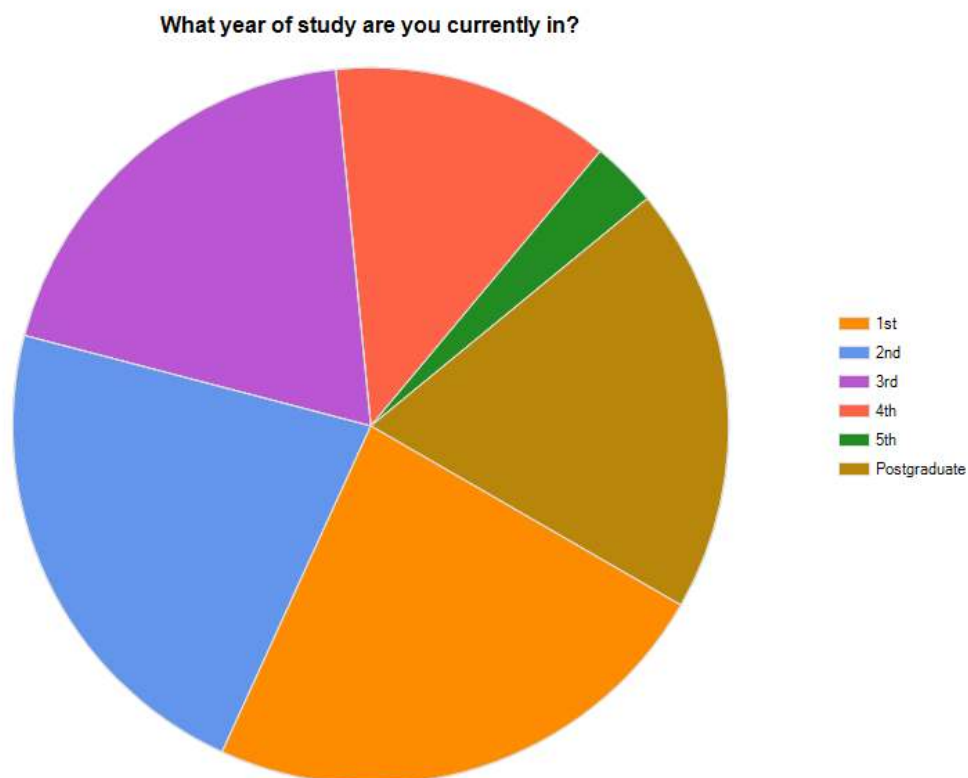


## Introduction

Over 2000 Strathclyde students took our recent Union Survey, thank you to everyone who took part and congratulations to our winners.

With a fairly even split across gender (49% male & 51% female) and year of study (see chart 1) we are happy that the views are representative of the student demographic at Strathclyde and will use the feedback to enhance current services and shape future ones.

Chart 1:



## Freshers' Week / Returning Students

Over three quarters (78.5%) of you thought that after course specific inductions would be a good addition to Freshers' Week and overwhelmingly (over 92%) that Strathclyde students should be given priority at Union based events.

Over 60% of respondents said they would, as a returning student come to Freshers' Week, with those who said they wouldn't citing age, the type of events put on and "been there, done that" as reasons to stay away!

With plenty of feedback from those who think more daytime events at Freshers' Week would be beneficial (40%) you can expect to see some of the ideas flow into FW 2010 and beyond.

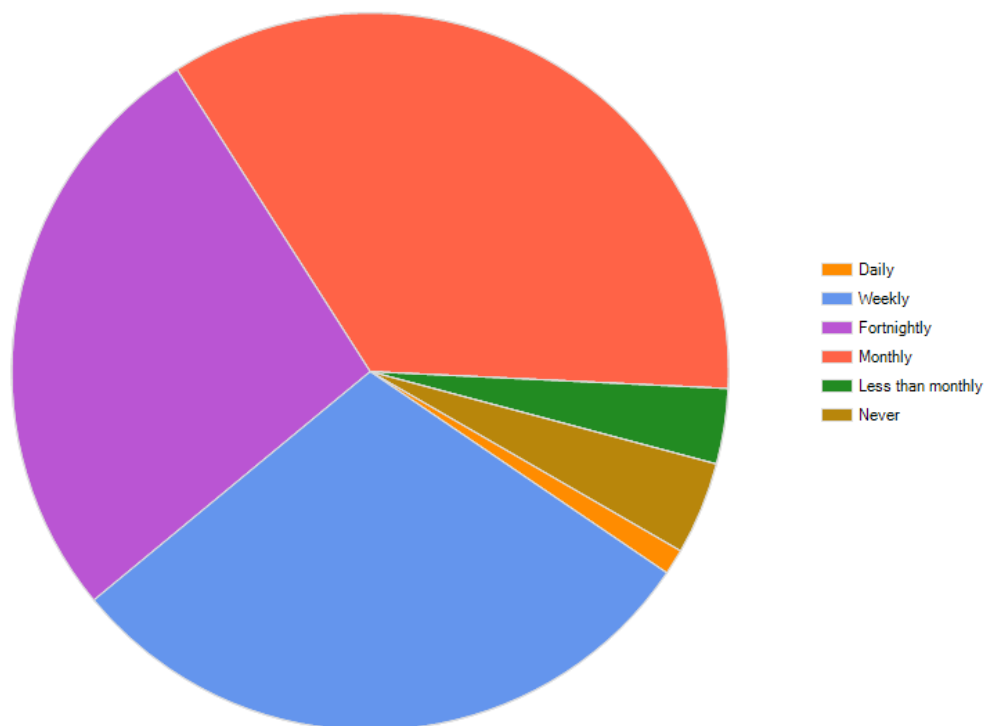
## Communications

USSA is determined to continue to improve the way in which we communicate with you, our students and so we will be taking on board the feedback (see Chart 2) and from Semester 1 2010 we will be re-introducing the Association email update.

As your preference for the regularity of this update was closely split between monthly, fortnightly and weekly it was decided that twice a month would be of most benefit but will be regularly reviewed in future market research.

Chart 2:

**How often would you like an update on Association events via email?**



Over 66% of you are happy that we are communicating with you effectively and now we have a benchmark we will continue to improve on this throughout 2010/11. The feedback received from those who don't feel we are doing so well will be used as part of ongoing improvements to our Communication strategy.

With almost 67% of respondents feeling it is either important (20.6%) or quite important (46.3%) for you to be able to access Association information via social networking sites we will continue to drive information through Twitter and Facebook (<http://www.facebook.com/StrathclydeStudentsUnion>)

Although the site was originally set up to promote the Barony Bar for the last year we have been using it as a platform to communicate all areas of the Association – from commercial nights through to Election campaigning and much, much more!

## Involvement & Community

Over 78% of you felt that university life was what you were expecting and that you either always or sometimes socialised with different groups of friends and over half felt that there was a “community feeling on campus”.

Three quarters of you felt that getting involved in the Association (e.g. clubs, sports, volunteering, democratically) whilst at University would help your prospects after graduating.

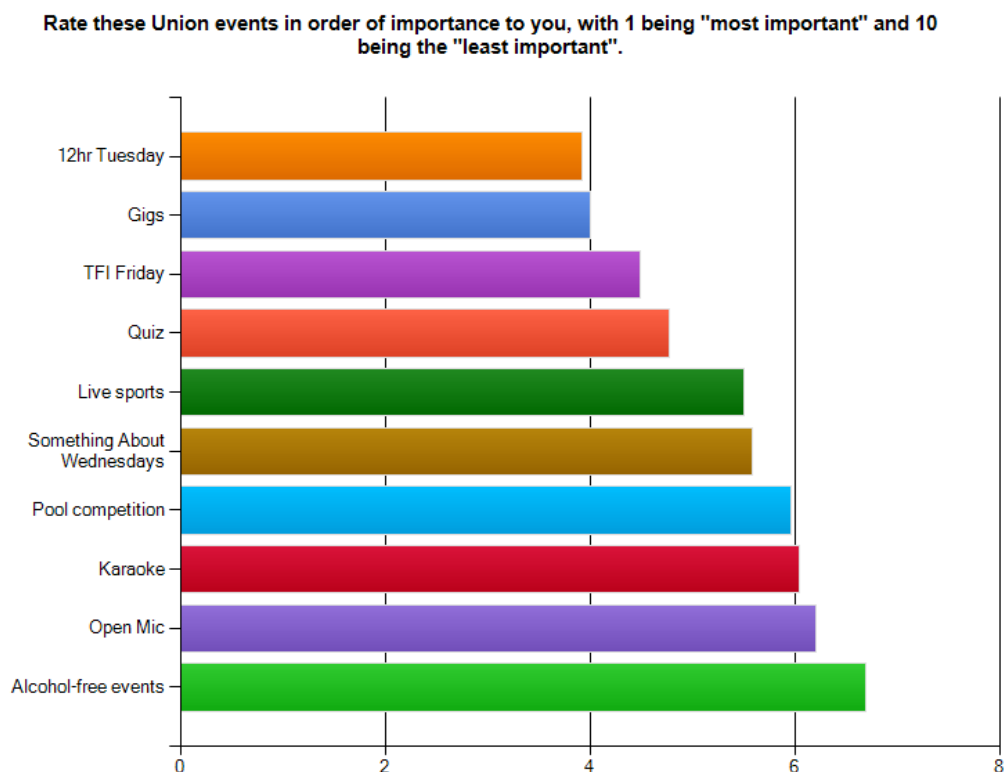
“What opportunities for involvement that the Association doesn’t currently offer would you like to see in the future?” generated over 2000 responses so we now have plenty of ideas to help us move forward with increased student participation – thank you!

## Union Services

With only a tiny percentage (2%) of you wanting to socialise in the Union on a Saturday night, we will continue the current policy of weekday offerings and the very occasional Saturday night event (TFI reunion being the most popular event on a weekend for some years!).

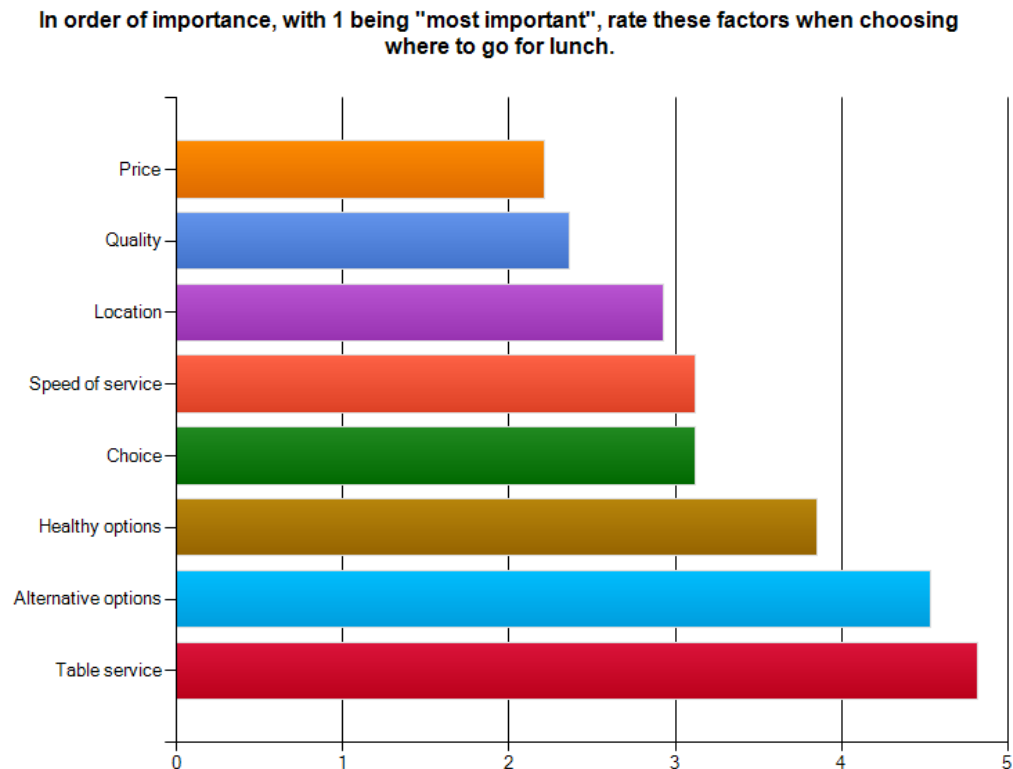
Somewhat unsurprisingly our two most well attended nights of the week, Tuesdays and Fridays turned out to be your favourite social events at the Union. Live gigs featured highly and are something that will be a focus for the coming year 10/11.

Chart 3:



With over 1800 responses to “what is missing from the Union that other places offer” and 1900 to “why do you think people socialise elsewhere” we have a solid base of ideas on which to build for the future.

Finally your thoughts on what you judged the most important factors when choosing a lunch venue were welcomed as we look to improve the service provision in The Scene, food outlet on Level 4. See Chart 4:



## Next Steps

We are fully committed to gaining more feedback on a regular basis, from you our members.

You can contact us via email with thoughts, suggestions or questions on [customerfeedback@theunion.strath.ac.uk](mailto:customerfeedback@theunion.strath.ac.uk)

We will keep you informed of our next piece of research and the findings on the website, through our term time emails from the President and via our social networks. Watch these spaces!