (and main person for correspondence), as well as contact details for all contributors who intend to co-present at the conference. Short biographies should be provided which will be added to the conference platform and made available for all conference delegates to view. Biographies should be no longer than 100 words and should be written in the third person singular.

**Title of session:**

Please give your session a name that describes your session concisely and attractively to audiences. On request, the title of your session can be changed ahead of publishing the programme, but as standard, this will be the title used for the programme and in all publicity of your session.

**Conference stream:**

Please indicate to which of the four streams your submission most closely aligns. You are only able to select one stream.

As a minimum, presenters of both live and on-demand sessions will be required to attend the conference to present or be available at scheduled times in the networking area for discussion and questions. Please ensure that, if your submission is accepted into the conference programme, you are available to attend the conference on 28 April 2021.

On-demand presentations will be searchable by stream to enable delegates to easily search for their specialist areas or interests. These will also assist us in the scheduling process to avoid timetabling clashes of complementary work.

**Session type:**

Please select the session type that most closely relates to the session that you wish to deliver. Please be aware of the differing lengths of the sessions available. You may select more than one session type if you wish and our reviewers will decide which session type is most appropriate for our programme. Please see above for further clarification of the session types. You can select from:

- Live workshop (60 mins);
- On-demand oral presentation (20 mins);
- Virtual poster presentation.

**Promotional abstract:**

This abstract will be used for publicity purposes only to promote your session via the Advance HE website, the virtual platform, Advance HE Connect and on social media. This should set out the aims and objectives of the session and be written in a way that will attract delegates to your session. Abstracts should be no longer than 100 words. Please note, the promotional abstract is not sent to reviewers as part of the submission, so should not be viewed as an introduction to details contained in your session outline.

**Session outline:**

Please specify details of your session: how it will run, how you will engage participants, and how the proposal links to the overall theme of the conference and the chosen stream. You should also include information on the intended audience and the impact your session will

have on that audience, such as why delegates will be interested in the session; how delegates will be able to implement the findings in their own practice; and how the session demonstrates originality/innovation. If proposing a live workshop, please indicate how you intend to include delegate participation and whether breakout room facilities will be required to accommodate these. Outlines should be no longer than 500 words.

This information will be used by our reviewers to select sessions for inclusion in the programme.

### Conditions:

In submitting a proposal for the Advance HE Surveys & Insights Conference 2021, please be aware that you are agreeing to:

- attend the virtual conference as a presenter-delegate to present your live session, or engage in discussion with delegates as an on-demand or poster presenter should it be accepted into the conference programme. Please note, presenter places are not free of charge, but are offered at a discounted rate;
- the collection and storage of personal data, as outlined in [Advance HE's privacy policy](#);
- information about yourself, your co-presenters, your institution and your session details being promoted externally on the web-based conference programme;
- ensure that any pre-recorded presentations are captioned and comply with accessibility guidelines;
- your session being recorded on the conference platform and shared with delegates during and after the conference;
- your details and those of your co-presenters (name, email address, institution, biography and Twitter name) being shared on the Advance HE conference platform.

Please confirm that you accept these conditions, or select 'other' and provide an explanation for your reason. If you select 'other' we will contact you directly to discuss this.

### Review criteria:

Each proposal is subject to review by a panel of peer reviewers against the following criteria:

- anticipated interest;
- clarity of the proposal;
- implications of the findings for the learning and teaching community;
- originality/innovation of the mode of presentation;
- relevance to the conference theme and streams;
- potential for delegates to be actively engaged.

### Reviewing:

A panel of Advance HE Surveys specialists and advisers will act as peer reviewers for all conference submissions.

### Additional information:

#### Important dates:

| Date                 | Milestone                                      |
|----------------------|--|
| 5 October 2020       | Call opens                                     |
| 28 January 2021      | Deadline for submissions (midnight)            |
| w/c 15 February 2021 | Lead presenters informed of submission outcome |

| Date             | Milestone  |
|------------------|--|
| 16 February 2021 | Draft conference programme published online                                  |
| 26 February 2021 | Lead presenter acceptance of session place                                   |
| 26 March 2021    | Deadline for presenters and co-presenters to have booked onto the conference |
| 19 April 2021    | Recordings/PPTs/Virtual posters to be submitted                              |
| 26 April 2021    | Conference bookings close  |

### Conference prices:

Early bird rates are open until **14 October 2020**.

Presenters are eligible for a 10% discount on ticket prices following confirmation of acceptance into the conference.

To book your place at the conference, please [click here](#):

|                                  | Member institutions | Non-members |
|----------------------------------|---------------------|-------------|
| <b>Early Bird/Presenter rate</b> | <b>£157</b>         | <b>£211</b> |
| Standard rate                    | £175                | £235        |

### Pre-conference:

Following the review process, presenters will be informed of the decision and will be asked to confirm acceptance of the offer to present at the conference. On confirmation of acceptance, workshop presenters will be allocated a specific time within the live conference schedule. Poster and on-demand presenters will also be informed of the scheduled time for the live chat with delegates. All presenters (regardless of session type) will need to register and pay for their place at the conference by 26 March 2021.

Contributors will be required to send presentation slides, MP4 recordings or PDFs of posters to the conference team by 19 April 2021. Presenters should ensure that any MP4 recordings are captioned for accessibility (guidance on how to do this will be circulated on acceptance into the conference). These resources and details of the presentation, drawing on information supplied on the submission form, will be made available to all delegates and may be published on the Advance HE website. Please ensure that permission has been sought for the use of any copyrighted images.

You may also be invited to blog about your session before the conference to assist with promotion of the event.

### Post-conference:

Some resources may be added to the conference web page for wider dissemination at Advance HE's discretion. Please ensure that permission has been sought for the use of any copyrighted images. You may also be invited to blog about your session or conference experience.

### Presenter availability:

The conference programme will be delivered on 28 April 2021. Live presenters will be made aware of the time of their session in the week commencing **15 February 2021**. All presenters are required to attend the conference either to present their live session or to engage with delegates on the day via networking and chat facilities.

### **Co-presenters and responsibilities:**

Please include all co-presenters on the submission form. All presenters listed on the form should attend the conference and each will be expected to register for the conference if the session is accepted. Please note:

- All presenters, including co-presenters, need to have booked onto the conference by 26 March 2021.
- It is the responsibility of the lead presenter to pass on all relevant details to any co-presenters, as correspondence in the first instance will be sent only to the lead presenter.
- It is the responsibility of the lead presenter to inform Advance HE at the earliest opportunity of any changes to the session title or content, or of any circumstances that prevent presenters attending the conference that could lead to the session being withdrawn.

### **Materials and handouts:**

Presenters are encouraged to provide PDFs of handouts or supporting resources to accompany their sessions (for all session types). These can be uploaded to the conference platform for delegates to download. Any accompanying resources should be sent along with your recording, PPT or poster by 19 April 2021.

### **Attendee numbers:**

We are unable to guarantee exact audience numbers at any single session and this may result in delegates' attendance being uneven between sessions that are running in parallel.

### **Contact us:**

If you have any queries about your submission for the conference, please contact us at [conference@advance-he.ac.uk](mailto:conference@advance-he.ac.uk)