

Exploring Perceptions

what matters to our members?



Our Survey

- 1597 viewed/started it
- 1292 completion
- Online and 25 % face to face
- Targeted internationals and pgs but still under represented.

What do members think about
what we think matters?

Top Priorities

RANK /16	MEAN	STATEMENT
1	4.52	Represents the student voice when decisions are being made
2	4.49	Works together with the University for change on the issues that affect students
3	4.46	Ensures the University delivers the student experience it promises
4	4.39	Cares about issues which will affect the future of education
5	4.34	Keeps students informed about what is happening within the University
6	4.30	Makes it easy for students to improve their skills and make themselves more employable
7	4.18	Provides support and information to make life easier
8	4.11	Create opportunities for students to enjoy new experiences
9	4.00	Creates opportunities to socialise with other students

Lesser Priorities

RANK /16	MEAN	STATEMENT
10	3.92	Involves students in the operation of all its activities and services
11	3.83	Is a fun and exciting organisation to be involved with
12	3.80	Has JCRs to support students and provide social activities within the Colleges
13	3.80	Provides a vibrant space for students to meet other students
14	3.78	Supports our members at Lancaster campuses across the world
15	3.75	Is a sustainable, environmentally and ethically conscious organisation
16	3.66	Provides opportunities to get involved in the wider Lancaster community

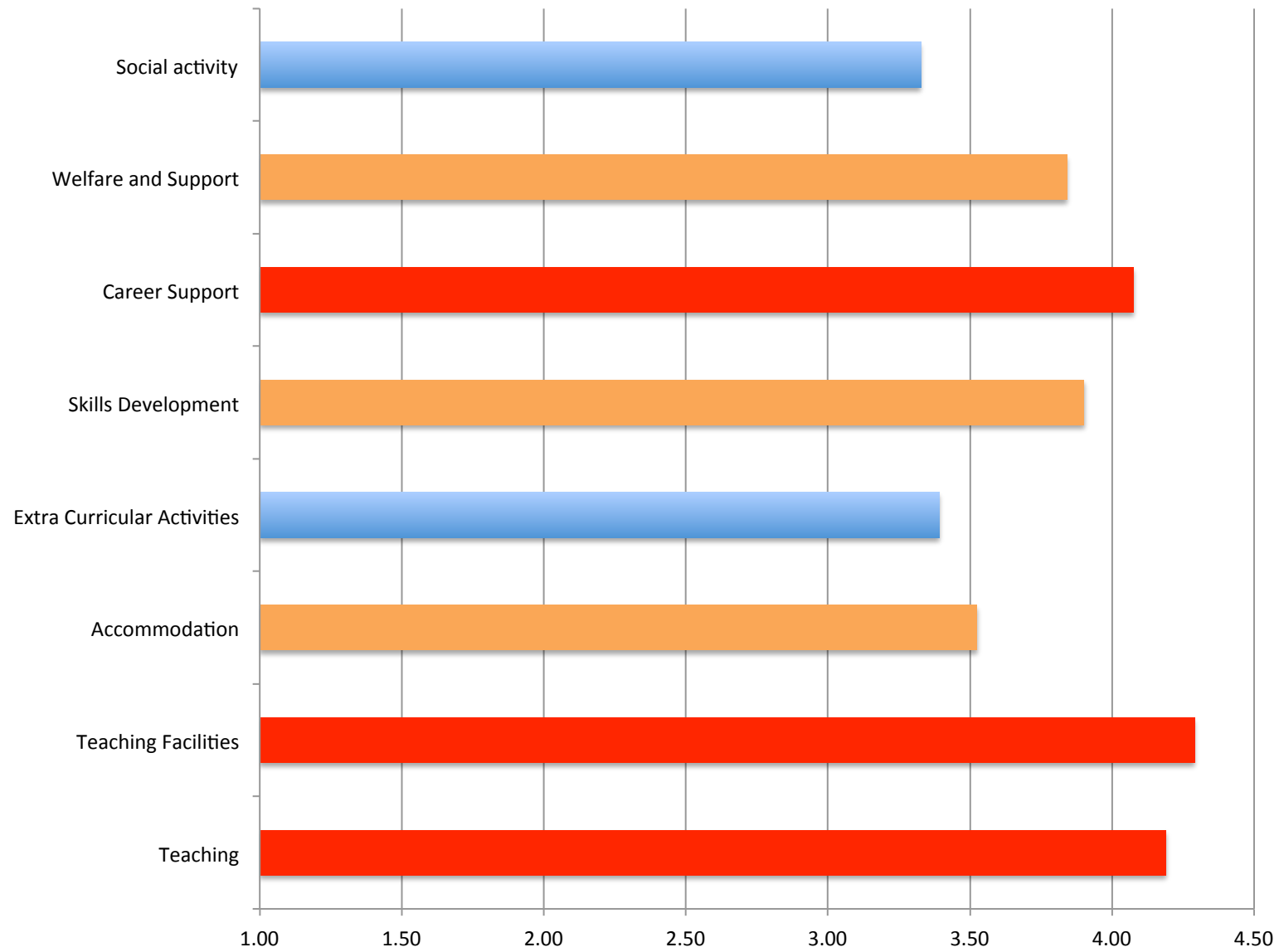
If students pay £9k tuition fees per year, how do you think their expectations of University life will change?

1

no change in expectation, current standard is good enough

5

significant rise in expectation



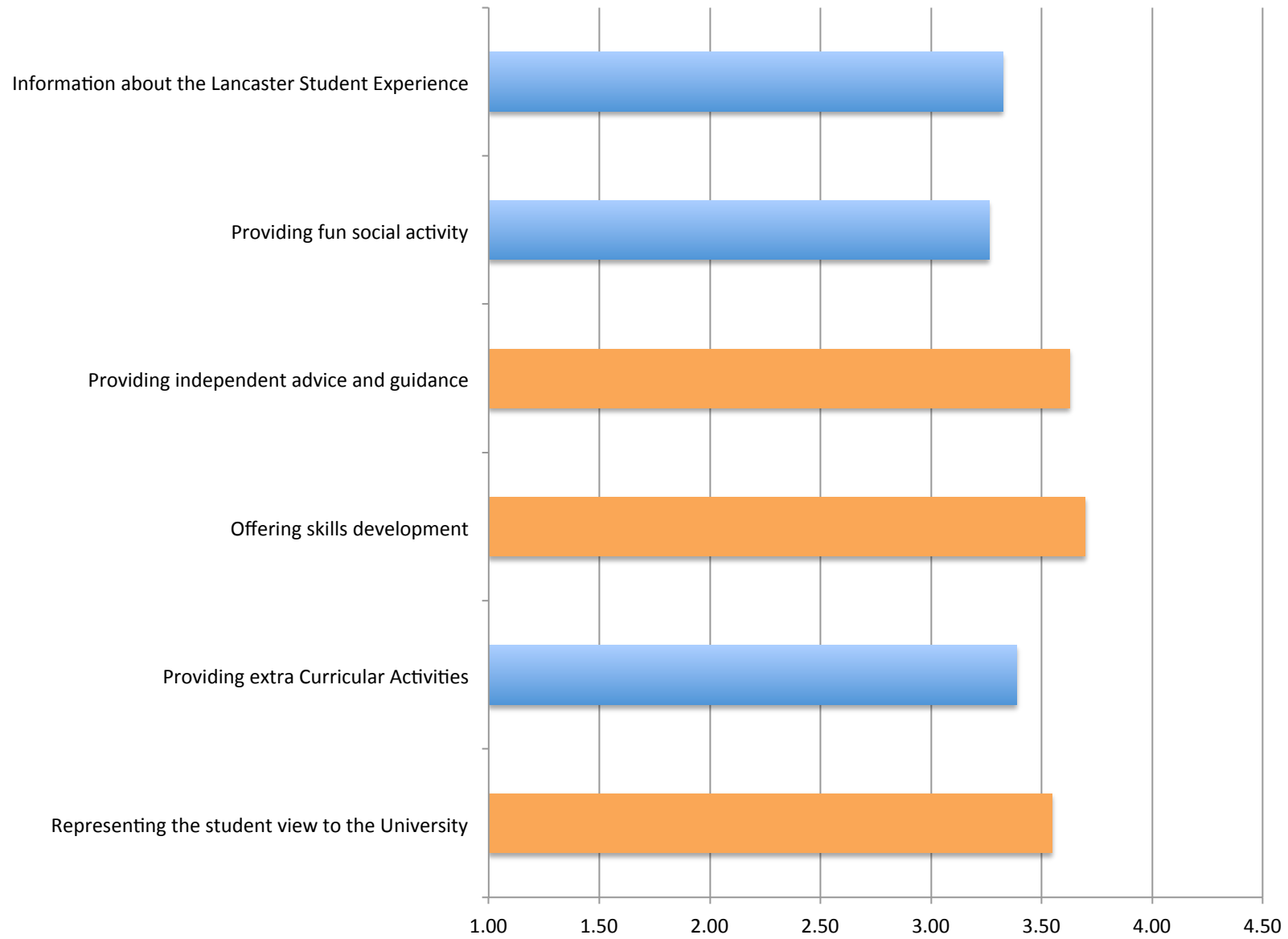
If students pay £9k tuition fees per year, how do you think their expectations of LUSU will change?

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Students' perceptions of Lancaster students in 2014

(qualitative)

Demographics/Profile

- ↑ part-time & mature
- ↓ UK students.
- ↑ international students
- ↑ students living at home.
- ↑ social exclusion at LU.
- ↑ affluent student profile
- Wider gap between those that have and have not

Behavioural

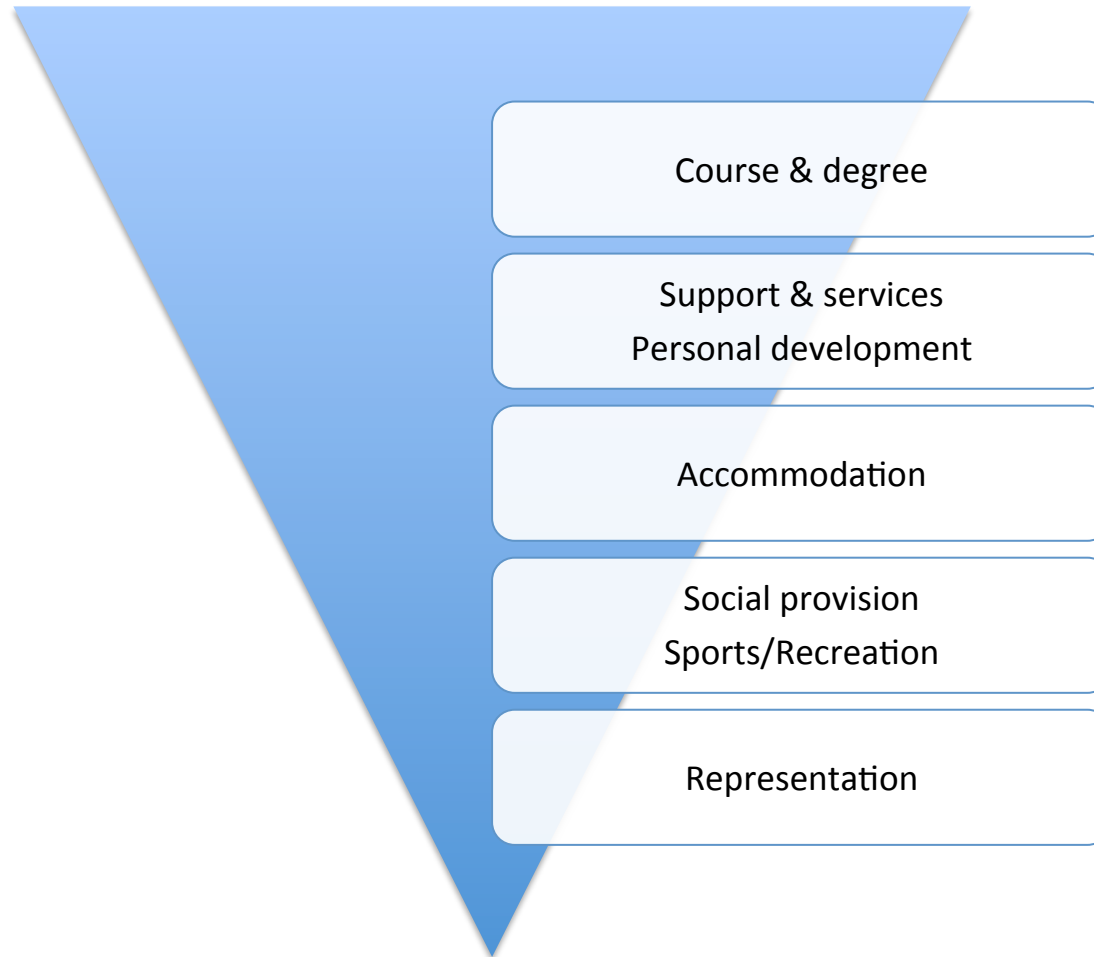
- ↑ academic conscientiousness
- students who come, will really want to study.
- ↑ student conservatism/ Conservatives.
- ↑ expectation of need to get a good job
- internationals will think more carefully about international global/HE market
- ↑ consumerism.

Lifestyle

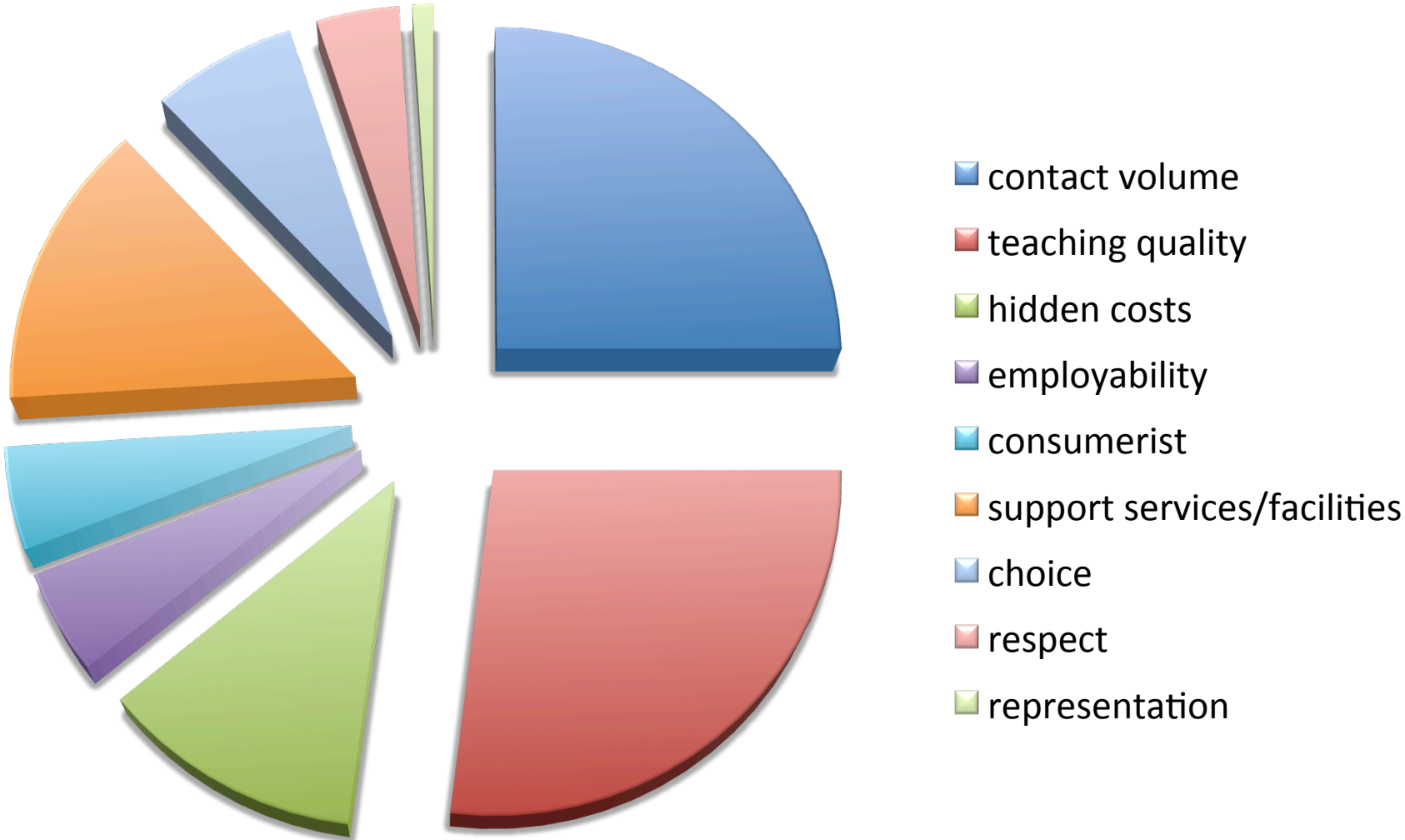
- ↓ time to socialise
- savvy students will take more opportunities at University to study harder, participate and volunteer in order to get a better job.
- ↓ lower levels of binge drinking
- ↑ sophistication
- technology will be king – social networking still fundamental.
- students will access more student services on the move
- more teaching through technology

Students' perceptions:
future student expectation about
LU

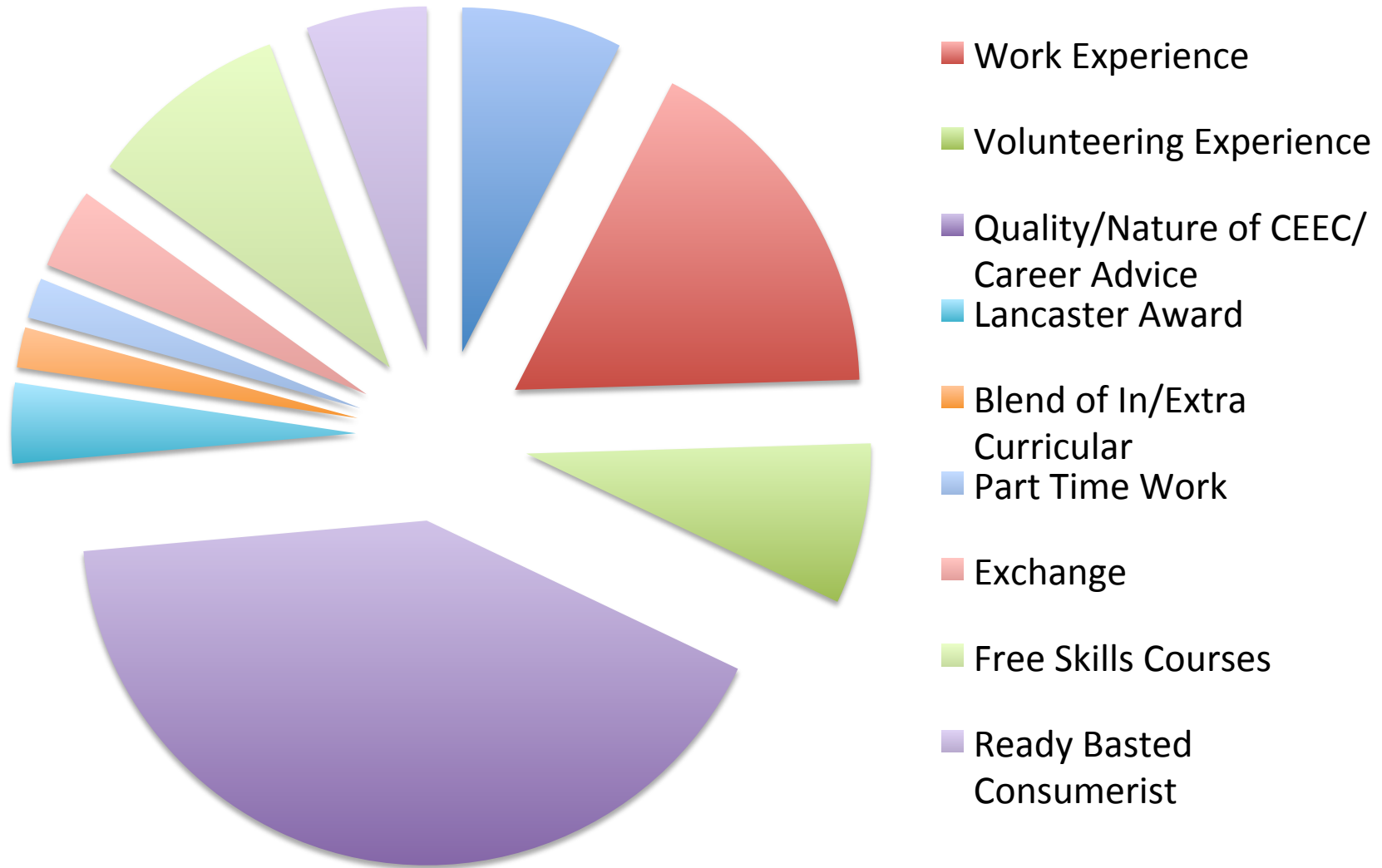
Greatest expectations in the 'Lancaster Package'



Course/Degree



Personal Development/Employability



Students' perceptions:
future student expectation about
LUSU

The 'LUSU Package'

- More eclectic
- Less clarity
- Many starting from a position of ignorance – communication key issue
- Practical services
- Representation not a top of the mind activity related to LUSU

Officers

- much clearer idea of welfare issues and representation issues

But,

- tendency not to think in terms of the students they were representing. Dialogue about what the JCRs would want.
- internal-centric communications
- 'us and them'