

STUDENT SATISFACTION WITH OUSA

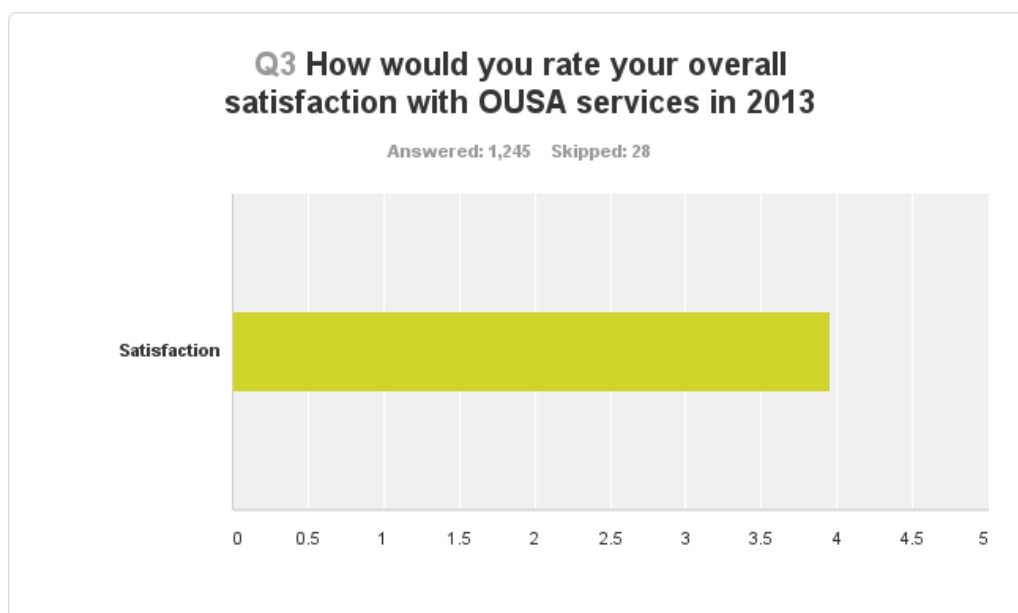
DATE: 29 APRIL 2014
TO: OUSA Executive
FROM: OUSA General Manager

Student satisfaction with the OUSA remains high. There appears to be provable **increase in satisfaction levels with Radio One and Student Support** and a possible **improvement with the Executive representation role.** These three areas are approaching the satisfaction of the other four areas which maintained their high levels of satisfaction.

In April we ran our 2014 student satisfaction survey which had 1,271 student responses with a confidence interval of 3.48% at a confidence level of 99% (2,043, 2.68% at 99% 2013).

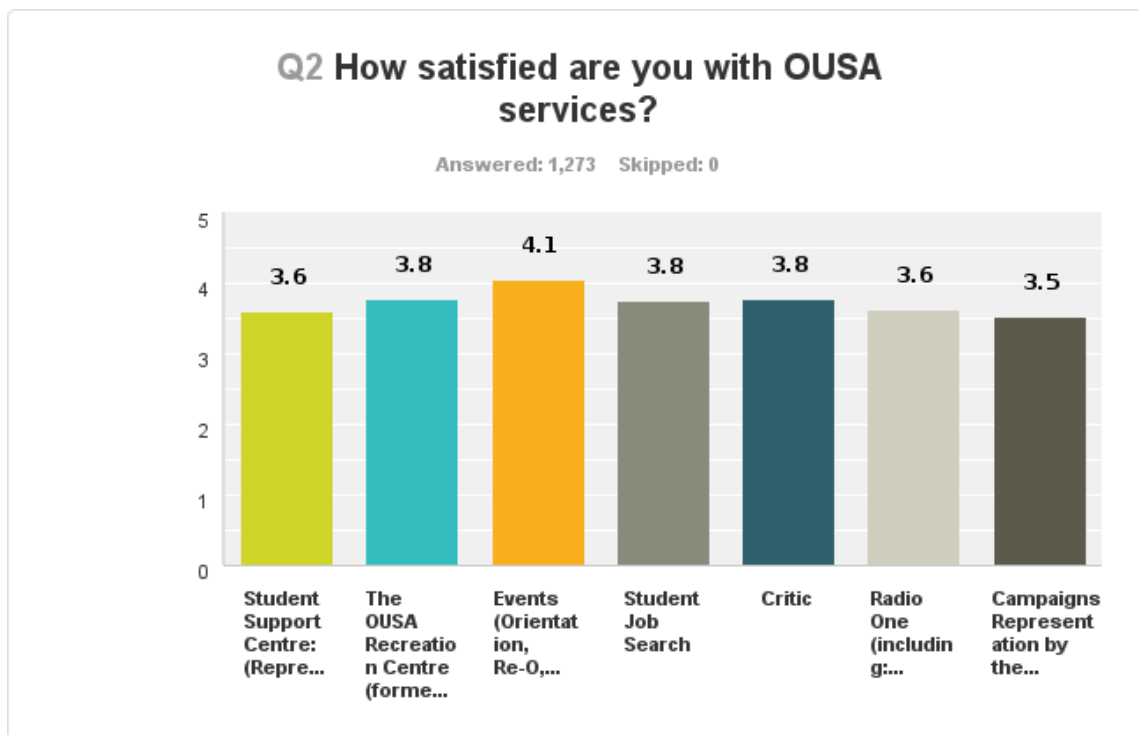
SATISFACTION WITH OUSA SERVICES

Our 2014 survey shows 81% (80% 2013) of students are broadly satisfied with the OUSA. Broad satisfaction means students are either satisfied or very satisfied. On a five point scale the average satisfaction is 3.96 (3.90 in 2013).



The satisfaction question asks for a response on a five point scale from vary satisfied to very unsatisfied. Providing an average of these responses has limitations not discussed here.

Individual services are rated as below with **Events being the highest rated service as in 2013.**



In 2014 satisfaction is either the same or higher across all services compared to 2013. **The service with the greatest satisfaction increase to students was Radio One.** This is likely to be a genuine result rather than a statistical artefact and marries up with an increased focus on student engagement by the station.

The Student Support Centre increase is also likely to be a real increase which could reflect the increased service provision and staffing in that service. I expect that the focus on this service in 2014 has potential to lead to further gains in 2015.

The Campaigns result is possibly a genuine increase in satisfaction.

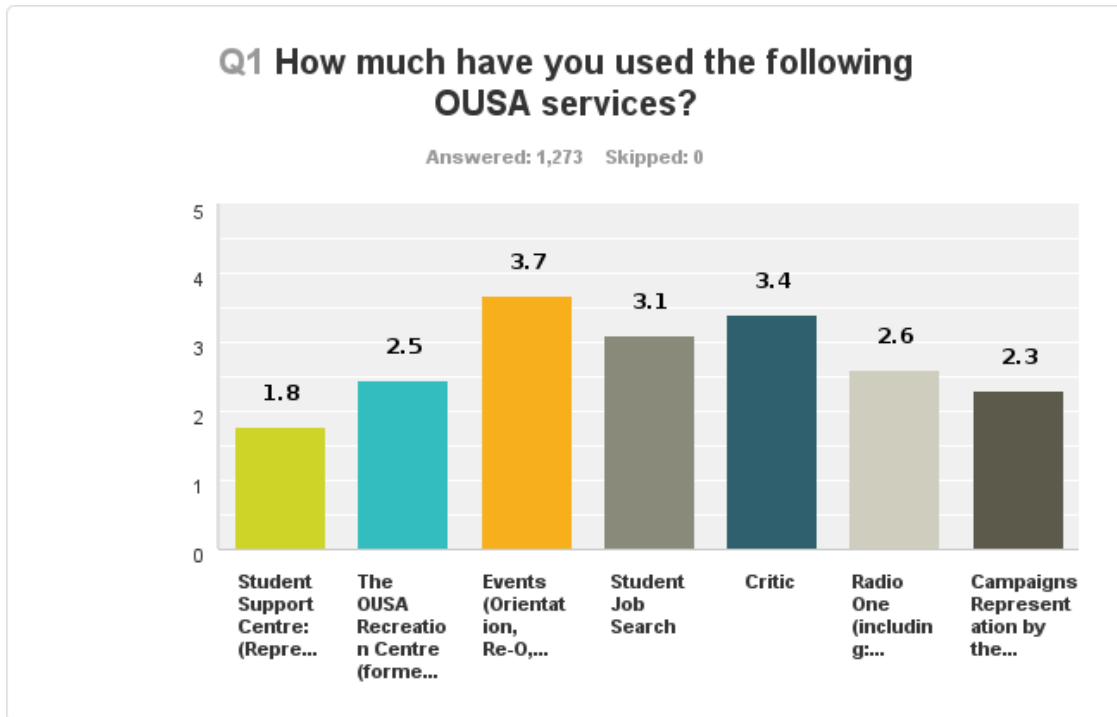
Satisfaction	2013	2014	change
Student Support Centre: (Representative system to support education quality, the Are You OK event support, Queer Support, Food Bank, Budget Advising, Flatting and general advocacy)	3.37	3.6	0.23
The OUSA Recreation Centre (formerly called Clubs & Socs, 84 Albany Street)	3.76	3.77	0.01
Events (Orientation, Re-O, Capping Show, Arts Week, support for Hyde Street, Battle of the Bands, Market Days, etc)	3.94	4.05	0.11
Student Job Search	3.65	3.74	0.09
Critic	3.78	3.78	0
Radio One (including: Onecard discount scheme, Free 91 Club Nights, Competitions)	3.26	3.63	0.37
Campaigns Representation by the Executive (eg Warmer flats, better buses, sexual safety, Fair Trade, animal welfare, sustainability, cheaper airport shuttles)	3.37	3.52	0.15

The limitation on this analysis is that some wording change has taken place to better represent the services to students.

USE OF OUSA SERVICES

An increase in OUSA services is not always positive. For example the increased use of Student Support may be positive because more students are getting the support they need and previously we were less able to be supportive; it could also reflect a worsening situation for students. This where we need to sift through the open ended responses to make better sense of the data. Managers are doing this for publication.

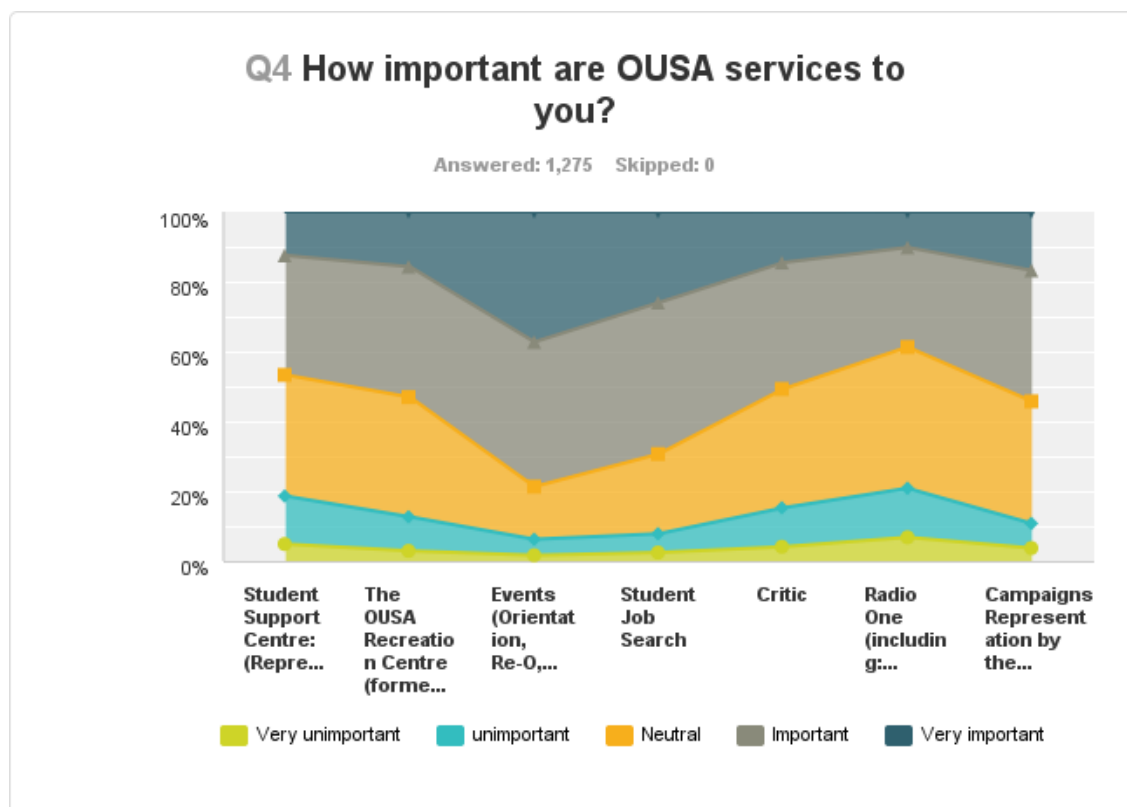
It is easier to say that the large increase in Radio One and Events use is positive. Student Job Search probably reflects the continuing struggle for students, and Exec campaigns possibly shows a fine tuning of the kinds of campaigns the Exec runs as further aligning with broad student concerns.



Use	2013	2014	change
Student Support Centre: (Representative system to support education quality, the Are You OK event support, Queer Support, Food Bank, Budget Advising, Flattening and general advocacy)	1.49	1.78	0.29
The OUSA Recreation Centre (formerly called Clubs & Socs, 84 Albany Street)	2.52	2.45	-0.07
Events (Orientation, Re-O, Capping Show, Arts Week, support for Hyde Street, Battle of the Bands, Market Days, etc)	3.25	3.66	0.41
Student Job Search	2.78	3.09	0.31
Critic	3.53	3.4	-0.13
Radio One (including: Onecard discount scheme, Free 91 Club Nights, Competitions)	1.88	2.61	0.73
Campaigns Representation by the Executive (eg Warmer flats, better buses, sexual safety, Fair Trade, animal welfare, sustainability, cheaper airport shuttles)	2.05	2.29	0.24

IMPORTANCE OF OUSA SERVICES

Both **Radio One** and **Student Support** have increased in importance, the others look likely to be statistically insignificant. Some services



Importance	2013	2014	change
Student Support Centre: (Representative system to support education quality, the Are You OK event support, Queer Support, Food Bank, Budget Advising , Flatting and general advocacy)	3.14	3.36	0.22
The OUSA Recreation Centre (formerly called Clubs & Socs, 84 Albany Street)	3.66	3.53	-0.13
Events (Orientation, Re-O, Capping Show, Arts Week, support for Hyde Street, Battle of the Bands, Market Days, etc)	3.96	4.08	0.12
Student Job Search	3.87	3.85	-0.02
Critic	3.6	3.46	-0.14
Radio One (including: Onecard discounter scheme, Free 91 Club Nights, Competitions)	2.89	3.21	0.32
Campaigns Representation by the Executive (eg Warmer flats, better buses, sexual safety, Fair Trade, animal welfare, sustainability, cheaper airport shuttles)	3.6	3.56	-0.04

Variations between sub-populations

This analysis has not looked deeply at variations between sub-populations, particular age and gender. What was surprising in last year's analysis is that the differences were quite small.

Some work last year looked at the different usage of services by different sub-populations of students. A likely hypothesis is that the services the OUSA offers are highly complementary such that most students through the mix of services they access are thereby satisfied with the OUSA.

OUSA Satisfaction	2013	2014	change
Female	3.95	3.99	0.04
Male	3.82	3.87	0.05
Year 1	4.09	3.97	-0.12
Year 2	3.87	4.09	0.22
Year 3	3.84	3.94	0.1
Year 4+	3.87	3.89	0.02
Post-Grads	3.73	3.73	0
NZ	3.92	3.98	0.06
International	3.91	3.75	-0.16

It seems remarkable that the lower satisfaction levels by post-graduate students are not greater considering their necessarily more focused engagement with university life.

The areas to watch are the increase in satisfaction by Year 2 students, possibly due to Hyde Street and the reduction in satisfaction by International students which is difficult to diagnose as there is no less emphasis on these students in 2014 than 2013. This may be an artifact of the number of responses (2013 n=73 compared to 2014 n=140). None-the-less a lower international satisfaction is a risk that should be looked at again.