

## heidi User Survey results 2011



We would like to thank all who took part in our survey. HESA undertook a heidi User survey during November 2011. The purpose of this survey was to obtain feedback on the views and experiences of our users to help shape our future development of heidi.

The results of the survey are displayed below. Comments have been summarised and appear beneath the relevant question.

If you would like to discuss any of these results please contact the heidi services team at [heidi@hesa.ac.uk](mailto:heidi@hesa.ac.uk)

## Survey Results

Number of respondents: 192

Expected number of respondents: 3209

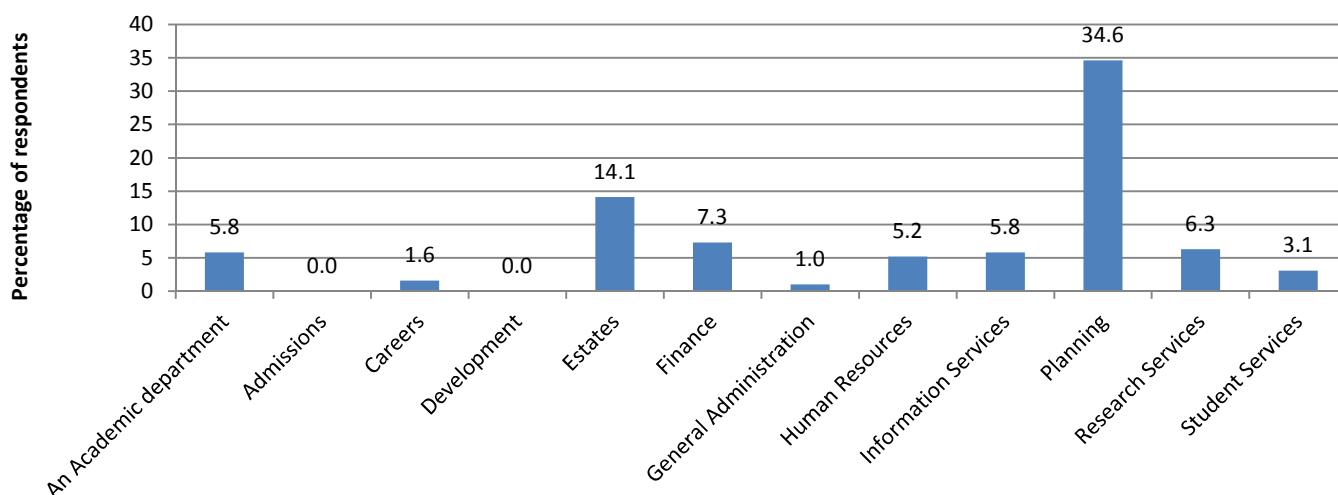
Response rate: 6.0%

Launch date: 20<sup>th</sup> November 2011

Close date: 9<sup>th</sup> December 2011

Responses were received from 91 higher education institutions and 4 organisations. Of the 192 respondents, 63.9% considered themselves to be data specialists, and 32.8% were heidi local administrators. The survey response rate from all users was 6.0%, whereas the survey response rate for local administrators only was 15.7%.

Responses were received from a wide range of departments, as shown below.



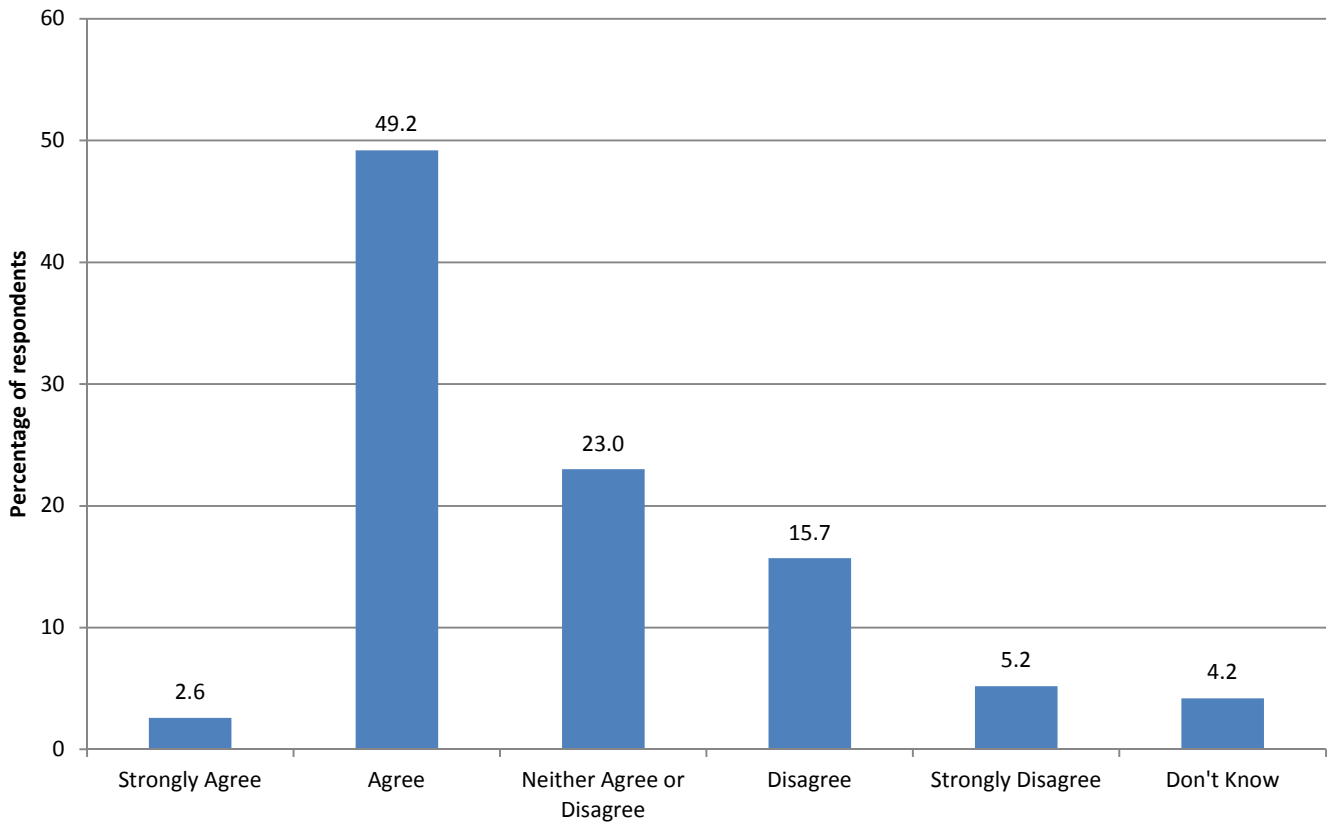
### Other departments included

- Marketing and recruitment
- Internal Audit
- Policy
- Computing Services
- Contracts & Legal Team
- Enterprise
- Work for the HEFCW Statistics
- Safety
- Corporate Information
- Equality & Diversity
- Analytical Services Group
- Knowledge Transfer Service

## heidi User Survey

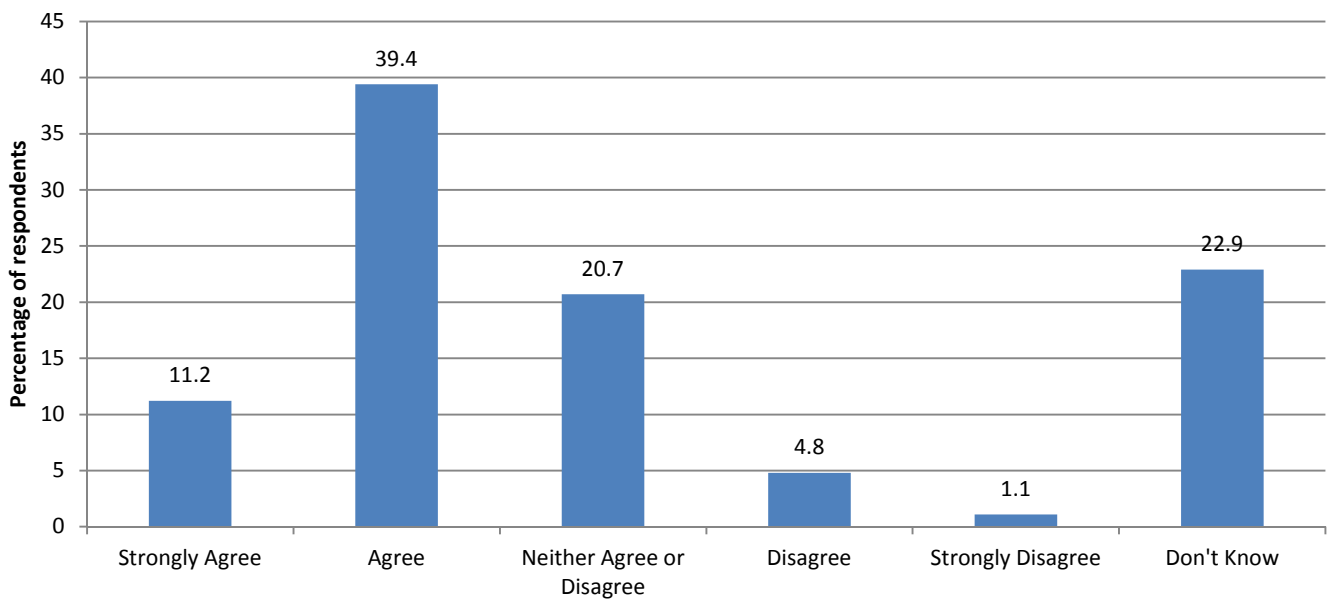
### heidi 4.0 the new release

#### 1. I think heidi 4.0 is intuitive to use (191 respondents)

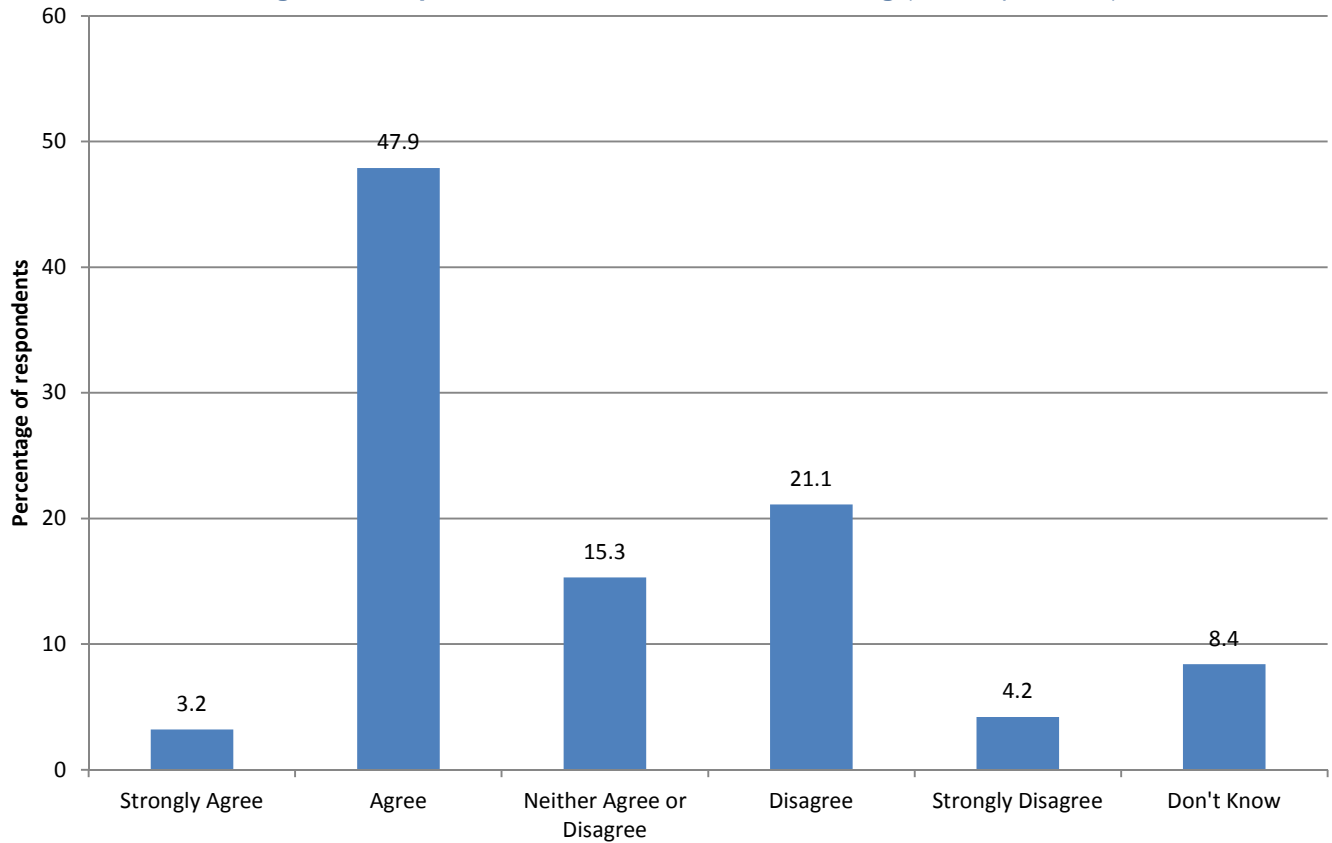


51.8% of respondents agreed or strongly agreed to this question in the 2011 heidi user survey, compared to 40.6% of respondents that responded to a similar question in the 2009 heidi user survey.

#### 2. heidi 4.0 is significantly easier to use than the previous version of heidi (188 respondents)

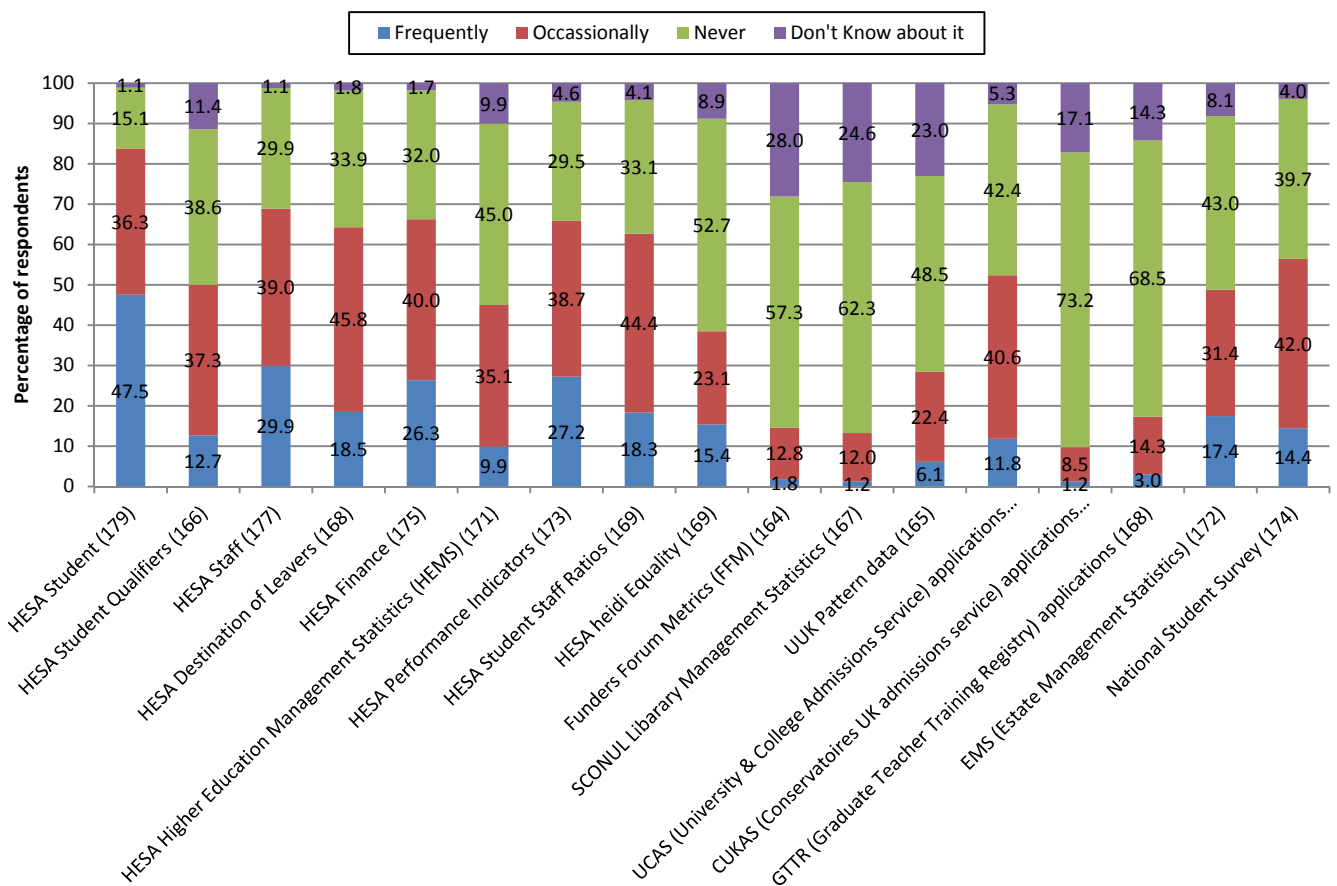


### 3. Novice users can generate reports from heidi with minimal training (190 respondents)



### heidi Data

#### 4. Which of the following data sets in heidi do you use? (Number of respondents)



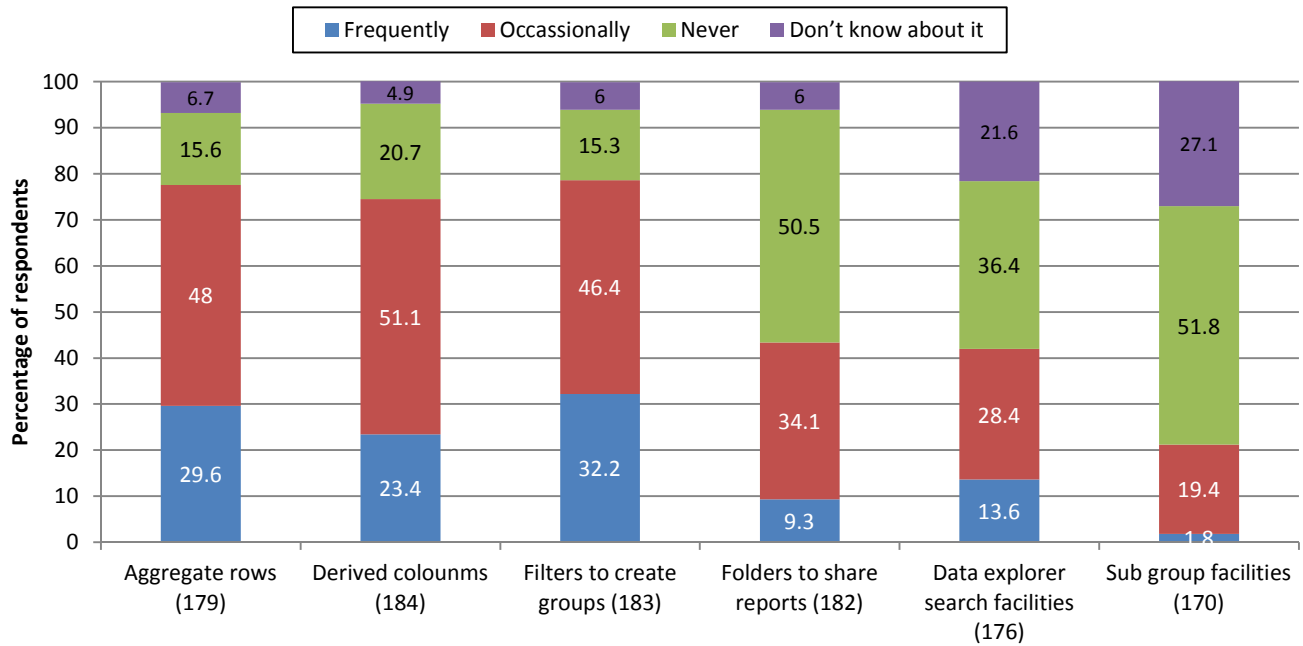
**5. What other data not available in heidi (if any) would you find useful? (summary of answers)**

- More data by UCAS subject line
- Census comparisons by region/city
- DLHE Graduate employment
- Domestic & International League Table
- IT Expenditure
- Postgraduate Applications & other data
- Research Council data
- Student Headcount data
- Border Agency International Student data
- British Council International data
- Tariff scores
- HESA Performance Indicators for Graduate employability\*
- Data drilldown by JACS level 2 & 3
- IT data for HE published by UCISA (HEITS)
- Salary data by hourly rate of pay
- Data drilldown by Graduate & non-graduate employment
- HE-BCI data for prior years
- HESA Institution ID numbers
- Students by Home location
- Research Impact data
- Research Awards & Research Applications
- Citations data (UK and Overseas)
- Reasons for withdrawal of student in progression data
- Expected length of study
- Students with dependents, viewable by mode/level/domicile
- Graduate employability calculations
- NSS % Agree by JACS subjects
- Performance Indicators by JACS subjects
- Staff and Student FTE by ethnicity, disability & gender
- More detailed Aggregate Offshore data
- More data analysable by subject
- KIS data
- League table data
- Research council data
- TRAC data

\*Already available in heidi

## heidi functionally

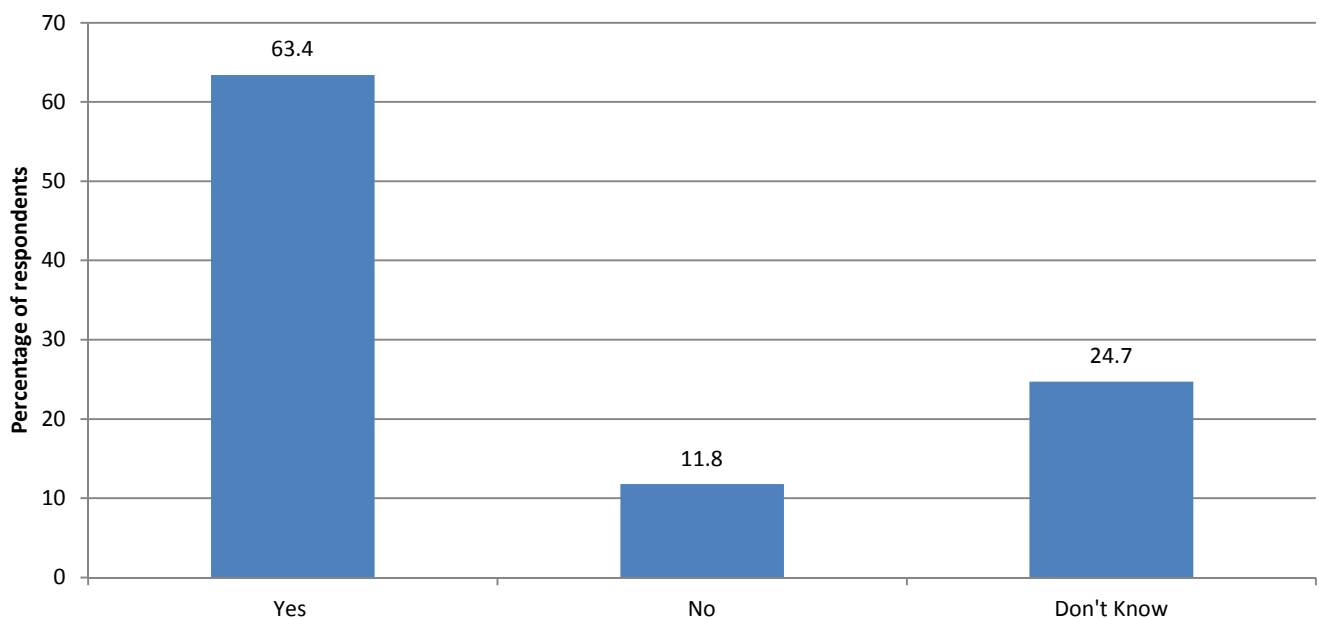
6. Which following elements of functionality in heidi have you used and how often? (Number of respondents)



7. Are there any chart types that are currently not available in heidi that you would like to see included? (summary of answers) (26 respondents)

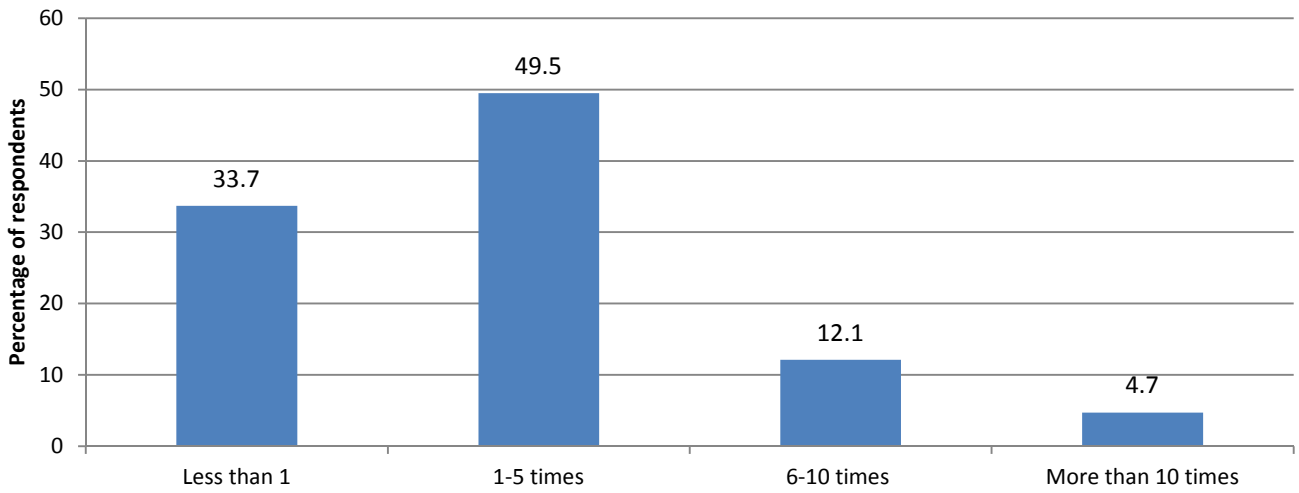
- Bubble Charts
- HEIF formula metrics collated together
- Google Maps/Maps
- Radar Charts
- Interactive charts

8. Would you like to see a dashboard facility added to heidi, so that selected sets of charts and tables could be presented on one screen? (186 respondents)

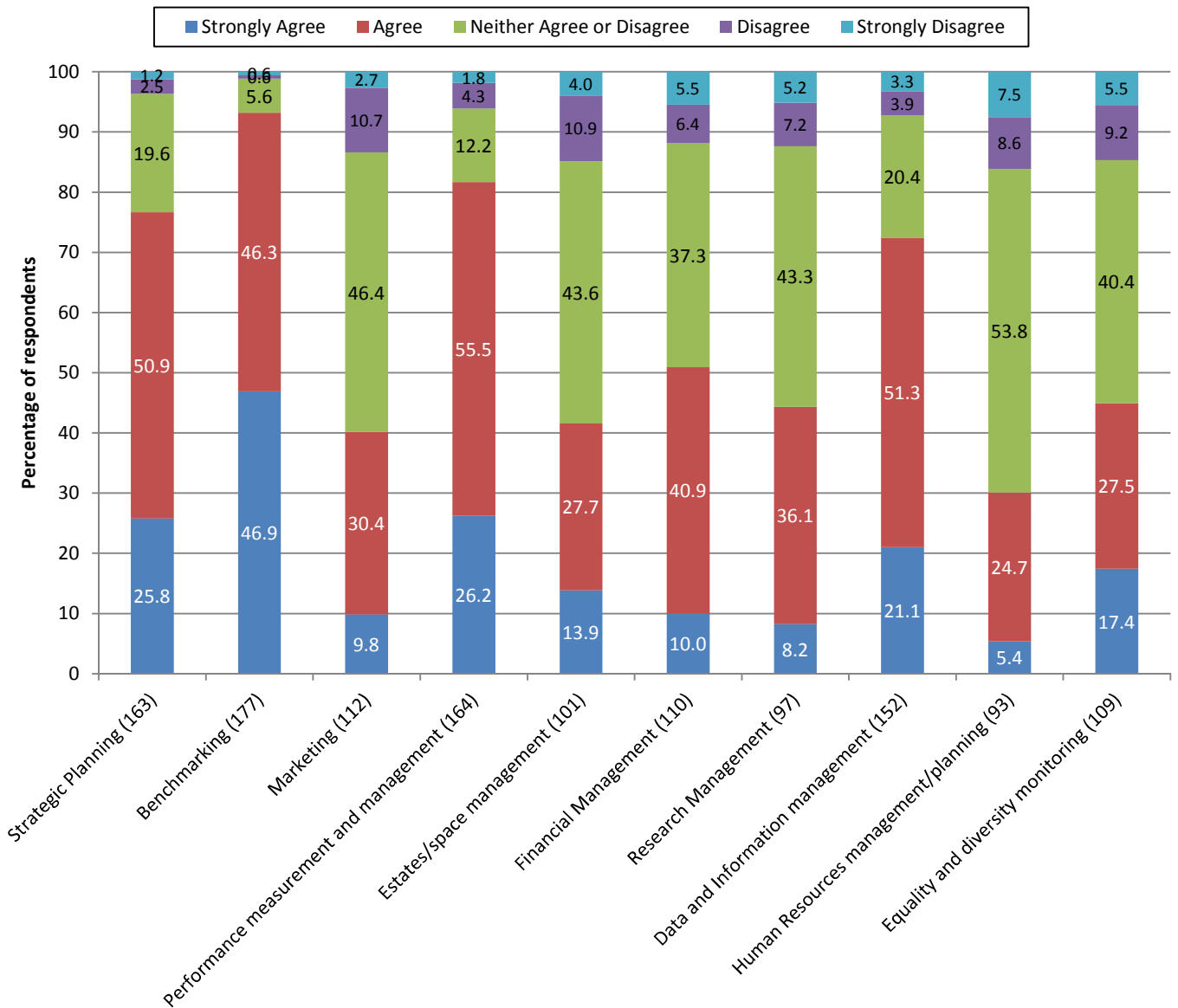


# heidi and my job

## 9. On average, how many times a month do you use heidi? (190 respondents)



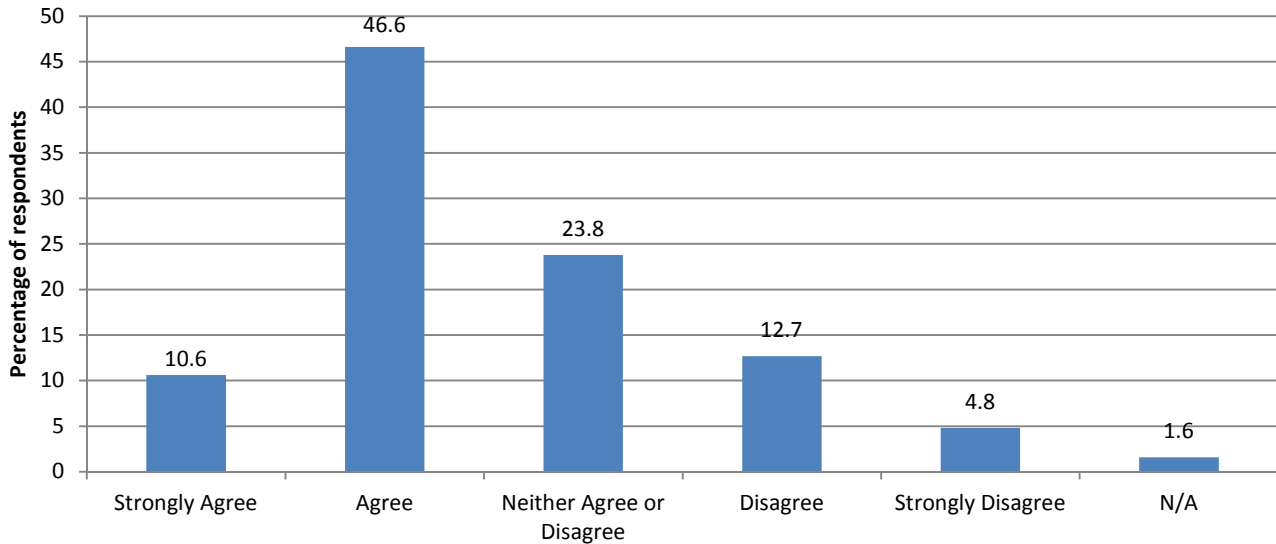
## 10. heidi assists me in the following areas (Number of respondents)



**11. If you use heidi for other areas not listed above specify them below (summary of answers)**  
(12 respondents)

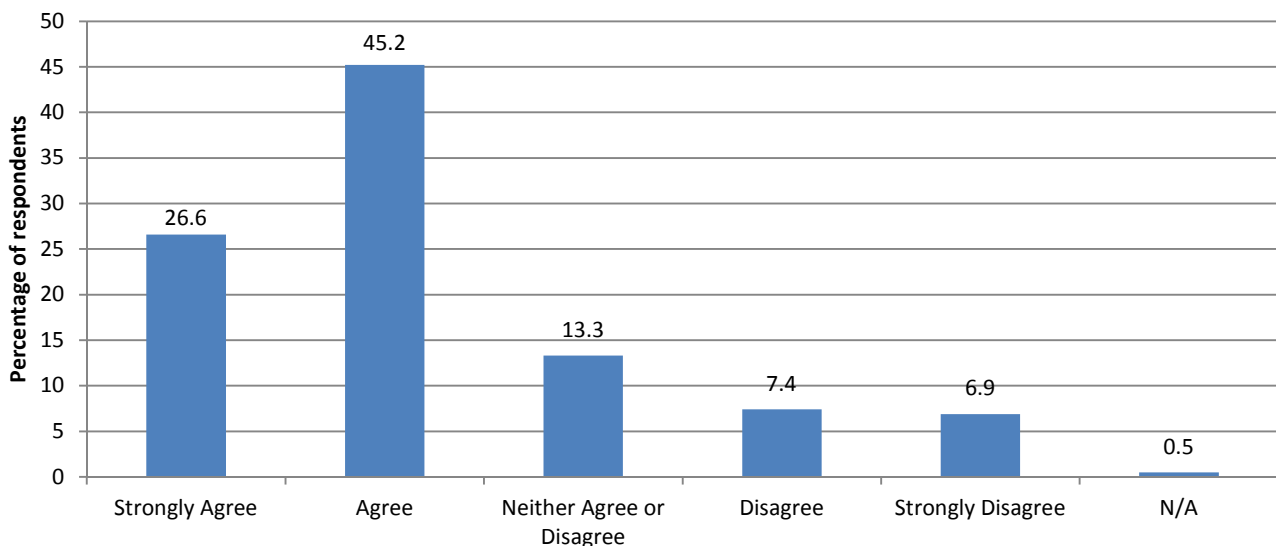
- Academic Research
- Energy Management Travel Planning
- Extracting data for use in business intelligence tools
- Public Sector Equality Duty
- Policy development/Public Affairs Research
- Athena SWAN awards
- Accessing FSR data easily
- Understanding league tables and ranking

**12. heidi has enabled me to undertake new types of analysis (189 respondents)**



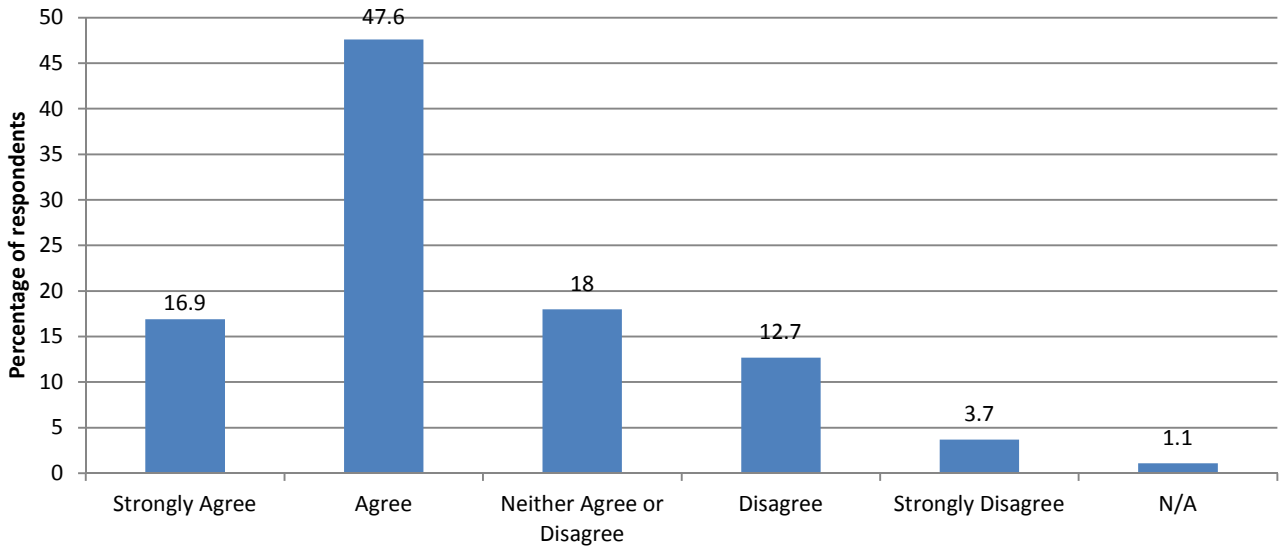
57.2% of respondents agreed or strongly agreed to this question in the 2011 heidi user survey, compared to 64.7% of respondents that responded to the same question in the 2009 heidi user survey.

**13. Using heidi saves me time locating, and collating data (188 respondents)**



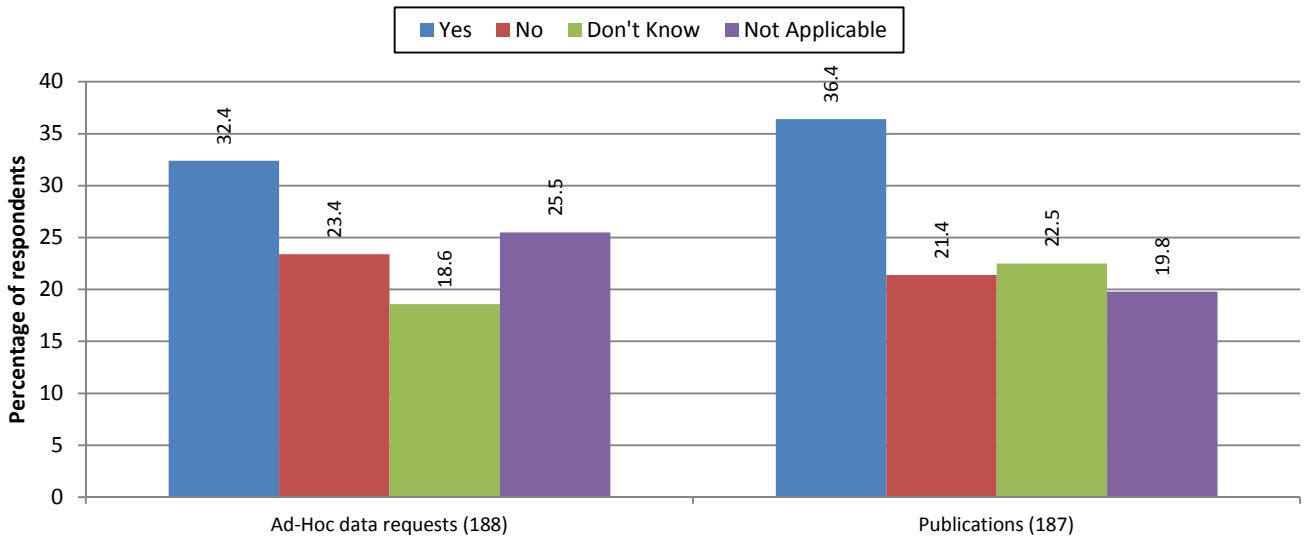
71.8% of respondents agreed or strongly agreed to this question in the 2011 heidi user survey, compared to 60.4% of respondents that responded to the same question in the 2009 heidi user survey.

**14. By using heidi my knowledge and understanding of HE statistics has increased (189 respondents)**

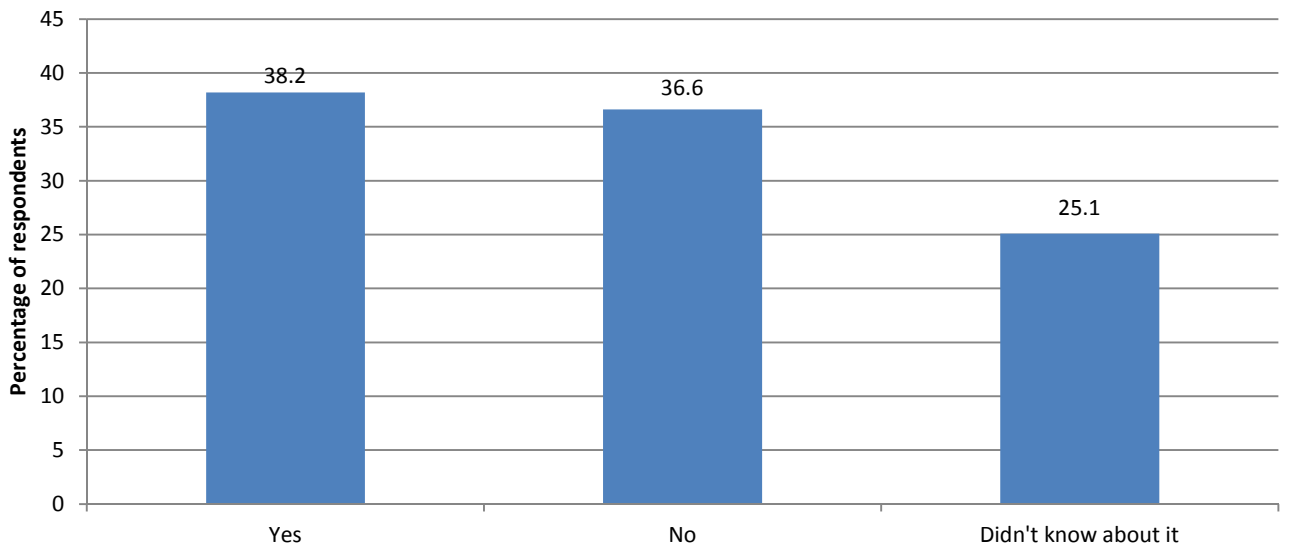


64.5% of respondents agreed or strongly agreed to this question in the 2011 heidi user survey, compared to 50.0% of respondents that responded to the same question in the 2009 heidi user survey.

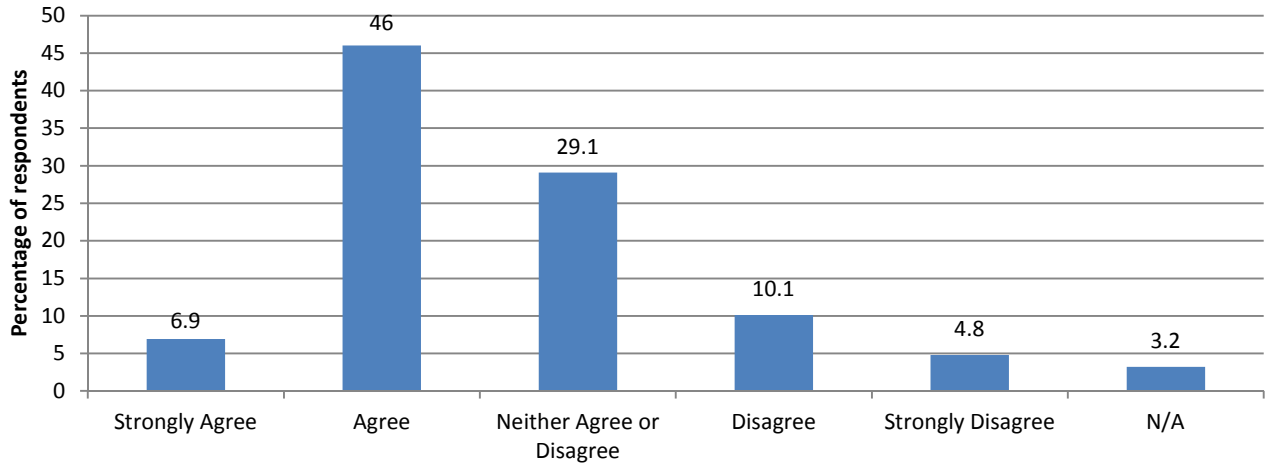
**15. heidi has reduced my requirement for other HESA outputs and services (Number of respondents)**



**16. Have you referred any colleagues or external enquirers to the public area of heidi? (191 respondents)**

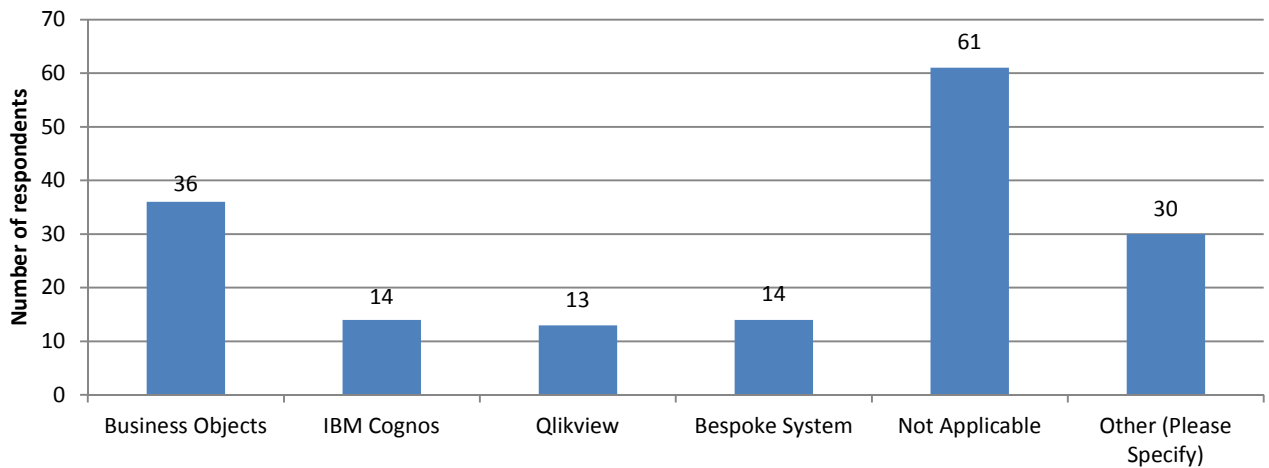


**17. Using heidi has enhanced my perception of HESA services (189 respondents)**



52.9% of respondents agreed or strongly agreed to this question in the 2011 heidi user survey, compared to 49.3% of respondents that responded to the same question in the 2009 heidi user survey.

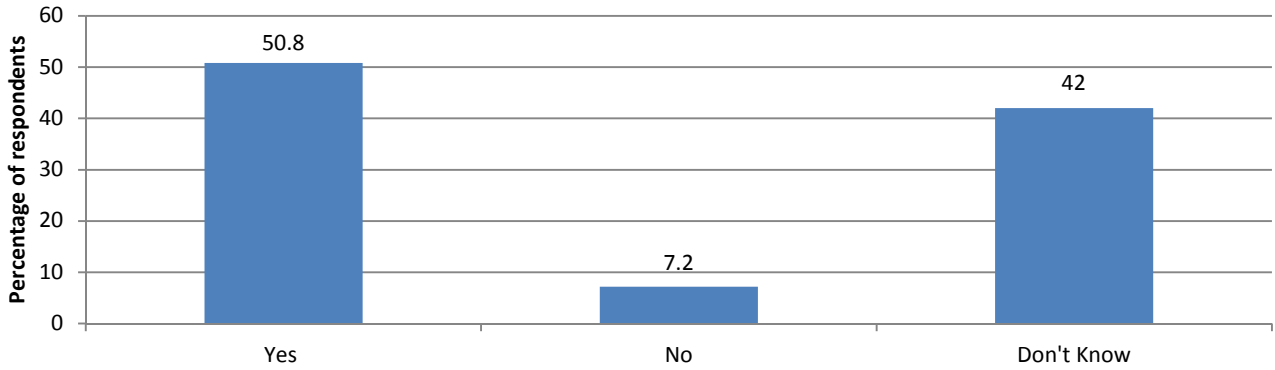
**18. Do you use a Business Intelligence system in addition to heidi and if so what type? (168 respondents)**



**Other includes the following:**

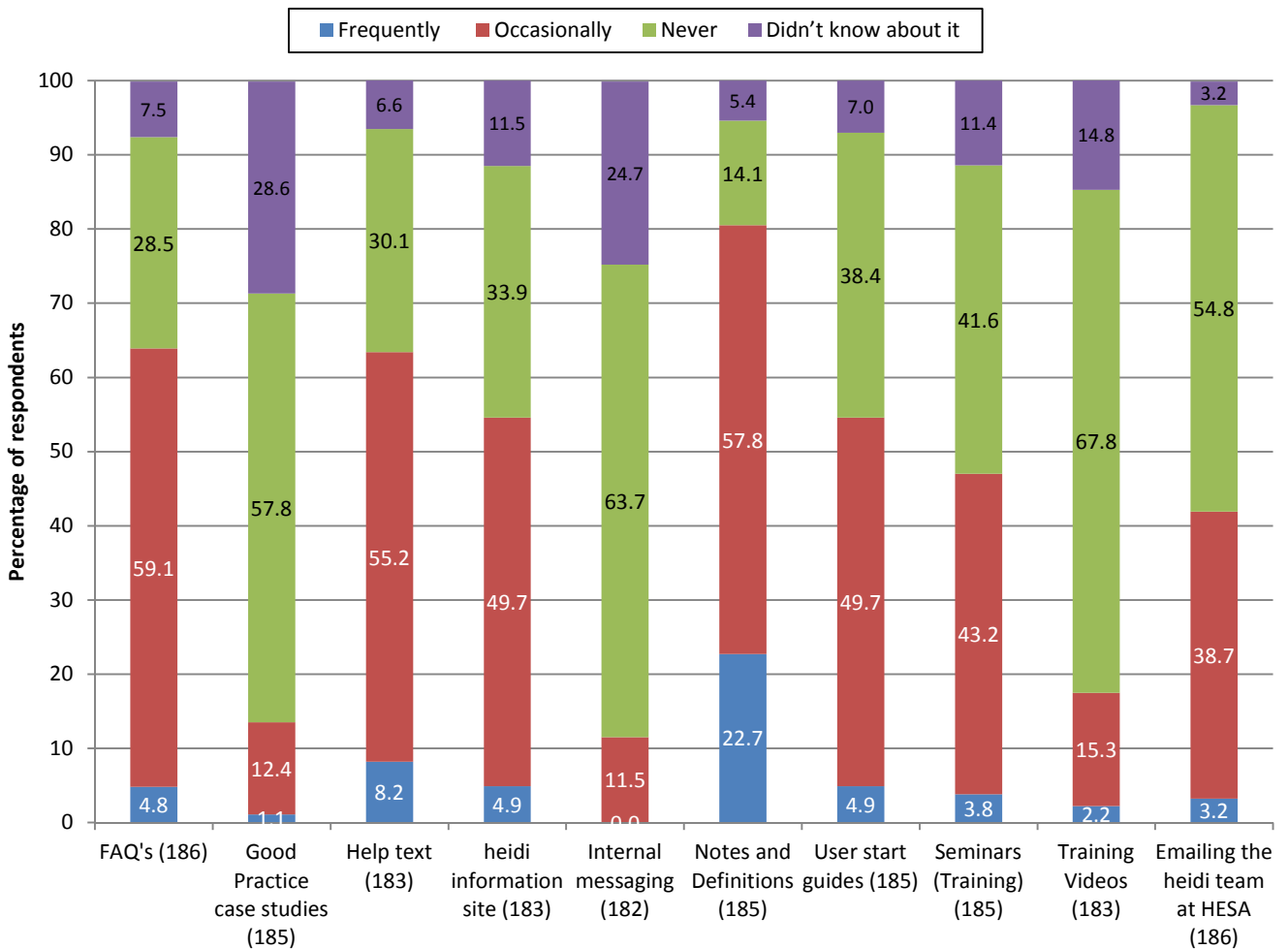
Tableau	5
Oracle	2
SAP	2
'Pure' by Atira	1
Infor PM10 Sharepoint	1
Microsoft SSAS	1
Microsoft SSRS	1
OBIEE	1
Oracle BI Answers	1

19. Would an Application Programming Interface (API) be useful to your organisation (i.e. that allowed heidi data/reports to be defined and exported programmatically to a university business intelligence system)? (181 respondents)

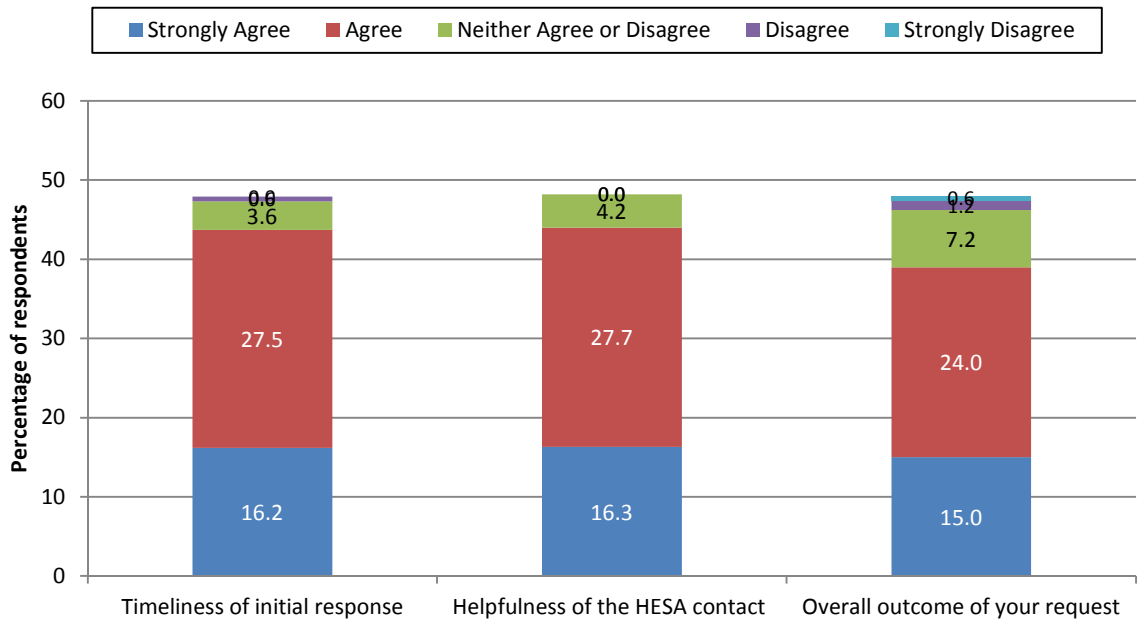


Support

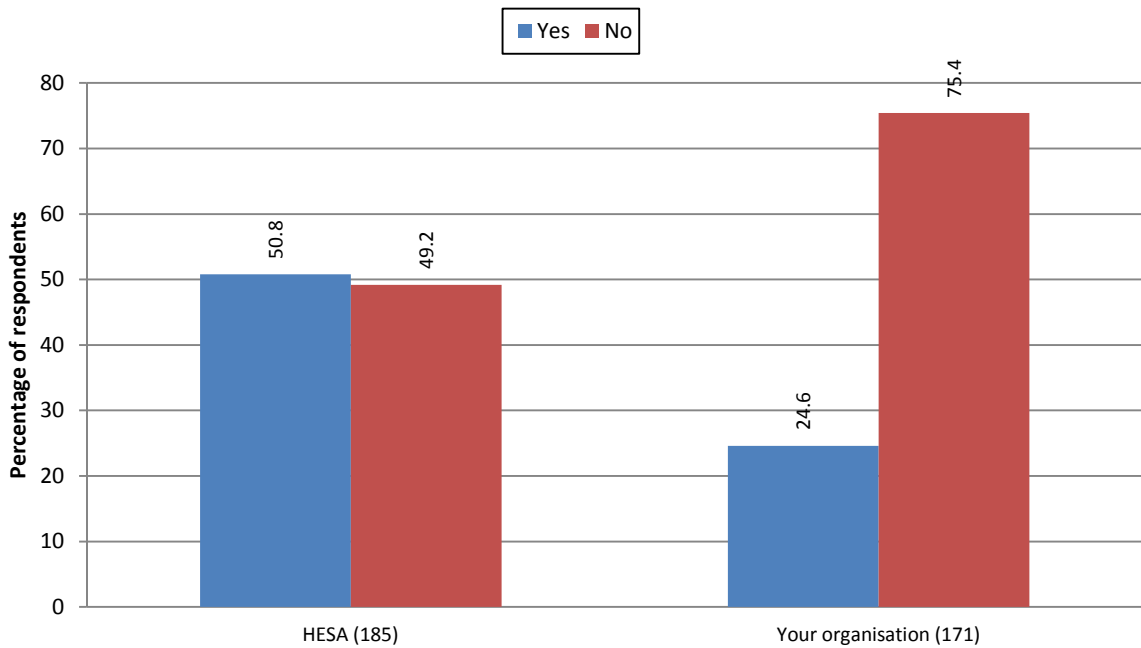
20. The following lists the help available to heidi users. Please indicate which you have used and how often (Number of respondents)



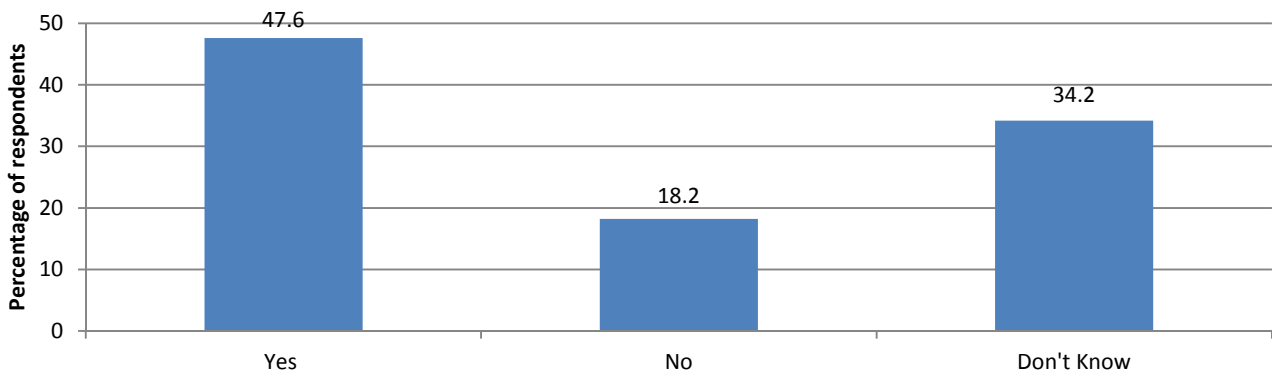
**21. If you contacted the heidi team at HESA, please provide your view of the following statement: I am satisfied with the response(s) received in relation to... (80 respondents)**



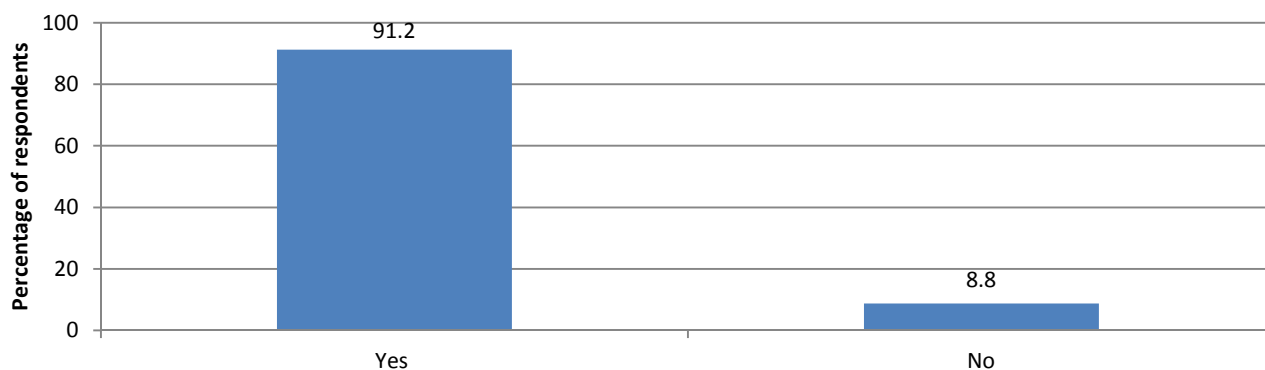
**22. Have you attended any heidi training run by... (Number of respondents)**



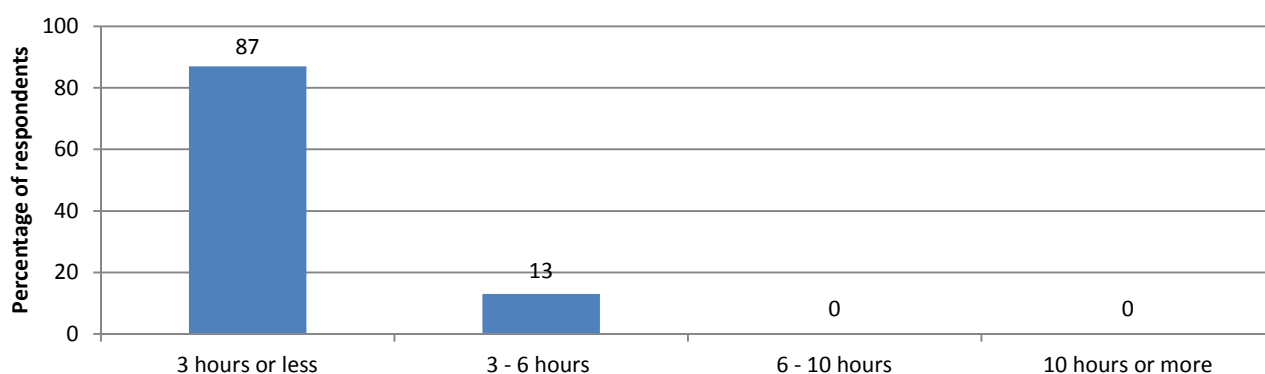
**23. Would a heidi user web forum be useful to you? (187 respondents)**



**24. If you are not a local administrator do you know the contact details of at least one of your local administrators at your institution? (137 respondents)**



**25. If you are a local administrator, how many hours per month do you spend supporting users? (54 respondents)**



**26. Are there any further improvements you would like to see to heidi or the heidi support offered by HESA? (summary of answers) (64 respondents)**

- Ability to display data in a pivot format
- Ability to multi select financial data
- Addition of HESA institution IDs
- More extensive and accessible notes and definitions (including clearer specification of units used). Notes displayed should only relate to institutions within the report group
- More data that can be multi-selected/rolled between years
- Simpler data navigation system, it currently takes too long/too many clicks to select data and is therefore costly to use
- EMS data in heidi is not intuitive to use. Would be useful to be able to extract all EMS data for one institution. EMS ratios could be grouped differently i.e. not in residential/non-residential/total folders). Ability to search for EMS data items and ratios by names or IDs
- Ability to create the same derived column for multiple data items easily
- Quicker performance
- Provide feedback to individuals once a decision is made on a suggestion that they submitted.
- Ability to select all field categories in one click, rather than selecting each individually
- Stop screen flashing between clicks within the report design mode (Internet Explorer issue)
- Simplify the heidi interface
- Ability to add more columns to a report
- Access to a data summary guide from the help guide
- An API or ability to bulk export data in a non-pivoted format
- A way of copying and pasting selection criteria for other years of data
- Facility to create sub-folders within 'my folder' to organise personal reports
- Ability to drill down into the data further than is currently possible
- Drag and drop facility interface

**27. Thank you for taking the time to complete this survey. Are there any further comments that you would like to make regarding heidi?** (summary of answers) (187 respondents)

- EMS data in heidi is not intuitive to use. It is difficult to find data required within the data explorer. The IPD EMS reporting tool was easier to use
- Ability to access heidi data in other ways (i.e. SQL or through an API). This would allow users to automate analysis and reporting to colleagues
- Further user interface improvements are required
- Functionality of Heidi to mirror BI tool such as Business Objects
- It is much easier to train using heidi 4.0
- Heidi 4.0 is more intuitive than previous versions, much easier to use and is quicker for generating data
- The data summary guide should be available as a link from the main heidi website, rather than the heidi information website
- Heidi is an improvement upon CD-ROMs data tables
- Useful for maintenance of internal KPIs
- Deleting reports is difficult when they belong to multiple folders
- Excellent facility that is valuable for bringing together information from a variety of HEI's
- Would like flexibility in terms of building queries rather than relying on pre-defined queries
- Would like to have ability to add in an extra year of data for all columns in a report
- Include KIS data
- Perception that data does not match other HESA outputs
- Don't make system too detailed and analytical at the base level
- Some users reported finding the system cumbersome and time consuming to use, especially when undertaking complex sector analysis, often even after receiving training
- Very valuable tool and fairly easy to utilise
- Ability to benchmark median/mean/quartile against a range of other HEI's
- Using heidi can be tedious
- Improvements made so far are very good and it seems like you listen to feedback
- Concerns that non-data specialists may misinterpret/extract incorrect information