

Igniting Purpose: The Student Experience Action Plan

Graduate Students and SEAP
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Survey Goals



PURPOSE: The survey asked students for their perspectives on different aspects of their student experiences. The questions are closely linked to the goals within Igniting Purpose: the Student Experience Action Plan (SEAP).

- **ENGAGEMENT:** Gather student perspectives and feedback on areas that are critical to positive student experiences (as summarized in Igniting Purpose)
- **COMPARE YEAR OVER YEAR PERFORMANCE:** 2024 collected baseline data for the key performance indicators within Igniting Purpose and corresponding targets, 2025 shows us whether our actions are having impact
- **DATA INFORMED ECOSYSTEM:** Collect data to share widely among the U of A community to inform student-related strategy and planning

Survey Overview

- Conducted between between March 18 and April 26, 2025
- Survey invitations were **distributed by email** to all current students (46,201)
- The participants are closely aligned with the 2024-25 Enrolment Report and the 2021-22 EDI Student Census Report
- **10,989 students** responded to the survey with **8,146 total eligible responses**
- **Of these: 458 Graduate Student Responses, 94% of those from International Graduate Students**
- **28% Thesis-based Masters, 29% Course-based Masters 44% PhD**
- Students conducted the survey analysis

★ **The overall response rate is 17.6% of total enrolment (8,146/46,201)**

Thematic Areas of Focus



1. Creating safe, accessible and connected campuses



2. Demonstrating transparency and affordability



3. Enabling academic agency and flexibility



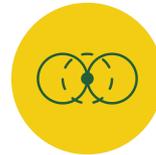
4. Fostering a student-centered learning environment



5. Prioritizing student success



6. Relationships, connection and belonging matter



7. Supporting transitions into and out of study



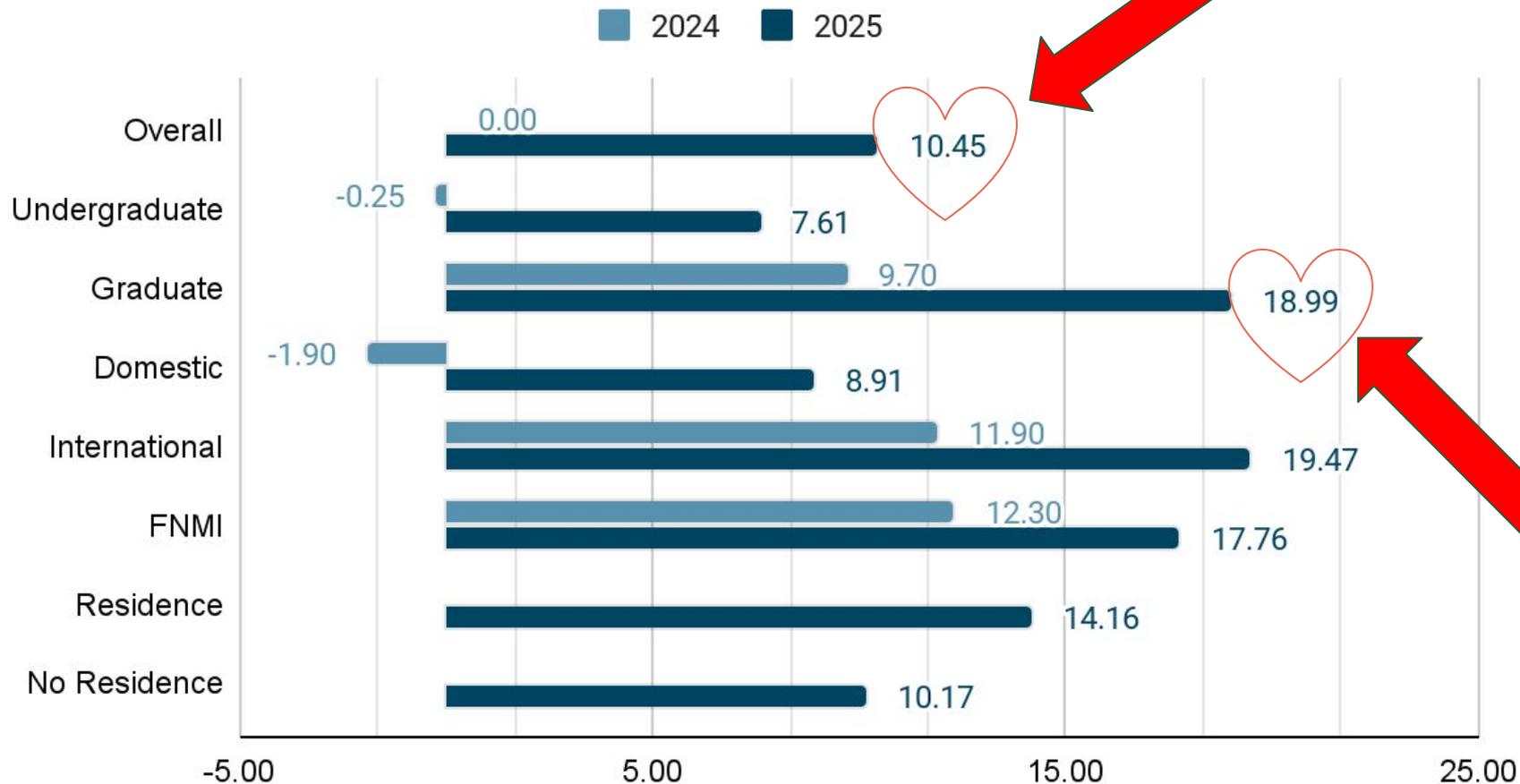
Accessing and Navigating the Survey Reports:

[Google Drive](#)

[Heatmap](#)

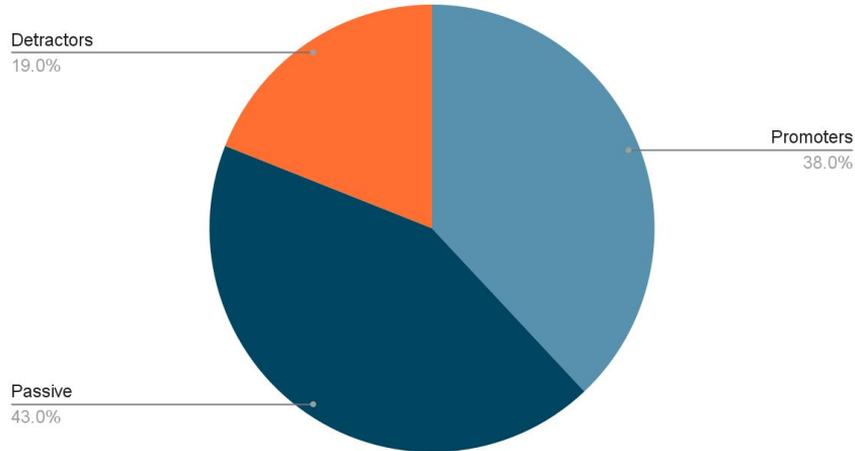
[Key Drivers](#)

Net Promoter Score Comparison

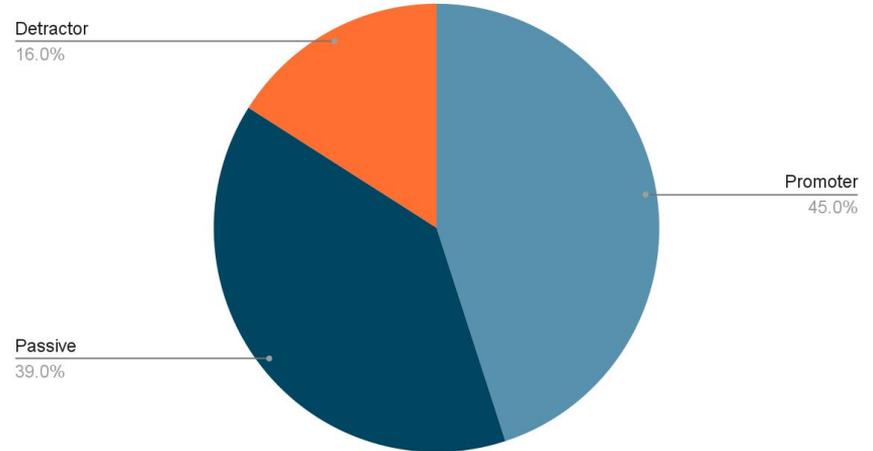


Net Promoter Score - Breakdown

Overall Graduate NPS



International Graduate NPS



Domestic: Promoter 34%; Passive 45%; Detractor 21%

Key Drivers Overall (all student types)

Driver	Importance (%)	Performance	KDA Quadrant
Safety (emotionally, culturally, psychologically)	20.9	83.9	Promote
Planning & Navigation Ease	20.5	66.5	Focus
Advising	12.4	78.8	Promote
Cleanliness	12.3	81	Promote
Communication & Awareness	10	62.5	Focus
Relationships & Belonging	8.8	52.8	Focus
Financial Supports	5.4	61.2	Monitor
Optional Experiential Learning	4.7	37	Monitor
Security (free from physical danger or threat)	3.7	81.4	Maintain
Safe Expression	1.2	83.5	Maintain
Academic Supports & Accommodations	0.1	70.8	Maintain
Career Transition Support	0	83.9	Maintain

Key Drivers Overall Graduate Students



Driver	Importance (% adding up to 100)	Performance	KDA Quadrant
Safety (emotionally, culturally, psychologically)	21.5	82.3	Promote
Career Transition Support	15.6	84.1	Promote
Planning & Navigation Ease	13.1	70.1	Focus
Communication & Awareness	11.7	61.7	Focus
Cleanliness	11.2	82	Promote
Advising	10.3	81.4	Promote
Financial Supports	8.2	61.4	Monitor
Relationships & Belonging	2.9	52.1	Monitor
Optional Experiential Learning	2.7	41.4	Monitor
Security (free from physical danger or threat)	1.5	82.7	Maintain
Safe Expression	1.1	83.5	Maintain
Academic Supports & Accommodations	0.2	72	Maintain

Key Drivers International Grad Students

Driver	Importance (%)	Performance	KDA Quadrant
Safety (emotionally, culturally, psychologically)	26.4	83.5	Promote
Communication & Awareness	20.3	65.8	Focus
Optional Experiential Learning	9.5	45.1	Focus
Planning & Navigation Ease	7.7	74.9	Maintain
Financial Supports	7.3	63.4	Monitor
Career Transition Support	6.4	84.7	Maintain
Relationships & Belonging	5.9	54.6	Monitor
Advising	5.6	81.9	Maintain
Cleanliness	5.1	84.2	Maintain
Safe Expression	2.7	85.4	Maintain
Academic Supports & Accommodations	1.8	74.6	Maintain
Security (free from physical danger or threat)	1.3	84.7	Maintain



So What's Next?

We're starting to plan for SEAP 2.0 which will launch in winter 2027 and we want to hear from you!

seeing the data we shared today:

where should our focus for grad student support be over the next three years?

What issues are impacting graduate students now that aren't in the data?
(generative AI? Experiential learning?)

How should we best ensure that grad students feel represented in the plan?

Questions?



Leading with Purpose.



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