Welcome Week Review 2014

Targets

This year we set some targets for measuring our success in welcoming the 5,500 new students to Imperial. The targets were based on last improving on last year's satisfaction, attendance and online figures.

The Welcome Week Survey was completed by 550 students and contained the same question set as 2013/14.

Over 7,000 students attending events.
Over 8,600 attended

Achieve our income budget for the week Achieved

Over 15,000 views of our helpful news articles 22,220 views

Over 7,700 views of our handbooks online Over 8,500 views

Over 90% of students satisfied or better with their welcome to the College 87%, although this is one percentage point higher than last year

Over 85% of students satisfied or better with the communication from the Union before they started

82%, although this is the same as last year, despite us not sending our printed handbooks to international student first years upon their arrival.

Survey

We have listed the percentage of students who were satisfied or very satisfied with various events and services on the next page. Where the question was about a statement about the Union the percentage is of those that agreed or strongly agreed with the statement.

Outcomes

- Review our approach to pre-arrival communications with particular emphasis on the requirement to produce printed booklets
- Review our welcome events including 'The Mingles'
- Continue to focus on providing welcome events that do not involve the consumption of alcohol
- Improve the Postgraduate welcome, and how we communicate it, including events in H-Bar and the Postgraduate Mingle



Welcome Week Survey

Communication from the Union before you started Ease of finding Welcome information on the College website Ease of finding Welcome information on the Union website Ease of finding Welcome information on the Union website College Event Makers (yellow shirts) 37% #helloicu crew (purple shirts) 92% Mums & Dads - Buddy Scheme 82% Hall Wardens and Sub-Wardens welcome Hall Welcome Packs Undergraduate Mingle Lite Mingle 63% Freshers' Ball 83% Postgraduate Mingle 79% CSP Wednesday 74% Cornedy 85% Jazz Big Band 10U Cinema Halls Events Medic's Roadshow Freshers' Fair Welcome talk from the Provost and Union President 88% Sports Trials 74% Welcome Week activities run by department or course 77% H-Bar Comedy 73% H-Bar GSU Pub Quiz 73% The events during Welcome Week helped me settle in to the College and make friends There was a wide range of events and activities for all students 80% There was a wide range of events and activities for all students 80% There was a wide range of events and activities for all students 80% There was a wide range of events and activities for all students	Question	2014 Result
Ease of finding Welcome information on the College website 84% Ease of finding Welcome information on the Union website 87% College Event Makers (yellow shirts) 87% #helloicu crew (purple shirts) 92% Mums & Dads - Buddy Scheme 82% Hall Wardens and Sub-Wardens welcome 94% Hall Welcome Packs 87% Undergraduate Mingle 76% Lite Mingle 63% Freshers' Ball 83% Postgraduate Mingle 79% CSP Wednesday 74% Comedy 85% Jazz Big Band 90% ICU Cinema 89% Halls Events 86% Medic's Roadshow 86% Freshers' Fair 93% Welcome talk from the Provost and Union President 88% Sports Trials 74% Welcome Week activities run by department or course 77% H-Bar Comedy 73% H-Bar GSU Pub Quiz 73% H-Bar GSU Pub Quiz 73% H-Bar Open Mic Night 73% <	Communication from the College before you started	86%
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	The events during Welcome Week helped me settle in to the College and make friends	87%
There was a good balance of events involving alcohol and not involving alcohol 70%	There was a wide range of events and activities for all students	80%
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Imperial College Union is the voice for all students at Imperial 84%	Imperial College Union is the voice for all students at Imperial	84%
Imperial College Union is a not-for-profit charity 89%	Imperial College Union is a not-for-profit charity	89%
Imperial College Union improved my experience of Welcome Week 90%	Imperial College Union improved my experience of Welcome Week	90%

Question	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	
Please rate your overall satisfaction with Welcome Week 2014	12	29	198	97	88%

Imperial College Union Tel: 020 7594 8060 Fax: 020 7594 8065 Email: union@imperial.ac.uk

SW7 2BB

Registered Charity No: 1151241 imperialcollegeunion.org

Beit Quadrangle Prince Consort Road Twitter: @icunion London



Welcome Week Survey

Question	2014 Result
Hall Wardens and Sub-Wardens welcome	94%
Freshers' Fair	93%
#helloicu crew (purple shirts)	92%
Jazz Big Band	90%
Imperial College Union improved my experience of Welcome Week	90%
ICU Cinema	89%
Imperial College Union is a not-for-profit charity	89%
Welcome talk from the Provost and Union President	88%
Ease of finding Welcome information on the Union website	87%
College Event Makers (yellow shirts)	87%
Hall Welcome Packs	87%
The events during Welcome Week helped me settle in to the College and make friends	87%
Communication from the College before you started	86%
Halls Events	86%
Medic's Roadshow	86%
Comedy	85%
Ease of finding Welcome information on the College website	84%
Imperial College Union is the voice for all students at Imperial	84%
Freshers' Ball	83%
Communication from the Union before you started	82%
Mums & Dads - Buddy Scheme	82%
There was a wide range of events and activities for all students	80%
Postgraduate Mingle	79%
H-Bar Acoustic Band Night	78%
Welcome Week activities run by department or course	77%
Undergraduate Mingle	76%
CSP Wednesday	74%
Sports Trials	74%
H-Bar Comedy	73%
H-Bar GSU Pub Quiz	73%
H-Bar Open Mic Night	73%
There was a good balance of events involving alcohol and not involving alcohol	70%
Lite Mingle	63%

Question	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	
Please rate your overall satisfaction with Welcome Week 2014	12	29	198	97	88%

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