



UNIVERSITY OF LINCOLN STUDENTS' UNION
2015 Membership Survey Analysis
Speak Up. We Are Listening
 Executive Summary

The annual Students' Union Membership Survey presents an opportunity to gain valuable student feedback on our services, including awareness, service quality, support, and the communication received as a user. Analysis of the results allows the organisation to identify areas of strength and of development and provides evidence to create change for the year ahead which will enhance the student experience in Lincoln.

The 2015 Membership Survey, branded 'Speak Up. We Are Listening' received 1,876 unique responses. Due to the sustained promotion of the survey through the means discussed in the methodology below, we engaged just over 14 per cent of the entire student body. The sample size was sufficiently large enough to be representative of the entire student population, with a maximum confidence interval of just over +/- 2 per cent at a 95 per cent confidence level. This survey is the only large scale survey conducted with students at the University specifically. The only other larger piece of market research into the student experience is the National Student Survey carried out by IPSOS Mori into final year students experience.

Number of Respondents: 1,876	Percentage of Student Body: 14%
Increase from 2014: 603 responses	Launch Event Responses: 150
Undergraduate Respondents: 1,790 (95% of total respondents)	Postgraduate Respondents: 86 (5% of total respondents)
Mature Student Respondents: 359 (19% of total respondents)	International and EU Respondents: 115 (6% of total respondents)

With an increased sample size, it is positive to note that levels have been maintained with some areas that have seen improvement:

Headline results

- Increase of members 'Agree' that communication is effective
- Decrease in members that are 'Very Concerned' about Isolation, loneliness

or bullying

- 97% of members feel Student Union events are safe
- Maintained effective representation of members
- Increased awareness of the Course Representation System partnership between the Student Union and University of Lincoln
- Greater awareness of across campus campaigns
- Decrease in 'Very Concerned' generally of issues members feel they face on a daily basis
- Very high level of awareness of Students' Union commercial venues
- Commercial venues performed well in terms of value for money and ranked best when compared to high street menu prices
- Increased awareness of volunteering service

Four main development areas have been identified; to address these issues would result in higher satisfaction of the Students' Union. These include:

Development Areas

- Members to feel they can influence what the Students' Union does
- Members awareness of who the Sabbatical Officers are
- Improve employability with the opportunities the Students' Union provides its members
- To provide an independent Support Service

Key recommendations have been listed below. These will be expanded upon throughout the report:

Key Recommendations

- Employability plan which would focus on providing better access to workshops, Job Shop and trips to employability events
- Improved email content management to ensure effective and informative content
- Enacting democracy review
- Heightened marketing and Communication of Sabbatical Officers to ensure awareness of the roles throughout the year
- Revised Rep training to include NSS Action Plan Workshop
- Better support for Liberation groups and PG Reps
- Recreate the success of Tower Bars' menu at The Swan
- Consider relocating Box Office / Reception
- Open Advice Centre
- Improved content management of communication and creation of news stories to close the feedback loop