

IMPACT

Report

TERM

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2013/14



imperialcollegeunion.org/impact



Welcome

TO OUR IMPACT REPORT

Just as soon as we had caught our breath from the thrill of campaigning, elections and the Summer Ball, we were straight into planning and preparation for the start of the 2013/14 academic year. October saw the culmination of months and months of planning as we welcomed over 5,500 new students to Imperial and, in turn, members of the Union.

This year was also the first of Our Plan, the Union's strategic plan for the next three years. New services for our members including Imperial Plus, Give it a Go and the #helloicu Crew helped us provide our best welcome ever. Over 94% of our new students felt the Union's welcome to them met or exceeded their expectations. An achievement we couldn't be more proud of!

The Union continues to be the voice for all students at Imperial and our aim is to make our members' time at Imperial the best it can be. With only one term of the year complete there is much more we have got planned, but for now we wanted to look back at the impact of what the Union has done for its members since August.



Read more about
Our Plan for
the next three
years online at:

imperialcollegeunion.org/strategy





Yas Edwards

Deputy President (Clubs & Societies)

Nat Kempston

Deputy President (Education)

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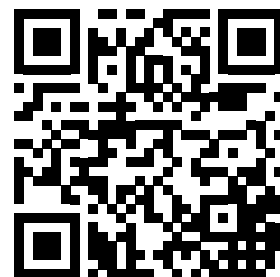
President

Marissa Lewis

Deputy President (Welfare)

Kieron Creagh

Deputy President (Finance & Services)



VISIT OUR IMPACT
WEBSITE FOR
even more information!

imperialcollegeunion.org/impact

ENHANCING THE Student Experience

Imperial College Union plays a key role in how students learn, develop and grow during their time here, especially through the skills that they learn through involvement in our activities.

A BETTER UNION FOR YOU

The annual National Student Survey (NSS) gives final-year students their chance to provide feedback on all aspects of their time at the College.

Of the respondents 77% agreed that they were satisfied or better with the services provided by the Union. This was an increase of 6% points year-on-year. This was not only one of the highest increases in all of Imperial's results but also placed us amongst the top 20 of all UK universities for a Students' Union ranking!



We are now rated as one of the best 20 Students' Unions in the UK.

81%

81% of final year students took part in the NSS in 2013, a 10% point increase on 2012/13!

OUR BUSIEST DAY EVER

Freshers' Fair was the biggest event of Welcome Week 2013 and saw over 5,000 students visit over 350 stands around the College's South Kensington Campus. From A Cappella to Yoga every one of our 313 Clubs, Societies & Projects had a stand showcasing the best of their activities and interests.

It was a record day on our website too, with more than 76,000 pages served to over 6,500 unique visitors. Singapore Society sold the most number of memberships with 88 students joining!



5,000+

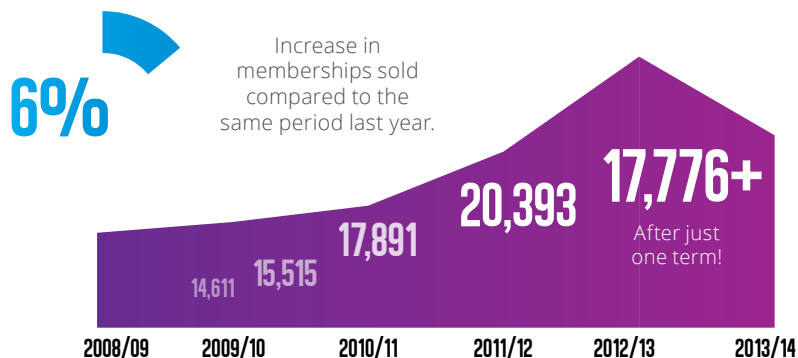
Over 5,000 new and returning students attended the Freshers' Fair 2013.



STUDENT ACTIVITIES

Our student activities programme continues to grow from strength-to-strength with our 313 Clubs, Societies & Projects already signing up students to 17,776 memberships. With only one term of the year complete, this is almost the total number of memberships in 2011/12!

The activities are an integral part of the Imperial Student Experience and were amongst the highest rated in the country in the recent Times Higher Education Student Experience Survey.



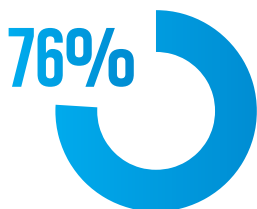
400+

Club, Society & Project Officers trained over the opening weekend of term.

GIVE IT A GO!

Give it a Go ran for the first time at Imperial College Union in October 2013. It encouraged almost 3,000 students to take up new opportunities, attend trips or try new activities before committing to joining one of our 313 Clubs, Societies & Projects.

71 Clubs & Societies were involved in our first Give It A Go and received publicity in booklets distributed at Freshers' Fair 2013 and on the What's On pages of the Union website. Across all the activities on offer by Clubs, Societies & Projects 756 extra students attended the events as a result of the GIAG scheme. 60% of Clubs & Societies thought GIAG helped increase membership and involvement and 76% wanted us to run the scheme again. The next GIAG scheme starts in January 2014.



Of Clubs, Societies & Projects wanted us to run Give it a Go again.



RECOGNISING OUR VOLUNTEERS

Volunteers are at the core of everything the Union does. From our Academic Representative Network to our Club, Society & Project Officers, over 2,500 volunteer positions are filled by elected students. Imperial Plus launched this year with the aim of recognising the hard work of this army of volunteers.

Volunteers can work towards either a Certificate or Accreditation, helping them identify the skills they gain through holding a position within the Union whilst enhancing their employability.

Already, over 3,300 volunteer hours have been recorded by the 300 students enrolled on the scheme. We are already planning how we can expand the Imperial Plus scheme to even more students next year.



Over 3,300 hours of volunteering have already been recorded for Imperial Plus.

Amplifying

THE STUDENT VOICE

One of our primary functions is to represent our members to the College and the wider community. The Union should be champions for excellent teaching, research and feedback, and play a key role in helping the College improve students' experiences in this area.

YOUR VOICE HEARD

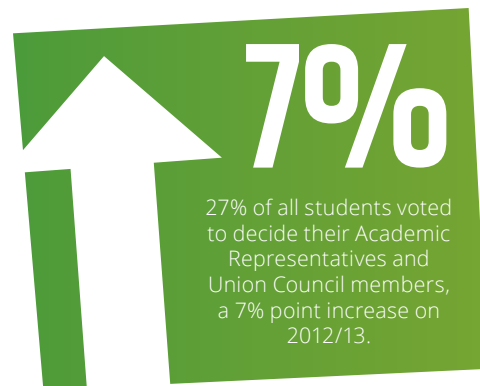
October's elections saw Imperial elect their all-important Academic Representatives and Union Council members. Over 115 positions were up for grabs in the Your Reps and Union Council Elections continuing on from last year's record breaking turnout.

In total 4,597 students voted making our turnout over 27%, a 7% point increase on last year! This turnout alone would have placed our October elections within the UK's top students' union elections for the whole year, a fantastic achievement.



10,680

Students voted in one of our elections a total of 10,680 times during 2012/13.



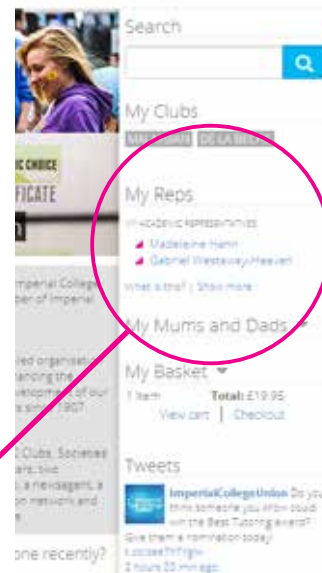
455

Academic Representatives elected, working in your department helping to make your Imperial experience the best it can be.

YOUR REPS

455 Academic Representatives have been elected this year already. Each Academic Rep is trained, trusted and mandated to improve your education. They work with the College departments, faculties and the Union to make positive changes to every aspect of your academic time at Imperial. Every student has a number of Academic Reps they can contact at course, department and faculty level if they have any issues.

To make it easier to find out who your rep is we have improved our, already sector leading, Who is my Rep? feature on our website. Now, every time you log in to the site your closest two Representatives will be shown on the right-hand side of the screen, whichever page you are on.



A THANK YOU TO ACADEMICS

Last year's inaugural Student Academic Choice Awards was a great success and a chance to celebrate the many examples of superb teaching and academic support at the College. The event was featured in the College's Annual Report published last month, highlighting it's importance in the College calendar.

This year's awards opened in December and over 140 nominations have already been received.

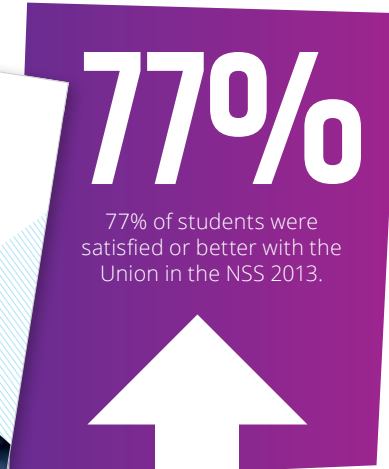


IMPROVING EDUCATION FOR ALL

In October we published our third annual National Student Survey Response. This document was again designed to be a useful and constructive document detailing how the College and the Union should respond to the issues raised by students in the survey.

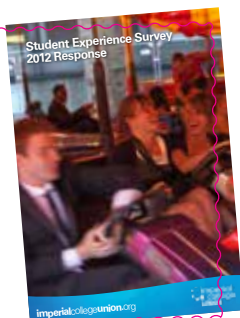
Imperial's NSS results were the best they have ever been, and the Union improved by 6%, however there is still much work to be done.

Many of the recommendations in the document have been well received by the College and departments and the document itself has already been viewed over 1,000 times.



Have a look back at our Student Experience Survey Response published last year.

Read the response



Read the response



BUILDING

a Student Community

The Union should be the hub of the student community – ensuring that students are happy in their surroundings; feel supported by their peers and can seek advice when they need to.

#HELLOICU CREW

Our brand-new team of volunteer students were on hand to welcome the 5,500 new students to Imperial during Welcome Week.

The #helloicu Crew were everpresent around the campus throughout the week helping students move in, meet new people at the Mingles and direct new students to lectures and rooms. 94% of new students said they were satisfied or better with the welcome provided by the #helloicu Crew!



88% of new students were satisfied or better with the information they received from the Union before they started at Imperial.



MUMS & DADS

Our buddy scheme entitled “Mums and Dads”, which matches returning students to new first year students based on their department and interests, saw its biggest year yet with over 1,000 returning students signing up. New students were able to log in to our online system and give us more information about their interests so we could better match them with their parents. We also added new functionality to the Union website so that any logged in user could easily find out who their children or parents were from any page on the site!

1,000+

More than 1,000 returning students signed up to be part of our buddy scheme.



BE SOCIAL!

Our Welcome Week Blog and #helloicu hashtag were adopted as the official communication channels for Welcome Week 2013 by the College. They gave new and returning students alike a chance to interact with the excitement of the first week of term and keep up-to-date with all the great events and activities going on.

#helloicu

WELCOME WEEK



94% 2013

94% of starting students were satisfied or better with their welcome to the College.

A CHANCE TO MEET NEW PEOPLE

Over 7,000 students attended one of our Welcome Week 2013 events, starting with the Undergraduate Mingle events on the first weekend.

For the first time we also ran the Alt. Mingle, a chilled out non-alcoholic alternative to the traditional Mingle. The event was attended by over 500 students over the weekend and was so well received by students that we are planning on running the same again next year.

ONLINE WELCOME!

Our new Welcome section of the Union website was the one-stop shop for starting students, containing helpful and fun information about life at Imperial and being a new student. Our 'Top-tips' news articles were viewed over 15,000 times, dispensing essential advice such as what to bring with you to halls and, more importantly, what not to bring!

The Welcome site also included online versions of our newly designed Union Handbooks. The handbooks again contained lots of useful information for new students including different versions for Undergraduates and Postgraduates. New for this year, alongside our A-Z of Activities, was our 'Very Helpful Handbook' which contained essential information for every Imperial student. The handbooks were viewed over 7,700 times!

7,000+

Over 7,000 students attended one of our Welcome Week events.



15,000+

Over 15,000 new students viewed one of our five 'Top-tips' news articles, dispensing essential advice and information about starting at Imperial.



Creating a

SUSTAINABLE ORGANISATION



Imperial College Union should be recognised as a charity that is financially sound, is a great place to work, and makes the most of the resources that are available to it.

43%

The Union website served more than 3 million pages in the first term of 2013/14, 43% more than the same time last year.

A HOME ON THE WEB

The Union website, imperialcollegeunion.org, continues to be the destination for Imperial students to find out what events and activities are happening around campus and to get involved with the Union's campaigns and democratic processes.

Since 1 August 2013 the website has served over 3 million pages a, 43% increase on the same time last year. Once again Freshers' Fair day was our busiest of the year with 6,500 unique visitors to the site, a massive 85% more than 2012!

The website is also where all of our members can join any of our 313 Clubs, Societies & Projects or purchase products from them. Almost 30,000 transactions have been completed this term at a value of over £700,000, 25% more than the first term of last year.

In November we introduced our full range of branded gifts, regalia and clothing to the website. Alongside a new marketing campaign we launched a series of photos that highlight the great range of Imperial College London clothing we sell, modelled by students, in science, engineering and medicine based scenarios.

OUR POP-UP SHOP

Our new pop-up shop on the Sherfield Walkway highlights the best of our range of Imperial College London branded regalia, merchandise, gifts and clothing. Despite having only two days to set-up, the Imperial Gift Shop has proved a hit with staff, students and visitors to campus. For the first time we have the space to showcase all our gifts. In the lead up to the Christmas break sales of gifts were up 85% on the same time last year.



REYNOLDS

Funding was secured from the College to refurbish the Reynolds Bar and Cafe at the Charing Cross Campus at the end of last year. The refurbishment includes a new bar, furniture, floor and better lighting. Already the Reynolds Bar has seen its busiest first term ever with more events, more visitors and better bops!



£717,593

Over £700,000 of transactions have been completed on the Union website since August.

FUNDING FOR NEW SPACES

Continuing on from our new meeting rooms in the Union Building, Beit Quadrangle, we have been working with the College to secure funding for more building projects. A continued investment to the spaces and services we offer our members is an essential part of ensuring the student experience at Imperial is the best it can be. The funding for two projects has been confirmed with the College.

- Opening in time for the start of the academic year 2014/15, the new Media Centre in the West Basement of Beit Quadrangle represents the largest investment in student media at the College in the last decade. A state-of-the-art radio, television and photography studio forms the centrepiece of the facility. Spaces designed around collaborative working, all with high-end editing and production computers, will help the our student media grow from strength to strength.
- The Union Concert Hall has long been home to the best in student drama, performance and music as well as our very own cinema. In fact Queen played one of their first ever gigs on the stage of the hall! In November we secured funding for a £215,000 refurbishment of the space thanks to the Harlington Fund. The work, which proposes a new ceiling, lighting and entrance, is due to be completed in time for next October.

It's all change on the Sheffield Walkway as the existing Union Newsagent makes way for a new catering outlet. Our pop-up shop the Imperial Gift Shop, will become a new newsagent, gift shop and home for the all-important pick and mix. An exciting new design will accompany the re-opening of the space. Final plans for the space are still to be agreed but we hope to have confirmation early in 2014.

FINANCIALLY SOUND

A focus on ensuring the Union has a strong financial position with the resources needed to achieve our strategic aims has underpinned the last 18 months. The Board of Trustees passed a new Reserves Policy that sets out our plan to ensure we have the appropriate amount of funding available for future capital expenditure and protecting any potential dip in income.

Continuing on from our strong financial position at the end of the 2012/13 year, the start to 2013/14 has been a successful one. At the end of November the Union was ahead of budget for the year with particular success in Beit Venues, Reynolds Bar and the Union Shop and Newsagent whilst the new h-bar enjoyed a strong start.

A NEW HOME FOR POSTGRADUATES

Our new Postgraduate Bar and Cafe, operated in partnership with College Campus Services, opened in November. The opening night was so busy there was a queue at the door!

The h-bar, named by students and staff, offers great value food and drink all-day and is the new home of the GSU Pub Quiz and other Postgraduate and staff focused events. The space is attracting a new generation of students and staff who use the space to relax after a hard days work whilst continuing to foster the unique academic collaboration that happens at Imperial over a drink and a bite to eat.



h

£1M+

More than £1 million of funding has been secured from the College for capital projects due for completion in time for the 2014/15 academic year.



Read more about the Union's financial position in our Annual Report 2012/13:



imperialcollegeunion.org/annualreports

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