

# President's Report

QMUL College Council, 10<sup>th</sup> July 2017

## Highlights

### Societies

Two of our societies were shortlisted for a National Societies Award. Syria Solidarity Society received highly commended for Most Improved Society and Pokémon Society were shortlisted for Best Hobby and Interest Society. There were hundreds of nominations from across the nation so we are really proud!

### Raise and Give

Students raised over £4,000 for Union nominated charities in RAG Week alone, donated nearly 1,000 items for as part of the Bow Foodbank Volunteering Group donation competition in Green Mary Week, and the number of student groups involved in the Adopt-a-Charity scheme has grown.

### Club Sport

Big congratulations are in order to our cheerleading team, QM Angels, whose Elite team, Reign, won silver at the European Cheerleading Championships last month after winning their division and becoming national champions at the British Cheerleading Association Nationals back in April.

### Employability

Participation in the QMSU Skills Award grew by 50% this year, engaging 147 students, who are now more confident about their future career. Our Red Brick Research provided strong evidence that students want the Union to prioritise employability.

### Sustainability

The Union has secured £1000 funding from NUS Student Eats to help us develop a farmers market on campus for this coming academic year.

### Buddy Scheme

We have recruited 177 mentors and are developing online training. Recruitment has begun for students on the International Exchange.

### Campaigns

Thanks to QMUL's Estates and Facilities Directorate and Tower Hamlets Council, lighting has been installed along Regents Canal, a key Union campaign this year. Reports from the Met Police indicate that crime in the area has dropped significantly since the lighting has been installed.



At the NUS Awards on 5<sup>th</sup> July QMSU were awarded 'Campaign of the Year' for the 'Freeze our Fees' campaign.

Judges at the award said:

"Freeze our Fees was a great example of a Students' Union delivering a great campaign that will impact its members showing great resilience throughout until they reached their positive outcome".

## Union Strategy

### Red Brick Research

The Union has continued to work on analysis of the Red Brick Research data producing new insight and full reports for International, Postgraduate, commuting and SMD students. Theme areas such as employability, community, "hard to reach" students, security and safety and facilities are now being explored in more depth.

## Strategic Plan

At our most recent Trustee Board we approved the mission, vision and values for the Union's next Strategic Plan. I include these below for Council's information:

### Mission

Together we improve students' lives

### Vision

We want to be at the heart of the student experience.

We will make sure that students' voices are heard, valued and acted upon.

We will support students' education and welfare so each student has the opportunity to fulfil their potential.

We will create and support social, cultural and recreational activities so that students feel part of a community.

We will empower students to shape their own future.

### Values

Student-led, Democratic & Transparent

Supportive, Inclusive & Accessible

Welcoming, Fun & Committed

## Concerns

### Zero Tolerance to Bullying, Harassment and Discrimination at QMUL

QMUL have received £25,000 from HEFCE to develop initiatives on bullying, harassment and discrimination with sexual violence as a priority area. This is fantastic to see, but this work has not been prioritised. The complimentary policy 'Dignity at QMUL' has fallen behind schedule and processes have not been put in place to support this work. I would encourage Council to prioritise this work.

### Attention to the BME Student Experience and Retention

Following the fascinating presentation from Engagement, Retention, Success at our last Council meeting, I flagged BME experience and retention as priority areas at Senate. I think that pockets of work are being done in schools, but it is inconsistent. I'm keen for QMUL to prioritise these areas across QMUL as a whole, and that recommendations are made and actioned where we have existing research and examples of good practice.

### Annual fund

In previous years students, schools and QMUL departments have been able to apply for money from the Annual Fund to carry out small, key projects focusing on areas like student hardship and community. The fund hasn't been advertised this year, meaning that students have been unable to apply, although we have been told it is continuing. It would be useful to have clarity in regards to what is happening with the fund.

## And...

I have thoroughly enjoyed sitting on College Council this year. Thank you for making me feel welcome!

**Miranda Black**, QMSU President 2016/17



# 'Big Change' Red Brick Research

HEADLINE RESULTS

Queen Mary University of London  
**Students' Union**



## Our Research

- ▶ A high quality evidence base to inform strategic planning, improve understanding and identify opportunities for engagement with our diverse membership.
- ▶ We're able to identify the aspirations, expectations and needs of the QMUL student body.





## Student Segmentation

- ▶ The student population has been broken down into a small number of subgroups (segments). Subgroups are defined by shared attitudes and values, spanning traditional demographic groups.
- ▶ This will enable the Union and QMUL to better engage and cater for different “types” of student within the population. We will be using this data to shape our strategic aims, service provision and communications.





## Process

- ▶ All-student survey – 3000+ full responses, 4500+ including partial responses.
- ▶ Survey Analysis, re-weighting of data, key-driver analysis and the segmentation of the student membership based on their personalities, attitudes and needs.
- ▶ Segment Focus Groups
- ▶ Stakeholder Review
- ▶ Golden Question






# The University Experience

## Key Headlines

The Redbrick Research showed a clear diversity of wants and needs amongst students at Queen Mary, spanning a stimulating and fulfilling learning experience, progression towards a career they are passionate about and a personally transformative experience.

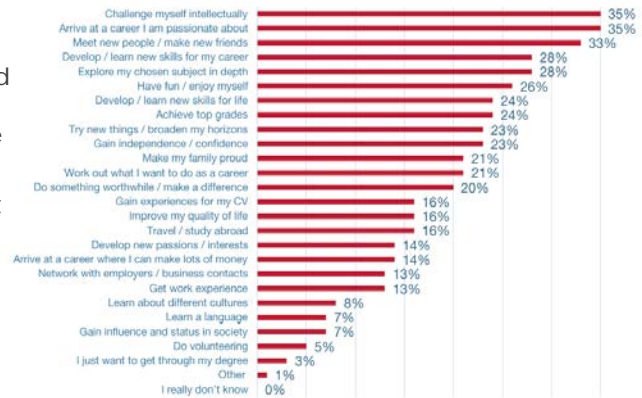
- ▶ Over 90% of students say they have accessed a Union service. Dissatisfaction is low, but neutrality and indifference remain a challenge to overcome.
- ▶ Work experience, clubs and societies and employability skills masterclasses are amongst the activities students most want to get involved with.
- ▶ If the Union could only do one thing for students 2 in 5 students say it would be to “make their learning experience the best it can be.” Careers and employability was commonly selected as the number one role the Union should focus on in future.



## Student Aspirations

- ▶ Students have a mixture of aspirations and goals for their time at University.
- ▶ A large portion are driven by the desire to do well in their field, and others are focussed on progressing their career. For a lot of students it is often a mixture of both of these things.
- ▶ University is also a time where students want to “find themselves” and develop life skills such as independence and confidence. They want to make new friends, networks and experience new things.

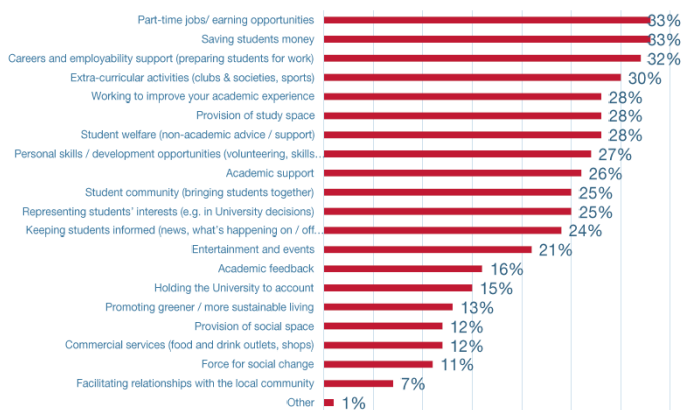
### What are you hoping to achieve whilst at Queen Mary / University?



## The Role of the Students' Union

- ▶ There is a diversity of wants and needs among students here at QMUL.
- ▶ More specifically from the free text it is clear improvements to the provision of study space are a priority, as also highlighted here.
- ▶ It is clear that the role of the Union is and must continue to be multi-faceted.

### What do you think the Students' Union top five priorities for the future should be?



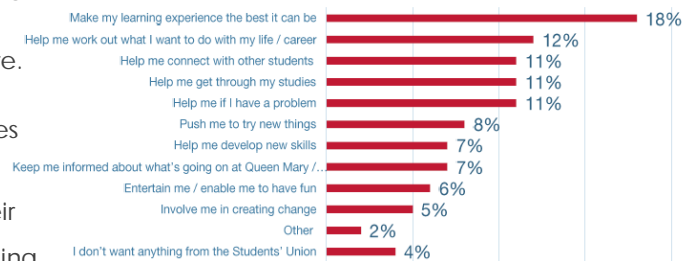


## Supporting the Student Experience



- ▶ 2/5 said if the Union could do one thing it would be to "make their learning experience the best it could be".
- ▶ Sector trends have seen students become increasingly consumer-minded since the increase in tuition-fees, and 'value for money' is a hot topic within the HE sphere. It is perhaps more critical than ever that Union's are seen to be driving standards and supplementing learning opportunities on their campuses.
- ▶ For some students, the academic experience represents the entirety of their 'university experience'. It is important for the Union to play a visible role in enhancing students' learning experiences at Queen Mary.

If the Students' Union could only do one thing for during your time at University, what would it be?

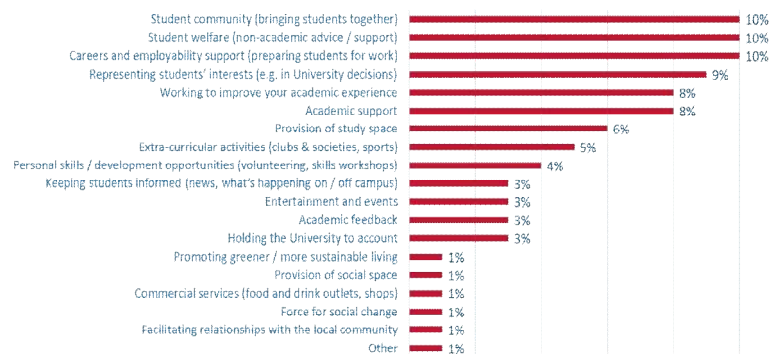


## Priority Areas



- ▶ Community, welfare, and careers & employability support are key priorities amongst students.
- ▶ This is in line with trends over recent years as students want to come out of university with more than just a degree.

Which of these should be the top priority of the Students' Union?



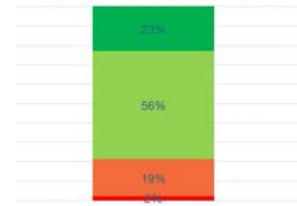


## Community at QMUL

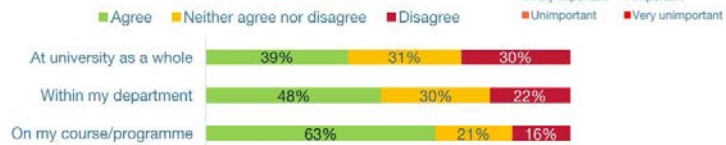


- ▶ Student community was listed by students as a “top priority” for the Union. **4/5** students feel it is important to feel part of a wider student community.
- ▶ Greater sense of community on courses but less than half agree that they feel part of a community either at University or in their department.

How important is it that you feel part of a wider student community at University?



I feel part of a community...



## The University Experience & the Union

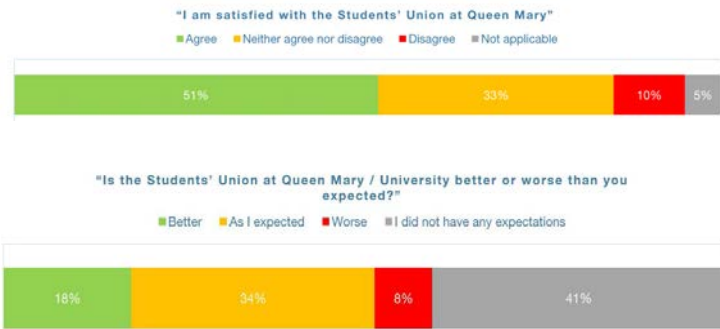






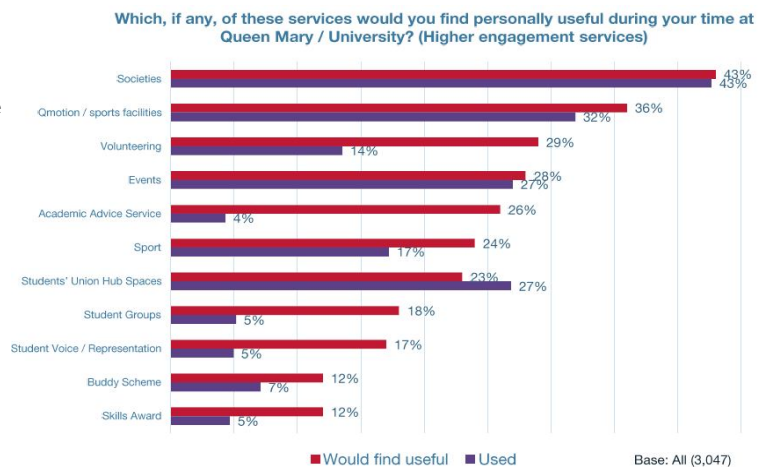
## Key Headlines

- ▶ Student satisfaction with the Union is positive, with over 50% of students agreeing they are satisfied with the Union. Dissatisfaction is low.
- ▶ Converting those students who are neutral about the Union to positive influencers is a challenge going forwards but simple changes to communications and more targeted service provision could reap significant reward.
- ▶ More can be done to improve student knowledge of the Union and what it is doing to “improve students lives” on a day to day basis.



## Students' Union Services

- ▶ By reviewing student opinions of our services, we have been able to recognise areas which we might want to expand or advertise in a different way. Key areas include academic advice, employability and mentoring.

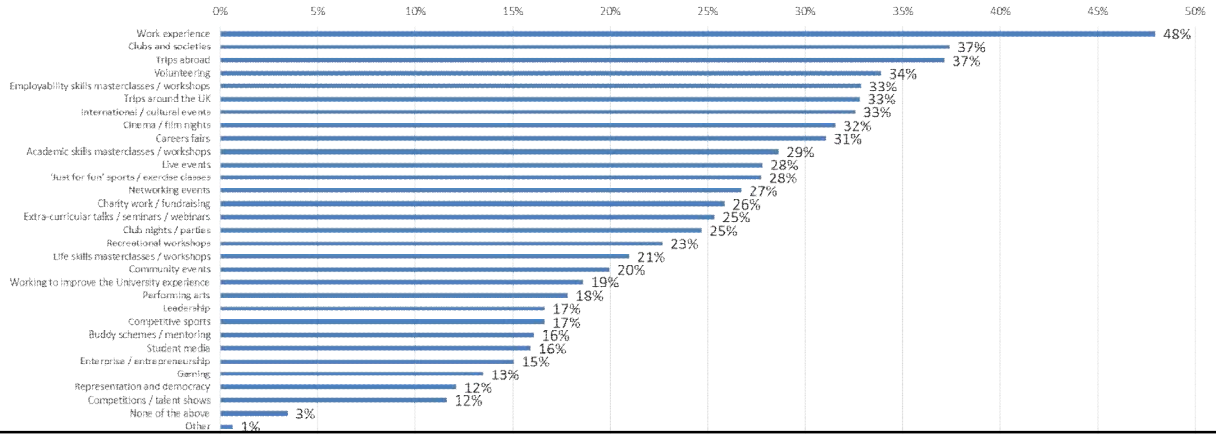




## 2/5 of students want to get more involved



Which, if any, of the following would you be interested in getting (more) involved with at Queen Mary / University in the future?



## Segmentation





## Segments



The research identified 5 key segments in QMUL's student population.

- ▶ **22%** Direction Seeking Defaulters
- ▶ **24%** Ambitious All-Rounders
- ▶ **18%** Self-Conscious Skills Builders
- ▶ **14%** Pressured Performers
- ▶ **21%** Laid-Back Learners



## Segment Priorities



- ▶ **22% Direction Seeking Defaulters**
  - ▶ Sense of community, guidance, support,
- ▶ **24% Ambitious All-Rounders**
  - ▶ Careers and employability support, range of events and activities to occupy their time.
- ▶ **18% Self-Conscious Skills Builders**
  - ▶ More concerned about study spaces/learning resources. Want the Union to enhance their study experience and achieve their career goals.
- ▶ **14% Pressured Performers**
  - ▶ Academic support, advice, structures/services to make them the best person they can be.
- ▶ **21% Laid-Back Learners**
  - ▶ Represent students interests. More likely to get involved politically. Represent their interests and enhance the learning experience.



## Segments



- ▶ The segment profiles suggest the Union may need to take on a “mentoring” role to a significant number of students – helping students to explore what they want out of life and University.
- ▶ A key way to do this will be to “demystify” elements of Union provision – clearly laying out what is available to students, how they can get involved, what to expect and crucially – what they stand to benefit from getting involved.
- ▶ We do not need to reinvent the wheel, and we do not need to offer drastically different things to each segment, we just need to pitch in the right way to offer value to all.

## Segments are demographically diverse

	Direction-Seeking Defaulters	Ambitious All-Rounders	Self-Conscious Skills-Builders	Pressured Performers	Laid-Back Learners
<b>Gender</b>					
Male	26%	43%	26%	48%	37%
Female	71%	56%	72%	49%	61%
<b>Age</b>					
Under 26	90%	80%	89%	90%	75%
26+	10%	20%	11%	10%	25%
<b>Stage of study</b>					
UG	85%	71%	84%	74%	65%
PG	15%	29%	16%	26%	35%
<b>Fee status</b>					
UK	64%	45%	65%	46%	48%
EU	9%	14%	4%	6%	11%
Non-EU	27%	41%	32%	48%	41%
<b>Faculty</b>					
Barts School of Medicine and Dentistry	10%	19%	16%	12%	23%
Humanities and Social Sciences	49%	44%	36%	41%	40%
Faculty of Science and Engineering	36%	29%	39%	33%	29%



# Hard to reach students



## "Hard to reach" Students

At the Professional Services Conference we will drill into the data for following 'hard to reach' groups of students. This has resulted in some information on the following groups of students:

- ▶ Entered QMUL through clearing
- ▶ Live in their parental home
- ▶ Commuting Students
- ▶ Report as being from a zero income background
- ▶ Postgraduate
- ▶ Mature
- ▶ International



OUR MISSION  
TO  
IMPROVE  
STUDENTS'  
LIVES

# Questions

Queen Mary University of London  
**Students' Union**