

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

Question	2014 Result
Communication from the College before you started	86%
Communication from the Union before you started	82%
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 Acoustic Band Night	78%
H-Bar GSU Pub Quiz	73%
H-Bar Open Mic Night	73%
The events during Welcome Week helped me settle in to the College and make friends	87%
There was a wide range of events and activities for all students	80%
There was a good balance of events involving alcohol and not involving alcohol	70%
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 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%

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%
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Hall Welcome Packs	87%
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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%
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Postgraduate Mingle	79%
H-Bar Acoustic Band Night	78%
Welcome Week activities run by department or course	77%
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H-Bar Open Mic Night	73%
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Lite Mingle	63%

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