



Big Worc Survey

2019 Results

Introduction and Survey Design

The 2019 Big Worc Survey was the second year of Worcester Students' Union (WSU)'s all-encompassing student-wide survey. It is designed to gauge overall knowledge, engagement, and satisfaction with WSU and any student at the University of Worcester or its partner colleges was able to complete it.

The survey consisted of 63 questions divided into the following categories; student demographics, general knowledge of WSU, WSU activities, elections and representation, campaigns, events, Help & Advice, The Hangar, Welcome Desk, and WSU marketing and communications. It also gave opportunities for further feedback and comments.

Promotion

The Big Worc Survey was open to all University of Worcester students from 1st May to 31st May 2019.

It was promoted through all WSU social media channels, digital screens throughout WSU and the University, physical media throughout WSU and the University, and through direct emails. WSU used the tagline, 'Shape Your SU', positioning the survey as a way for students to have a direct impact on the nature of services it provides.

Direct emails were the most effective means of promotion. Survey responses strongly correlated with the dates these emails were sent to students, indicating direct causation. Social media posts for the survey received levels of engagement on a par, and in some cases slightly higher, when compared to other social media output.

As in 2018, completion of the survey was incentivised, with all those completing the survey entered into a prize draw. The top prize in the draw was £100 in Amazon vouchers, with two further prizes of £50 in Amazon vouchers.

Response Rate and Demographics

In total, 740 students completed the Big Worc Survey. This gives a response rate of approximately 7.5% of the University of Worcester student population. These figures are slightly lower than in 2018, which saw 912 complete the survey and approximately 8% of the student population.

There is likely to be a certain amount of participation bias within the results of the survey, with students already engaged with WSU the most likely to respond. However, almost one third of respondents stated they had never used a WSU service and some free text responses indicate a number of students not currently engaged with WSU.

When looking at demographics there may well be anomalous results in comparison to overall trends. This is due to their being far fewer respondents for certain Schools and year groups. Certain demographic categories accounted for less than 1% respondents. These categories have not been included in final analysis of results due to their statistical insignificance and the possibility of identifying individual respondents.

The demographic profile of survey respondents is outlined in the table overleaf:

Demographic		Survey Respondents	Survey Respondents 2018
Gender	Male	25%	25%
	Female	75%	75%
Age			
Age	18-21	56%	61%
	22-25	21%	18%
	26-30	8%	7%
	31-35	4%	3%
	36-40	3%	4%
	41-50	5%	5%
	51-60	3%	2%
School			
School	Allied Health and Community	11%	n/a
	Arts	6%	n/a
	Education	17.5%	n/a
	Humanities	12%	n/a
	Nursing and Midwifery	7%	n/a
	Psychology	10%	n/a
	Science and the Environment	12%	n/a
	Sport and Exercise Science	12%	n/a
	Worcester Business School	9.5%	12%
Partner Institution	3%	2%	
Level of Study			
Level of Study	Foundation Year	4%	5%
	1 st Year Undergraduate	28.5%	30%
	2 nd Year Undergraduate	27.5%	28%
	3 rd Year Undergraduate	27.5%	25%
	4 th Year Undergraduate	2%	2%
	Masters	9.5%	9%
	Doctorate	1%	1%
Accommodation			
Accommodation	City Campus Halls	3%	4%
	St Johns Halls	13%	12%
	Rented student house in Worcester	38%	37%
	Own home in Worcester	11.5%	n/a
	Rented student house outside of Worcester	2%	n/a
	Own home outside of Worcester	32.5%	n/a

Certain demographics cannot be compared to 2018 results. The reorganisation of Institutes into Schools prevents any direct comparisons year on year. Additionally, the categories for accommodation have been amended slightly to better reflect the student population, meaning direct comparisons are again not possible.

Where comparisons can be made, demographics have remained more or less consistent compared to 2018 results. The first noticeable change is the slight increase in the number of mature (over 21) respondents, from 39% to 44%. The only other change of some significance is that the numbers of 1st year, 2nd year, and 3rd year respondents are now more evenly spread, compared to a 5% difference in 2018.

When compared to the available University demographics, some anomalies can be observed:

- Only 25% respondents identified as male, compared to 33% University students identifying as male
- 44% respondents were mature students despite making up 60% of the University population
- Just over 10% respondents were postgraduate students compared to a University total of 16.5%

General Knowledge of WSU

In total, 82% of respondents were aware that as students at the University of Worcester, they were also automatically members of WSU. This is the same percentage as in 2018.

Knowledge of the services provided by WSU was positive, with over two thirds of respondents aware of each service provided. The highest levels of awareness were for Clubs, Societies, The Hangar Bar, and Welcome Desk. Academic Representation and Raise and Give (RAG) were the only services with awareness levels below 70%. Percentages have increased from between 1% and 7% when compared to 2018, with the largest increase for Sports Clubs (*fig. 1*).

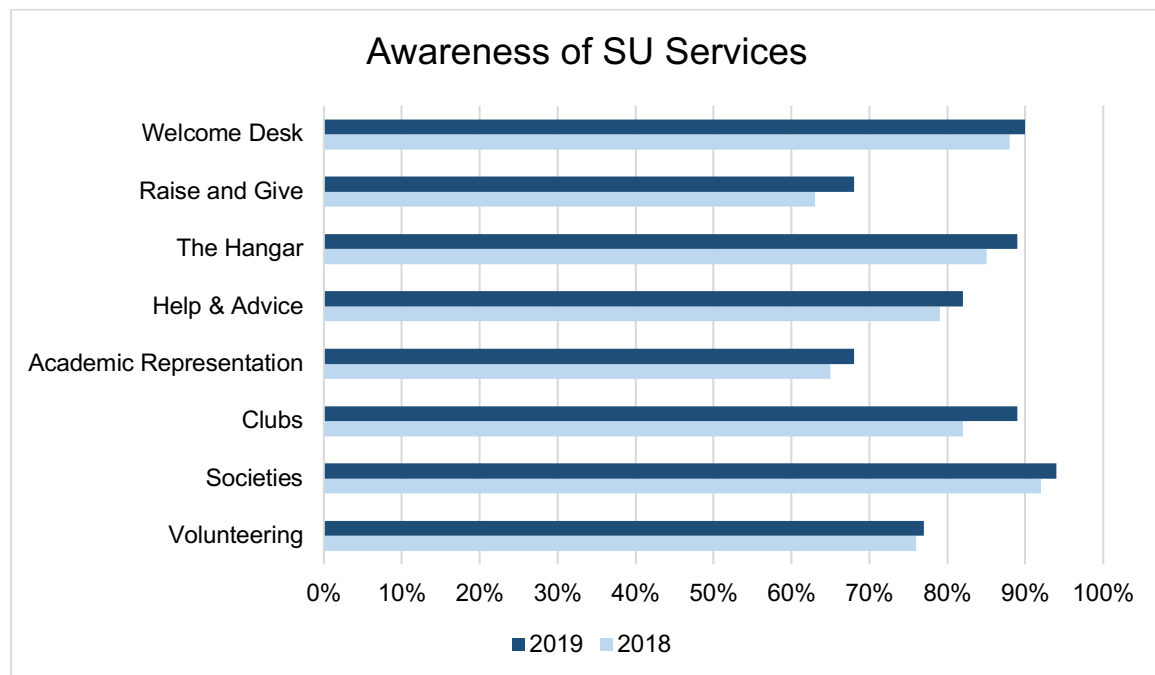


Fig.1 - % of respondents aware of various WSU services with 2018 comparison

In total, 59% respondents have used a WSU service during their time at University. This is a 6% increase from 2018. Respondents were asked to specify which services they have used, with Clubs, Societies, The Hangar, and Welcome Desk the most mentioned, correlating with overall awareness of SU services.

Awareness of which services are offered by the SU remain more or less consistent across all demographics. This reflects the results seen in the 2018 survey. There is some variance in answer to the question 'Are you aware that all University of Worcester students are automatically members of the Students' Union?' 87% respondents in their third year answered 'Yes', compared to 79% of those in their first year. This contrasts to the 2018 results, in which first years had the highest levels of awareness (*fig.2*).

There is also a significant degree of variance in terms of awareness when it comes to Schools. This ranges from only 58% respondents in partner colleges aware that they are members of the SU, compared to 90% respondents in the School of Education and School of Psychology (*fig.3*).

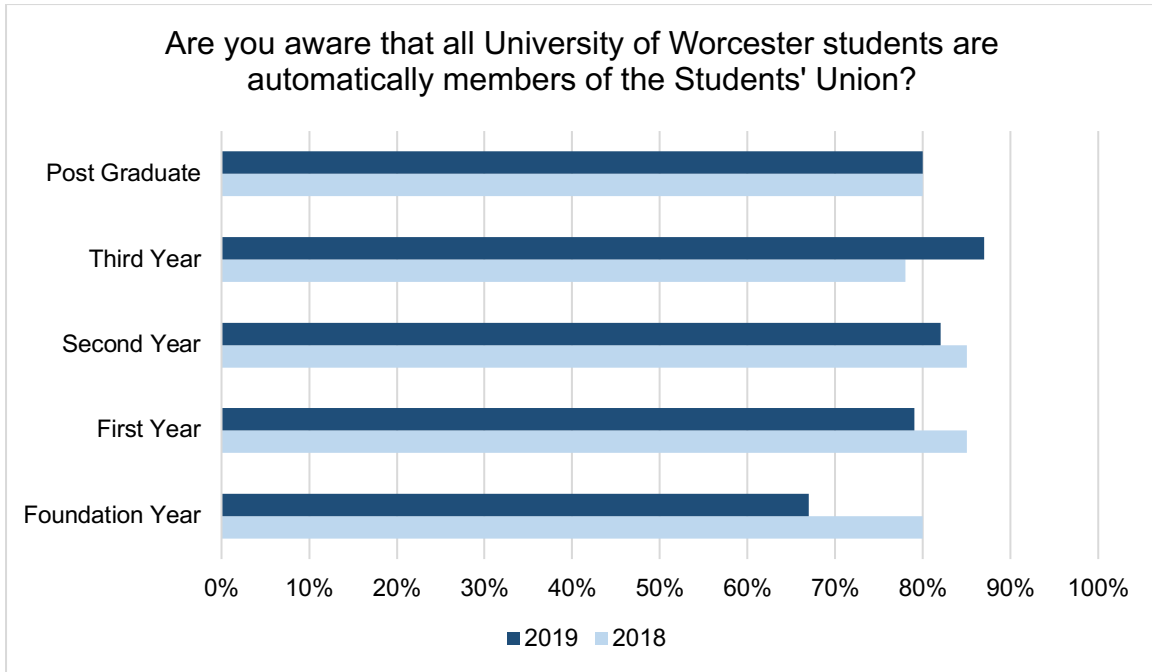


Fig.2 - % respondents aware that UoW students are automatically members of WSU by year group

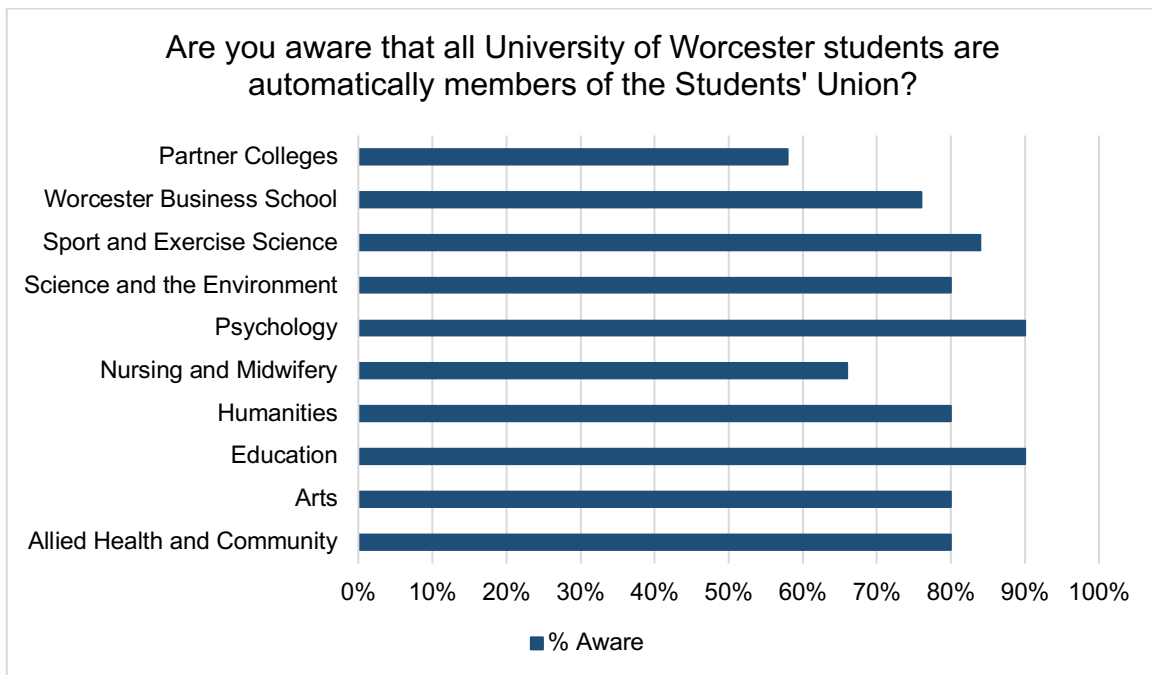


Fig.3 - % respondents aware that UoW students are automatically members of WSU by School

WSU Activities

In total, 59% respondents were involved with one or more core WSU activity during their time at University, the same percentage as in 2018. The most popular activities in 2019 are also the same as in 2018, with Societies (38%) and Clubs (27%) coming out on top. Only one activity has seen a drop in participation, with Academic Representation showing 2% less engagement. 41% respondents had never been involved with any WSU activities, once again the same figure as 2018 (*fig.4*).

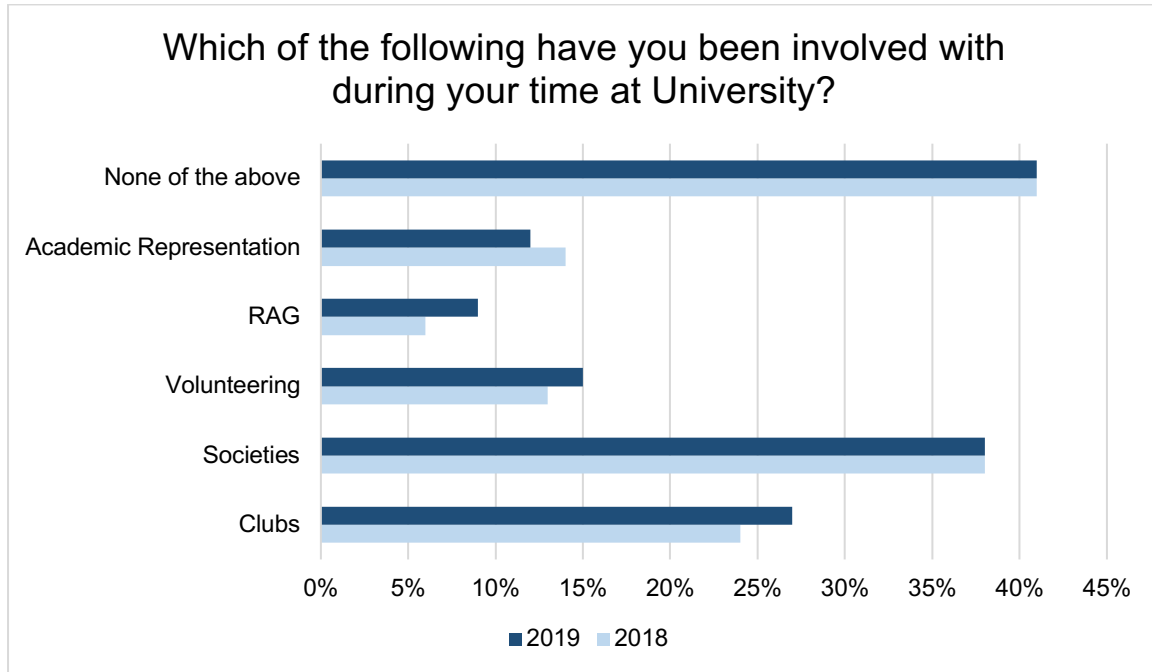


Fig.4 - % respondents involved with WSU activities

There was significant variance in respondents knowledge of how to get involved with specific activities, though all saw an increased percentage from 2018 (RAG was added as a new category for 2019) (*fig.5*).

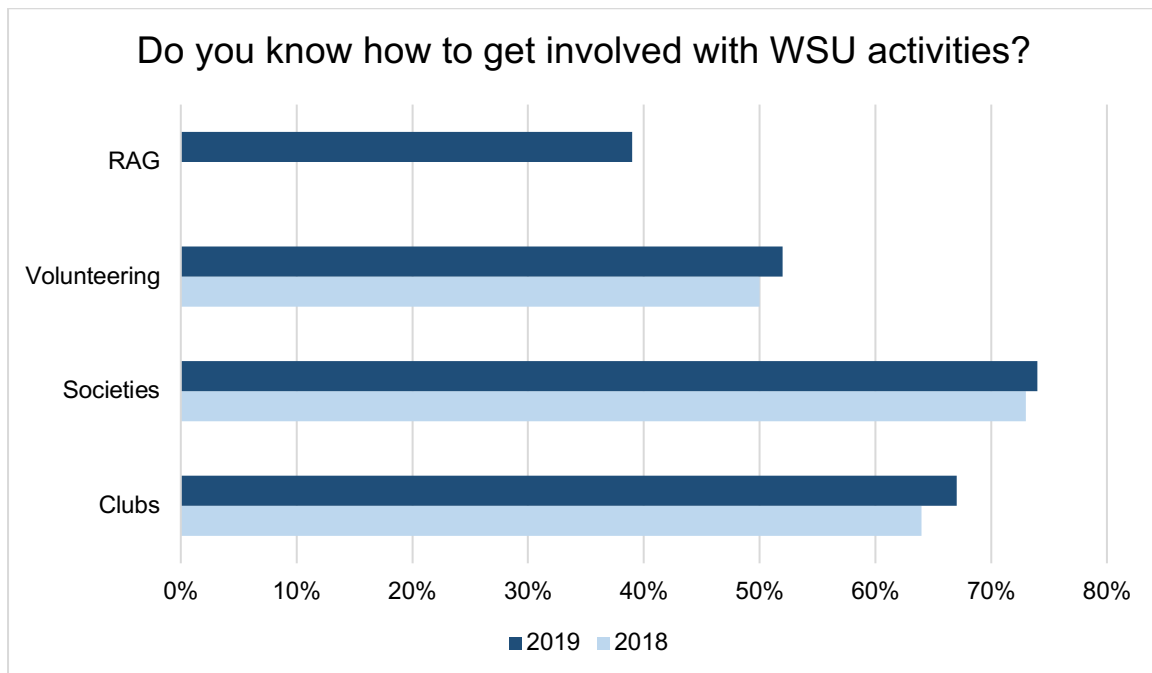


Fig.5 - % respondents who know how to get involved with WSU activities

Respondents were asked for the reasons to get involved with WSU activities, with socialising (70%) the most common response. All other reasons – physical health, mental health, employability, helping others – ranged between 24-35%. These responses followed the same pattern as in 2018.

Respondents were asked two further free text questions; ‘If you are not currently involved with anything the Students’ Union has to offer, is there anything we could do to change that’ and ‘Is there anything the Students’ Union doesn’t do, or provide support for, that you would like to see’. The most common answers to both questions were:

- More opportunities for getting involved with recreational sport
- More accessible activities for mature students, including more daytime events in The Hangar
- Increased collaboration and joint events between Clubs and Societies
- Increased activities and awareness for mental health and wellbeing

The reasons for involvement in WSU activities remained more or less constant across all demographics and correlated with the above figures. This is broadly similar to the results from 2018.

However, across certain demographics there is significant variance in the activities respondents have been involved in during their time at University.

Third year students are the most likely to be involved with WSU activities, with over two thirds involved with one or more activity. Respondents on their Foundation Year or studying at Postgraduate level are the least likely to be involved with WSU activities, with almost two thirds not involved in any activity (fig.6).

Sport and Exercise Science students are by far the most likely to be involved with Clubs (71%), with Science and the Environment students the most likely to be involved with Societies (57%). Sport and Exercise Science students are also the most likely to be involved with RAG (22%) (fig.7). Direct comparisons to 2018 cannot be made due to the change from Institutes to Schools.

	Clubs	Societies	Volunteering	RAG	Academic Representation	None
Foundation Year	23%	19%	4%	8%	4%	62%
First Year	29%	39%	9%	6%	10%	42%
Second Year	22%	42%	23%	13%	8%	38%
Third Year	30%	43%	15%	10%	16%	32%
Postgraduate	21%	19%	14%	4%	23%	61%

Fig.6 - % respondents involved with WSU activities by level of study (fewer than 50 respondents for both Foundation and Postgraduate)

	Clubs	Societies	Volunteering	RAG	Academic Representation	None
Allied Health & Community	29%	33%	8%	5%	14%	44%
Arts	18%	55%	16%	14%	11%	34%
Education	22%	39%	22%	10%	15%	43%
Humanities	14%	45%	17%	3%	13%	42%
Nursing & Midwifery	6%	21%	6%	2%	9%	68%
Psychology	24%	25%	13%	11%	8%	49%
Science and the Environment	32%	57%	21%	9%	15%	21%
Sport and Exercise Science	71%	38%	14%	22%	9%	17%
Worcester Business School	17%	30%	17%	8%	14%	46%
Partner Colleges	0%	5%	0%	0%	0%	95%

Fig.7 - % respondents involved with WSU activities by School (fewer than 50 respondents for both Worcester Business School and Partner Colleges)

Elections and Representation

A total of 71% respondents either Agreed or Strongly Agreed that WSU represents them and gives them a voice within the University a 3% increase when compared to 2018. Only 4% Disagreed or Strongly Disagreed with this statement, 1% less than in 2018 (*fig.8*).

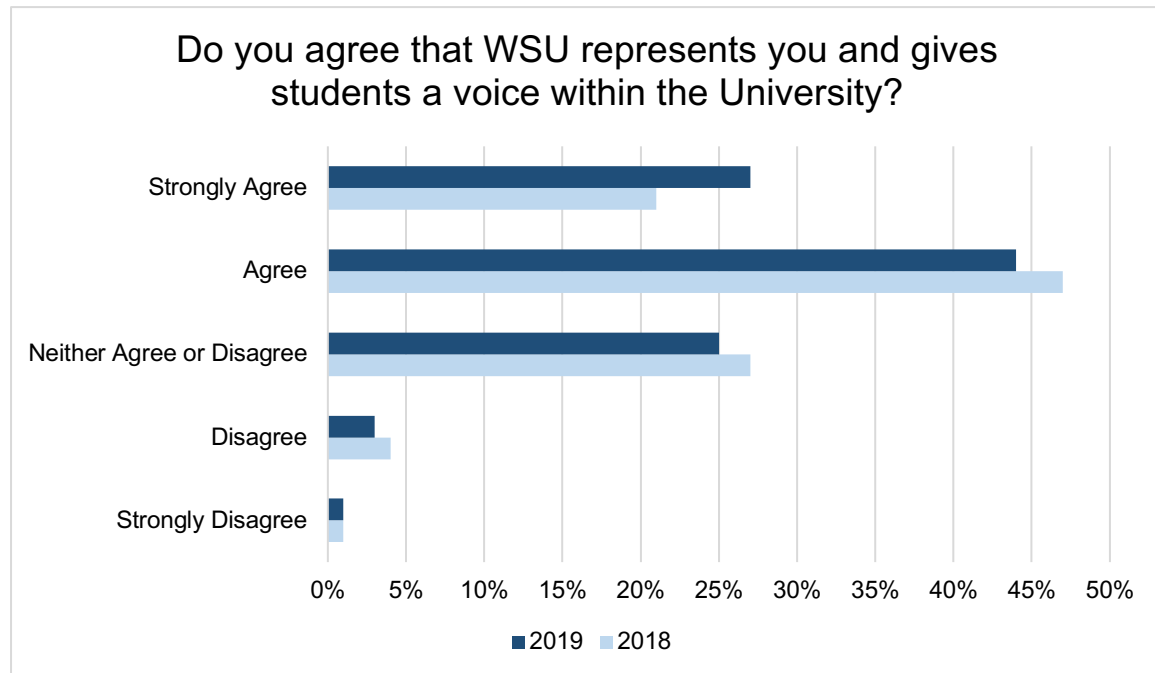


Fig.8 - % respondents that agree/disagree WSU represents them

Awareness of the Full-Time Officer roles and elections was mostly positive with 76% respondents knowing when the Full-Time Officer elections take place, a 4% increase from 2018. Knowledge of the existence of the roles of SU President (86%), VP Education (74%), and VP Student Activities (72%) was also high. These figures have also seen an increase when compared to 2018, by 2%, 7%, and 8% respectively. There was less awareness of exactly who is SU President (53%), VP Education (45%), and VP Student Activities (44%). However, these figures have also increased from 2018, by 3%, 8%, and 10% respectively. A total of 47% respondents either Agreed or Strongly Agreed with the statement 'Full-Time Officers represent you and your concerns' (43% in 2018), with 10% Disagreeing or Strongly Disagreeing (11% in 2018).

Awareness of Part-Time Officers and elections was far less widespread. A total of 64% respondents were aware of when Part-Time Officer elections take place, compared to 56% in 2018. Knowledge of what Part-Time Officer roles there are was low, as was awareness of who held these roles (*fig.9*). In total, 35% respondents Agreed or Strongly Agreed with the statement 'Part-Time Officers represent you and your concerns, the same figure as in 2018. 11% either Disagreed or Strongly Disagreed with this statement, compared to 13% in 2018.

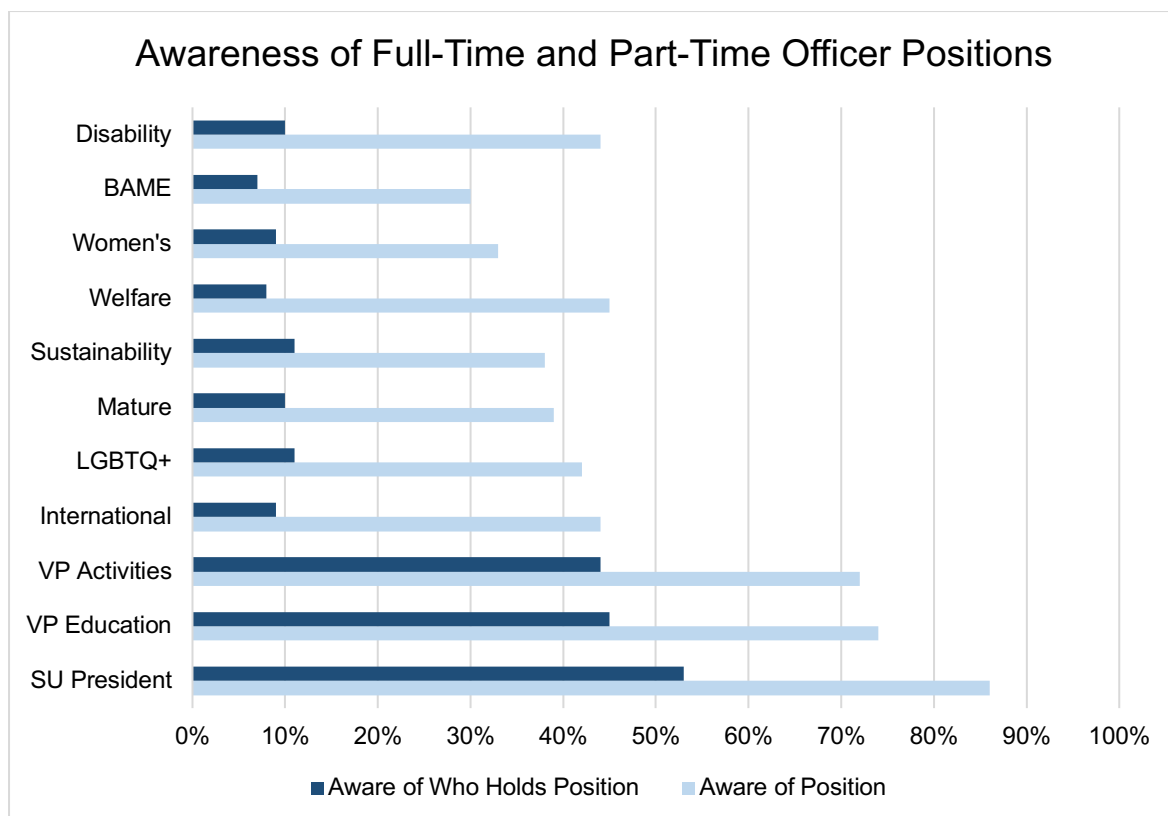


Fig.9 – % respondents aware of each Officer position and who is currently in these positions

A total of 41% respondents know where to go in order to raise concerns or speak to their elected Officers, a 3% increase from 2018. 86% were also unaware of how they would submit an idea for change to the SU, compared to 85% in 2018. Following the introduction of Change Week in 2019, respondents were asked if they had submitted an idea to the SU via the Ideas Forum, with 14% stating they had.

There is a noticeable amount of variation on the above figures for Full-Time Officers when taking into account respondents' level of study and School. Respondents in their first year of study are the most likely to know who their Full-Time Officers are, with postgraduate respondents the least likely (fig.10). When it comes to respondents Schools there are some very significant differences in awareness. Awareness of Full-Time Officers is by far the highest amongst Sport and Exercise Science students, with almost 40% higher levels of awareness than respondents' part of Worcester Business School (fig.11).

	President	VP Education	VP Activities
First Year	60%	51%	51%
Second Year	57%	47%	45%
Third Year	53%	46%	42%
Postgraduate	33%	26%	25%

Fig.10 - % respondents aware of who hold Full-Time Officer positions by level of study

	President	VP Education	VP Activities
Allied Health and Community	56%	43%	40%
Arts	64%	60%	60%
Education	54%	46%	45%
Humanities	51%	42%	39%
Nursing and Midwifery	40%	31%	33%
Psychology	50%	42%	40%
Science and the Environment	59%	54%	47%
Sport and Exercise Science	72%	68%	70%
Worcester Business School	38%	27%	25%
Partner Institute	0%	0%	0%

Fig.11 - % respondents aware of who hold Full-Time Officer positions by School (fewer than 20 respondents for both Partner Institute)

Knowledge and engagement with the Academic Representation system can at best be described as mixed. A total of 40% respondents stated they were aware of the system, compared to 73% in 2018. Furthermore, only 29% were aware of how Academic Representation works. Despite only 40% stating they were aware of the system, 48% stated they had given feedback to their Course or School Rep during the academic year. This significant dip in the number of those aware of the system may partly be due to a slight rewording of the question from 'Are you aware of the Course Rep system?' to 'Are you aware of the Academic Representation system?'

There is a small degree of variance with these figures when taking into account respondents' level of study. Students in their first year are the least likely to be aware of the Academic Representation system, while those in their second year have the greatest awareness (*fig. 12*).

The difference in levels of awareness is even more pronounced when taking into account which School respondents belong to. Respondents at Partner Institutions have by far the lowest levels of awareness, with approximately one in ten aware of the system. This is compared to the School of Sport and Exercise Science, which has the highest level of awareness of one in two respondents (*fig. 13*).

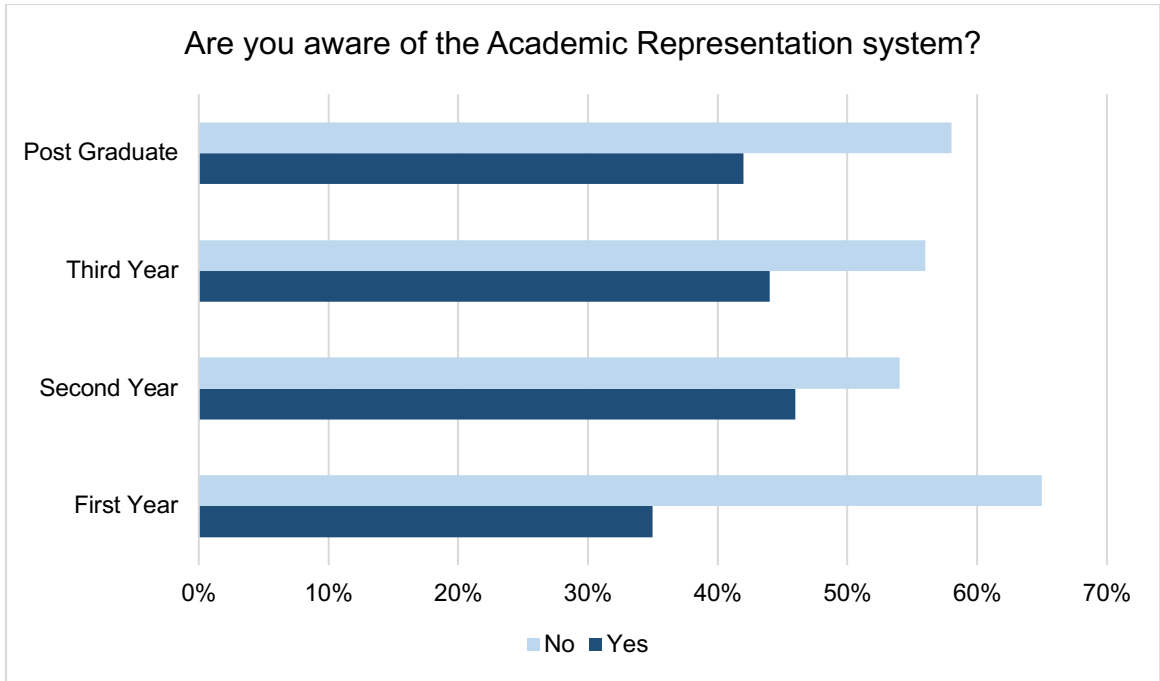


Fig.12 - % respondents aware of the Academic Rep system by level of study

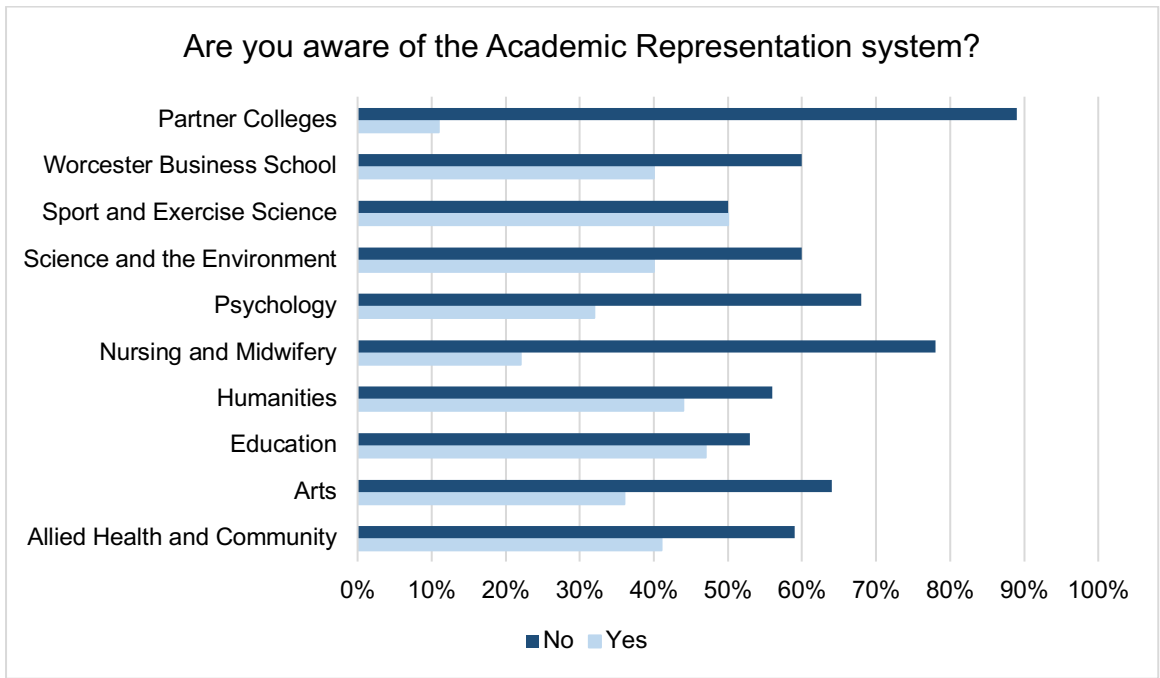


Fig.13 - % respondents aware of the Academic Rep system by School

Campaigns

There is a large degree of variance in terms of knowledge and engagement with WSU campaigns. Similar to 2018, Mental Health Awareness had by far the highest levels of awareness (72%), contrasting significantly with the lowest scoring campaign, Body Positivity (16%).

Active engagement and involvement with campaigns was somewhat limited, with just over 50% respondents involved with one or more campaign. However, this figure is higher than 2018, when less than 50% respondents were involved with one or more campaign. As in 2018, only Mental Health Awareness (54%) and Don't Rent Yet (27%) had active involvement from more than 20% respondents (fig. 14).

Further comparisons with 2018 cannot be easily drawn, due to the difference in number and type of campaigns run over the two years. 2019 saw the introduction of seven new campaigns, along with the ending of the #GenerationVote campaign.

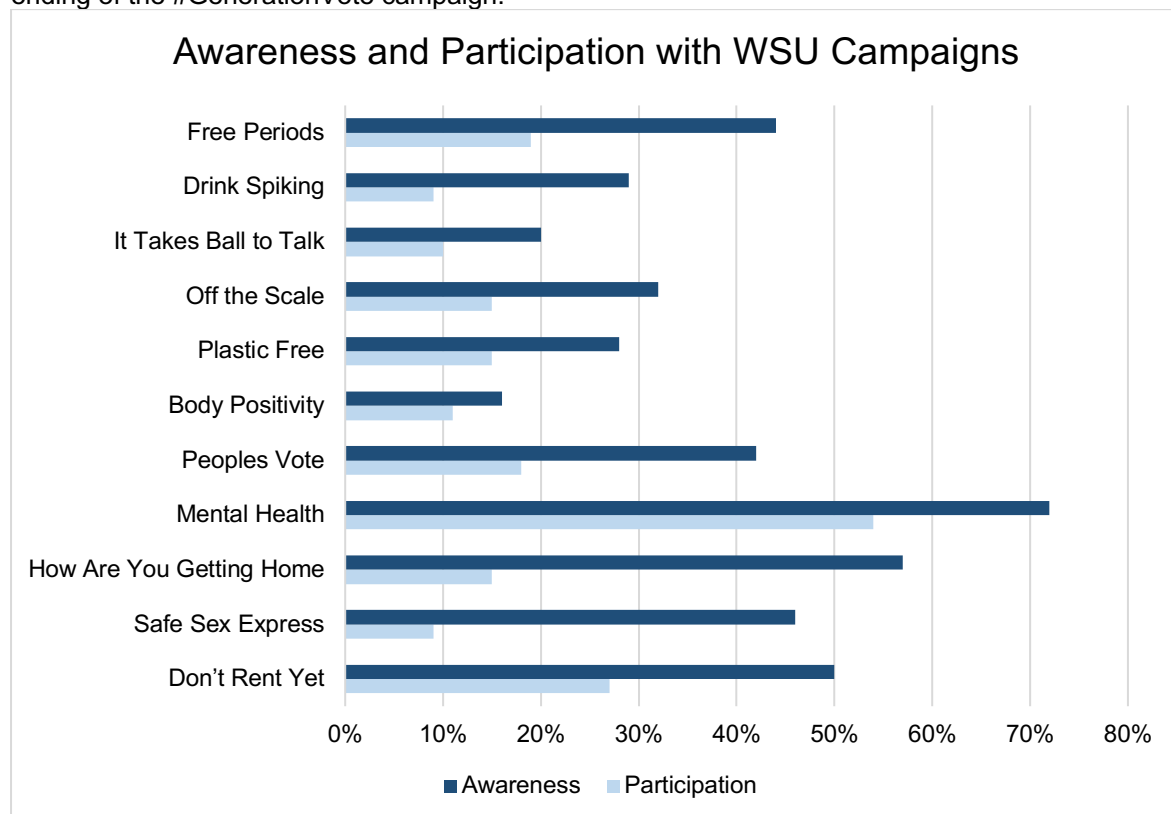


Fig.14 - % respondents aware of and/or involved with WSU campaigns

Awareness of campaigns is more or less consistent with the above figures across all demographics, with postgraduate students recording only very slightly lower levels of awareness when compared to other year groups.

In terms of active involvement with campaigns, there are a number of significant variances, specifically across different Schools. Many of these variances may be explained by the differing interests of students on specific courses, and the links some of these campaigns have to academic work. For example, the Schools of Allied Health & Community and Psychology had far higher involvement with Mental Health Awareness than any other School (figs.15 & 16).

	Don't Rent Yet	Safe Sex Express	How Are You Getting Home	Mental Health Awareness	Peoples Vote	Body Positivity
Allied Health and Community	41%	0%	26%	74%	19%	11%
Arts	24%	18%	24%	47%	47%	29%
Education	24%	13%	16%	63%	26%	11%
Humanities	25%	9%	22%	38%	22%	19%
Nursing and Midwifery	0%	6%	0%	63%	6%	6%
Psychology	16%	0%	13%	68%	6%	13%
Science and the Environment	32%	12%	10%	41%	20%	7%
Sport and Exercise Science	39%	15%	12%	52%	15%	3%
Worcester Business School	36%	14%	21%	28%	7%	14%

Fig.15 - % respondents involved with WSU campaigns by School

	Plastic Free Worcester	Off the Scale	It Takes Ball to Talk	Drink Spiking	Free Periods
Allied Health and Community	19%	11%	11%	4%	11%
Arts	18%	24%	0%	12%	35%
Education	21%	21%	11%	18%	24%
Humanities	9%	19%	9%	9%	9%
Nursing and Midwifery	13%	13%	6%	6%	31%
Psychology	10%	10%	10%	3%	10%
Science and the Environment	20%	12%	7%	5%	15%
Sport and Exercise Science	6%	12%	21%	9%	27%
Worcester Business School	21%	14%	14%	7%	29%

Fig.16 - % respondents involved with WSU campaigns by School cont'd.

Events

In a similar vein to responses for campaigns, there is a large degree of variance when it comes to knowledge and awareness of WSU events. As in 2018, Welcome Week had the highest level of awareness (90%), contrasting drastically with Festive Fortnight and RAGVent, a new event for the year, with only 13% respondents aware of the event.

Across the board, levels of participation in events is measurably lower than levels of awareness, though there is noticeable correlation between the two. Again, Welcome Week has the highest levels of active participation (83%, the same as in 2018), with Festive Fortnight and RAGVent the lowest (6%) (fig. 17).

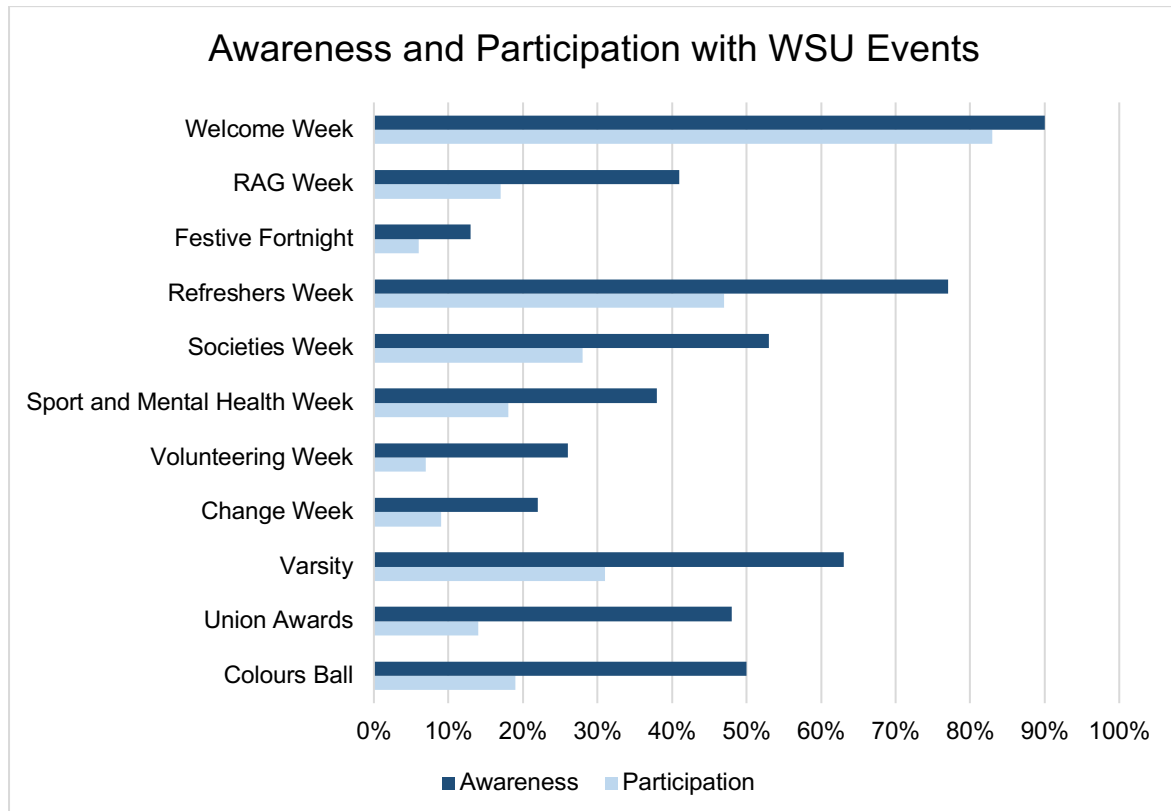


Fig.17 - % respondents aware of and/or involved with WSU events

In total, 58% respondents either Agreed or Strongly Agreed that WSU events had a positive impact on their student experience, compared to 54% in 2018. Only 8% Disagreed or Strongly Disagreed with this statement, down from 10% in 2018 (fig. 18).

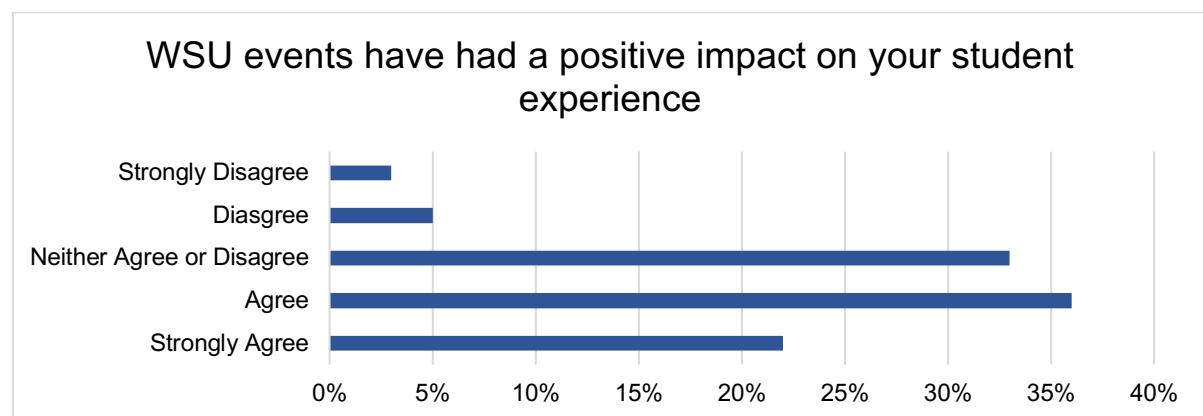


Fig.18 - % respondents who agree/disagree WSU events have had a positive impact on their University experience

Respondents were asked the free text question ‘What events would you like to see the Students’ Union providing more of?’ There were a number of recurring responses to the this question; more mental health awareness events, careers and employability-focused events, events specifically aimed at mature students, events promoting sustainability and green impact, more events to increase awareness of Societies, and Give it a Go sessions held throughout the year.

For the most part, awareness of WSU events remains consistent with the above figures even when taking into account demographic differences. One small difference is that second year students have slightly higher awareness than other year groups, as do respondents who are part of the School of Sport and Exercise. However, these differences are almost negligible with very little difference from average figures.

Similar to campaigns, there are some measurable differences at School level in terms of active involvement with WSU events. These differences are also comparable to those seen in 2018, taking into account changes to the Institute/School structure. A number of these differences may be explained by links between certain events and course content. For example, high levels of involvement from Sport and Exercise Science students with Varsity and Colours Ball. There are also some fairly stark figures in terms of lack of involvement from certain schools, namely Allied Health and Community and Nursing and Midwifery. This may partly be due to these students being on placement for large periods of the academic year, but more work could potentially be done to ensure increased involvement in future years (figs. 19 & 20).

	Welcome Week	RAG Week	Festive Fortnight	Refreshers Week	Societies Week	Sport and Mental Health Week
Allied Health and Community	86%	7%	2%	36%	21%	26%
Arts	87%	19%	10%	51%	42%	6%
Education	83%	18%	7%	46%	28%	11%
Humanities	78%	12%	8%	39%	22%	18%
Nursing and Midwifery	79%	8%	8%	17%	13%	13%
Psychology	84%	25%	2%	45%	32%	14%
Science and the Environment	84%	16%	8%	62%	37%	11%
Sport and Exercise Science	85%	28%	7%	57%	33%	42%
Worcester Business School	76%	11%	3%	58%	24%	11%

Fig.19 - % respondents involved with WSU events by School

	Volunteering Week	Change Week	Varsity	Union Awards	Colours Ball
Allied Health and Community	12%	0%	24%	2%	10%
Arts	3%	6%	26%	16%	19%
Education	13%	15%	24%	31%	15%
Humanities	12%	6%	18%	12%	12%
Nursing and Midwifery	4%	0%	21%	8%	4%
Psychology	2%	9%	30%	9%	20%
Science and the Environment	3%	16%	27%	13%	16%
Sport and Exercise Science	7%	12%	78%	13%	48%
Worcester Business School	8%	8%	26%	11%	13%

Fig.20 - % respondents involved with WSU events by School cont'd

Help and Advice

In total, 66% respondents were aware that WSU provides independent and confidential advice to University of Worcester students, a 1% increase from 2018. Just over a third of respondents (38%) were aware of how to book an appointment with an advisor, again a 1% increase compared to 2018. A total of 19% respondents had used the Help and Advice service during their time at University, a decrease of 1% since 2018.

When asked 'Which areas of Help and Advice do you think the Students' Union should provide', there was a significant degree of variance in answers. Over 70% respondents thought WSU should provide guidance on employability, health & wellbeing, finances, and housing. Consumer contracts scored the lowest at just 28%. These figures are broadly similar to those recorded in 2018 (fig.21).

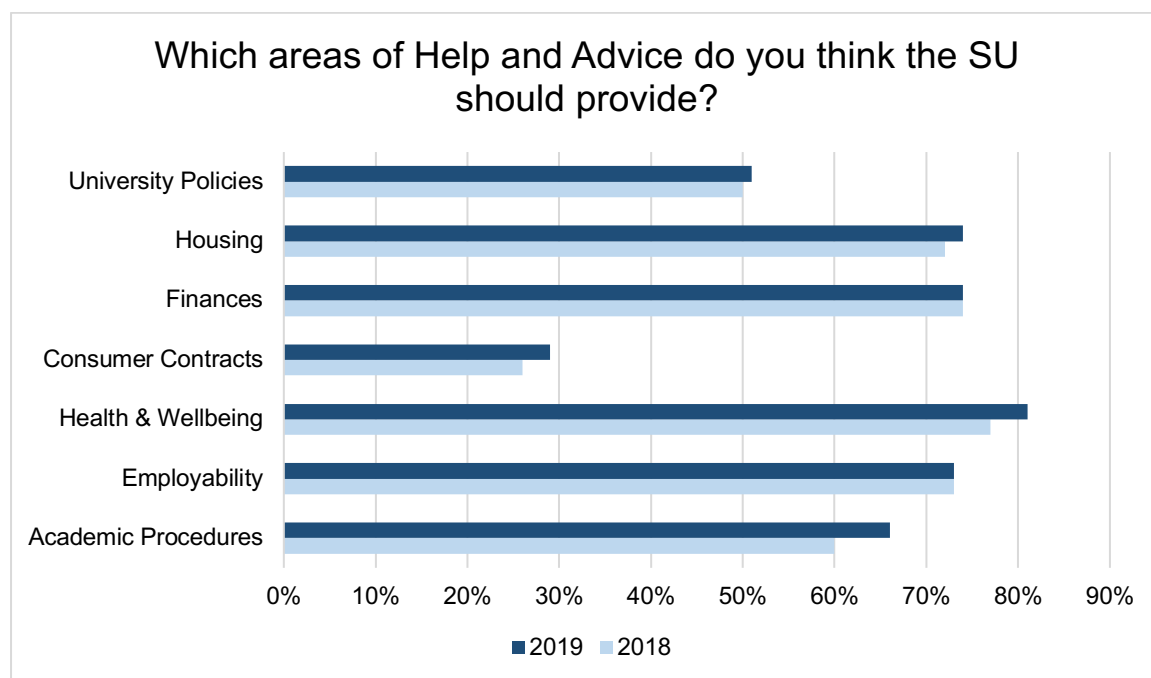


Fig.21 - % respondents who think WSU should provide Help & Advice on specific areas

There are small degrees of variance in the above figures when taking into account respondents' level of study. Some areas such as Finances and Housing remain more or less constant across all groups. Other areas, most notably employability, have much greater variance. These differences are most likely due to the differing priorities of students during certain stages of their university life (fig.22).

	<i>Academic Procedures</i>	<i>Employability</i>	<i>Health & Wellbeing</i>	<i>Consumer Contracts</i>	<i>Finances</i>	<i>Housing</i>	<i>University Policies</i>
First Year	63%	76%	83%	32%	77%	77%	49%
Second Year	71%	80%	84%	29%	71%	72%	52%
Third Year	64%	67%	75%	23%	73%	75%	48%
Postgraduate	73%	63%	84%	35%	71%	73%	61%

Fig.22 - % respondents who think WSU should provide Help & Advice on specific areas by level of study

When taking into account respondents' Schools, there are some small differences that can be observed. Differences at the School level may be explained by the fact that some courses more readily lead into full-time employment and other courses may be more relevant to certain areas of Help & Advice. For example, Nursing & Midwifery and Worcester Business School both scored lower than average for Employability, and Nursing & Midwifery also scored lower than average for Housing (fig.23).

	Academic Procedures	Employability	Health & Wellbeing	Consumer Contracts	Finances	Housing	University Policies
Allied Health and Community	71%	73%	85%	27%	67%	73%	58%
Arts	63%	76%	89%	29%	84%	82%	39%
Education	66%	72%	81%	32%	78%	75%	51%
Humanities	59%	78%	75%	27%	71%	76%	48%
Nursing and Midwifery	70%	62%	76%	24%	62%	57%	41%
Psychology	81%	77%	88%	42%	82%	81%	65%
Science and the Environment	65%	78%	82%	28%	78%	74%	57%
Sport and Exercise Science	68%	80%	86%	27%	77%	82%	52%
Worcester Business School	50%	56%	71%	17%	63%	69%	38%

Fig.23 - respondents who think WSU should provide Help & Advice on specific areas by School

Students were also asked if being involved with WSU enhanced their employability after University, with 55% respondents either Agreeing or Strongly Agreeing, compared to 57% in 2018. In total, 7% Disagreed or Strongly Disagreed with this statement, a 1% decrease compared to 2018 (fig.24).

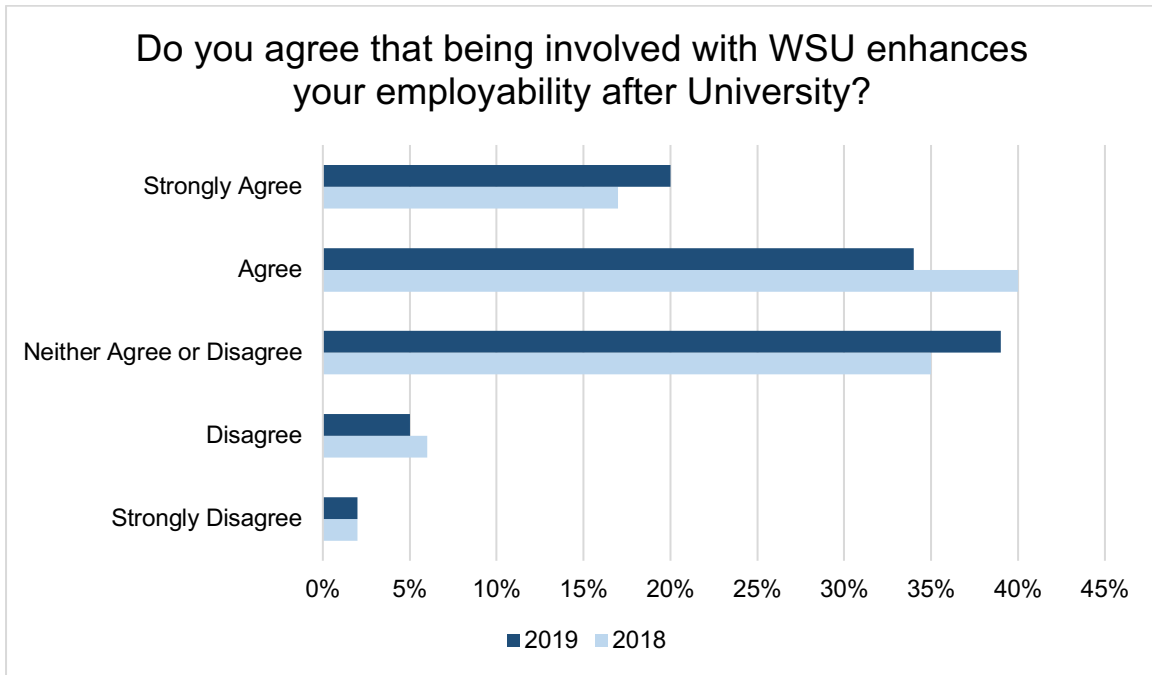


Fig.24 - % respondents who agree/disagree WSU enhances their employability

The Hangar

A total of 60% respondents had attended an event in The Hangar during their time at University, up from 55% in 2018. Further to this, 76% respondents felt The Hangar represented good value for money, a 1% increase compared to 2018.

However, almost half of respondents (49%) stated that they didn't attend any events in The Hangar on a regular basis. The most popular nights at The Hangar by a long way were Quiz Night, Karaoke, and Worcester Wednesday. The two least popular nights were part of the revamped 'Funky Friday' lineup, Retro Night and RnB Night (*fig.25*).

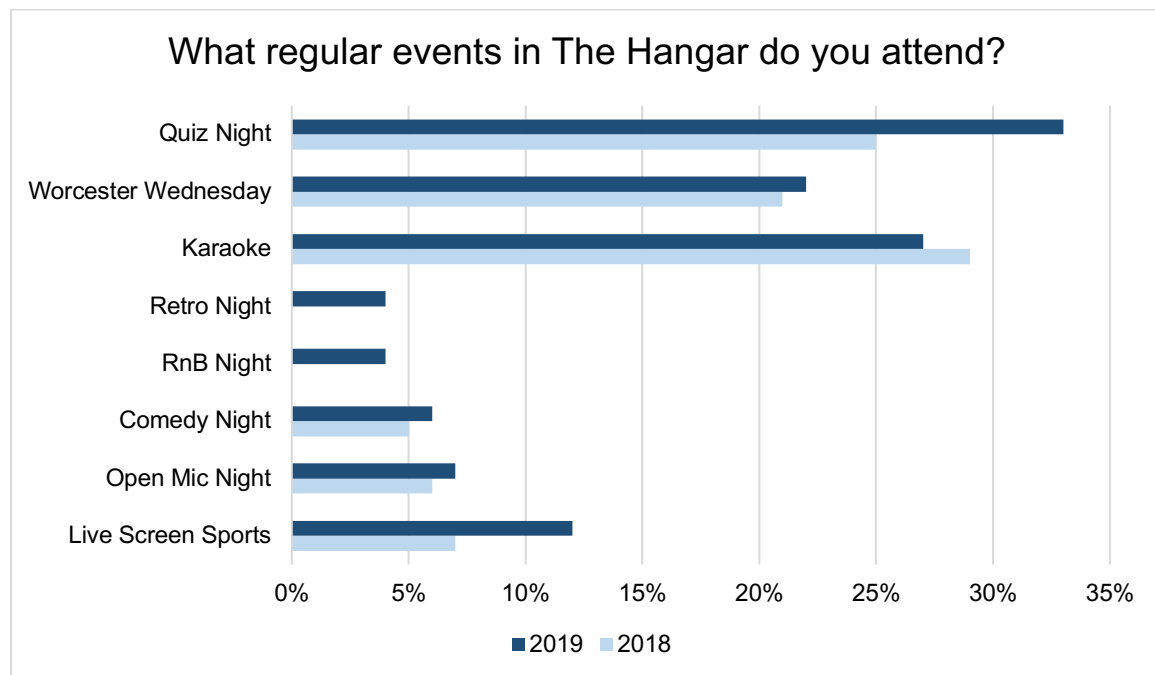


Fig.25 - % respondents who attend regular events in The Hangar

Respondents were asked what type of events they would like to see hosted in The Hangar on a more regular basis. The most common responses to this question were; movie nights, bingo, food related events, more events held during the day, events with a greater variety of musical genres, and more live sports with a greater variety of sports being shown.

Respondents were also asked if there was anything they would like to see The Hangar doing differently. The most common responses to this question were; longer opening hours at the weekend, more drinks deals to match venues in the city centre, introduction of a happy hour, and change the layout (especially downstairs) to be more intimate and like a traditional pub.

Finally, respondents were asked what new products they would like to see introduced. The most common responses to this question were; gluten free products, vegan products, wider variety of non-alcoholic drinks and mocktails, wider variety of beers and ales, wider variety of wines, and reusable straws and plastic glasses. Some responses to this question may refer to the catering outlet and shop in the SU, which are run by Aramark. Feedback has been passed on to Aramark where appropriate.

Students living in hall on St John's Campus are the most likely to attend Hangar events, though the percentage difference between these students, students in City Campus halls, and students living elsewhere in Worcester is far less significant than in 2018. Those living outside of Worcester are far less likely to attend events in The Hangar, with fewer than one in ten attending any event regularly (*fig.26*).

The percentage of first, second, and third years regularly attending Hangar events is split fairly evenly. The one small discrepancy between these groups is that second year students are less likely than others to attend Quiz Night. All other events a split by just a few percentage points. Postgraduate students are far less likely to attend The Hangar regularly. Quiz Night and Karaoke are the most popular events for postgraduate students, however fewer than one in six postgraduate students attend either one of these events (fig.27).

At the School level, there are significantly more differences that can be observed. Respondents who are part of the School of Arts and School of Sport and Exercise Science are by far the most likely to attend Hangar events, and these results are largely in line with those in 2018. Respondents who are part of the Schools of Allied Health and Community, Education, and Nursing and Midwifery are the least likely to attend The Hangar on a regular basis. This is likely due to these students spending less time on campus when compared to those in other Schools (fig.28).

	Quiz Night	Worcester Wednesday	Karaoke Night	Retro Night	RnB Night	Comedy Night	Open Mic Night	Live Screen Sports
City Campus Halls	58%	17%	33%	0%	0%	8%	8%	17%
St John's Halls	56%	32%	40%	6%	10%	12%	6%	21%
Private housing in Worcester	42%	30%	35%	5%	5%	7%	9%	15%
Private housing outside Worcester	10%	7%	9%	2%	1%	3%	2%	3%

Fig.26 - % respondents who attend regular events in The Hangar by accommodation

	Quiz Night	Worcester Wednesday	Karaoke Night	Retro Night	RnB Night	Comedy Night	Open Mic Night	Live Screen Sports
First Year	40%	23%	28%	4%	6%	9%	5%	13%
Second Year	31%	25%	30%	4%	5%	5%	8%	12%
Third Year	38%	23%	30%	5%	4%	7%	9%	13%
Postgraduate	16%	10%	13%	3%	3%	5%	2%	6%

Fig.27 - % respondents who attend regular events in The Hangar by level of study

	Quiz Night	Worcester Wednesday	Karaoke Night	Retro Night	RnB Night	Comedy Night	Open Mic Night	Live Screen Sports
Allied Health and Community	33%	18%	20%	2%	2%	8%	14%	8%
Arts	51%	21%	49%	18%	10%	10%	10%	10%
Education	32%	18%	22%	3%	3%	6%	3%	8%
Humanities	37%	23%	26%	2%	2%	8%	8%	11%
Nursing and Midwifery	20%	17%	19%	0%	2%	0%	0%	2%
Psychology	27%	29%	21%	5%	7%	7%	4%	14%
Science and the Environment	36%	22%	32%	4%	6%	8%	10%	14%
Sport and Exercise Science	44%	44%	38%	4%	9%	3%	6%	31%
Worcester Business School	30%	11%	25%	2%	4%	9%	8%	8%

Fig.28 - % respondents who attend regular events in The Hangar by School

Welcome Desk

A total of 55% respondents stated they had either contacted or visited the SU Welcome Desk during their time at University, an increase of just 1% compared to 2018. Of that number, 67% stated they were either Satisfied or Very Satisfied with the service they received, a 1% decrease compared to 2018. Only 2% were Dissatisfied or Very Dissatisfied with the service received, the same figure as 2018 (*fig.29*).

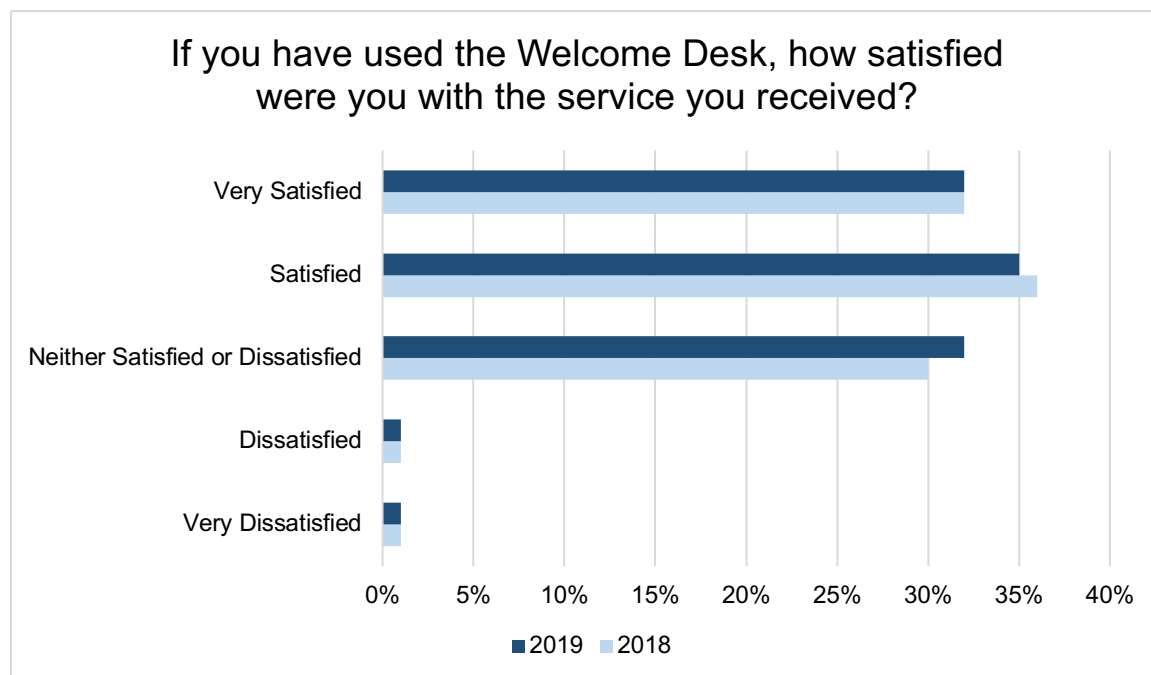


Fig.29 - % respondents satisfied/dissatisfied with service received at Welcome Desk

Respondents were also asked about their awareness of TOTUM (formerly NUS Extra). 55% were aware TOTUM cards were available to purchase from Welcome Desk, a decrease of 5% since 2018. Just over two thirds of respondents, 68%, were aware of what discounts were available on TOTUM, compared to 82% in 2018 (*fig.30*). This significant decrease in awareness may be due to the decision of NUS to replace a longstanding and well-known brand with an entirely new concept.

	Yes 2019	Yes 2018	No 2019	No 2018
Are you aware TOTUM/NUS Extra cards can be purchased from Welcome Desk?	55%	60%	45%	40%
Are you aware of the discounts available on TOTUM/NUS Extra?	68%	82%	32%	18%

Fig.30 - % respondents aware they can purchase TOTUM cards at Welcome Desk and the deals on offer

When looking at respondents' level of study, there is a small degree of variance in terms of who has used the Welcome Desk service. Almost two thirds of second year students have used Welcome Desk during their time at University, with first and third year students at slightly lower levels than this. Postgraduate students are far less likely to contact Welcome Desk, with fewer than one in three using the service (*fig.31*).

Respondents within certain Schools are far more likely to have contacted Welcome Desk than others. 82% Sport and Exercise Science students and 69% Arts students have used the service. These students are the most likely to be members of either Clubs or Societies, resulting in high numbers of queries relating to this. Students who are part of Worcester Business School and the Schools of Nursing & Midwifery and Allied Health & Community are the least likely to have contacted the

Welcome Desk. These students are the most likely to spend the least time on St Johns Campus (fig.32).

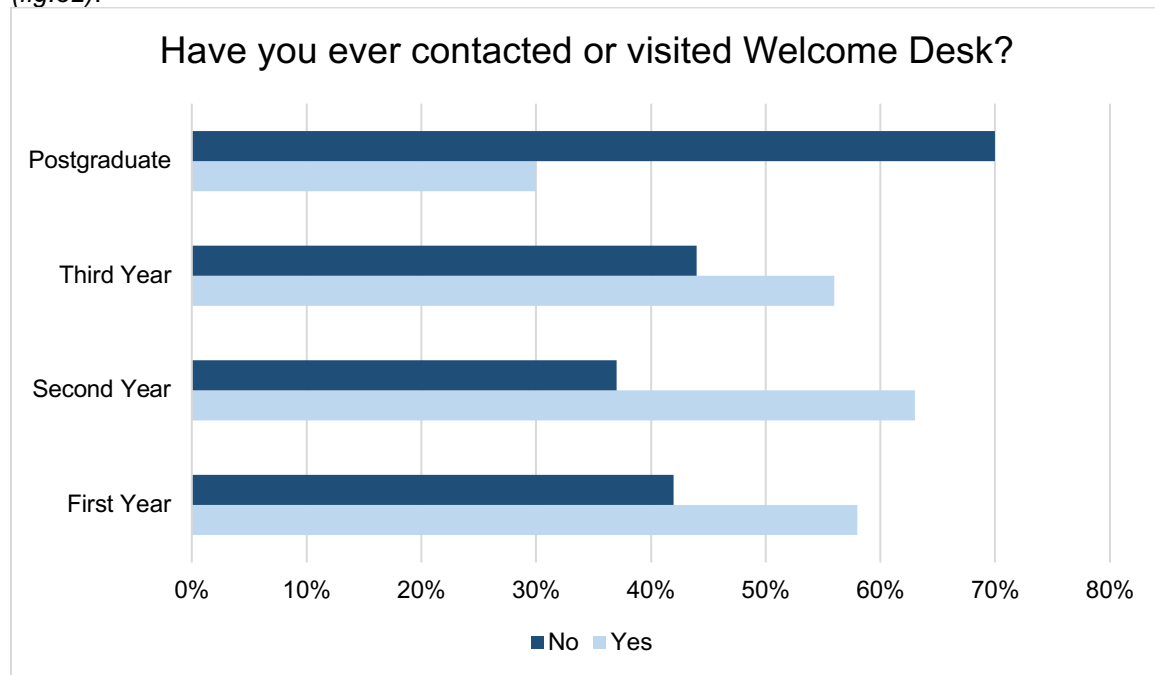


Fig.31 - % respondents who have contacted or visited Welcome Desk by level of study

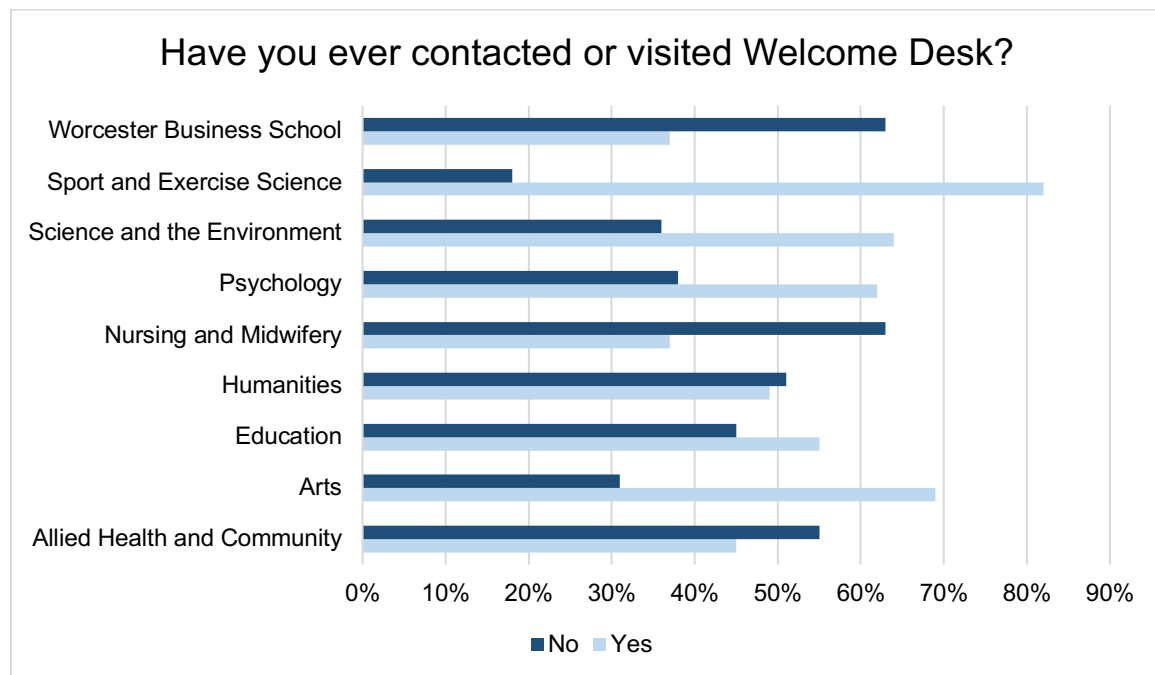


Fig.32 - % respondents who have contacted Welcome Desk by School

Students' Union Communications

When it comes to receiving information about WSU, respondents are most likely to have seen or heard this information via the WSU Facebook page, physical media (posters, flyers, etc.), direct email, and word of mouth. Information was least likely to be seen via Officer social media channels, The Hangar Instagram, and TeamWorc TV Twitter. The latter two platforms were newly introduced in the 2018-19 academic year. Responses to this question were broadly similar to 2018, bearing in mind the introduction of new platforms (*fig.33*).

When asked on which platforms they would most like to see or hear information about WSU, respondents stated a preference for direct email, the WSU Facebook page, and physical media. The least preferred platforms were TeamWorc TV Twitter, Officer social media channels, and the WSU Twitter page (*fig.34*).

In total 57% of respondents felt that WSU communications were relevant to them, compared to 58% in 2018. 11% respondents either Disagreed or Strongly Disagreed with this sentiment, the same figure as in 2018.

Finally, respondents were asked if they were aware the student, Clubs, and Societies are able to promote their own activities through WSU platforms, with 67% aware that this is possible, the same number as in 2018.

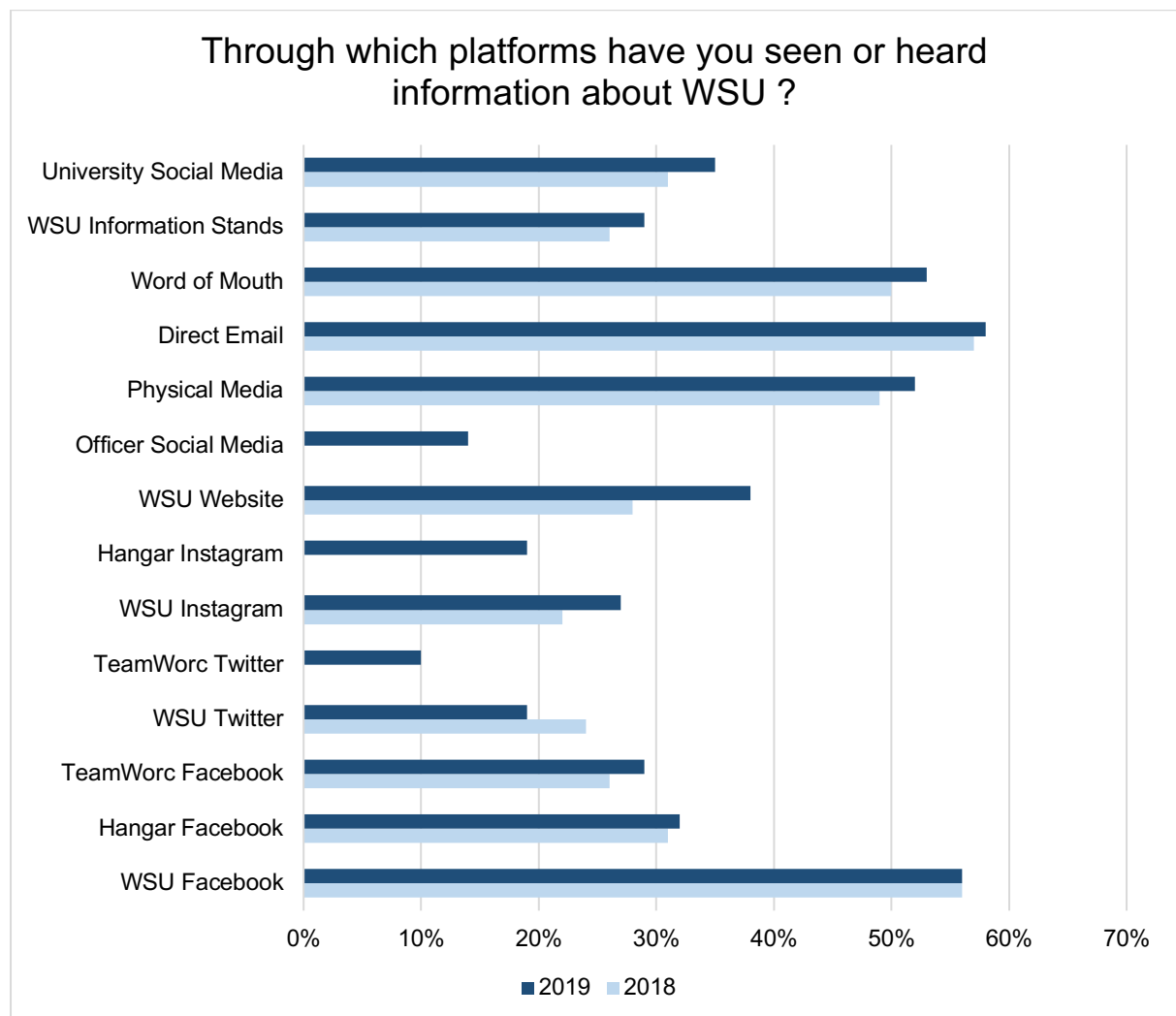


Fig. 33 - % respondents who have seen/heard information on various WSU platforms

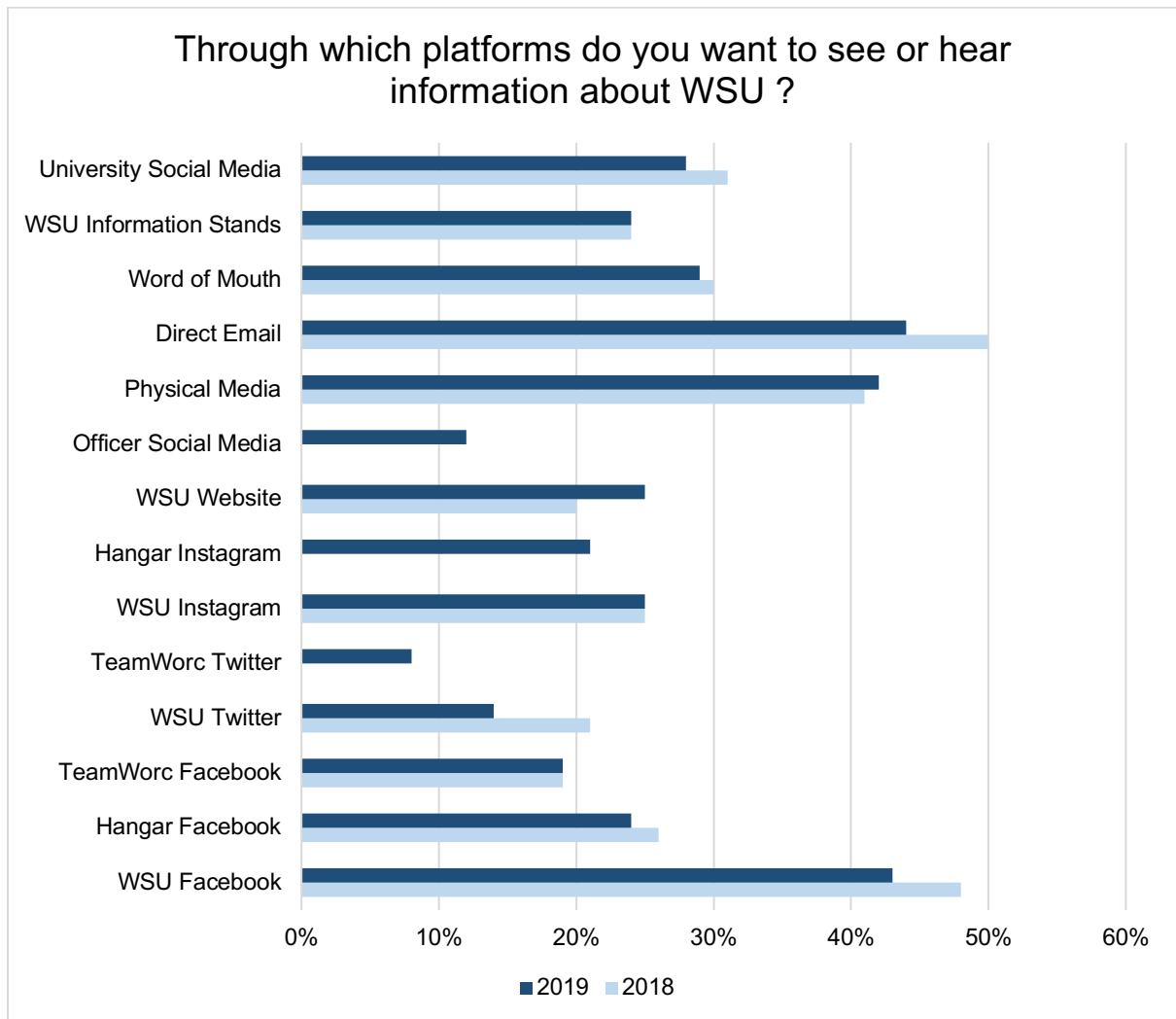


Fig. 34 - % respondents preference for what platforms they see/hear information about WSU

There is next to no variance with the above figures in terms of level of study. However, when taking into account what Schools respondents belong to, there are some significant differences that can be observed. These differences at the School level mostly seem to correlate with general levels of engagement with WSU from students in each School (figs.35&36).

	WSU Facebook	Hangar Facebook	TeamWorc Facebook	WSU Twitter	TeamWorc TV Twitter	WSU Instagram
Allied Health and Community	41%	22%	25%	14%	5%	17%
Arts	70%	46%	30%	19%	14%	43%
Education	58%	32%	32%	28%	13%	29%
Humanities	54%	37%	21%	21%	5%	24%
Nursing and Midwifery	38%	15%	18%	13%	10%	13%
Psychology	53%	38%	25%	18%	7%	24%
Science and the Environment	62%	37%	25%	11%	6%	32%
Sport and Exercise Science	82%	46%	55%	34%	24%	49%
Worcester Business School	48%	22%	20%	10%	4%	16%

Fig.35 - % respondents who have seen/heard information on various WSU platforms by School

	Hangar Instagram	WSU Website	Officer Social Media	Physical Media	Direct Email	Word of Mouth	SU information stands	UoW Social media
Allied Health and Community	14%	33%	8%	50%	66%	50%	39%	36%
Arts	38%	32%	16%	76%	49%	65%	35%	38%
Education	20%	38%	9%	51%	50%	48%	23%	31%
Humanities	17%	37%	8%	44%	49%	51%	25%	38%
Nursing and Midwifery	8%	20%	0%	38%	60%	45%	35%	20%
Psychology	15%	44%	15%	60%	71%	73%	44%	49%
Science and the Environment	20%	41%	20%	58%	55%	56%	27%	35%
Sport and Exercise Science	31%	49%	31%	64%	64%	55%	31%	39%
Worcester Business School	10%	34%	16%	44%	56%	48%	18%	26%

Fig.36 - % respondents who have seen/heard information on various WSU platforms by School cont'd

Further Feedback

Respondents were asked to rate their overall satisfaction with WSU, with a total of 68% either Satisfied or Very Satisfied. This is the same figure as 2018. Only 4% respondents stated they were either Dissatisfied or Very Dissatisfied with WSU, compared to 6% in 2018 (fig.37).

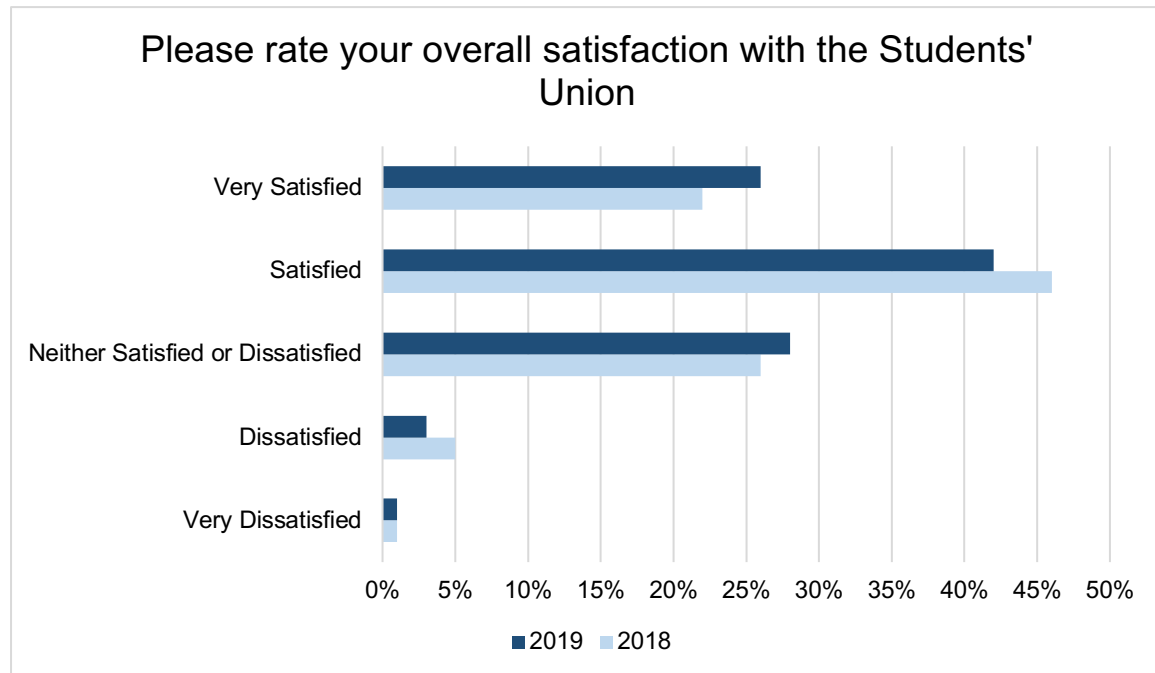


Fig. 37 - % respondents satisfied/dissatisfied with their overall experience of WSU

There was a slight degree of variance with the above figures when taking into account respondents' level of study. By a small margin, first year students were the most satisfied overall. Postgraduate students displayed the highest levels of dissatisfaction, along with the highest levels of those neither satisfied or dissatisfied (fig.38).

	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
First Year	26%	49%	23%	2%	0%
Second Year	31%	42%	25%	1%	2%
Third Year	28%	39%	30%	3%	1%
Postgraduate	14%	35%	39%	8%	5%

Fig. 38 - % respondents satisfied/dissatisfied with their overall experience of WSU by level of study

At the School level there are a number of differences that can be observed. Sport and Exercise Science students are by far the most satisfied with the SU, with almost 90% either satisfied or very satisfied. Levels of dissatisfaction are very similar across all Schools, with slightly higher levels for those in the School of Psychology and Worcester Business School. Broadly speaking, differences at the School level correlate with general levels of engagement with WSU from students in each School (fig.39).

	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Allied Health and Community	28%	36%	33%	1.5%	1.5%
Arts	23%	49%	23%	2.5%	2.5%
Education	28%	42%	26%	3%	1%
Humanities	26%	41%	31%	0%	2%
Nursing and Midwifery	14%	41%	43%	2%	0%
Psychology	24%	49%	18%	5%	4%
Science and the Environment	32%	45%	19%	4%	0%
Sport and Exercise Science	41%	46%	10%	3%	0%
Worcester Business School	12%	38%	42%	4%	4%

Fig.39 - respondents satisfied/dissatisfied with their overall experience of WSU by School

The final question in the survey was a free text option, asking respondents to give any further feedback or comments on their experience with WSU. Just over one third of respondents chose to provide feedback and the majority of this was positive. In terms of improvements that could be made to WSU and its services, the most common responses were:

- Increased focus on mental health campaigns and support
- Tailor services more towards mature, post-graduate, and commuting students
- Improved representation of students on City Campus
- Better support for students on placement
- Less focus on Clubs and more promotion of what's on offer for those not involved in sport

A large number of responses to the question provided very positive feedback:

- I've loved the support from the Students' Union in my two years at University
- The SU staff and Full-Time Officers, past and present, have always been very helpful and willing to help with anything
- The Hangar is a lovely and welcoming place
- Great support and strong array of social events
- Everyone is very friendly and helpful
- Love how involved they get and there is always a friendly face in the SU if you need one
- A very important and underappreciated part of student life at the University
- I trust them to do what is best for me and represent me and my views to the University
- Thank you for all the fun and support that you provide for students

Summary and Recommendations

Engagement in the survey dipped slightly compared to 2018 with a total of 740 respondents. Used in conjunction with other national and University surveys completed by Worcester students, the survey provides further feedback from our membership on how WSU can ensure continuous improvement.

Overall satisfaction levels were positive, though they have mostly remained static when compared to results seen in the 2018 survey. Across almost all areas, levels of knowledge, awareness, and engagement have remained more or less consistent when compared to the previous year. The one major discrepancy from the previous year is the significant dip in awareness and engagement with the Academic Representation system.

Survey results suggest a number of overarching recommendations that can be made to support improvements to WSU services, campaigns, events, and promotion. Many of these recommendations follow similar themes to, or are developments on, recommendations following on from the 2018 survey.

- Build on strong levels of awareness of WSU and what it does, and ensure this awareness is converted to actual engagement
- Increase levels of awareness and engagement with traditionally more hard to reach students; City Campus students, mature students, postgraduates, and those studying at Partner Institutions
- Increase involvement in RAG and Volunteering with first and second year students
- Increase awareness amongst all students of all aspects of the Part-Time Officer roles
- Increase awareness amongst all students of the Academic Representation system (that it incorporates the School and Course Reps) and how they can submit feedback to their Course and School Reps. Targeted activity to take place in areas / cohorts where awareness was lower.
- Continue to increase awareness of the Help & Advice service and the number of students accessing the service
- Develop WSU's support for students' future careers and employment skills in tandem with the Careers Service.
- Continue the development of the evening lineup and daytime events offered by The Hangar
- Increase levels of awareness and participation with events in The Hangar
- Continuously develop and review communications so that students hear from WSU in interesting and relevant ways
- Increase awareness among students of TOTUM and TOTUM Lite
- Work with the University and Aramark to increase the range of products that are served and sold in the catering outlets and shop respectively

WSU will work towards addressing and implementing the above recommendations throughout the 2019-20 academic year. Progress will be monitored alongside the WSU Strategic Plan and accompanying KPIs.