

## **Post-Summer Ball survey**

*A paper by Jenny Wilson*

### **Background**

On June 18<sup>th</sup> the Union held the annual Summer ball and this year there were some significant changes from the format of previous years.

In the Union Council prior to Summer ball a Councillor enquired about what steps were going to be taken to review the summer ball and I recall that there was mention of garnering feedback following the event.

Following the Ball, there was an article in *Felix* regarding the ball which said that

*“The Union have admitted that the turnout at last week’s Summer Ball was disappointing, saying that the poor weather, a low turnout from other universities, and the number of students who hadn’t finished their exams “had a big hit on sales.”*

### **Notes**

1. That measureable “disappointing” turnout at the Ball does not inform the Union about how the attendees enjoyed it, or what it was that prevented more attendees.
2. It was acknowledged in Union Council that it would be difficult to count the number of attendees in each location throughout the event, but a retrospective insight could be of value to identify popular areas for future focus.
3. That it is preferable to undertake a survey for feedback sooner (approximately a month afterwards) rather than waiting for the new academic year, or even later as thoughts and opinions are
4. To not review how the changes were received would be negligent.
5. To seek input and opinions on how the event could be improved directly from the Union’s members is something that the Union should fundamentally be doing when looking to represent its members.
6. It is logistically simple to contact those people who bought tickets online prior to the event, and would be an ideal place to start this process.

### **Decisions**

1. Mandate the current DPFS to launch a survey requesting feedback from this year’s Summer Ball.
2. That the survey should remain open for as long as this committee stipulates or until a certain response rate, whichever is first.
  - a. To decide on the length of time the survey should remain open for and a response rate.
3. That the survey should be analysed in a timely fashion (by the beginning of the new academic year) and the results included in the requested report for Council and to the following Executive committee as soon as this is completed.
4. That the survey contents should be guided principally by the questions in Appendix A, though more are welcome to be added.

5. Whether to incentivise this survey
  - a. If yes, then how/with what to incentivise the survey.

### **Appendix A: Recommended contents of the survey**

#### **Attendance**

1. Did you attend the Summer Ball 2011? *Yes/No*
2. Have you attended a Summer Ball at Imperial College before?
  - Yes
  - No, this is my first year at the College*
  - No, I have opted not to go in the past*

#### **Areas**

1. Please tick the areas that you visited during the Summer Ball:  
*List the available areas.*
2. Out of the areas that you visited (if more than one) please select your favourite:  
*List the available areas*

#### **Acts**

3. If you visited the Queens Lawn stage, which was your favourite act?  
*List acts+ did not visit the Queens Lawn stage*
  - List the stages/locations and the acts at each in the same format

#### **After party**

4. Did you attend the after party?
  - Yes
  - No, I didn't want to
  - No, I couldn't get a ticket
5. This question should enquire about different aspects of the After Party if they answered yes to the above question.

#### **Prices**

6. Out of the following how did you find the value for money:  
*Choices of: Excellent VFM, Good VFM, Fair VFM, Poor VFM, Very Poor VFM*  
*With regard to:*  
*Summer Ball ticket*  
*After Party ticket*  
*Drinks*
7. Did you buy food while at the event?  
*Yes/No*
8. If yes, did how did you find the VFM of it?  
*Choices of: Excellent VFM, Good VFM, Fair VFM, Poor VFM, Very Poor VFM*

## **Overall**

9. What was your favourite aspect of the Ball? *Free text answers*
10. What was your least favourite aspect of the Ball? *Free text answers*
11. Any other feedback on the Summer Ball 2011? *Free text answers (it could be specified that thoughts for next year are not being sought yet)*