



**Board of Trustees
One-Page Summary**

AGENDA ITEM NO.	11
TITLE	Union Survey Analysis and Action Plans
AUTHOR	Alex Mckee
EXECUTIVE SUMMARY	Each year the Union Survey seeks to gather feedback from our students on the services we run for them as well as our key communication messages. The survey enables us to make improvements based on the feedback received.
PURPOSE	This paper summarises the top-level findings of the survey as well as each service area's action plan in response to the findings. It also includes the analysis conducted by Marketing & Communications Manager that informed the service managers' action plans.
RISK IMPLICATIONS	None
FINANCIAL IMPLICATIONS	None
LEGAL REVIEW REQUIRED?	No
DECISION/ACTION REQUIRED	For information

Union Survey 2015 Analysis & Action Plans

1 Summary

1.1 Each year the Union conducts the Union Survey to seek feedback on the Union's services.

1.2 Students are encouraged to complete the online survey through promotion of the changes made as a result of the previous surveys as well as prize incentives.

1.3 This year 1,956 students responded to the survey representing 12% of the student body. Last year 1,050 completed the survey.

2 Findings

2.1 Overall satisfaction for each of our services was calculated. The percentage of those that responded with satisfied or very satisfied, with neutrals taken out, is shown. We then converted that into a score out of 5 to generate each of the Service Satisfaction Ratings. A rating for the Academic Representation Network couldn't be generated due to an error in the setup of the survey's logic.

Area	2014	out of 5	2015	out of 5	Δ
Academic Representation Network	73.8	3.7	na	na	na
Clubs, Societies & Projects	90.4	4.5	88	4.4	-0.1
Imperial Plus	50.5	2.5	63	3.2	0.6
Speed of Financial Transactions	38.5	1.9	51	2.6	0.6
Student Activities Centre/Reception	70.5	3.5	71	3.6	0.0
Advice Centre	82.2	4.1	75	3.8	-0.4
Website	75	3.8	76	3.8	0.0
eActivities	45.3	2.3	49	2.5	0.2
Beit Quad Bars	74.6	3.7	74	3.7	0.0
Metric	45	2.3	48	2.4	0.2
Reynolds	67.6	3.4	66	3.3	-0.1
h-bar	70.8	3.5	75	3.8	0.2
Shop	83	4.2	81	4.1	-0.1
Newsagent/Shop Extra	84	4.2	79	4.0	-0.3
Shop website	68	3.4	69	3.5	0.1
Overall - "I am completely satisfied"	60	3.0	58	2.9	-0.1

2.2 On the Union’s key communication messages there were increases in agreement in ‘Imperial College Union is the voice for all students at Imperial’, ‘Imperial College Union is a not-for-profit charity’ and ‘Imperial College London is a diverse and inclusive environment’. There were also increases in two measures of Postgraduate satisfaction ‘Imperial College Union supports students at campuses away from South Kensington’ and ‘Imperial College Union fully supports Postgraduate students’. Overall there were no large changes in the percentage of respondents who agreed with our key communication messages.

Question	All respondents		Undergraduates		Postgraduates	
	Agree % 2014	Agree % 2015	Agree % 2014	Agree % 2015	Agree % 2014	Agree % 2015
Imperial College Union is the voice for all students at Imperial	71%	72%	72%	72%	66%	72%
Imperial College Union has a positive impact on my time at Imperial	92%	89%	93%	91%	86%	84%
Imperial College Union plays a fundamental role in creating a positive student community at Imperial	88%	86%	88%	87%	88%	84%
Imperial College Union is a not-for-profit charity	83%	88%	81%	85%	91%	93%
Being involved with Imperial College Union enhances my employability	79%	77%	80%	82%	72%	67%
Imperial College Union supports students at campuses away from South Kensington	49%	52%	50%	53%	43%	50%
Imperial College Union fully supports Postgraduate Students	59%	61%	66%	75%	48%	50%
Imperial College Union fully supports International Students	82%	80%	82%	83%	82%	74%
Imperial College Union has a positive impact on my academic life	76%	75%	77%	78%	70%	69%
Imperial College Union is a place I can turn to for help and advice	73%	69%	73%	67%	71%	74%
Imperial College Union is a transparent and democratically run organisation	74%	75%	73%	72%	79%	81%
Imperial College London is a diverse and inclusive environment	90%	91%	90%	91%	88%	91%

2.3 In answer to the overall question “Thinking of all the services, including support, activities and academic representation provided by Imperial College Union, to what extent do you agree with the following statement: ‘I am completely satisfied with Imperial College Union.’” – which is the same as Question 23 in the National Student Survey. Traditionally the results of this question have always tracked lower than overall opinions in the survey, however a 2% drop is not insignificant and acting on the results of this survey is important to increasing overall satisfaction in the Union.

Answer	2014	2015
Strongly Agree	9%	8%
Agree	51%	50%
TOTAL	60%	58%

3 Actions

3.1 Action plans from the survey results are attached as appendices to this paper. The action plans are written by each manager of the service surveyed.

3.2 The action plans will be used as ‘You Said, We Did’ outcomes in the lead up to next year’s survey, demonstrating changes made as a result of the feedback given.

3.3 Notable actions include:

- A new food menu in Beit Quad bars
- A redesigned Union website with responsive design
- A new, more welcoming, Union Reception
- New wayfinding signage in the Union building to aid discovery of the new Union Reception
- Improvements to the room booking process

4 Next Year

4.1 Next year's survey will fork part of the the College's Student Experience Survey (SES).

4.2 The SES will run in two phases, one in November for new students that incorporates start-of-session questions such as welcome to the College and pre-arrival communications.

4.3 The second phase will be run at the end of term 2 and will be for all returning students including questions about Union run services.

4.4 Results and analysis from both phases of the SES will be published within 60 days of the survey finishing. Analysis and action plans will be brought to the Board for note.

Union Survey 2015 – results summary

KEY: * = New question for 2015

DEMOGRAPHICS

There have been some shift in those filling out the survey this year compared to last year, namely more Postgraduates, double amount of respondents from Medicine, which was also the top answering faculty last year and more international students taking the survey. The most popular form of advertising for the survey was via email – this can be attributed to an email sent in late March/early April, as a majority of responses to the survey happened in the days that followed! I would be tempted to lead with email to communicate about the survey again next year.

Do you identify as...

Answer	Response	%	2014
As a man?	1,088	56%	58%
As a woman?	831	42%	42%
*In some other way?	14	1%	n/a
*Would rather not say	23	1%	n/a

Are you...?

Answer	Response	%	2014
Undergraduate	1,229	63%	80%
Taught Post Graduate	301	15%	7%
Research Post Graduate	426	22%	13%

Which year are you in?

Answer	Response	%	2014
First	830	42%	36%
Second	435	22%	26%
Third	355	18%	22%
Fourth	234	12%	10%
Fifth or above	102	5%	6%

Top 5 answering departments:

2015	2014
Medicine – 22%	Medicine – 11%
Physics – 10%	Physics – 10%
Life Sciences – 7%	Life Sciences – 8%
Mechanical Engineering – 6%	Chemistry – 8%
Chemistry – 6%	Mathematics – 7%

On which campus are you primarily based?

Answer	Response	%	2014
Currently studying at an external institution	19	1%	1%
Charing Cross	140	7%	7%
Chelsea & Westminster	13	1%	0%
Hammersmith	107	5%	3%
Northwick Park	1	0%	0%
Royal Brompton	14	1%	1%
Silwood	21	1%	0%
South Kensington	1,584	81%	84%
St Mary's	57	3%	2%

How did you hear about this Survey?

Answer	Response	%	2014
Email	1,824	93%	53%
Facebook	20	1%	14%
Twitter	18	1%	3%
Posters/Flyer	18	1%	1%
Union Website	52	3%	25%
College Website	6	0%	2%
Student Media	6	0%	1%
Word of mouth	12	1%	1%

What is your fee status?

Answer	Response	%	2014
Home	1,058	54%	64%
EU	433	22%	19%
International	465	24%	17%

Postgraduate students

There were two extra questions included for Postgraduates to get their opinion on what we should do for them. We are working on a Postgraduate Engagement Strategy soon, so the results of these questions have more relevance this year than perhaps in previous years.

Postgraduates were asked what we should be doing to better support them at the College, and there were 363 comments left. Common trends in these comments were:

- More social events specifically for PGs
- Sabbatical officer for PGs
- Events out of term time/after in the day to fit into schedule
- Cross departmental/academic/career events
- Establish a new IP (Intellectual Property) Policy for students
- Postgrad Clubs & Societies/sporting activities
- More engagement outside of South Ken (particularly Hammersmith)
- Push to make undergraduate only activities open to postgraduates (e.g. taking Imperial Horizons for free)
- Campaigns for better common rooms in workspaces, and cheaper accommodation

They were then asked if they thought it would be beneficial for the Union to support social societies based around your Postgraduate Taught course, and 250 out of the 288 respondents said Yes. These answers have highlighted areas for development and inclusion as part of our strategy and subsequent objectives.

OVERALL SERVICE SATISFACTION

We have calculated the overall satisfaction for each of the services we surveyed on. The percentage of those that responded with satisfied or very satisfied, with neutrals taken out, is shown. We then converted that into a score out of 5 to generate each of the Service Satisfaction Ratings. A rating for the Academic Representation Network couldn't be generated due to an error in the setup of the survey's logic.

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ABOUT IMPERIAL COLLEGE UNION

To what extent do you agree with the following statements:

Question	All respondents		Undergraduates		Postgraduates	
	Agree % 2014	Agree % 2015	Agree % 2014	Agree % 2015	Agree % 2014	Agree % 2015
Imperial College Union is the voice for all students at Imperial	71%	72%	72%	72%	66%	72%
Imperial College Union has a positive impact on my time at Imperial	92%	89%	93%	91%	86%	84%
Imperial College Union plays a fundamental role in creating a positive student community at Imperial	88%	86%	88%	87%	88%	84%
Imperial College Union is a not-for-profit charity	83%	88%	81%	85%	91%	93%
Being involved with Imperial College Union enhances my employability	79%	77%	80%	82%	72%	67%
Imperial College Union supports students at campuses away from South Kensington	49%	52%	50%	53%	43%	50%
Imperial College Union fully supports Postgraduate Students	59%	61%	66%	75%	48%	50%
Imperial College Union fully supports International Students	82%	80%	82%	83%	82%	74%
Imperial College Union has a positive impact on my academic life	76%	75%	77%	78%	70%	69%
Imperial College Union is a place I can turn to for help and advice	73%	69%	73%	67%	71%	74%
Imperial College Union is a transparent and democratically run organisation	74%	75%	73%	72%	79%	81%
Imperial College London is a diverse and inclusive environment	90%	91%	90%	91%	88%	91%

Thinking of all the services, including support, activities and academic representation provided by Imperial College Union, to what extent do you agree with the following statement: 'I am completely satisfied with Imperial College Union'.

Answer	2014	2015
Strongly Agree	9%	8%
Agree	51%	50%
TOTAL	60%	58%

There have been increases and decreases in agreement levels across the board. Looking at the feedback from all respondents, agreement has increased on one of our strategic themes (Student Voice) but dropped in two (Student Experience and Student Community). Amongst Undergraduates and Postgraduates separately, agreement levels for Student Voice have stayed the same and risen in each group respectively. The rise in opinion from Postgraduates is by 6%, the highest amongst any of the comparisons from the year before – this is good to see and something to build on.

Out of the 12 statements above, six of them had percentage increases and the other six decreased amongst all respondents; amongst study types, seven had percentage increases with four being common between Undergraduates and Postgraduates (not-for-profit charity, supporting students at other campuses, supporting Postgraduates, diverse and inclusive environment). These four messages have been things that have been actively worked on this past year, so it is good to see growth in these areas.

The decreases for Student Community, Student Experience and overall satisfaction are only between 1-3% across the board; this is still something for us to be mindful of and ensuring that we can increase these results in next year's survey through the work that we do and the services that we provide in the next academic year.

What is the one big thing you want to tell us?

When asked what their one big thing to tell us was, we got 1,177 responses. The most common and interesting suggestions were:

- I'm disappointed that council is the only forum where I as a normal student can make my voice heard or discuss important issues for the entire union.

- Volunteering opportunities are great if you know where to look, but more needs to be done to encourage newcomers to participate.
- Better food options; especially for vegetarians/vegan/gluten free. Prices/choices/deals just don't make sense next to meat counterparts.
- It would be great if the Imperial College Union could organize more events (both cultural and evening ones) joint with other London Universities
- Can you please sell safety specs in the union shop (safety equipment for labs)
- Could do with more decent non-alcoholic events though
- Good: on a whole appears to be well run. Bad: some policies make it much harder for smaller societies to expand
- Love the relaxing activities organised around exam study time.
- The sabbaticals need to interact more with the rest of the community.
- Increase in minibus fees and decrease in sports funding each year is making it increasingly hard to run sports clubs effectively
- Use Metric more efficiently - it is often sitting empty when 568 is packed
- I knew the Union sabbs and staff were working hard for student interests - but I didn't know what they had accomplished.
- Perhaps try to involve the external medical campuses more instead of only holding workshops, career events, representative events, social events etc. at the South Kensington Campuses.
- It needs to actively seek out student opinion on a regular basis, as part of an actual process, not a box ticking exercise.
- I think that the union should encourage more collaboration between societies, to increase participation and awareness of what goes on
- I wish if you joined a club after christmas the membership fee was cut down to 2/3 the original

CLUBS, SOCIETIES & PROJECTS (CSPs)

	2014	2015
Level of satisfaction	91%	88%

There was a decrease in the percentage of respondents that were a member of a CSP in this year's survey; however, the types of responses aren't too dissimilar to last year. Freshers' Fair is the most popular way for students to decide which CSPs to join (67%), followed by it already being a hobby or interest of theirs (57%). This is the same for Undergraduates and Postgraduates alike. Considering that there was an overwhelming response to the question regarding Postgraduate societies before, 271 Postgraduates stated that there were current members of our Clubs, Societies & Projects, showing that there is some engagement in their current structure from Postgraduates.

If asked why they hadn't joined a CSP, lack of time was the main factor with 68% of respondents stating this as the reason, and between 4-8% of respondents choosing the other reasons.

The overall satisfaction rating for CSPs is 88% amongst respondents, a 3% drop from last year.

Are you a member of a Club, Society or Project?

Answer	Response	%
Yes	1,089	73%
No	407	27%

If Yes...

How did you decide which Club, Society or Project to join?

Answer	%
Freshers' Fair	67%
It was a previous hobby or interest	57%
Union Website	33%
Friends had joined	31%
Club, Societies & Projects A-Z Handbook	27%
Attended one of their events	21%
Took part in Give-it-a-Go	9%
Posters/flyers	8%
Their website	7%

If No...

Can you tell us why you have not joined a Club, Society or Project?

Answer	%
Not enough time	68%
Nothing that interests me	8%
Other (please specify)	8%
No activities taking place at my campus	7%
Can't afford it	5%
Didn't know how to join	4%

STUDENT VOICE (ACADEMIC REPRESENTATION NETWORK, ELECTIONS, CAMPAIGNING)

	2014	2015
Level of satisfaction	74%	--

This section had some new questions on Campaigns this year to gauge students' awareness of the Union's support for student-led campaigns. Overall, 49% of respondents to this question were aware that we can support student-led campaigns compared to 51% that weren't. That can be seen as a good level of awareness to develop on in future, considering that our Campaigns work was only launched this year, and not long before the survey went live.

A new question asked this year was about the awareness of Liberation Officers amongst students; results of that are below. I know there is a desire for this level to be much higher, so I'm sure this will be an area of develop next year as well.

Questions about the Academic Representation Network differed slightly depending on your study type; for both Undergraduate and Postgraduate respondents, there was more awareness about their Year/Dep Reps rather than their Faculty Representatives. There was also a drop in awareness that the Academic Representation Network is run by the Union. This is something that the Education & Welfare team will be addressing with their current Reps and get feedback on, and may be something to look at in the Union's central communication about our governance structures.

Did you know that the Academic Representation Network, the system of student representatives across College, is run by Imperial College Union?

Answer	Response	%
Yes	491	33%
No	979	67%

If respondent was an Undergraduate...

	Yes	No
Do you know who your Year Representatives are?	79%	21%
Do you know who your Departmental Representatives are?	61%	39%
Do you know who your Faculty-level Academic Affairs Officer is?	23%	77%
Do you know who your Course or Group Representatives are?	62%	38%

If respondent was a Postgraduate...

	Yes	No
Do you know who your Departmental Representatives are?	37%	63%
Do you know who your Faculty-level Academic & Welfare Officer is?	24%	76%

* Are you aware of any of the Liberation Officers supported by Imperial College Union? (BME, Campaigns, Disabilities, Ethics & the Environment, Gender Equality, Interfaith, International, LGBT)

Answer	Response	%
Yes	585	40%
No	868	60%

Elections

There were questions asked about Your Rep & Council Elections held in October 2014, and The Big Elections held in March 2015. For both elections, the Union website, emails and word of mouth were the top three ways in which respondents had found out about them. The dedicated Elections websites featured further down the list.

We asked questions about why students decided to vote or stand, and being a Postgraduate featured highly in both cases. We try to dispel this myth in all elections, and it seems we need to continue to do so. The highest rated reason for voting was candidate manifestos in the voting booth online; this has already been brought up as an area for development for us to improve the look and feel of these to make them more effective. It will be interesting to see what effect any changes will have on this result next year.

The Big Elections

Did you considering standing or did you stand for a position in The Big Elections 2015?

Answer	Response	%
Yes	195	13%
No	1,257	87%

If Yes...

What helped you decide to stand?

Answer	Response	%
Friends	106	56%
Elections website	74	39%
Word of mouth	58	31%
Twitter/Facebook	15	8%
Training sessions	14	7%

If No...

Can you tell us why not?

Answer	Response	%
I won't have time next year	478	38%
I'm a Postgraduate student, not for me	325	26%
Not experienced enough	317	25%
Other	222	18%
I already have a job	132	11%
Wasn't aware of it	86	7%
Worried I won't win	75	6%

Your Rep & Council Elections

Did you vote in this year's Your Rep and Council elections?

Answer	Response	%
Yes	981	68%
No	463	32%

If Yes...

What helped you decide to vote?

Answer	Response	%
Manifestos and pictures when voting	459	47%
Candidates' campaigning	398	41%
Elections website	353	36%
Word of mouth	298	31%
Candidates' websites and Facebook groups	171	18%
Lecture talks	85	9%
Twitter	13	1%

If No...

Can you tell us why you didn't vote?

Answer	Response	%
Other	149	33%
I'm a Postgraduate student, not for me	147	32%
Wasn't aware of it	125	27%
I won't have time next year	37	8%
Not experienced enough	27	6%
I already have a job	10	2%
Worried I won't win	5	1%

VOLUNTEER OPPORTUNITIES, TRAINING AND ACCREDITATION

These questions focused on Imperial Plus, Community Connections, and the services and training offered to volunteers.

There were some new questions about Imperial Plus this year to try to understand what students were getting out of Imperial Plus. 76% thought that Imperial Plus encouraged them to reflect upon their skills; 77% of respondents thought that they were able to articulate the skills gained (which is the intended aim of the scheme); and 86% thought it was an appropriate way for us to acknowledge their efforts as volunteers. Respondents were able to make suggestions if they answered no. Main suggestions for alternatives were:

- acknowledging all forms of volunteering, not just those at/through Imperial
- more recognised/well known accreditation
- recognising volunteering over 100 hours

Even though the satisfaction level dropped from 91% last year to 88% this year, it can still be seen as a very high level of satisfaction. There is work being done between the Student Voice & Communications and Student Services & Experiences team to address what we understand Imperial Plus to be, and then work to better communicate this to students to raise awareness, understanding, and hopefully participation in future.

There were new questions this year about training sessions and resources that we offer that provided some interesting feedback. When asked about our Club, Society & Project training manuals, there were a mix of comments. Main types of feedback were:

- A bit long and you need to find your way to useful, non-obvious information.
- Create a wiki with all this information in it, and that way when something's not clear someone can go in and edit it to make it clearer, or give a better example.
- They are very useful, but I know 90% of people don't read them! It may be worth making the training quizzes slightly harder dare I say it!
- Training manuals are pretty comprehensive.
- They are very well written, but difficult to access from the website.

Whilst 42% of respondents found them a useful source of information as they were, 45% of respondents said that they weren't aware of them. Work is already being done regarding getting the information in the manuals online, so this may go some way to making them easier to access.

There were new questions in the survey this year about Community Connections as well. One question asked what topics students would like volunteer opportunities based around, and Scientific came top of the list. The full list of topics in order of popularity is below.

Finally, the satisfaction level amongst respondents of our Finance Team rose by 12% from 2014 – that's a significant increase and the team should be congratulated for it!

Imperial Plus

	2014	2015
Level of satisfaction	51%	63%

Have you registered for Imperial Plus?

Answer	Response	%
Yes	169	12%
No	1,263	88%

If No...

Can you tell us why you haven't registered for Imperial Plus? Top Five

Answer	Response	%
I don't know what it is	799	64%
I haven't got time	145	12%
I'm not interested	71	6%
I don't understand what it is	47	4%
I don't know how to participate in the programme	34	3%

Services and training to volunteers

Have you attended any in person training delivered by the Union or one of our partners (e.g. Sport Imperial, Imperial Hub) in the last six months?

Answer	Response	%
Yes	249	18%
No	1,155	82%

* How useful are these training sessions to your volunteer role? Please rank from 1 to 5 (1 being not at all useful to 5 being extremely useful)

Answer	Response	%
1 - not at all useful	14	6%
2	33	14%
3	81	34%
4	82	34%
5 - extremely useful	28	12%

* What additional training topics would be useful to support you to carry out your volunteer role? Top Five

Answer	Response	%
CV workshops	82	34%
First aid	71	30%
Sponsorship	62	26%
Fundraising	58	24%
Publicity (marketing & communication)	55	23%

* Would you attend training sessions/workshops in relation to your role if they were delivered throughout the year?

Answer	Response	%
Yes	181	76%
No	57	24%

Do you liaise with the Union Finance Team as part of your volunteer role?

Answer	Response	%
Yes	125	32%
No	262	68%

	2014	2015
Level of satisfaction	39%	51%

Community Connections

* Have you completed any volunteering through Community Connections?

Answer	Response	%
Yes	71	5%
No	1,295	95%

*68. Volunteering activities around which topic would appeal most to you: Top Five

Answer	Response	%
Scientific	513	43%
Education & Literacy	364	31%
Mentoring	327	27%
Animals	312	26%
Environment	300	25%

Suggestions under 'Other' were all different:

- Student rights and the union!
- pregnancy and miscarriage
- starting our own union and a revolution to go with it
- gender-based violence

- representation
- Electronic Competition
- Refugees
- right for children
- Event Management
- kids
- First Aid
- Campaigning for Imperial to pay the london living wage to all employees
- Dancing
- Sustainability projects
- Food waste
- kids
- Medicine, sports and religion
- Music

UNION SERVICES

This section covers the Reception/SAC, Union website and eActivities.

We had a high percentage of people who hadn't visited the Union's Reception/SAC; out of those that did, they rated its customer service, location, décor/ambience and ability to answer their queries. They were able to suggest changes they would like to see in/for the space, and the most popular suggestions were:

- move it down a floor
- later/weekend opening or postbox to return minibus keys
- computer/printing access out of hours for principle officers
- change room booking system
- better signage to show who is where

In regards to our website, 85% of respondents to this question had visited it. 36% users stated they visited it on a monthly basis, and 20% stated they visited it weekly. There were only 13 people/1% that stated they visited it daily. Some of the free comment suggestions left about the website are already being addressed in redesign, e.g. mobile friendly, navigation. Overall, 76% of respondents stated that they were satisfied with the Union website.

Finally, the level of satisfaction for eActivities improved by 4% from last year. 30% of respondents to this question had used eActivities; 38% didn't know what it was. These could be students that have no need or want to use it. Main use for eActivities was for CSP admin, followed by claiming money back, and then financial administration; results were very similar in last year's survey and are demonstrated below. There was a lot of feedback about the speed of eActivities, both negative and positive, and mixed reviews about its ease of use – some respondents left comments saying that they found it easy to use, whilst others left feedback asking for the navigation to be easier. There may be a change to eActivities' navigation depending on the impending website redesign, so this can be taken into consideration.

Reception/Student Activities Centre (SAC)

	2014	2015
Level of satisfaction	71%	71%

Have you visited the Union Reception/Student Activities Centre this year?

Answer	Response	%
Yes	427	31%
No	940	69%

If Yes...

Top three purpose for visits:

- General query
- Club, Society or Project query
- Printing

Website

	2014	2015
Level of satisfaction	75%	76%

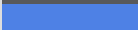


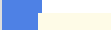
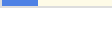
What do you use the Union website to do? Top Five

Answer	Response	%
Purchase a product	826	73%
Join a Club, Society or Project	681	60%
See what events are on	446	39%
General information	425	37%
Find out the latest news	163	14%

eActivities

	2014	2015
Level of satisfaction	45%	49%

Main uses of eActivities:

Answer		%	2014 %
Administer my Club, Society or Project		65%	69%
Claim money back		53%	52%
Financial administration		31%	35%
Logging Imperial Plus hours		19%	17%
Other		17%	19%

OUR COMMUNICATION TO YOU

This section completely new to the survey this year and featured range of new questions aimed at getting some more direct feedback on how we communicate to and with students, and suggestions what we can do to improve those communication channels.

When asked about social media, those that didn't follow our Facebook or Twitter accounts said that they didn't have a social media account (Twitter or Facebook), or that they did but didn't really use them. Those that did follow us were able to leave feedback on what they would like to see on our social media, and the most common comments were:

- Details about what's on/events
- Images as posts with small copy/content
- CSP content
- More about what's happening at other campuses
- More posts from staff/Sabbs – more human element

When asked about our email communication, 88% of respondents to this question had read our all-student emails, and 82% of that group said that they found them useful/informative. When asked What would you like to see more of in our emails to you?, most common suggestions were:

- Events
- CSP events
- More timely information - what will be happening that day and the following (short-term)
- More specific events for PGs in PG emails
- Better HTML layout
- How you're working to make Imperial better for students
- Short summary at the start

Taking feedback from the results into account, there is work that could be done on looking at the content of our social media posts, particularly on Facebook as it's the most popular amongst our students, and look at the content and format of our all-student emails, moving to shorter, more concise and less HTML heavy emails. We will need to think about good ways to become aware of and get access to more content from our student groups to include on our social media and all-student emails.

Social media

* Do you like the Imperial College Union Facebook page or follow @icunion on Twitter?

Answer	Response	%
Neither	597	45%
Facebook	511	38%
Both	169	13%
Twitter	52	4%

If Yes...

* Do you find our Facebook and/or Twitter page useful and/or informative?

Answer	Response	%
Yes	652	49%
No	677	51%

* Which do you find most useful with regard to information about the Union and its services?





Answer	Response	%
Facebook	777	58%
Both equally useful	446	34%
Twitter	106	8%

Emails

If No...

* Can you tell us why you haven't read one of our Union emails?

Answer	Response	%
Content is of little/no interest to me	57	38%
Emails are too long	37	25%
Feel like there are too many sent	28	19%

I don't check my emails that much		12	8%
Always the same content		7	5%
I don't want to hear from the Union at all		6	4%
Would prefer to hear from the Union another way		4	3%

FOOD & DRINK

This is the biggest sections in the survey, featuring questions about the food, drink and entertainment offering at FiveSixEight, Metric, The Union Bar, Reynolds and the h-bar. There were some new questions in about Reynolds to get feedback on changes made there this academic year.

Respondents were asked what their reasons were for not visiting any of the bars and reasons varied for each bar; for example, location was a higher factor for Reynolds than the other venues. Results from these questions are below.

There were questions asked about catering for FiveSixEight and h-bar and reasonable waiting times for lunchtime and evening services. For both venues, 5-10 minutes was the preferred time for lunchtime service, and 10-15 minutes the preferred wait time for evening service. Over 40% of respondents for each of those questions choose those answers. There were some common themes in the free text answers from respondents about any additions they would like to see added to the menus, including some drink suggestions as well:

- More vegetarian and vegan options
- Lactose free options
- More gluten free options
- More healthy non-salad based options
- Better pizza bases (FiveSixEight specifically)
- More craft beers
- More real ales available

In regards to types of events people would like to see more of in the bars, and common themes in comments across the board were:

- Comedy
- Games nights – board games, arcade games, etc.
- Live music/open mic nights
- Mix of music styles – genres suggested included cheesy rock, R'n'B, indie
- Karaoke

There are changes to the satisfaction levels for the venues this year – Metric and the h-bar's has risen, whereas Beit Bars and Reynolds has fallen slightly (between 1-2%). It is good to see the increases, and I would say that the slight decreases in satisfaction are not reflective of work that has gone into the venues from those teams and others at the Union.

FiveSixEight and The Union Bar

	2014	2015
Level of satisfaction	75%	74%

Can you tell us why you haven't visited our bars this year?

Answer	Response	%
I don't like pubs and bars	80	29%
Location	74	26%
I prefer other bars	60	21%
Wasn't aware of it	34	12%
I don't like the atmosphere	28	10%
Other	29	10%
Religious reasons	25	9%
I don't like the music	8	3%

Metric

	2014	2015
Level of satisfaction	45%	48%

Can you tell us why you haven't visited Metric this year?

Answer	Response	%
I don't like nightclubs	292	38%
I don't like Metric	148	19%
Wasn't aware of it	127	16%
Location	91	12%
Events on offer	43	6%
I don't like the music choice	28	4%
Religious reasons	28	4%
Value for money	17	2%

Reynolds

	2014	2015
Level of satisfaction	68%	66%

Can you tell us why you haven't visited Reynolds this year?

Answer	Response	%
Location	593	57%
Wasn't aware of it	182	18%
I prefer other bars	72	7%
I don't like pubs and bars	66	6%
Thought it was only open to Faculty of Medicine students	60	6%
I don't like the atmosphere	31	3%
Religious reasons	26	3%
I don't like the music	5	0%

h-bar

	2014	2015
Level of satisfaction	71%	75%

Can you tell us why you haven't visited h-bar this year?

Answer	Response	%
Other	209	30%
Wasn't aware of it	128	18%
I prefer other bars	97	14%
Location	85	12%
Don't know where it is	59	8%
I don't like pubs and bars	47	7%
No events on offer that I like	36	5%
Religious reasons	23	3%
I don't like the atmosphere	15	2%
I don't like the music	5	1%

OUR SHOPS

The last section of the survey focused on the Union Shop and Shop Extra and the online shop on our website. Satisfaction percentages for these are as follows:

Level of satisfaction	2014	2015
Union Shop	83%	81%
Newsagent (2014) / Shop Extra (2015)	84%	79%
Union Shop website	68%	69%

As Shop Extra opened last August, we asked if people knew that it was run by the Union – only 34% of respondents to that question said Yes, and the most popular reason for respondents not visiting the shop is that they weren't aware of it (72%). Despite the exterior of the shop being very Union branded, perhaps we need to do more in our communication to let people know that Shop Extra is our outlet.

When asked what other products or services would you like to see Shop Extra provide, the two most common suggestions were:

- more healthy snacks
- longer opening times, particularly around exams

Other suggestions included:

- Oyster top up
- Wider range of brands for medication
- Yoyo as payment option
- Alcohol
- Fresh/dried fruit

In regards to the Union Shop, there were a number of comments made about what items it should sell, and there were a number of requests for safety specs and cheap/er lab books. There were some comments about products that we sell being available cheaper elsewhere, and students preferring to get them there than with ourselves; we may need to review some of our prices to be more competitive.

Again, as with most of the survey this year, the changes in satisfaction levels are slight, and the change in levels for the Shop Extra might be attributed to it being a new space, and the opinion is a fresh one rather than a comparison to the old Newsagent. The increase in satisfaction for the Union Shop website is positive, and can hopefully rise in next year's survey following work due on the presentation and design of the website.

Interesting suggestions made for the online shop were:

- a free "pick-up" service whereby one can order items online and then pick them up from SAC, rather than pay postage to deliver to/near campus
- Store card details/use PayPal to make checkout faster

These might be improvements that we can look into in the website's redevelopment with the Retail team.

Please rate the following aspects of our Shop

Question	Excellent	Above Average	Average	Below Average	Poor
Customer Service	275	404	222	17	8
Stock levels	275	427	203	17	4
Cleanliness	303	419	190	10	4
Variety of products	282	434	184	19	7
Decor/Ambiance	198	375	294	48	11
Value for money	120	274	327	144	61
Opening times	146	353	351	63	13

Please rate the following aspects of Shop Extra

Question	Excellent	Above average	Average	Below average	Poor
Customer Service	114	157	98	1	0
Stock levels	91	170	97	11	1
Cleanliness	113	146	108	2	1
Variety of products	89	162	100	15	4
Decor/Ambiance	79	137	139	14	1
Value for money	67	114	138	45	6
Convenient to use	109	172	84	5	0
Opening times	71	149	125	22	3

Please rate the following aspects of our Union Shop website

Question	Excellent	Above Average	Average	Below Average	Poor
Product range	89	214	189	14	6
Ease of navigation	84	195	185	38	10
Design/layout	82	206	195	22	7
Value of products	73	170	213	48	8
Shopping process	90	194	200	23	5
Shipping costs	62	144	274	28	4