



City University Students' Union Standing Report

Summary

This paper is a summary of the Students' Union activity. The following areas are covered:

- Segmentation and Students' Union Strategy
- City Life Off Campus
- Toolkits and Resources
- Learning Enhancement Awards
- Bi-Elections and Programme Representation
- E-resources
- Wheels project
- Regular Events Programme at CityBar
- CitySport Discount for Sports Teams
- Raising and Giving
- Student Media

Recommendations

Education and Student Committee is asked to:

- **Note and discuss** the report.

Students' Union Report

Campaigns

Segmentation and Students' Union Strategy

The segmentation project arose after it was identified that we currently have little understanding or informed research on who our students are; the basic data we have is of their age, gender, sex, origin of birth and level of study. This often led to assumptions around the interests, attitudes and behaviours of our students, the support they need and the kinds of activities they were interested in.

Students' Unions around the country have used market segmentation with very strong results. The main goal for this project is to have a set number of categories that our students fit into based on their values and behaviours so we can get a much better understanding of who our students are, why they have come to City and what their needs are going to be to have a fulfilling student experience while they are at the University. We hope this will contribute to a number of positive changes in the opportunities and services we provide for students and therefore increase engagement and awareness of those. This data would not only be very useful for the Students' Union to develop an understanding of our students, but would also be a tool that many University departments may find useful. The Students' Union currently has no long term strategy; this research will be a base for the development of our strategy. Basing a Students' Union strategy and the branding strategy on a strong research evidence base understanding our students is core to creating a lasting, effective strategy which can get buy in from students, staff and the University.

City Life Off Campus

Unlike many University's we have a limited number of affordable student halls and the campus is based in a high priced area therefore a significant percentage of students cannot afford to live locally (Angel, Old Street, Farringdon) so rent in more affordable areas such as East or South London. Having a halls experience is an expectation for many of our students that does not get realised. Some students live over an hour away from campus.

Once they leave campus these students have very little engagement with the University. Some students may live with fellow students, work friends or with people they do not know. London can be a difficult place to meet people; students can often feel lonely, rarely knowing the people around them. Loneliness is one of Student Minds 10 grand Challenges facing students.

In this project we are hoping to provide students with opportunities to meet other people who live geographically near them. It is understood that most friend groups are based around academic programmes; interest based e.g. societies or halls communities. We want to offer students who don't live in halls that third opportunity.

The drivers for engaging with this project include providing a safer way for students to travel to and from campus. This would offer us more opportunities to engage with students who we may not typically engage with in the Students' Union. It would also lead to students feeling a part of the Students' Union and the University when they are not physically here and potentially can lead to a closer experience to halls for the people living in private housing.

Toolkits and Resources

Students time and energy is pulled in a number of directions, it is difficult to identify the pressure points and the support needed at the different stages of their academic journey. Many of our students have part time jobs to cover the costs of living in London. In addition to this, students are working or interning in their chosen field to increase chances of employability after University. They are also engaging with extra curricular activities and projects such as running a society or engaging in enterprise, again to make them more employable as well as to socialise and they are trying to experience everything London has to offer.

We are creating a central toolkit hub that will bring together guidance from different departments and external organisations with resources, tasks and tips to being successful at University on a range of subjects both directly related to academic success and for personal and professional development for example money management, tips during an internship and housing advice. It is a page that should inspire, develop and hone skills.

This is designed to signpost to in-person services, showing students who may not think they need these services the benefits of attending. Our disabled students' officer is very keen to work with Learning Success to see how the service can be improved.

Representation

Learning Enhancement Awards

The Student Voice Awards has undergone a complete rebrand and the core strategy for this new design is to emphasise the effective delivery of educational support within the institution. Having this as a key design aspect, we felt that changing the name to "Learning Enhancement Awards" would help to influence this. Simplicity is key; our branding towards these Awards is to promote the effective support students receive from their academic staff and peers. We have designed a logo to help convey these messages and our colour scheme has been chosen to convey this.

Bi-Elections and Programme Representation

The Students Union will be holding a by-election in October to fill vacant Representative positions including School Representation Officers for all Schools except the City Law School, Black & Minority Ethnic Students' Officer, Ethics & Environment Officer, and Union Council. Nominations will open on the 14th September, and the Elections will be held between 12 – 16th October. Staff guidance on the election of Programme Representatives and attendant materials will shortly be circulated to our contacts in all Schools, including details of training. We aim to train more representatives than ever before and surpass the 50% that we achieved last year. This is partly dependent on receiving more representative details from the Schools, and so we are in contact with our contacts to facilitate this.

The Vice President Education is currently looking into the impact of evening exams on students. For example, whether it will affect their revision, travel and meal schedule and will this have an impact on their exam results.

E-Resources

As a number of students travel from outside of London – we feel that this may impact on the use of books within the library. In turn, students may be unwilling to use the books they require for their course as it means them having to travel quite a distance. We are looking at different strategies to help accommodate these students, with the possibility of pushing towards greater e-resources available.

Wheels Project

The Students' Union is looking to work very closely with teams such as Widening Participation to help increase the promotion of courses such as Engineering within the University. This project can potentially increase volunteering within the sector and also promote Engineering to those who are currently a minority with the aim to gain a qualification on completion.

Student Opportunities

Regular Events Programme at CityBar

To encourage more students to attend CityBar we are putting together a regular programme that will include Society events on Tuesday followed by a collaboration with Wicked Students Nights at an external venue, Sports Night on Wednesday and a music night on Friday. We are considering a pub quiz and cocktail nights for the other evenings. We will also be screening more sports games, starting with the rugby world cup. This should help improve City's nightlife as some the events are in collaboration with other universities such as Queen Mary and this offers far more events that students have had in recent history.

CitySport Discount for Sports Teams

Thanks to the Sports Department our aim to get a discount at CitySport for all sports teams is almost complete. This can allow our sports teams to train and compete at a higher level and will hopefully encourage more use of CitySport for team training and get more students involved in teams.

Raising and Giving

The Raising and Giving Officer (RAG), and the Vice President Activities will be trying to improve and grow the presence of charity fund raising on campus. We will be creating big visible charity events, RAG raids and RAG sports tournaments.

Student Media

We have a number of media outlets written and run by students, these include a magazine, online web page, radio station and tv station. We will be pushing the student media to gain more exposure and collaborate with societies and University departments. Our new Media and Communications Coordinator will be supporting the Vice President Activities work with media teams.