



1. Data Collection

Rate Your Union 2016 gathered feedback from our members in two ways.

1. Online Survey

12 Questions

800 Responses

We have been using this method to gather feedback from our members since 2011. We asked 12 key questions that we have several years of data to benchmark against. As we are still working on the enabling themes of our strategy we are not yet able to use these questions to measure progress against our strategic themes.

2. Touchscreen Survey

3 Questions

771 Responses

There has historically been criticism that our surveys are filled in by our most engaged members and therefore we are gathering responses that are more likely to be positive and not representative of the thoughts of our membership as a whole. To fill in the online survey a student would have to open an email from us, visit our website or engage with a post on social media. To address this we selected three key questions and installed touch screen pods on the ground floor of our building. Students were encouraged give us their feedback on these hot topics in return for spinning a prize wheel. This opened up the chance to participate in the survey to a potentially broader range of students.

2. Data Analysis

1. Confidence Level & Interval

We can be 95% sure that the responses to this survey are accurate +/- 3.5%

A **confidence level** tells us how confident we can be of the data obtained from our sample. The confidence level shows how often that percentage of the target population would give an answer that falls within the confidence interval. The confidence level reflects our level of certainty that those responding to the survey will fall inside our confidence interval. A confidence level of 95% is commonly used by researchers.

The **confidence interval**, commonly called the margin of error, is a plus or minus figure that may be experienced when asking a particular research question of all of our members and comparing that answer to what the members of the sample gave in the survey. The confidence interval for this survey is +/- 3 for both the online and touch-screen surveys.

Two of the questions were asked in both the online and touchscreen surveys meaning that they had 1571 responses overall. The confidence level for these responses is +/- 2.5%

2. RAG Analysis

A RAG analysis can help us focus on key messages.

Report highlight key

RED indicates where the response to a question has fallen by 6 or over percentage points.

AMBER indicates where the response to a question has dropped by over 3.5-5 percentage points (Note: There are no amber grade questions in this survey)

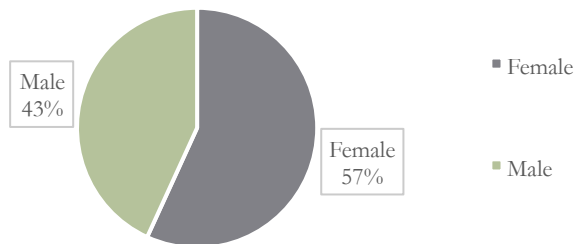
GREEN indicates where the response to a question has improved by four or more percentage points.

BLUE indicates a score that has held against the previous years responses e.g. any result that is +/- 3.5%

3. Demographics

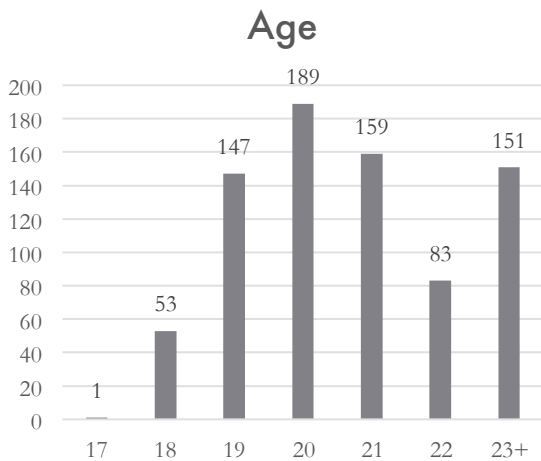
1. Gender

Gender



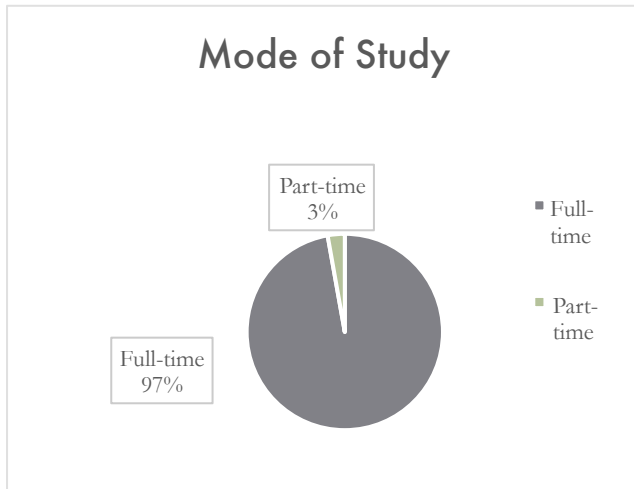
	201	201	201	201	RAG	% difference from last year
	3%	4%	5%			
Male	44	39	40	43	B	3
Female	55.5	61	60	57	B	-3

2. Age



Age	2015 %	2016 %	Difference	RAG
17	0.00	0.13	0.13	B
18	7.49	6.77	-0.72	B
19	21.16	18.77	-2.39	B
20	23.55	24.14	0.59	B
21	19.56	20.31	0.75	B
22	10.78	10.60	-0.18	B
23+	17.47	19.28	1.81	B
Total	100	100		

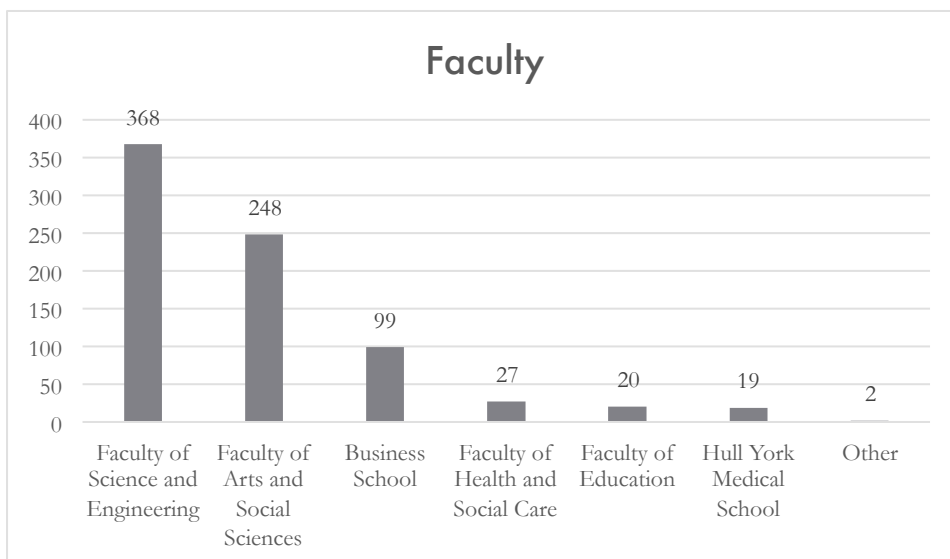
3. Mode of Study



Mode of	2016 %	2015 %	2016 %	RAG	Difference
Full-time	761	97.50	97.19	B	-0.31
Part-time	22	2.50	2.81	B	0.31
Total	783	100	100		

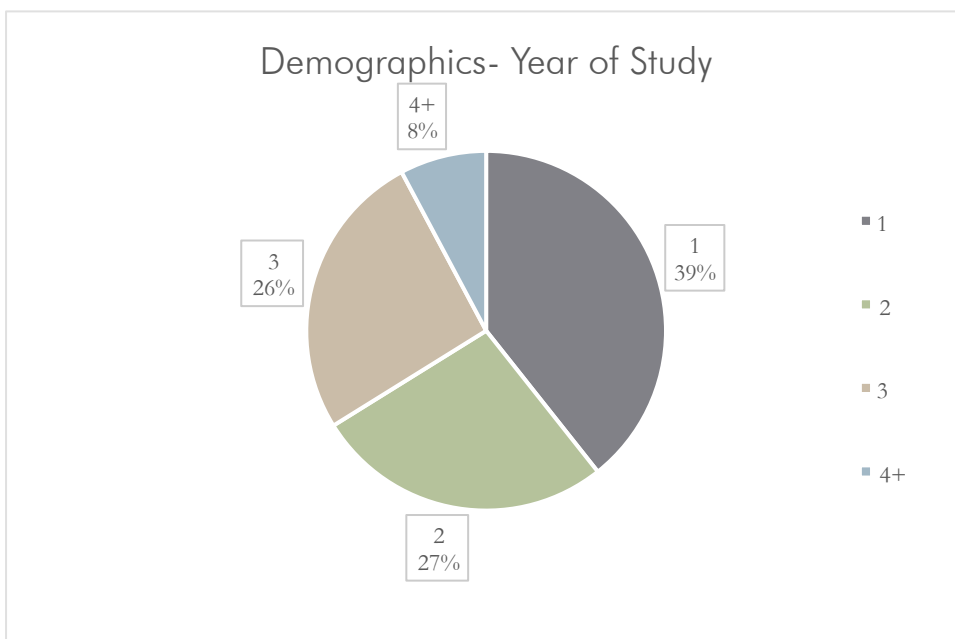
4. Faculty

Results show growth in response from the Faculty of Science & Engineering and a decline in response from FASS. This can be explained due to the decline in student numbers in this faculty since our data began in 2013.



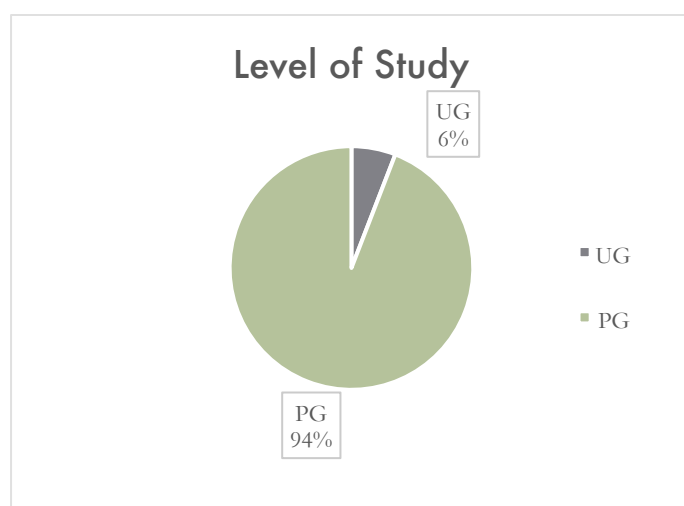
Faculty	2013%	2014%	2015%	2016%	RAG	% difference from last year
Faculty of Science and Engineering	35	45	43	47	G	4
Faculty of Arts and Social Sciences (FASS)	42	37	38	32	R	-6
Business School	13	9	11	12	B	1
Faculty of Health and Social Care	4	4	3	3	B	0
Faculty of Education	4	4	2	2.5	B	0.5
Hull York Medical School	2	1	2	2.5	B	0.5
Other	-	-	1	0.5	B	-0.5
Total	97.3	98.6	100	100		

5. Year of Study



Year of study	2013%	2014%	2015%	2016%	RAG	% difference from last year
1	28.2	28.8	37.43	39.34	B	1.91
2	31.9	34.2	28.94	26.82	B	-2.12
3	28	26.8	25.35	26.05	B	0.70
4	8.2	7	8.28	7.79	B	-0.49
Other	3.7	6.2	-		B	
Total	100.00	103.00	100.00			

7. Level of Study



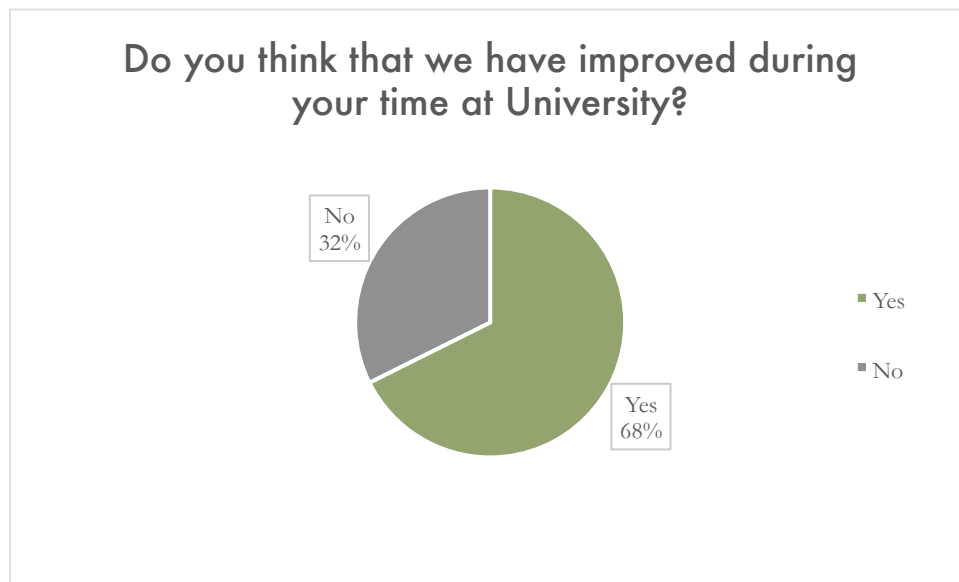
Level of study	2016 Tally	2013 %	2014 %	2015 %	2016 %	RAG	Difference
UG	737	89	92	93.01	94.13	B	1.12
PG	46	9	5	6.99	5.87	B	-1.12
Total	783	98	97	100	100		

4. Green Results

This section contains all questions where the response to a question has improved by six or more percentage points.

1. Do you think we have improved during your time at University?

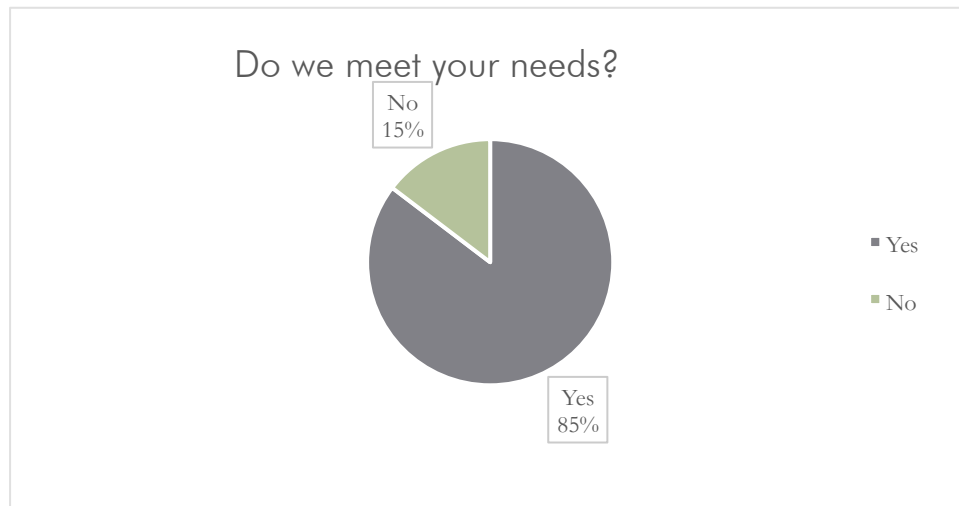
This result could reflect the changes that we have made to the building since the last RYU survey.



	2016 Tally	2013%	2014%	2015%	2016 %	RAG	Difference
Yes	512	81	81	40	68	G	28
No	245	19	18	60	32		
Total	757				100		

2. Do we meet your needs?

This result could reflect the changes to the building – this is particularly likely when we understand that when we asked respondents to rank the services we provide in order of importance, ‘food & drink’ was the most popular response. Given that the changes to our building have mostly been to improve this offer we are clearly better meeting our members needs in that area.



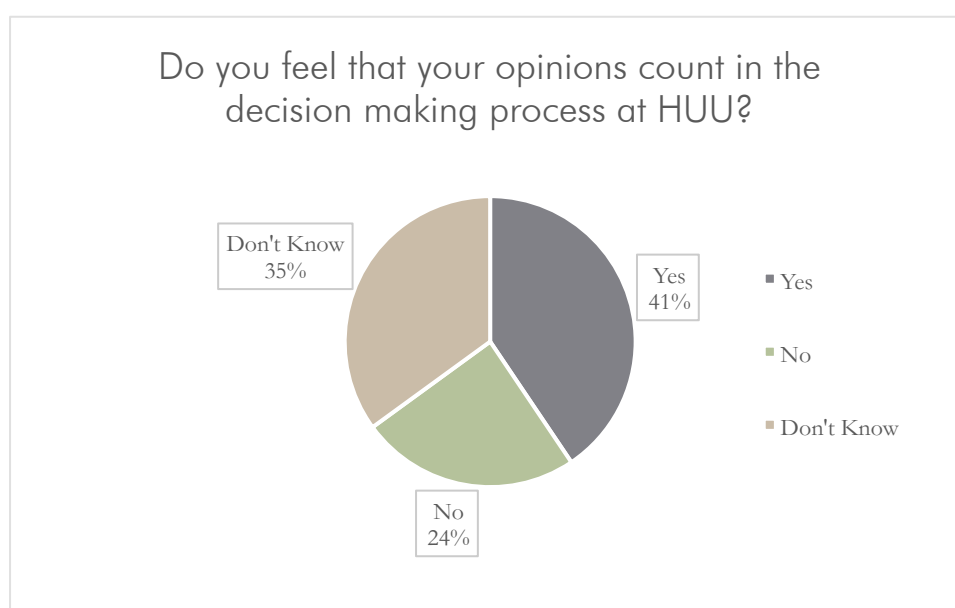
	2016 Tally	2013 %	2014 %	2015 %	2016 %		Differenc e
Yes	652	91	89	69.56	85.34	G	15.78
No	112	9	11	11.98	14.66		2.58
Total	764				100		

5. Red Results

This section contains all questions where the response has fallen by 6 or more percentage points.

1. Do you feel that your opinions count in the decision making process

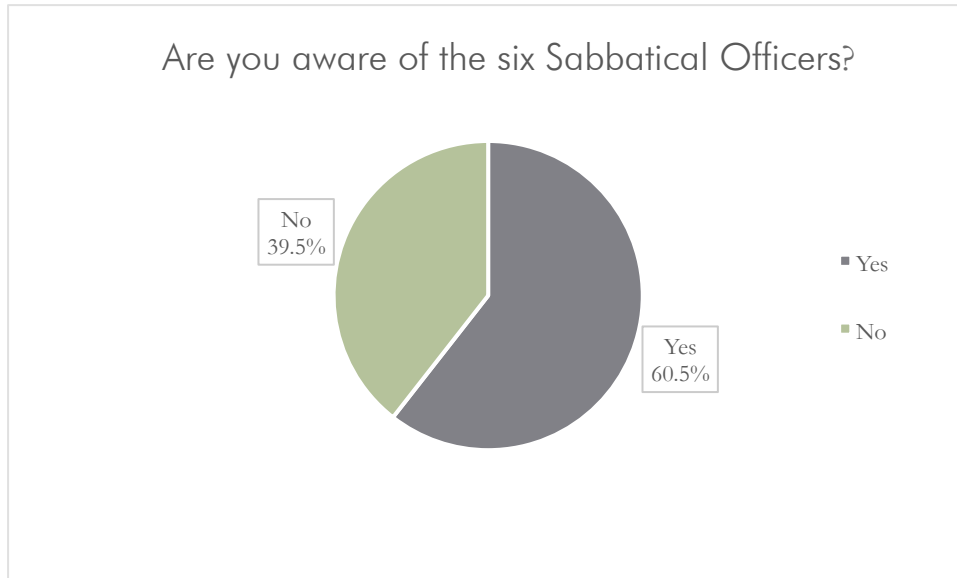
The red response to the questions shows the increase in 'don't know' responses. Yes responses held against last year. 15% of our members have moved from 'No' to 'Don't Know'. 43% of the 'don't know' respondents were first year students. Other groups of students that demonstrated a lack of understanding included those in the Faculty of Health & Social Care (44%) and Faculty of Education (55%). 54% of postgraduates answered 'don't know' compared to 33% of undergraduates.



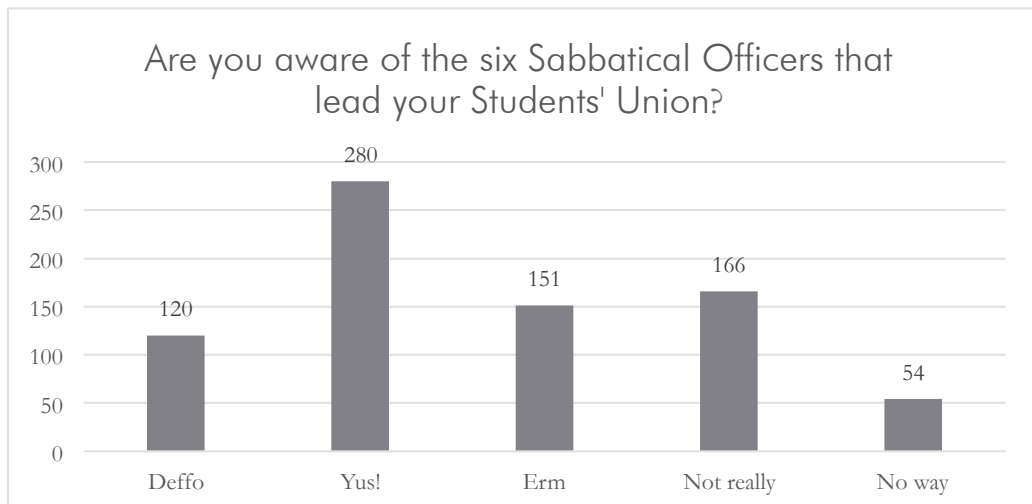
	2016 Tally	2013 %	2014 %	2015 %	2016 %	RAG	Difference
Yes	314	69	74	43	40.5	B	-2
Don't Know	271			20	35	R	15
No	189	31	26	37	24.5		-12.5
Total	774	100	100	100	100		

2. Are you aware of the six Sabbatical Officers?

As well as a 6.5% fall in 'yes' responses this year positive responses are down 11.5% since 2014.



	2016 Tally	RYU 2013%	RYU 2014%	RYU 2015 %	RYU 2016 %		Difference
Yes	473	47	72	67	60.5	R	-6.5
No	308			33	39.5		6.5
Total	781			100	100		

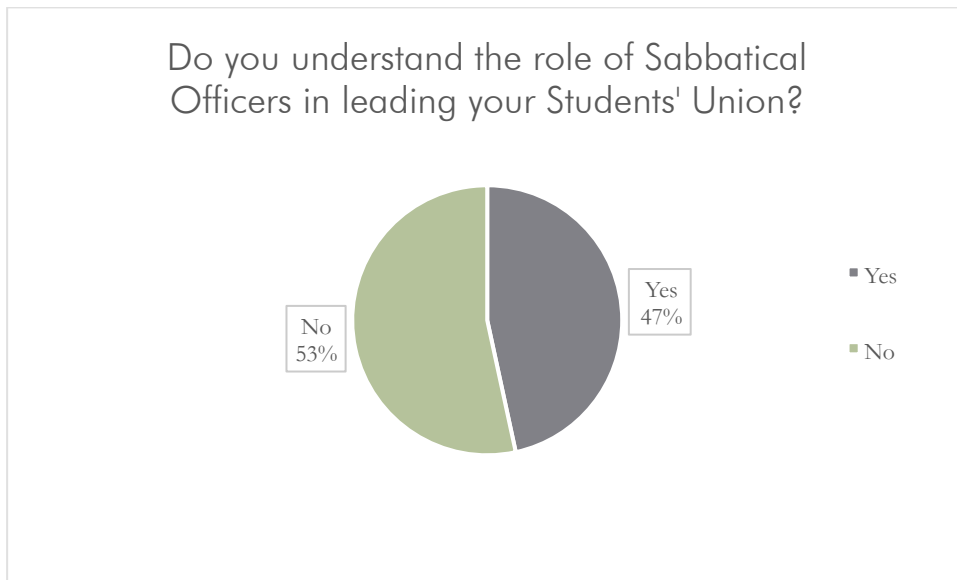


Online survey

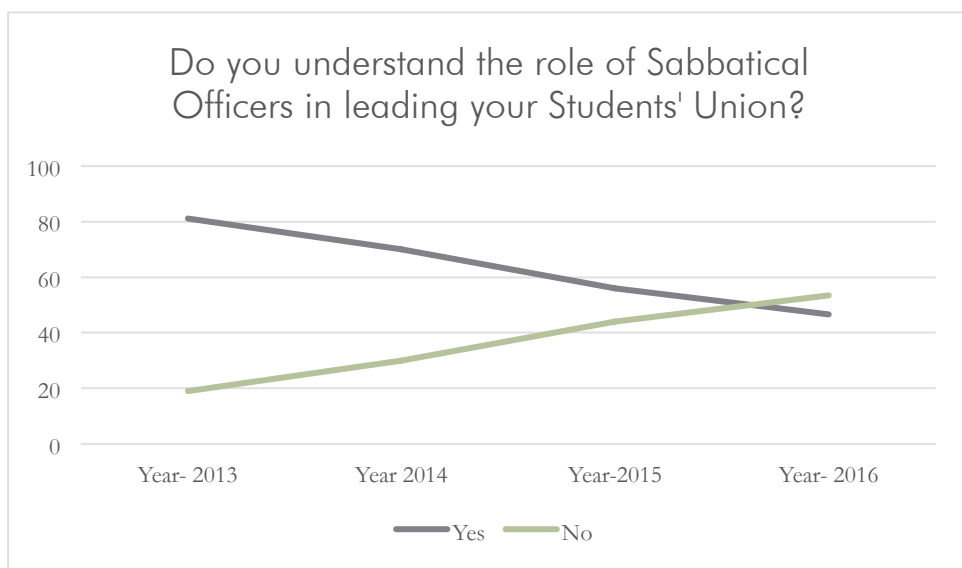
We asked this question (but added scales of agreement for additional feedback). 51% of respondents selected yes answers (Deffo/Yus) -9% compared to the online survey.

4. Do you understand the role of Sabbatical Officers in leading your Students' Union?

Whilst there is a 9% decline in 'Yes' responses since 2015, it is important to note that it has been continuously decreasing since 2013 (-34%).



	2016 Tally	2013 %	2014 %	2015 %	2016 %	RA G	Difference
Yes	364	81	70	56	47	R	-9
No	417	19	30	44	53		9
Total	781				100		

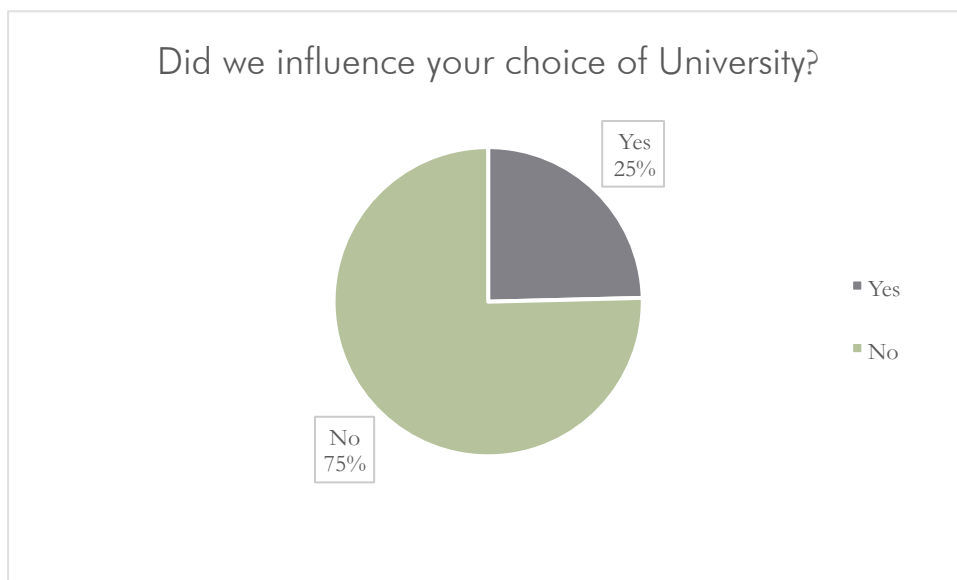


6. Blue Results

This section contains all questions where the response to a question has held at the same level as 2015 (+/- 3.5%).

1. Did we influence your choice of University

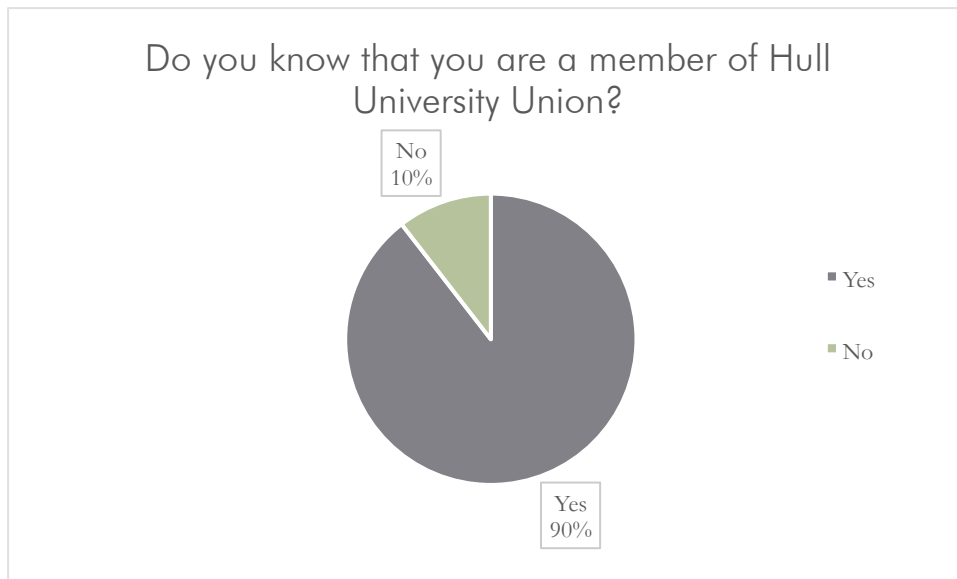
The response from students has stayed at around the same level since 2013. There has been no investment into our Open Day presence throughout that time. With increased investment we could amplify the experience that we provide in our building and potentially improve this result.



	2016 Tally	2013 %	2014 %	2015 %	2016 %	RA G	Difference
Yes	189	29	30	26.85	24.61	B	-2.21
No	579	71	69	66.17	75.39		9.22
Total	768				100		

2. Do you know that you are a member of Hull University Union?

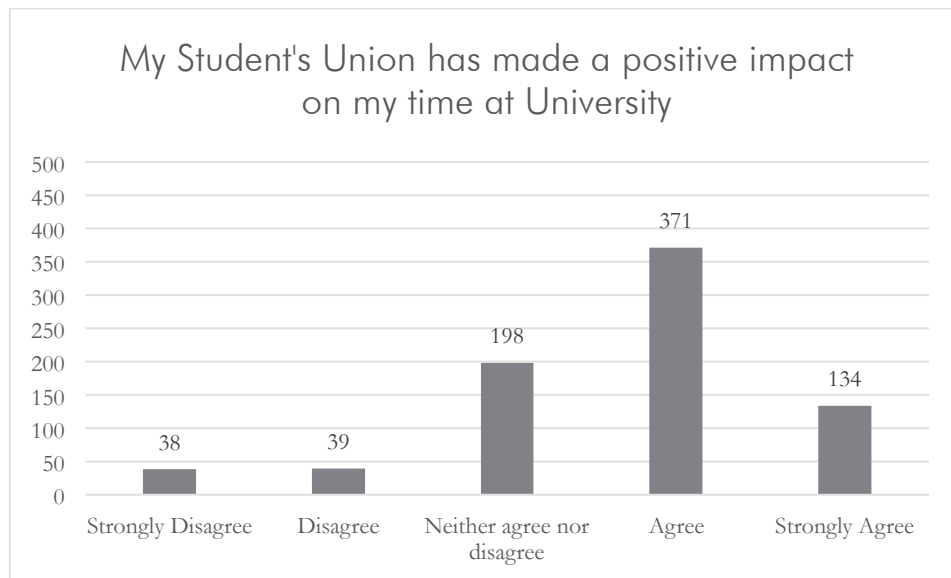
Although this result has held there is a downward trend that should be monitored.



	2016 Tally	RYU 2013%	RYU 2014%	RYU 2015 %	RYU 2016 %	RAG	Difference (RYU-RYU)
Yes	699	94	95	92.5	89.5	B	-3
No	82	6	5	7.5	10.5		3
Total	781				100		

3. Thinking of all the services, including support, activities and academic representation provided by the Students' Union at your institution, to what extent do you agree with the following statement?

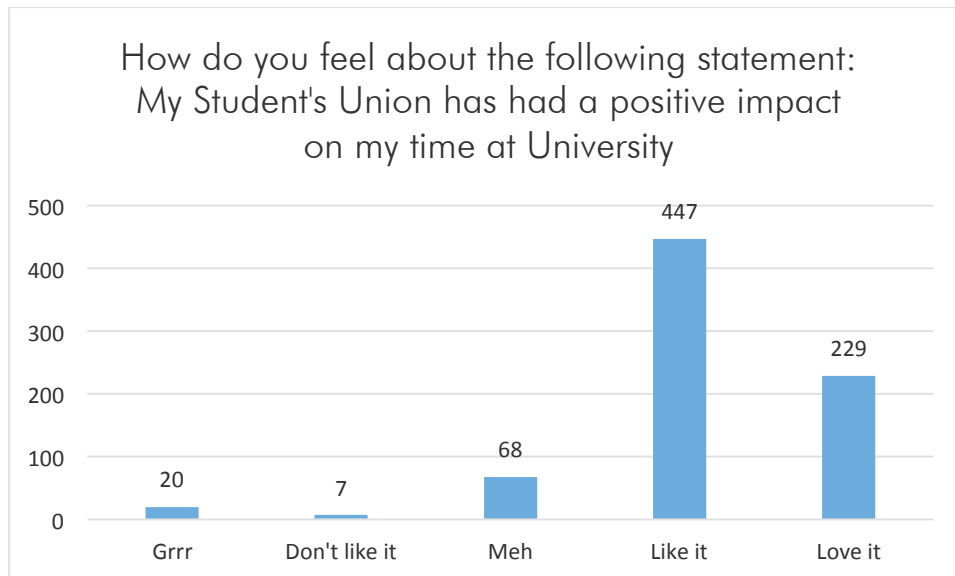
This question is designed to be similar to the NSS question 23, which is just answered by finalists. We do not yet have the result from NSS 2016. In NSS 2015 the response was 78% agree compared to 64.5% agree in RYU 2016.



		2016 Tally	2015 %	2016 %	Difference	RA G
1	Strongly Disagree	38	4	5	1	B
2	Disagree	39	5.5	5	-0.5	B
3	Neither agree nor disagree	198	25	25.5	0.5	B
4	Agree	371	50	47.5	-2.5	B
5	Strongly Agree	134	15.5	17	1.5	B
	Total	780	100	100		
	Average	3.67	3.67		0	

Online Survey

We asked the same question via the touchscreen survey. 88% agree to the question (compared to 64.5% in the online survey) with the largest increase been in the strongly agree response (+13%).



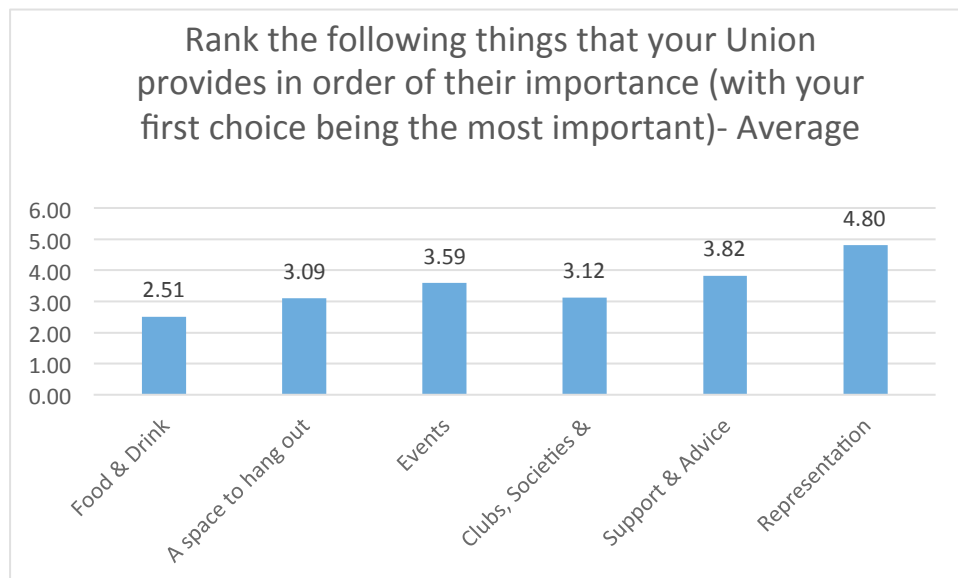
		Tally	%	% Difference to online survey
1	Grrr (strongly disagree)	20	3	-2.5
2	Don't like it (disagree)	7	1	-4
3	Meh (neither agree nor disagree)	68	9	-16.5
4	Like it (agree)	447	58	10.5
5	Love it (strongly agree)	229	30	13
	Total	771	100	
	Average	4		

7. New Questions

TOUCH SCREEN

1. Rank the following things that your Union provides in order of their importance (with your first choice being the most important).

Respondents to the touch screen survey considered the most important thing that we provide to be Food & Drink and the least important to be Representation.



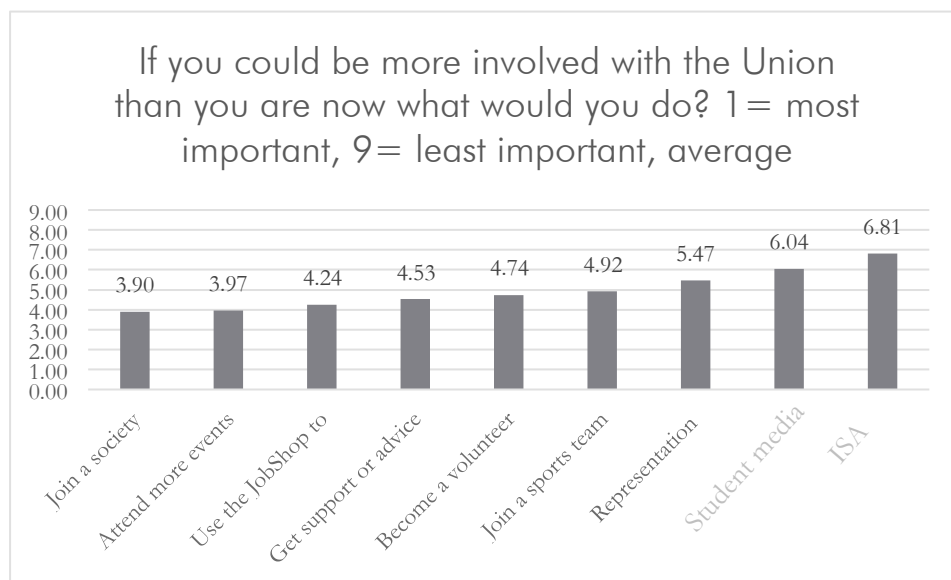
	Average
Food & Drink	2.51
A space to hang out with my friends	3.09
Events	3.59
Clubs, Societies & Activities	3.12
Support & Advice	3.82
Representation	4.80

%	Food & Drink	A space to hang out with my friends	Events	Clubs, Societies & Activities	Support & Advice	Representation
1	43.5	15	7	21	13	5
2	24	30	15	16	11	7
3	2	18	26	21	13	5
4	10	16	25	22	19	10
5	10	10	17	12	29	23
6	10.5	11	10	8	14	47

ONLINE

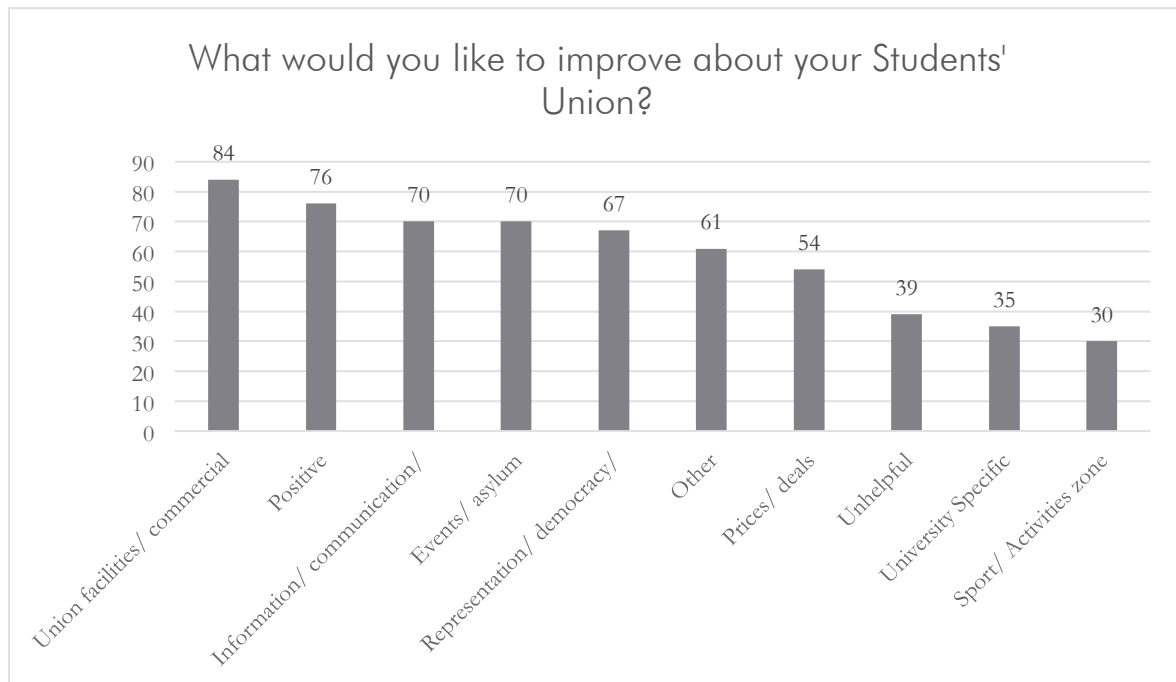
2. If you could be more involved with the Union that you are now what would you like to do? (rank in order of importance 1-9)

Respondents to the online survey wanted to be more involved in their Union by joining a society, attending more events or looking for part-time work. They were less interested in representation, student media and the International Students' Association.



8. Open Questions

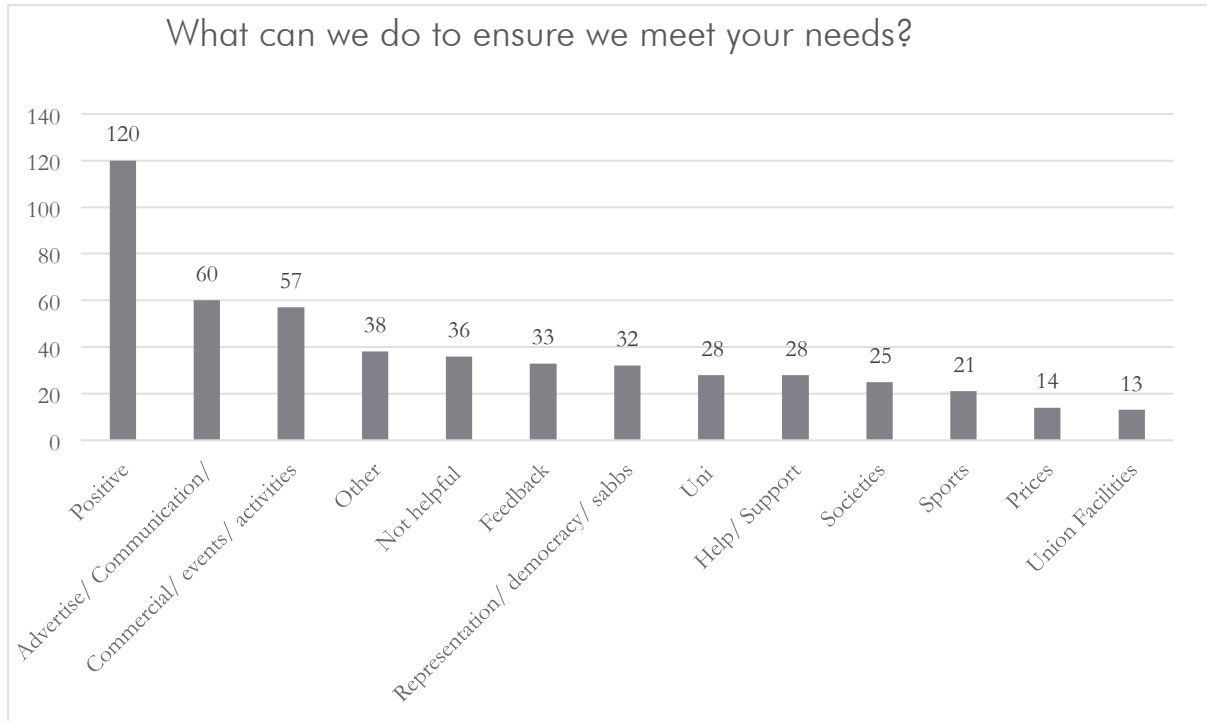
OPEN QUESTION: What would you like to improve about your Students' Union?



accessible activities advertise already asylum available awareness better contact
 continue different email ensure events facilities feel food give going
 help improve information keep listen meet needs nothing offer
 open opportunities people prices provide really services shop
 societies sports students support sure
 survey teams things think uni union university work year

	Tally	%	Themes
Union facilities/ commercial	84	14	Comments include: revamp/improve Asylum, gender toilet feedback (positive/negative), opening times, spaces to relax/study, water provision
Positive	76	13	Keep up the good work, it has improved.
Information/ communication/ advertising	70	12	Signage within building, improved communication, year round communication (beyond Freshers), sabbatical officer awareness, evidence of impact, communication between areas of the union
Events/ asylum	70	12	Better DJ's/themed events, more bands/artists/celebs, wider range activities, more activities, more alcohol free events, UK/international trips, mature student events
Representation/ democracy/ lobbying	67	11	Accountability, better representation, better visibility, transparency, referendum, democracy, not just focused on making money, represent ALL students
Other	61	10.5	Be more accessible, more advice, free stuff, more involvement
Prices/ deals	54	9.5	Cheaper prices (across all commercial services)
Unhelpful	39	7	
University Specific	35	6	Sports facilities, cash machines, communication (university)
Sport/ Activities zone	30	5	Funding (activities/sports)
Total	586	100	

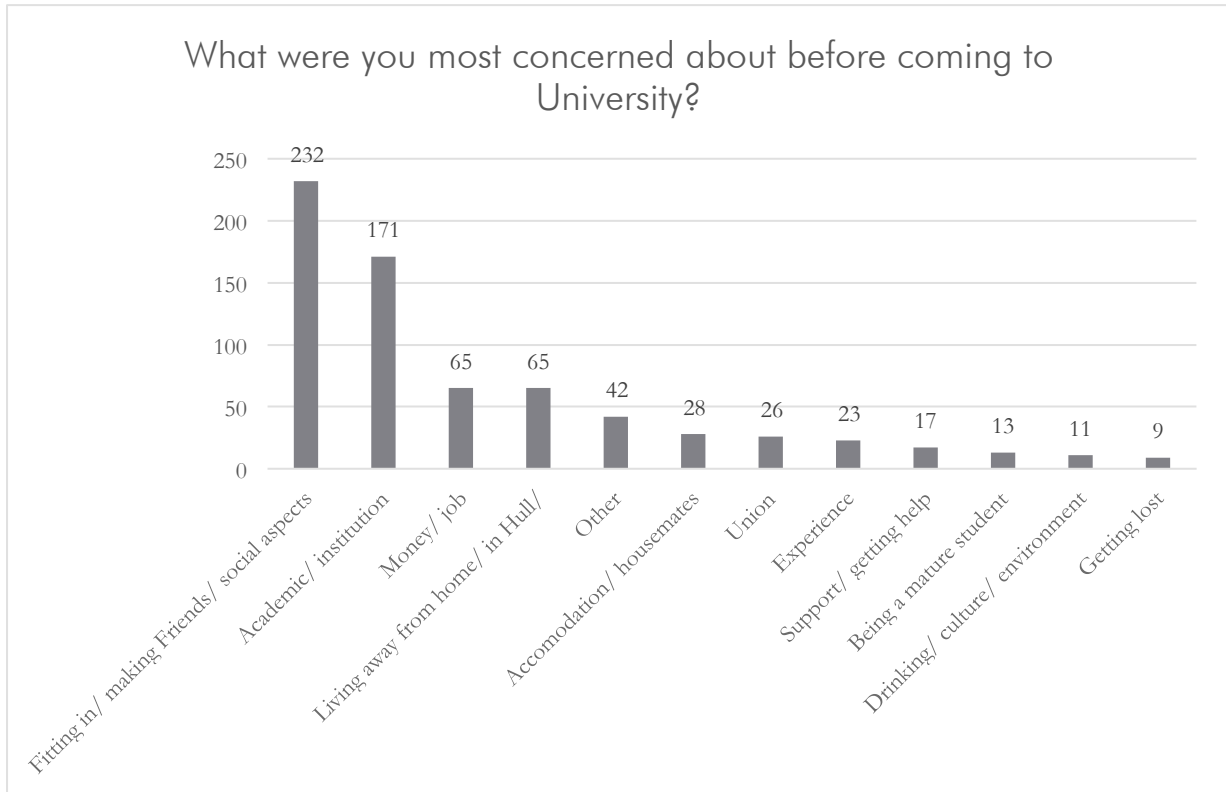
OPEN QUESTION: What can we do to ensure we meet your needs?



accessible **activities** advertise **already** asylum available awareness **better** contact
 continue different email ensure **events** facilities feel food give going
 help improve information **keep** listen meet needs nothing offer
 open opportunities people prices provide really services shop
 societies sports **students** support sure
 survey teams things think uni **union** university work year

	Tally	%	% of population	Themes
Positive	120	24	15.33	Comments include: General positive feedback, building/ redevelopment feedback, services feedback
Advertise/ Communication/ Information	60	12	7.66	Keep me up to date, contacting me, ,more awareness about events, promote the union more
Commercial/ events/ activities	57	11	7.28	Make more events to meet friends, more events during the semester, more job opportunity for student
Other	38	7.5	4.85	Stay available, focus on marginalised students , remove Lad culture
Not helpful	36	7	4.60	These are unconstructive comments e.g not sure
Feedback	33	6.5	4.21	survey, feedback forms, listen to the students!
Representation/ democracy/ sabbs	32	6	4.09	Engage more, connect more with students, more representation
Uni	28	5.5	3.58	These are comments about the University and not the Union
Help/ Support	28	5.5	3.58	More support, advice online, just be there on a personal level
Societies	25	5	3.19	Mainly negative comments about societies - funding is a reoccurring theme
Sports	21	4	2.68	All negative comments about sport, funding is a reoccurring theme
Prices	14	3	1.79	All are negative comments about the prices, mainly in commercial services
Union Facilities	13	3	1.66	An on-site post office, Keep the all gender toilets, opening times
Total	505	100		

OPEN QUESTION: What were you most concerned about before coming to University?



able accommodation activities adapting around away concerned
 course degree difficulty enjoying environment finance finding
 fitting **friends** getting grades help home
 hull job keeping lectures life living load **making** managing
 mature meeting money moving **people** settling social
 socialise societies sports struggling **student** study support teaching
 uni union **universitywork** workload year

	Tally	%	% of population	Description
Fitting in/ making Friends/ social aspects	232	33	29.63	Comments are all about meeting people and making friends
Academic/ institution	171	24	21.84	Comments include: classes, enjoying the course, getting good grades
Money/ job	65	9	8.30	Fees, finance, finding a job at uni and after
Living away from home/ in Hull/ adjusting	65	9	8.30	Adapting to uni life, being away from home, cooking my own food
Other	42	6	5.36	Lack of facilities , Prejudice
Accommodation/ housemates	28	4.5	3.58	Living with new people, housemates, where I would live, I came through clearing
Union	26	4	3.32	A well rated SU, sports, how active would the union be.
Experience	23	3	2.94	Enjoying my time, getting bored, the night life
Support/ getting help	17	2.5	2.17	Lack of support, that the university supports their students, support for my disabilities
Being a mature student	13	2	1.66	These comments are all about support for mature students/ mature students fitting in
Drinking/ culture/ environment	11	2	1.40	The drinking culture, the wild-party environment, being able to cope in a new environment
Getting lost	9	1	1.15	Finding my way around uni, how to find my way around, getting lost!
Total	702	100		

All responses to open questions can be found in the appendix.

9. Summary

Question	Response	2013	2014	2015	2016	RAG	Notes
Do you think we have improved during your time at University?	Yes	81	81	40	68	G	Reflective of changes made to the building
Do we meet your needs?	Yes	91	89	69.56	85.34	G	Changes to the building improved food & drink offer, which members feel is the most important service we provide.
Do you feel that your opinions count in the decision making process	Don't know			20	35	R	Move from 'no' to don't know. Confusion around our governance remains amongst our members in particular first year students, those in the Faculty of Health & Social Care and Faculty of Education and postgraduates.
Are you aware of the six Sabbatical Officers?	Yes	47	72	67	60.5	R	-6.5% this year but important to note -11.5% since 2014.
Do you understand the role of Sabbatical Officers in leading your Students' Union?	Yes	81	70	56	47	R	-9% this year but important to note 34% decline since 2013.
Did we influence your choice of University	Yes	29	30	26.85	24.61	B	Could be improved by investment in open day presence
Do you know that you are a member of Hull University Union?		94	95	92.5	89.5	B	Held at same level but continue to monitor.

Report highlight key

RED indicates where the response to a question has fallen by 6 or over percentage points.

AMBER indicates where the response to a question has dropped by over 3.5-5 percentage points

GREEN indicates where the response to a question has improved by six or more percentage points.

BLUE indicates a score that has held against the previous years responses e.g. any result that is +/- 3.5

New Questions

Question	Response	Notes
Rank the following things that your Union provides in order of their importance (with your first choice being the most important).	<ol style="list-style-type: none"> 1. Food & Drink 2. A space to hang out with my friends 3. Events 4. Clubs, Societies & Activities 5. Support & Advice 6. Representation 	<p>Respondents to the touch screen survey considered the most important thing that we provide them to be Food & Drink and the least important to be Representation. This is a concern as representation is central to our role as a Students' Union. This will be addressed in part by the completion of our governance review. It also flags 'support & advice' and the role of the Union and the University in providing this for students. There needs to be clarity in who provides which help services and a focus on communicating our independent role in giving academic advice in particular.</p>
If you could be more involved with the Union that you are now what would you like to do? (rank in order of importance 1-9)	<ol style="list-style-type: none"> 1. Join a society 2. Attend more events 3. Use the JobShop to find work 4. Get support or advice 5. Become a volunteer 6. Join a sports team 7. Representation 8. Get involved in Student Media (newspaper, radio, tv) 9. Join the International Students Association (ISA) 	<p>Respondents to the online survey wanted to be more involved in their Union by joining a society, attending more events or looking for part-time work. They were less interested in representation, student media and the International Students' Association.</p> <p>Society membership overall is down this year apart from amongst academic societies (which have seen an increase in members). Increased promotion of society events is already taking place but promotion overall of opportunities in this area should be considered.</p> <p>Event attendance of our regular club nights has stabilised and we will be getting further feedback about the types of events our members want to attend at focus groups in April. Non-traditional events such as the recent 'Speed friending' event that was held as part of WelcomeFest: The Reunion (non alcohol) are proving popular and are an area for exploration.</p>