

# Creating a richer understanding of who our members are and what they want us to do for them

Westfield Fund 2016

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For a full copy of the final 48 page Red Brick report and a presentation of the results please email [j.curtis-rendall@qmul.ac.uk](mailto:j.curtis-rendall@qmul.ac.uk)


## Aim of the Project

Using Westfield funding the Students' Union partnered with Red Brick Research to create a high quality base to improve the understanding of QMUL students, inform the Students' Union's new 2018-2020 strategy and to identify opportunities for increasing engagement with its diverse membership.

The project also saw a segmentation of the student body undertaken, this is a process of breaking down the student population into a small number of subgroups (segments) for the purposes of targeting service provision and communications. Traditionally the population has been broken down into demographics such as "UG", "PG" etc, however the attitudinal segmentation enabled the project to go beyond these superficial characteristics, and instead identify 5 key personality types within the student population.

## Finding out about our students

The survey ran during January 2017. Over 3000 students completed the survey in full, with over 4500 partial responses – by far the highest rate ever for a Union survey. This was followed by a series of focus groups with a wide range of students across QMUL. Further survey analysis, statistical analysis and the findings from the focus groups were analysed and reviewed to create the final project report and final segment profile.



## Key findings

2/5 want the Union to make their learning experience the best it can be

- There is a clear diversity of wants & needs amongst QMUL students including: a stimulating & fulfilling learning experience, progression towards a career they are passionate about and undertaking a personally transformative experience.
- 29% of students say that if the Union could only do one thing, it should be part of their academic experience – either by making their learning experience the best it can be, or by helping them get through their studies.

Over 90% of students have accessed and used the Students' Union's services

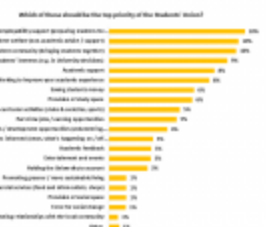
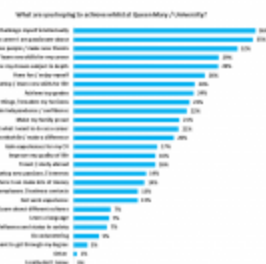
- Students want the Students' Union to maintain its current core services, but also expand services typically within the remit of the University, including careers & employability, academic advice and support.
- Careers & Employability were regularly selected as the number one role the Students' Union should focus on in future.
- Dissatisfaction with the Students' Union is low, but neutrality is a challenge to overcome in some areas.

4/5 of students want to feel part of a community, but less than half actually do.

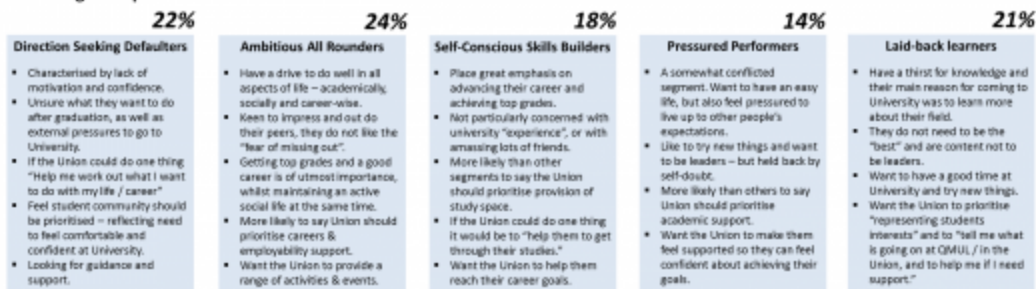
- Some demographics feel like they are being left behind. Mature students, distance learners and part-time learners are the most likely to be dissatisfied with their student experience.
- International students were the demographic group most satisfied with the Students' Union.
- There was significant dissatisfaction amongst commuting students, 30% of respondents defined themselves as commuters.
- 29% said they had not participated in extra-curricular activities because they commute. 48% cited timetabling conflicts.

48% cited study space & resources as requiring improvement

- Study spaces, social spaces and places to eat emerged as the top areas requiring improvement, in line with previous Students' Union surveys.
- Students identified a number of simple "quick wins" such as installing more water fountains, introducing more vegan-friendly products on campus, creating more recycling points and introducing more microwaves.
- The lack of weekend provision on campus was cited across all faculties, mainly from undergraduate students.



## The 5 segment profiles



Note: Segmentation strikes a balance between accuracy and usability. Segments are caricatures & demographically diverse. It is a tool, the more you use it the more useful it becomes.