



This survey was conducted between the 1<sup>st</sup> October and the 24<sup>th</sup> October on new students of the University of Hull. The data was collected by our website, [www.hullstudent.com](http://www.hullstudent.com) (BAM system), A total of 169 people answered the questionnaire. The aim of the survey is to gauge student opinion and perception of the Student's Union organisation and its services and facilities to new students.

This is the second year that this survey has been undertaken, The results are compared to the previous year results.

Next year's survey requires comment boxes so that students can comment on the reasons for the selections that they make. Without this direct feedback it is only possible to surmise the reasons in relation to this survey as to how we are, or are not, achieving customer expectations.

## KEY SUCCESS FACTORS

Mission Statement:

**“To be first choice, every time”**

KSF1

To strive to be a truly democratic organisation; one where its members have influence over the facilities and services provided and can determine future events.

KSF2

To provide effective support and accurate, impartial advice to individuals and groups.

KSF3

To represent effectively members within H.U.U, the University and the community of Hull and in the National arena.

KSF4

To encourage member participation at every level by providing:

- a wide range of opportunities in a safe environment;
- appropriate training development and recognition for skills learned and tasks achieved.

KSF5

To invest continually and expand our services to meet the needs of our members, to better our competitors and, at all times, to provide the best possible value for money.

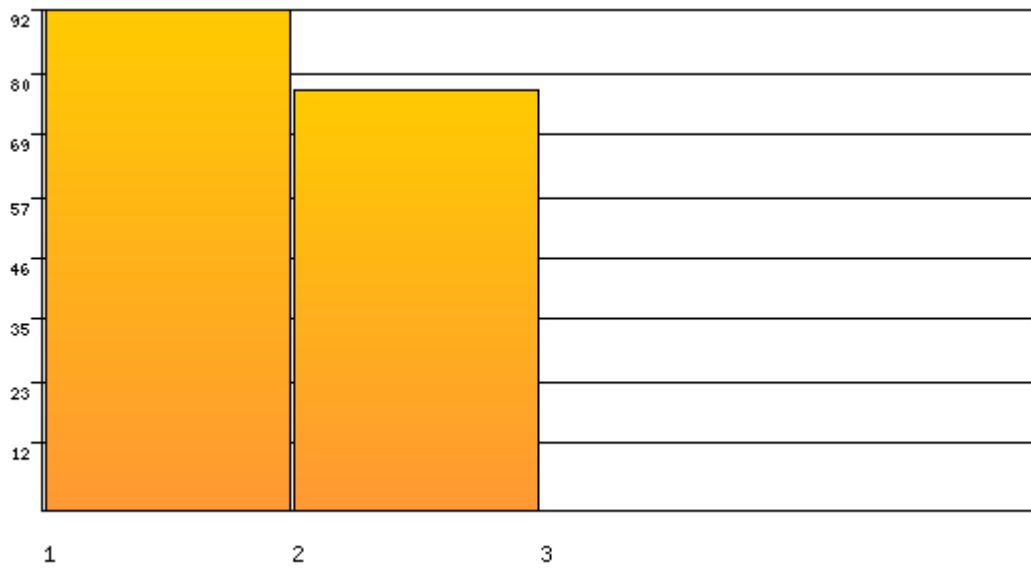
KSF6

To recruit, train, develop and retain staff who have the skills and aptitude appropriate to the job they undertake and also appreciate the ethos of H.U.U.

KSF7

To improve continuously everything we do, to become - 1st choice every time.

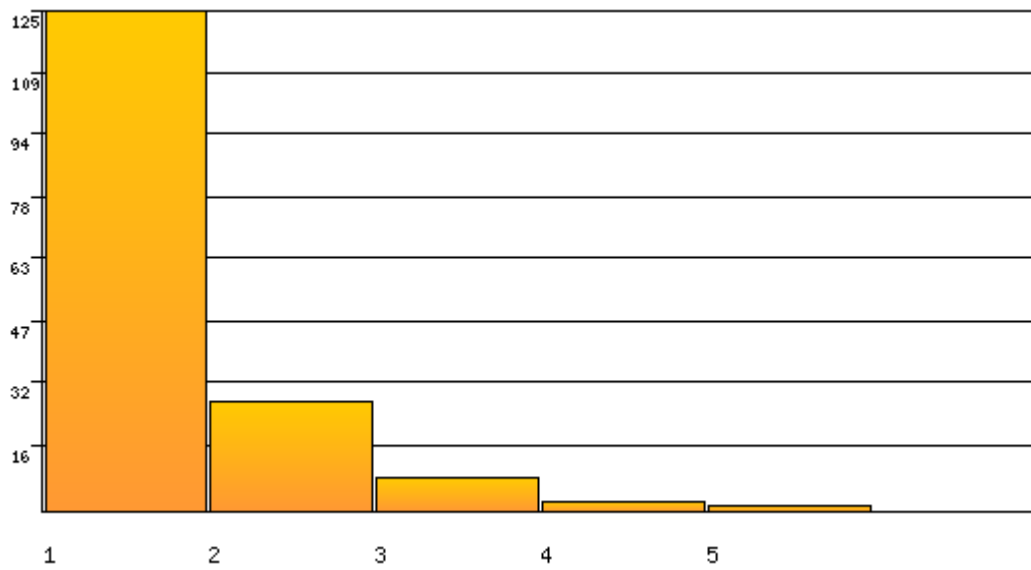
1 Question - Are you



Labels:

1 - Male 92  
2 - Female 77  
3 - Other 0

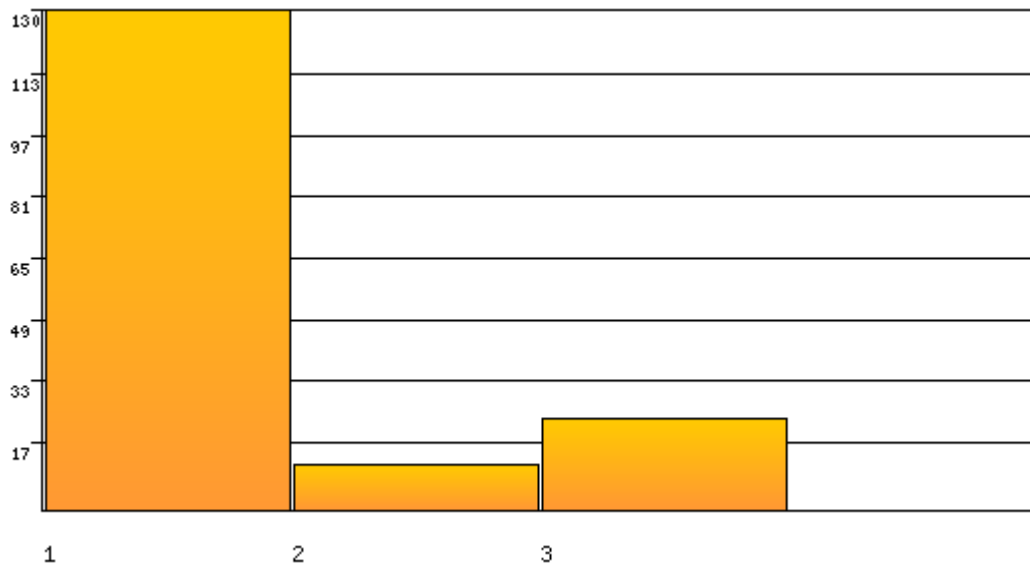
Question - How old are you



Labels:

1 - 18 - 21 125  
2 - 22 - 25 27  
3 - 26 - 35 8  
4 - 36 - ? 2  
5 - other 1

Question - Was the information you received from Hull University Union prior to your arrival at University useful? *KSF 2,4,5,7*



Labels:

1 – Yes	130
2 – No	11
3 - Did not receive a pack	23

The fact that some did not receive a pack could be down to international students who do not receive a pack in the post, they instead are given a copy of the welcome guide when they arrive in Hull. In future consideration should be given to having welcome packs for the international students as apposed to just a collection of the welcome pack.

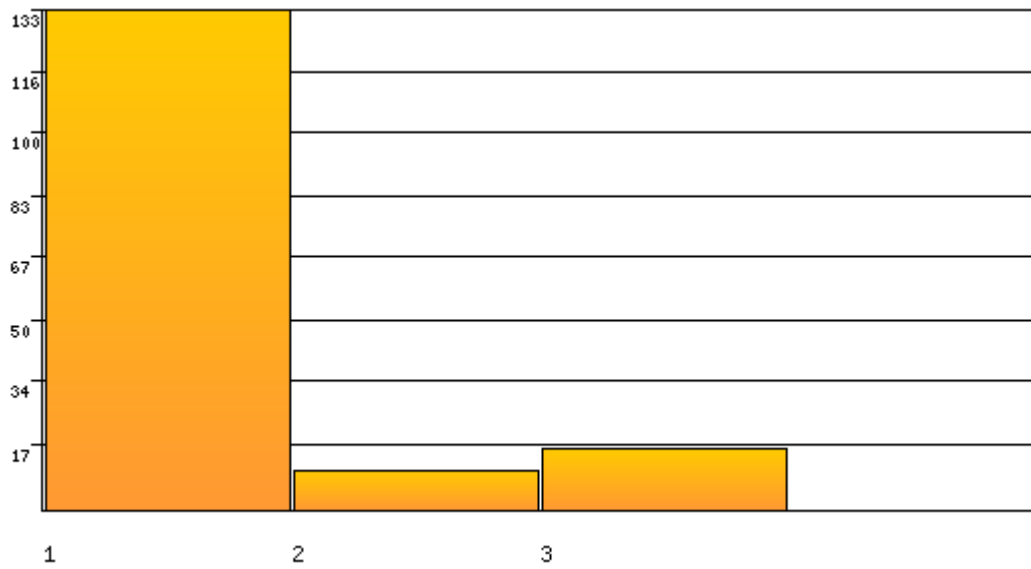
The overwhelming response was that the pack contained useful information.

Action points

If a student has not received a pack by a certain date then a process will be publicised by email and website that they can email in and they will be sent one. This will ensure that all students are able to get a welcome pack This should be publicised on the web. The usages figures of Hullstudent show that many students visit the website before they attend University.

As HUU does not send out packs to international addresses envelopes should be made available for collection at the International Office. A HUU representative should be situated on the International welcome desk to meet and greet and hand out the pack to the new members.

Question - On your arrival were you made to feel welcome? KSF 4,7

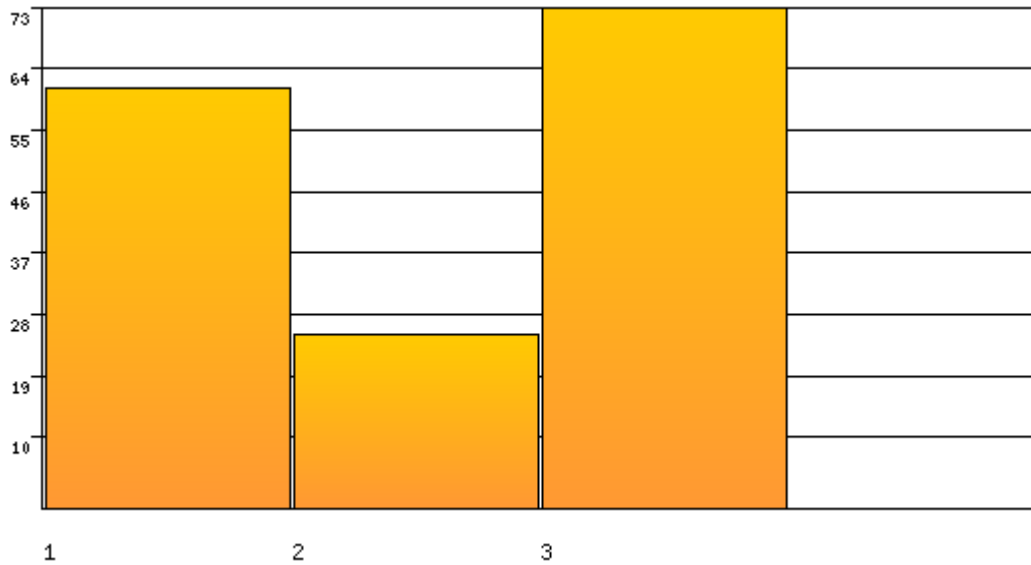


Labels:

1 – Yes	130
2 - No	11
3 - N/A	23

84% of students said they were made to feel welcome which is a slight decrease on last year (88%).

Question - If you are in University accommodation, has it met your expectations? **KSF 2**

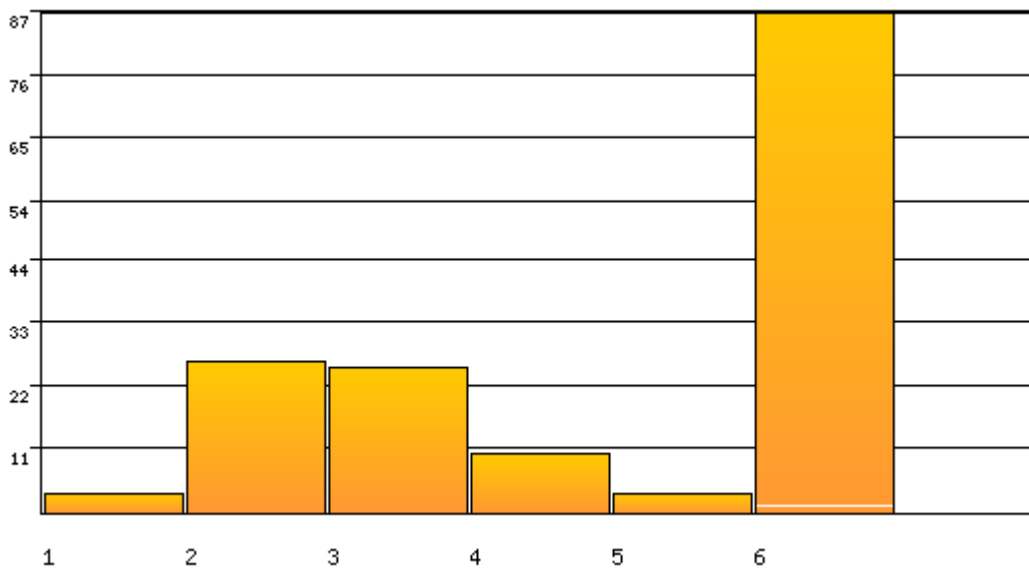


Labels:

- 1 - Yes
- 2 - No
- 3 - Not in University accommodation

73 (46%) people this year said that they were not in University Accommodation which is a massive increase from last year. This may be down to the fact that they are not aware at the time of filling in the survey that the University owns their accommodation. Last year 84% said they were satisfied with their University Accommodation. There seems to be no reason for this swing in results.

Question - What did you think to the sabbatical talk (Sunday video in Asylum) **KSF 2,4,7**



Labels:

1 - Very Good	3
2 - Good	26
3 - Average	25
4 - Poor	10
5 - Very Poor	3
6 - Did not attend	87

This result confirms the feeling of people on the ground in that the videos in Asylum are no longer interesting to students. Next year a new look at the Welcome Sunday should take place. The University and the Union did a lot of promotion for this video, so the problem does not lie with the fact the students are not aware of it. Also forcing people to stay in the room until the video has finished is also bad PR from the Union's point of view and Asylum as a nightclub. This is the first time that new students will have had contact with the Union during the day, it is now getting to the stage that it is embarrassingly bad, and as a first impression, something that can hurt the Union's image. The main attraction to students is the commercial bazaar and the promise of free giveaways from companies. This is what the students want to be involved in, not being forced to sit down and watch a poorly produced video.

Next year consideration should be given to developing a fun day which includes the commercial bazaar and maybe a free entry small outdoor music festival during the day with a BBQ and possibly a fairground. A true welcome event, where all Union services can be present and represented, including advice centre and job exchange. Instead of the video, all the sabbatical officers should have their own stand with information boards to introduce themselves to the new students and explain what they do. This should not be in the marquee but in the reception area of the Student's Union. The continental café should be open so students can see everything that HUU has to offer. The sabb video should be streamed online and could also be included on the pen drives as part of the handbook, embedded into the actual document. Therefore sabb video would still be available for viewing but at a time and place suitable for the students. A plan for this will be completed by the end of Easter Vacation.

Feedback from the stall holders in the marquee shows that they are not happy with the sudden surges of people caused by the delays in showing the video so from all aspects it would be best to not show the video

next year. This may cause a problem with the University who has taken a more active role in the video in recent years and use it to communicate their information. However, students are increasingly talking to continuing students before they arrive at University through the internet. Also students they meet in their short time at University say that they should miss the Video on the Sunday as it is a waste of time and is rubbish. This word of mouth will not be won over easily and even improving the video next year will not see an increase in the number of people attending.

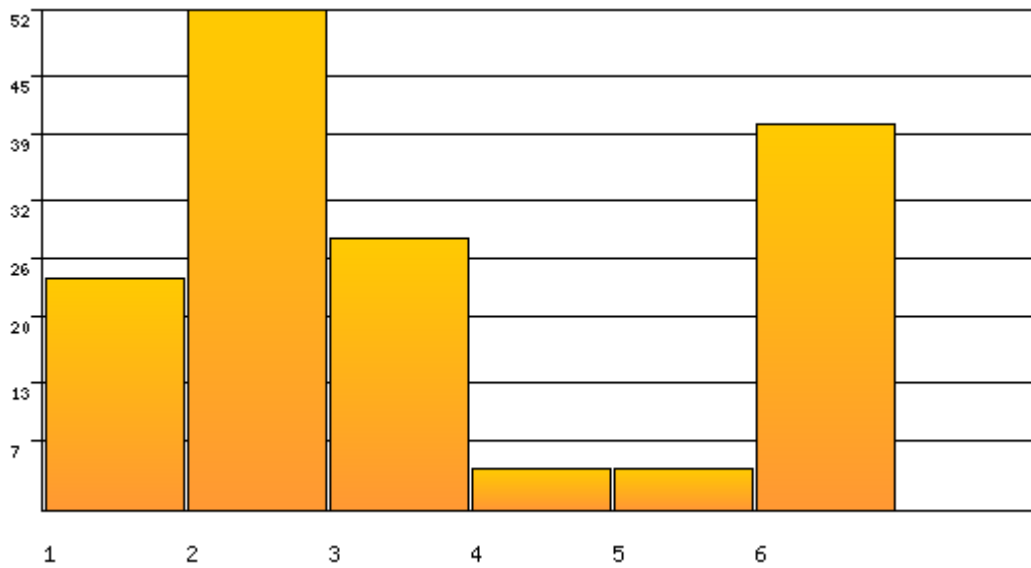
#### Action Points

Scrap the video being shown in Asylum and the use of Asylum during Sunday day.

New Sunday plan to be completed by end of Easter Vacation

Video to be record in HUU in a static location, streamed on [www.hullstudent.com](http://www.hullstudent.com) and then placed on USB pen drive.

Question - What did you think to the Commercial Bazaar (Sun or Mon)? KSF 3,4



Labels:

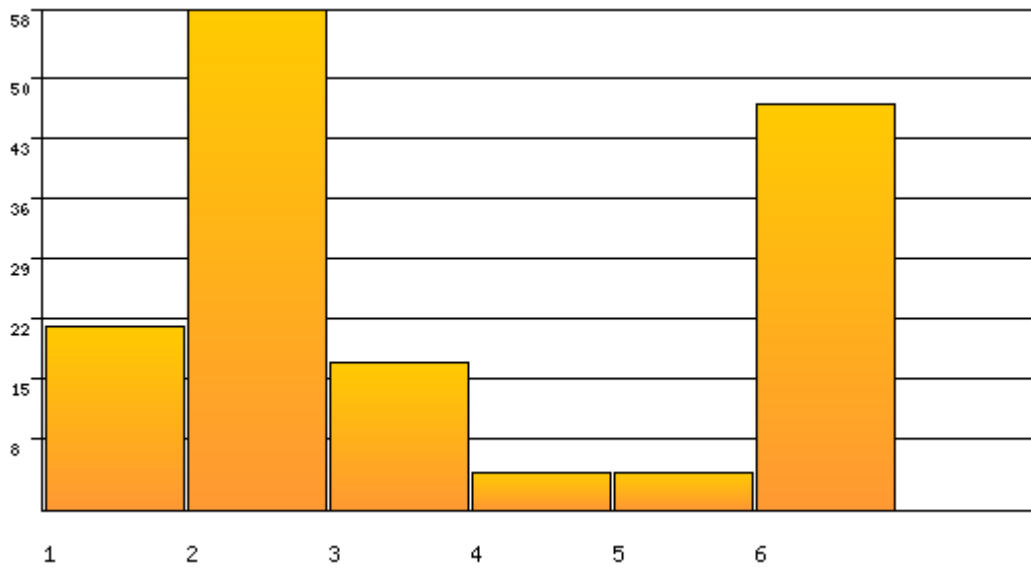
1 - Very Good	24
2 - Good	52
3 - Average	28
4 - Poor	4
5 - Very Poor	4
6 - Did not attend	40

The commercial bazaar is well thought of by people who attend it, however the number of people who did not attend is quite high. As per the previous question, the idea of watching a video, which is how the day is advertised by the University, is not appealing for students. This result does show that more people attended the bazaar than the video

Action points

The new plan for Sundays will make this day more attractive and enjoyable for students attracting a higher attendance.

Question - What were your thoughts of the Sports Bazaar (Tuesday)? KSF 3,4



Labels:

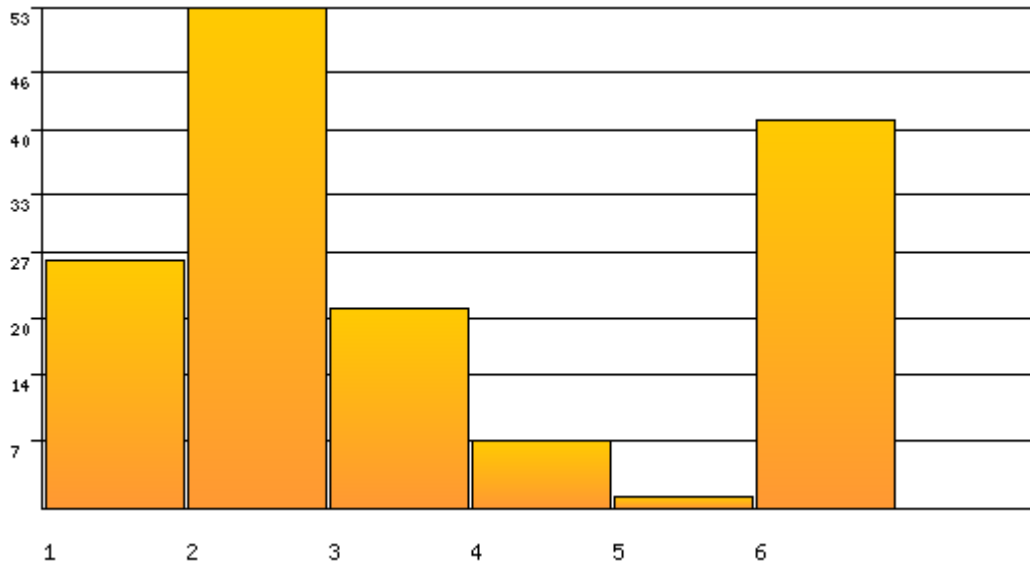
1 - Very Good	21
2 - Good	58
3 - Average	17
4 - Poor	4
5 - Very Poor	4
6 - Did not attend	47

This number not attending the Sports Bazaar can be expected by people not interested in sport, the bazaar was well received on the whole. All the Bazaars in 2006/7 did not receive high levels of publicity from the Union as the University said they would be publicising the bazaars. Next year the Union should advertise the bazaars ourselves.

Action points

Increased publicity next year re the bazaar and what it means and what you can do at the bazaars  
 Increased publicity of bus times

Question - What were your thoughts of the Societies Bazaar (Wednesday)? KSF 3,4



Labels:

1 - Very Good	26
2 - Good	53
3 - Average	21
4 - Poor	7
5 - Very Poor	1
6 - Did not attend	41

Again the society bazaar was well received on the Wednesday, by people coming. Across all the bazaars the introduction of the bigger marquee with tearaway sides has improved the perception of the bazaars.

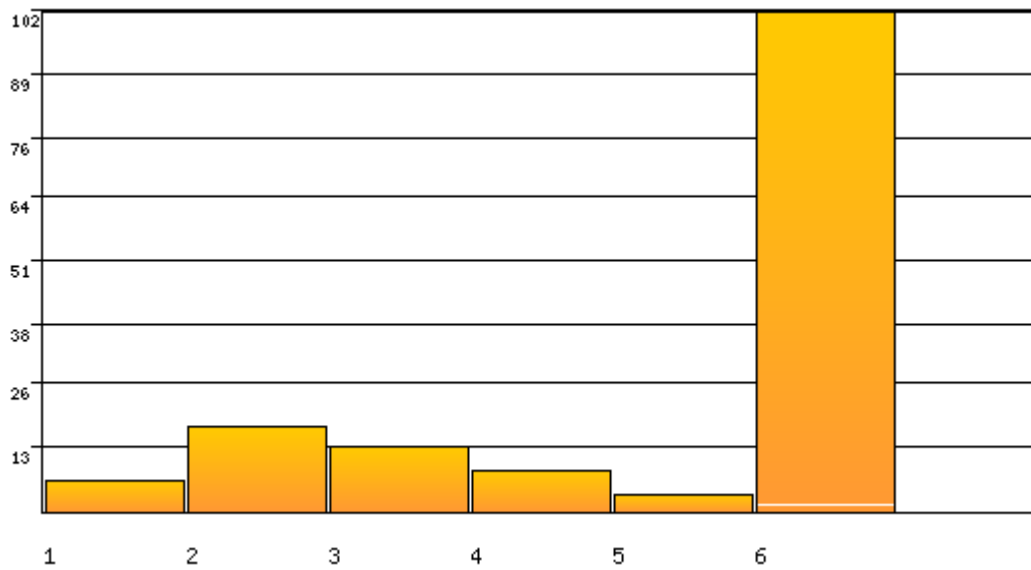
Action points

Increased publicity of buses and what will be at the bazaar.

On line memberships before student start promoting them to meet the society at the bazaar

More use of Facebook to increase society activity.

Question - What were your thoughts of the Volunteering Bazaar (Thursday)? **KSF 3,4**



Labels:

1 - Very Good	6
2 - Good	17
3 - Average	13
4 - Poor	8
5 - Very Poor	3
6 - Did not attend	102

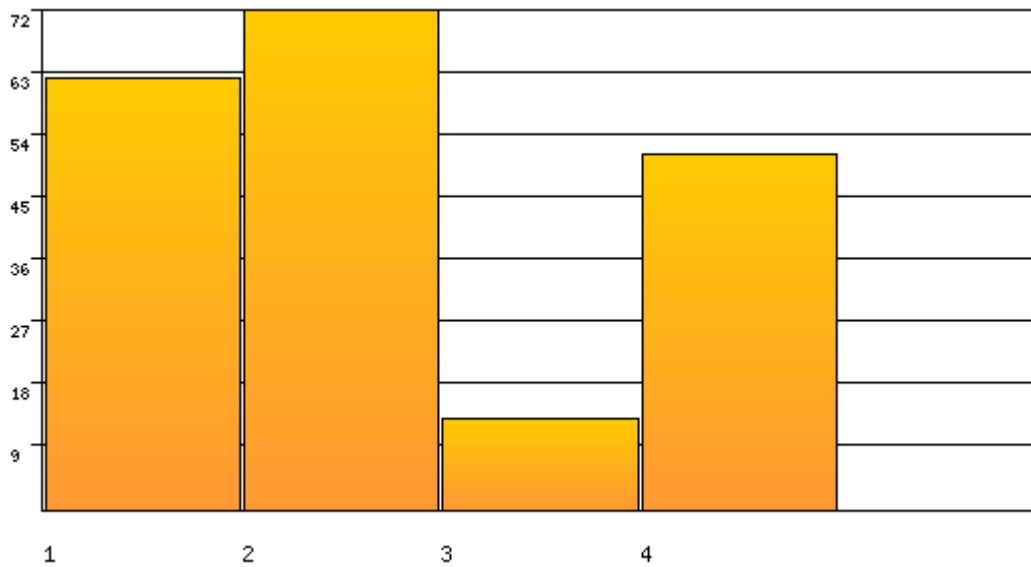
Not many people attended the volunteering bazaar. This could be down the fact that people had attended previous bazaars and were "bazaared out". It has also been said that the name volunteering bazaar is not attractive to students and maybe a new more invigorating name should be looked at for next year.

Action point

Volunteering fair needs new name : Easter 2008.

Look at reducing the size of the marquee for bazaar using drapes to make the bazaar feel full.

Question - Did you sign up to a club, society or to volunteer at the events? (You may select more than one option) **KSF 3,4,7**



Labels:

1 - Sports Club	62
2 - Society	72
3 - Volunteer	13
4 - None	51

This shows that just short of half of people that attended the bazzars signed up for a club or a society.

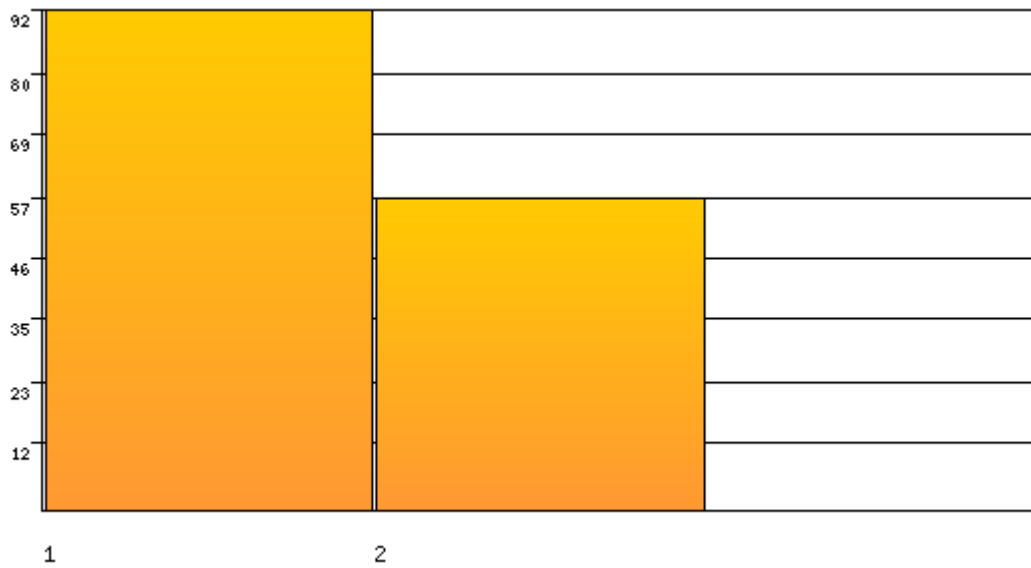
Action points

Utilize on line databases for sign ups. Look at only doing sign ups via on-line.

Push sign-up before student come back through on-line and then meet the team at the bazaar.

Increased publicity of buses and what the bazaar is all about and what it involves.

Question - Did you receive an entertainment guide before you arrived? *KSF 3,4,5,7*



Labels:

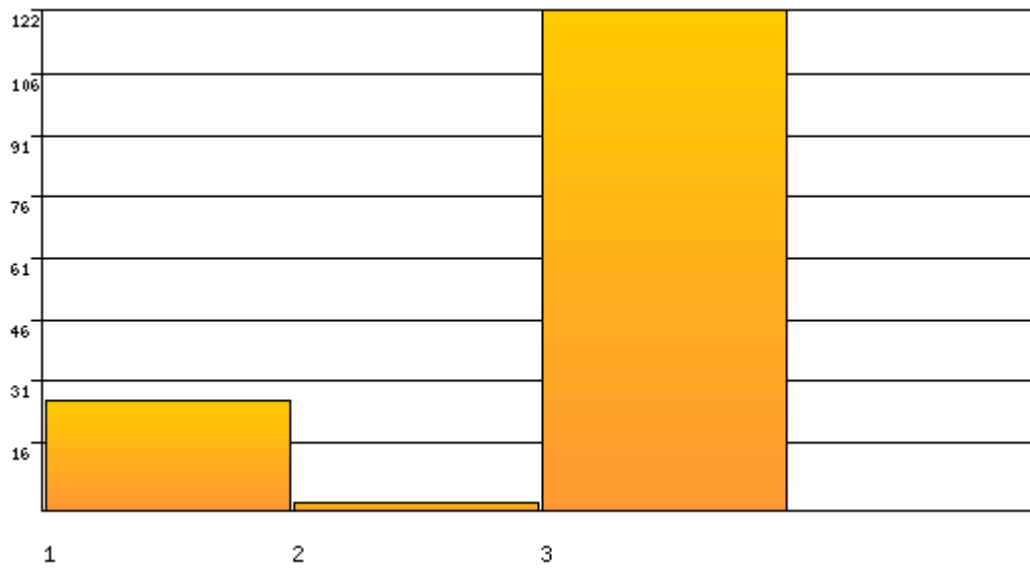
1 – Yes      92  
 2 – No      57

Last year 64% of people said they received an entertainment guide before they arrived at University. Last year we surmised that this was because the booklet was not identifiable as the “entertainment guide”. This year saw 57% of people say that they did not receive an entertainment guide. These were however sent out with the welcome pack which people said they received. It must be down to what is perceived as an entertainment guide. We normally send out a weekly guide to Freshers’ week. Next year sending out a full entertainment year guide should be considered. Also a mention on the President’s letter that the guide is enclosed may draw people’s attention to it.

Action points

Full Year guide to be sent out not just weekly guide  
 President’s Letter to refer to the guide

Question - Did you buy a Gold or Platinum card? KSF 5,7



Labels:

1 – Gold 26  
2 – Platinum 1  
3 – Neither 122

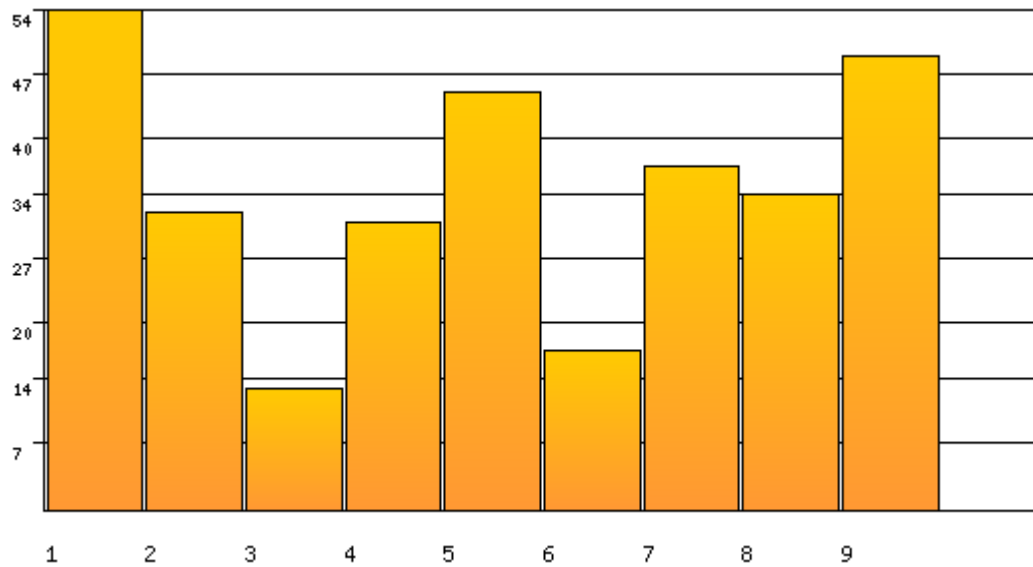
These figures are similar to last year. I believe the sale of Gold cards are still damaged by the pack'n'pass idea that took place 2 years ago where the value of the card was diluted by the fact that they were paying for the welcome guide postage etc. Monitors of on-line forums see current 3<sup>rd</sup> years telling students not to purchase the gold card as it is not good value for money.

When face to face questions are asked of gold card holders, the general response is that they are good value.

Action points

- Outline benefits of the gold card in publicity
- Rename card to Fresher's Card
- Reduce the cost of the card by reducing number of events.

Question - Did you attend any of the welcome events in Asylum? Please tick the events you went to. **KSF**  
**5,7**



Labels:

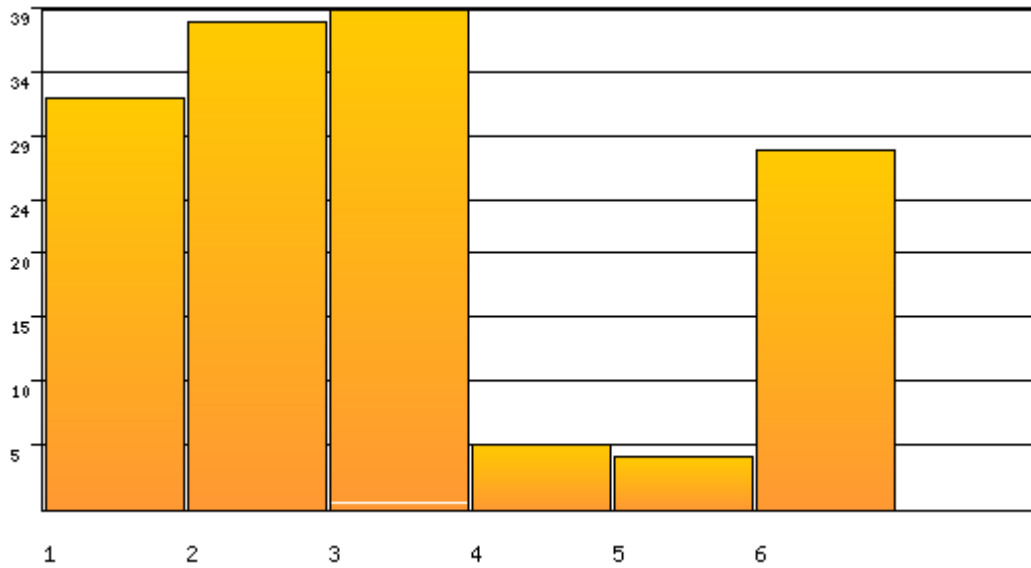
1 - Scott Mills	62
2 - Comedy / Hypnotist	72
3 - Captain	13
4 - Quiz	51
5 - The Tower - Big Brother who comes you decide	54
6 - Andy C	32
7 - Zane Lowe	13
8 - NOW with Pat Sharp/Bodger and Badger	31
9 - Did not attend any	45

These figures are comparable to actual attendances on the nights of the events.

Action points

The Monday night live band Captain was poorly attended as most student visit the Sugar Mill however from a Commercial view it makes money as it is included on the gold card. However this may lead people to believe that the gold card is not value for money so we should not do an event on the Monday night. Or hold a free event in Sanctuary, such as a race night or poker night.

Question - How did you feel about the time it took to enter the venue? *KSF 5,7*



Labels:

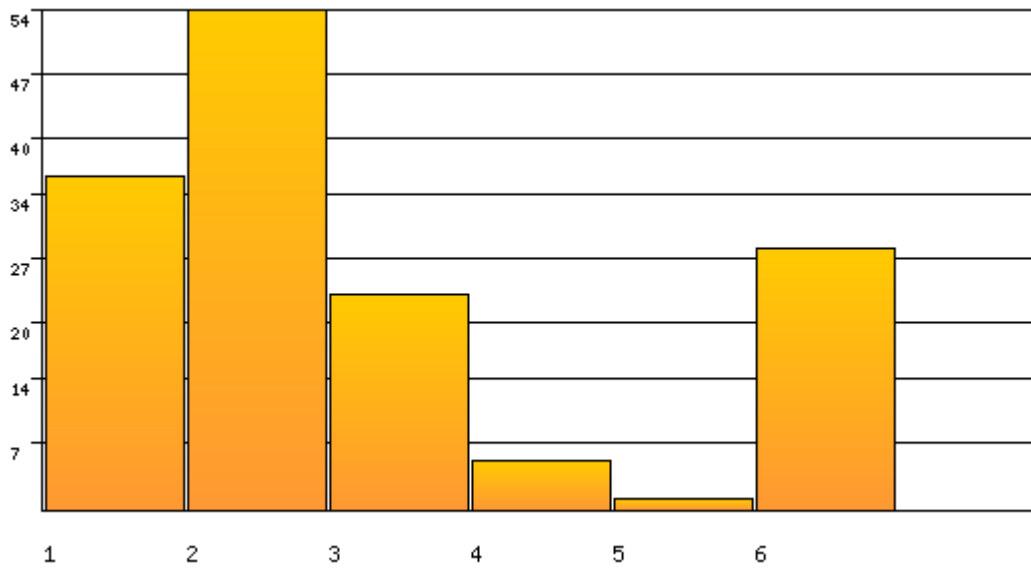
1 - Very Happy	32
2 - Happy	38
3 - Reasonable	39
4 - Poor	5
5 - Very Poor	4
6 - Have not attended Asylum	28

The main answer of reasonable is due to the sheer numbers of people attending Asylum on these nights. We are now operating the doors at these times as efficiently as possible. The slowing down of the queue outside also allows for the bar to be able to cope with more ease as they are not getting inundated at once. The first thing people do when entering a club is buy a drink!

Action Points

Use same technique to manage crowds as this year by having 1 duty manager outside and 1 inside controlling the queue and re-assuring customers.

Question - What did you think about the quality of entertainment? *KSF 5,7*



Labels:

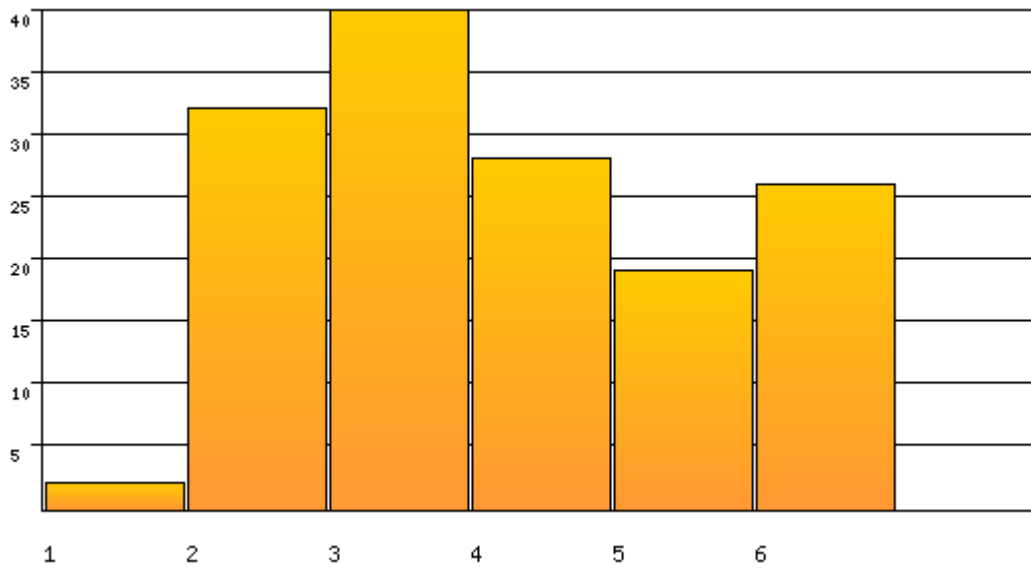
1 - Very Good	36
2 - Good	54
3 - Average	23
4 - Poor	5
5 - Very Poor	1
6 - Have not visited Asylum	28

These results are similar to last year in that the entertainment is well received.

Action points.

Use same Entertainments plan next year with the addition of dropping the Monday night to benefit the perceived value of the gold card

Question - How did you feel about the time taken to get served at the bar? KSF 5,7



Labels:

1 - Very Good	2
2 - Good	32
3 - Average	40
4 - Poor	28
5 - Very poor	19
6 - Have not visited Asylum	26

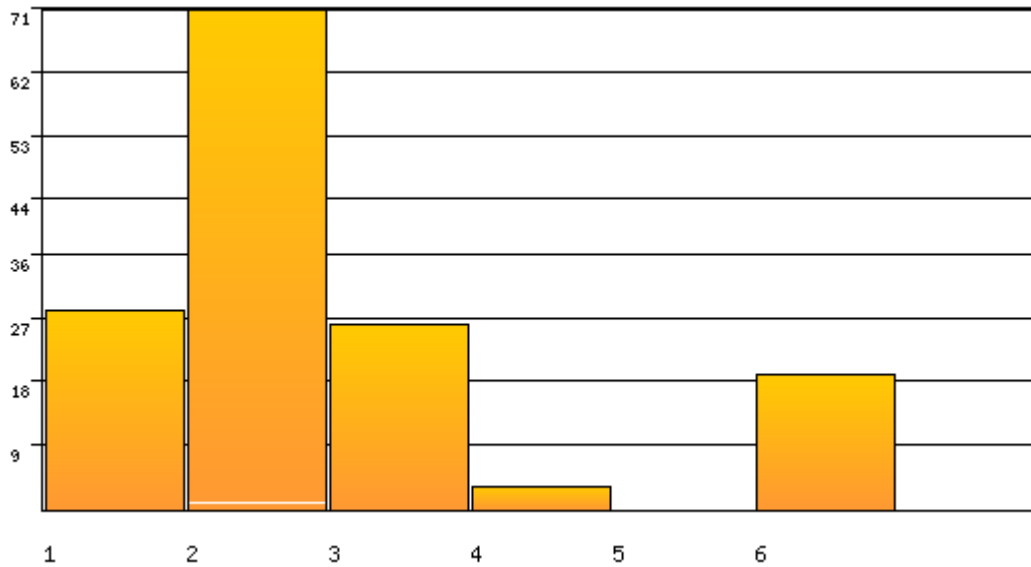
Last years survey showed that people were not happy with the time to get served at the bar. This year as a result a new bottle bar was opened serving bottles and this had the effect of reducing the queuing times at the bar. Although still very busy, the results of this survey showed that improvements have been made. It must also be considered that it may be in HUU's interests not to make alcohol as readily available as this night is prone to students consuming to excess with increased peer pressure and nervous drinking.

Action points.

Use same bar serving area as this year. Make water available for free in the reception area.

Purchase temporary bar outer shall to improve look of the temporary bar

Question - What is your overall view of Asylum KSF 5,7



Labels:

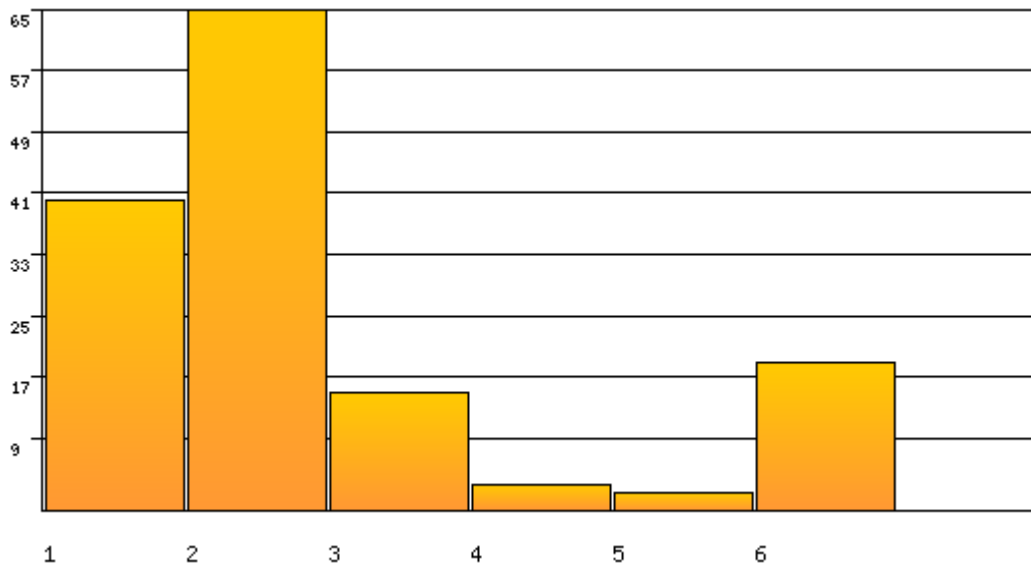
1 - Very Good	28
2 - Good	71
3 - Average	26
4 - Poor	3
5 - Very Poor	0
6 - Not Visited Asylum	19

Asylum caters for the mass market of students and this result shows this. Some students will not like the type of music that is played in the club however it is main stream which is not inspiring music. People with fanatical opinions of certain music genres would view a club that plays that as excellent however for a mainstream night club to be rated as "good" shows that we are meeting our members needs.

Action points

Add a comments section to next years survey to ask why the people who thought Asylum was poor did so.

Question - What is your overall view of Sanctuary? *KSF 5,7*



Labels:

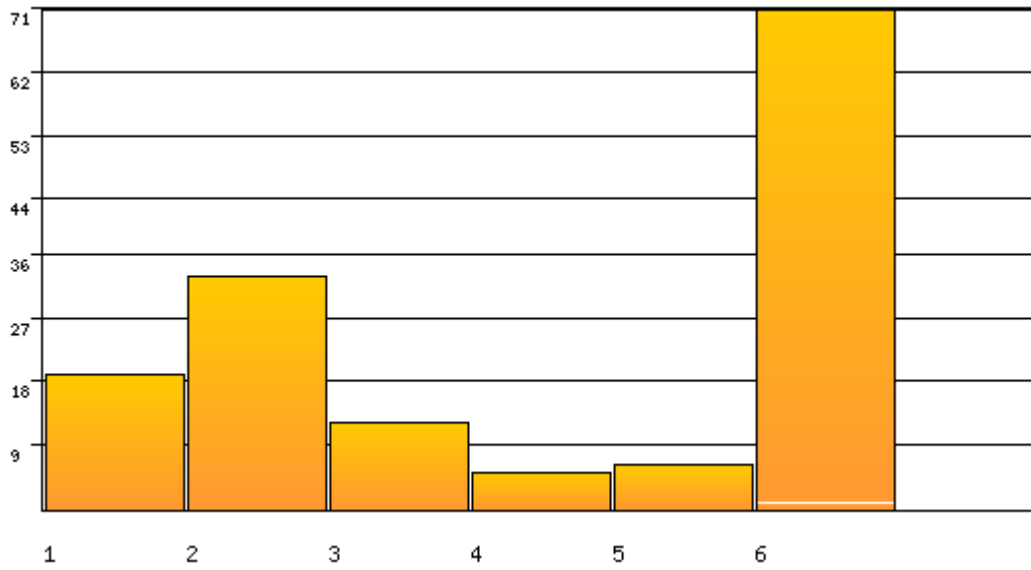
1 - Very Good	40
2 - Good	65
3 - Average	15
4 - Poor	3
5 - Very poor	2
6 - Not visited Sanctuary	19

The Sanctuary is rated as very good and good by the majority of students. This shows that the service that is being offered in these bars is well received by our new members. This year saw the introduction of the new food menu so these results also show that the food is being well received within the bar.

Action pints

Again add a comments section to gauge why the customers view Sanctuary as they do.

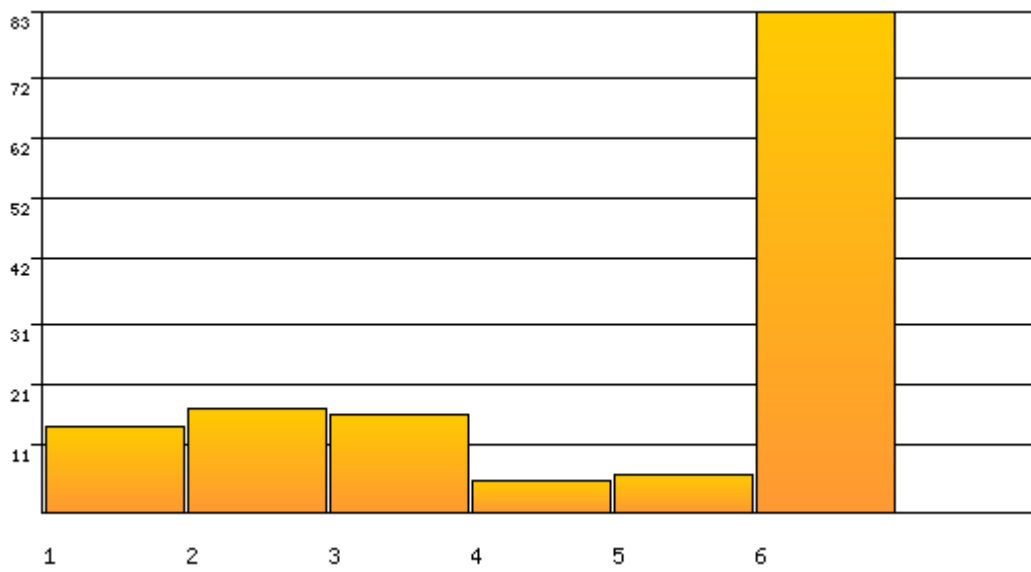
Question - What is your overall view of The Sugar-Mill (The Waterfront) **KSF 5,7**



Labels:

1 - Very Good	19
2 - Good	33
3 - Average	12
4 - Poor	5
5 - Very Poor	6
6 - Not Visited The Sugar Mill	71

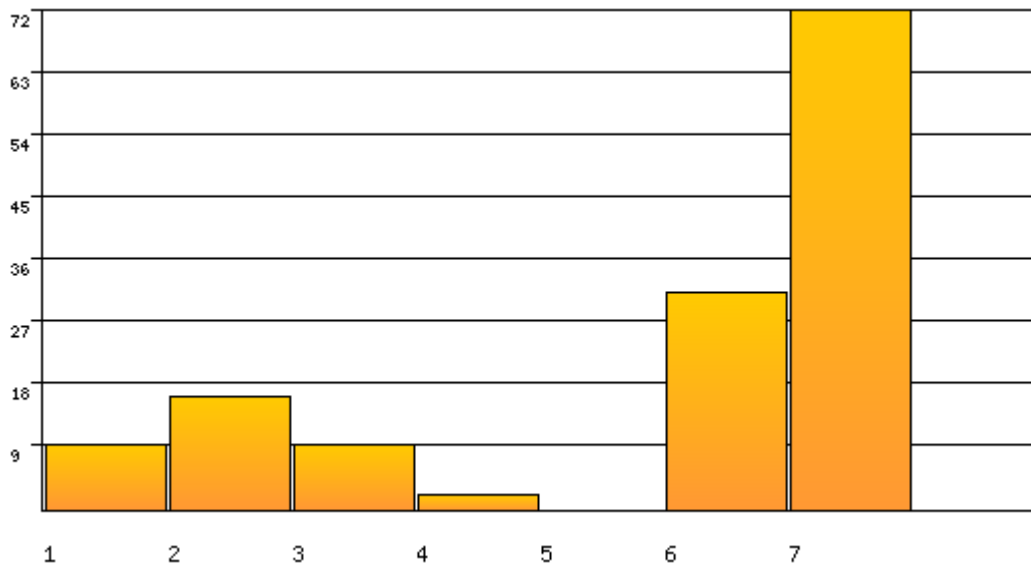
Question - What is your overall view of Pozition **KSF 5,7**



Labels:

1 - Very Good	14
2 - Good	17
3 - Average	16
4 - Poor	5
5 - Very Poor	6
6 - Not Visited Pozition	83

Question - What is your overall view of Wicked Coffee KSF 5,7



Labels:

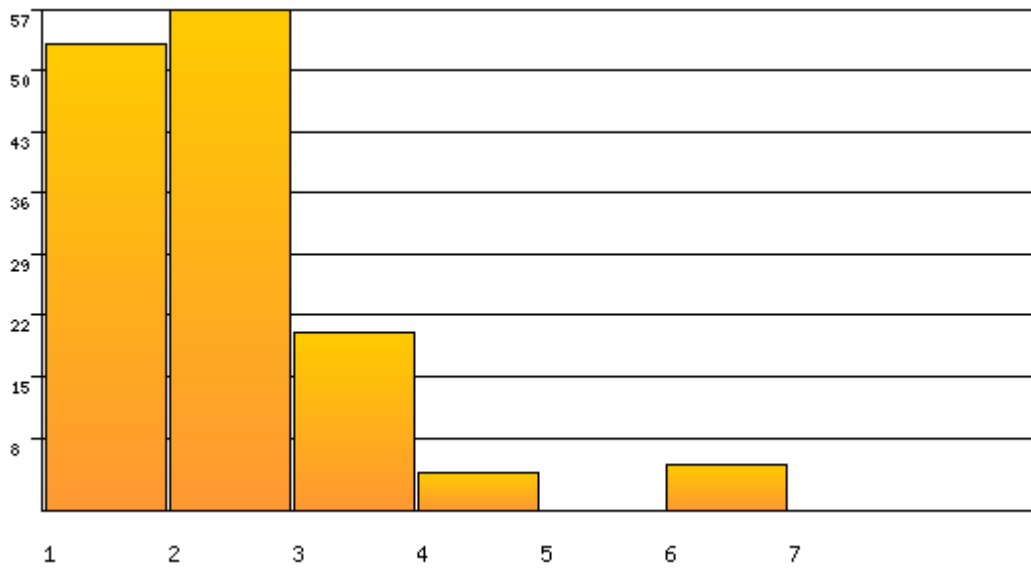
- 1 - Very Good 9
- 2 - Good 16
- 3 - Average 9
- 4 - Poor 2
- 5 - Very Poor 0
- 6 - Not used service yet 31
- 7 - Not aware of service 72

Wicked coffee in the Sanctuary is always busy and well used. The fact that many people have not heard of it is that it is not well marketed as to what it is. The new collectors card and food marketing tactics will raise awareness of the brand.

#### Action Point

Use collectors cards to raise awareness of the Wicked Coffee brand.  
 Wicked coffee to have a display board at the Freshers bazaar handing out coffee.  
 Free Coffee samples in reception throughout semester 2 to be trailed. Customer feedback also obtained during sampling.

Question - What is your overall view of the Union shop KSF 5,6,7



Labels:

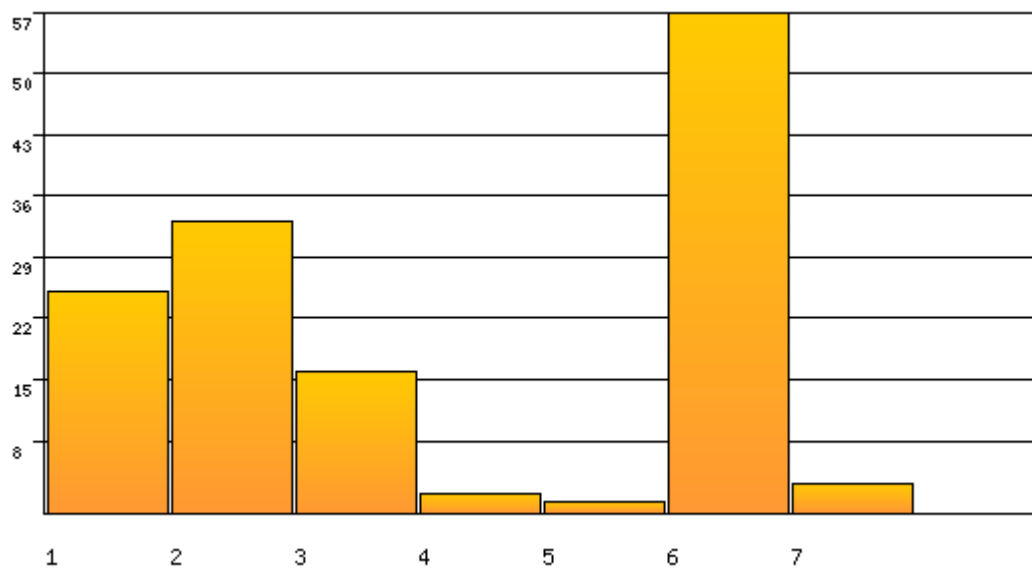
1 - Very Good	53
2 - Good	57
3 - Average	20
4 - Poor	4
5 - Very poor	0
6 - Not used service yet	5
7 - Not aware of service	0

Action points

More of the same!

Monitoring of customer feedback cards and mystery shopper reports.

Question - What is your overall view of the Sports and Fitness Centre *KSF 5,6,7*



Labels:

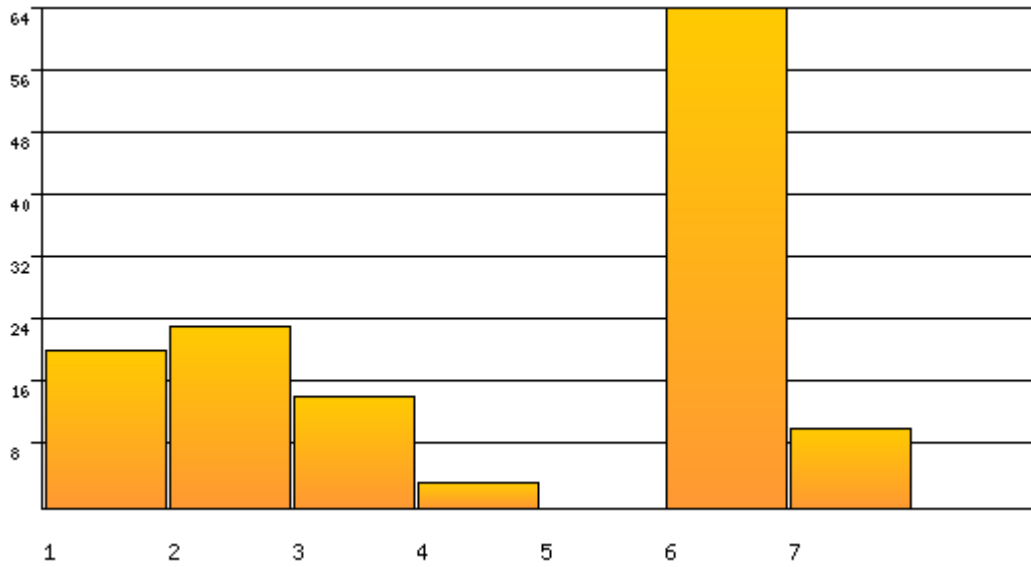
1 - Very Good	25
2 - Good	33
3 - Average	16
4 - Poor	2
5 - Very poor	1
6 - Not used service yet	57
7 - Not aware of service	3

Action points

As this survey is carried out over Freshers week many people have not used the facility yet, however all but 3 people were aware of it.

Carry out a free open day for people to look around the gym and carry out activities during Freshers week, possibly on the same day as the AU bazaar.

Question - What is your overall view of the Job exchange KSF 5,6,7



Labels:

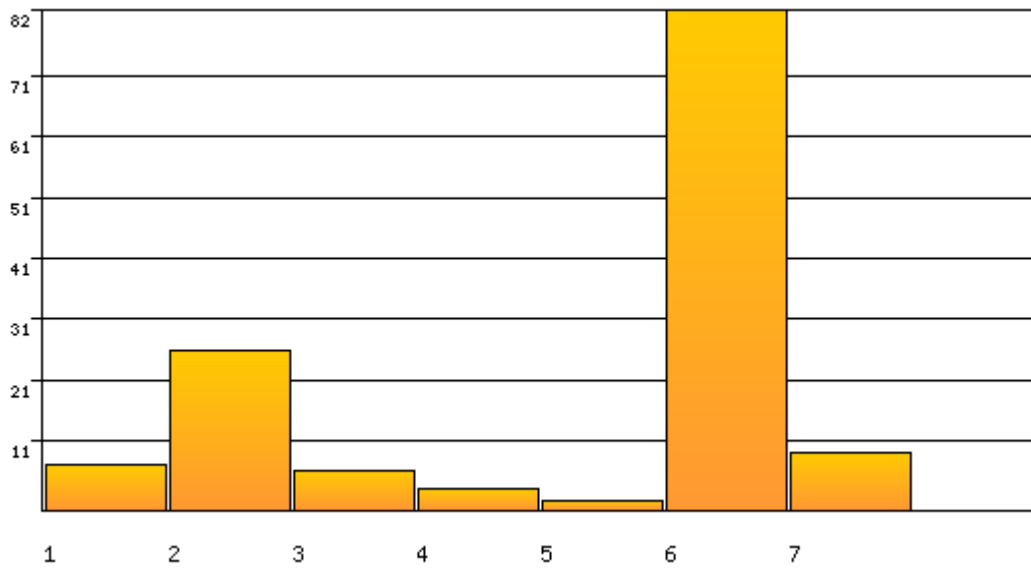
1 - Very Good	20
2 - Good	23
3 - Average	14
4 - Poor	3
5 - Very poor	0
6 - Not used service yet	64
7 - Not aware of service	10

Action points.

Increase advertising of the web service before student come.

Encourage student to think about jobs before they start at Uni by increased web activity and mail out pack.

Question - What is your overall view of the advice centre **KSF 2,3,6,7**



Labels:

1 - Very Good	7
2 - Good	26
3 - Average	6
4 - Poor	3
5 - Very poor	1
6 - Not used service yet	82
7 - Not aware of service	9

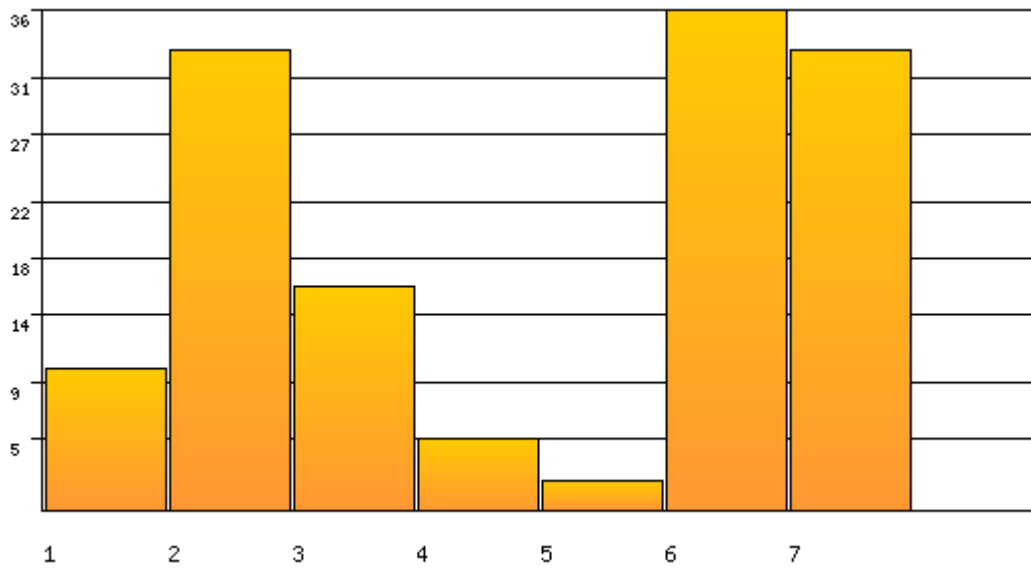
Action points

Students are not really going to know about the advice centre until they need to use it.

Increased publicity around the Union letting student know what they can access the advice centre for.

Increased Advice centre news on the newsletter.

Question - What is your overall view of Hullfire **KSF 7**



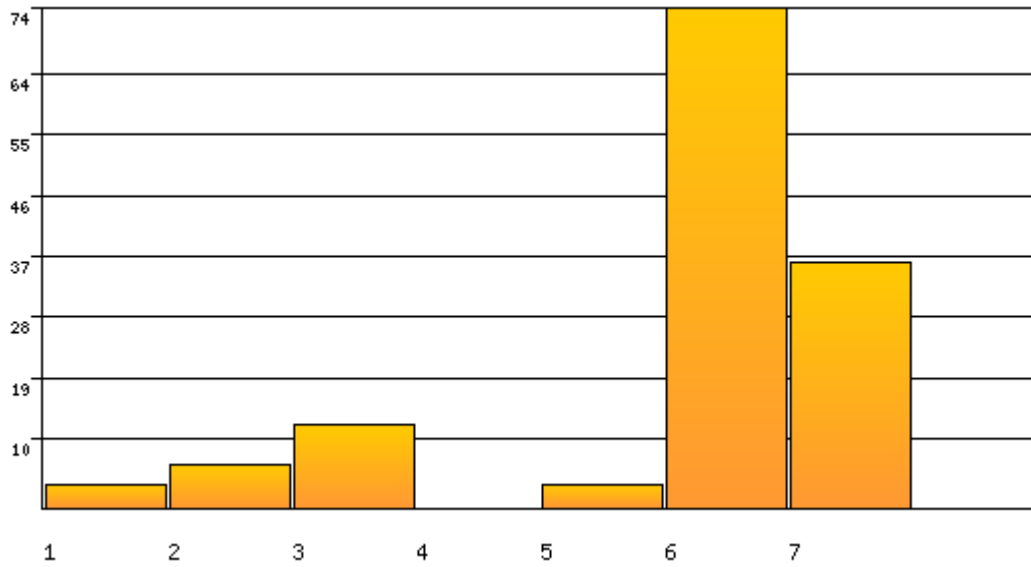
Labels:

1 – Very Good	10
2 – Good	33
3 – Average	16
4 – Poor	5
5 - Very poor	2
6 - Not used service yet	36
7 - Not aware of service	33

#### Action Points

Hullfire moving on-line will enable the newspaper to target students and raise awareness before they start at University. Currently Hullfire is only given out upon arrival at University and could get lost in the whole magnitude of the Fresher's experience.

Question - What is your overall view of Jam (student radio) **KSF 7**



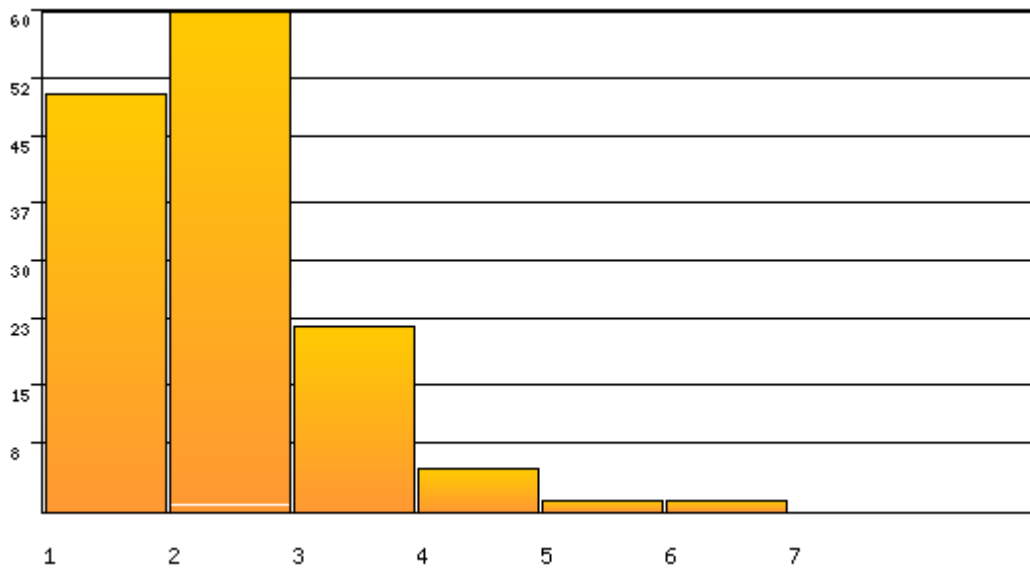
Labels:

1 - Very Good	3
2 - Good	6
3 - Average	12
4 - Poor	0
5 - Very poor	3
6 - Not used service yet	74
7 - Not aware of service	36

Action points

Jam is now broadcast on-line so increased publicity on Hullstudent with a large on screen advert pre freshers will help in publicity of Jam

Question - What is your overall view of [www.hullstudent.com](http://www.hullstudent.com) KSF 2,4,6,7



Labels:

1 - Very Good	50
2 - Good	60
3 - Average	22
4 - Poor	5
5 - Very poor	1
6 - Not used service yet	1
7 - Not aware of service	0

Action Point

Keep monitoring Bam's development of the website to ensure it is up-to-date with current technology.  
Keep the front page regularly changing to show the website is currently up-to-date