



# LEICSCHAT REPORT

## 2021/22



The LeicsChat survey ran from the **24<sup>th</sup> of January until the 21<sup>st</sup> of February** and aimed to ensure that students could give their feedback on the Students' Union (SU) and the different services it provides, in order to note where improvements may need to be made and ensure that students feel truly heard, supported and represented.

The survey and its goal as described to students, is as follows:

*'LeicsChat is our online campaign designed to give students a voice and a supportive place to chat. This is why it's crucial that we hear from you, our students.'*

*The aim of this survey is not just to ensure that your voice is heard but to understand how the Students' Union can continue to support your academic journey. That is why we want to know your thoughts on everything Students' Union- from how you view us, to course representatives, executive officers, societies, events, social media and everything in-between.'*

To ensure that these goals were met, the survey was split into 6 sections:

- Overall (Information about the student and their general views on the SU)
- Voice (does the SU represent interests?)
- Activities (clubs and societies)
- Social media (social media accounts and newsletters)
- Support (peer mentoring scheme and advice services)
- Other comments (any other feedback the respondent would like to share)

## Incentives and Promotion

In order to encourage responses three methods were used, these are promotion via social media, promotion via a stall held in the SU square and incentives.

The incentives offered to students included a daily prize draw of £10 amazon vouchers, along with larger prizes of:

- Apple air pods with charging case
- £100 amazon gift card
- 4x £25 gift card
- A daily prize of an £10 Amazon gift card (20 in total)

Prize winners were chosen via their name being entered into the prize draw through a second survey only accessible upon completion of the Leicschat survey that encouraged participants to enter their email address. This was done to ensure that the results were kept completely anonymous and that they could not be traced back to the participant through an email address.

Once submitted, the email addresses were then placed into an online name generator and the winner was selected via the generating. Once chosen for the daily prize, the winner was removed from the daily prize draw however these daily prize winners were also entered into the prize draw for the air pods, £100 amazon gift card and the £25 amazon gift card.

There was a slight discrepancy with the number of respondents who entered into the prize draw (109) vs the number of respondents (150). Therefore, 41 people (27%) who took part in the survey did not enter into the prize draw and in the future a new way of entering respondents into the prize draw may need to be considered.

The social media promotion included story posts announcing the daily winner and the winners of the main incentives, as well as a boosted post/ad that ran for 15 days and overall reached 4,880 people and resulted in:

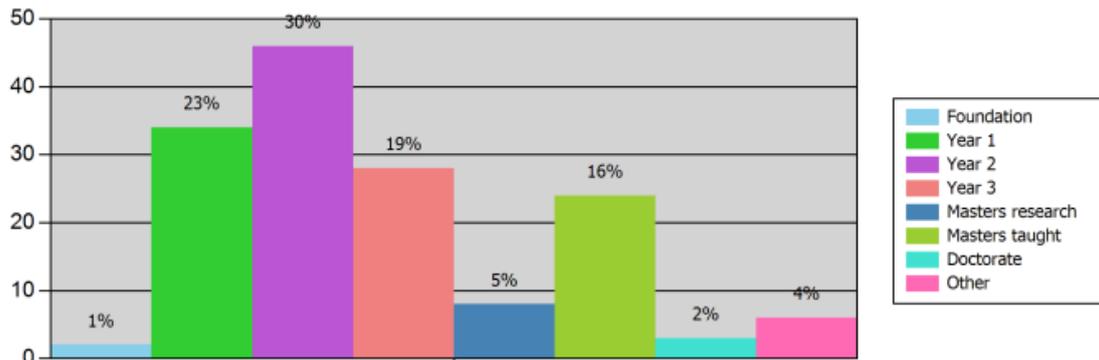
- 35 ad taps
- 29 website taps

While the stall was held for two weeks and included smaller incentives such as tea, lollipops and tic-tac's that aimed to draw students' attention. Also on the stall were QR codes that linked to the survey and a member of staff who was able to explain what the survey was trying to find, as well as encourage those who came to the stall for one of the incentives to take part in the survey. This resulted in an increase in those participating in the survey and encouraged students to spread the word regarding both the survey and its incentives.

## The Sample Group

Overall, the survey had 150 responses. There are around 16260 students overall. This number of responses is an ideal sample size if allowing for an 8% margin of error, of which 149 responses would be expected. This 8% margin of error allows for the variation of possible responses that may have been caused by the sample methods of circulation (social media and promotion stall) of which not all students will have been aware of or have access to. Therefore, the survey is representative of the majority of the student population's thoughts and feelings regarding the students' union.

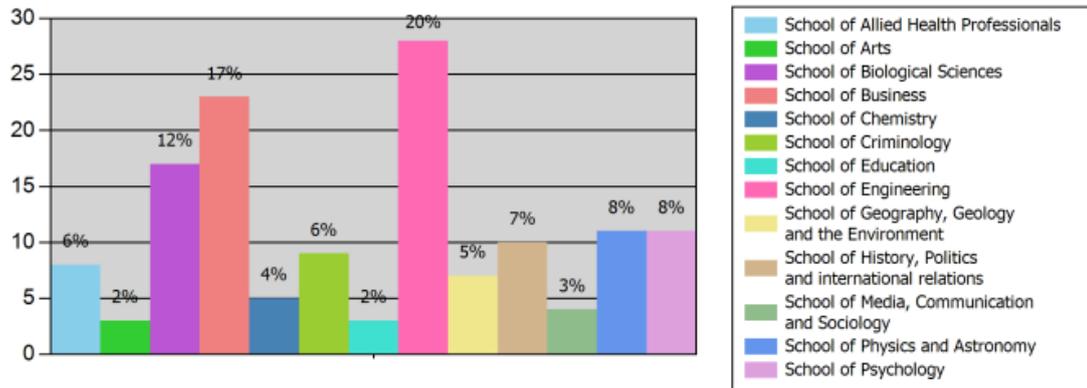
### Year: What Year are you currently in?



Response	Count	%
Year 2	46	30.46%
Year 1	34	22.52%
Year 3	28	18.54%
Masters taught	24	15.89%
Masters research	8	5.30%
Other	6	3.97%
Doctorate	3	1.99%
Foundation	2	1.32%

The majority of the respondents were either in their second year (30.46%) or first year (22.52%). There was a larger amount of participation from Masters Students than expected with 15.89% being masters taught and 5.3% masters' research. The lowest turnout was from doctorate (1.99%) and foundation students which was to be expected (1.32%).

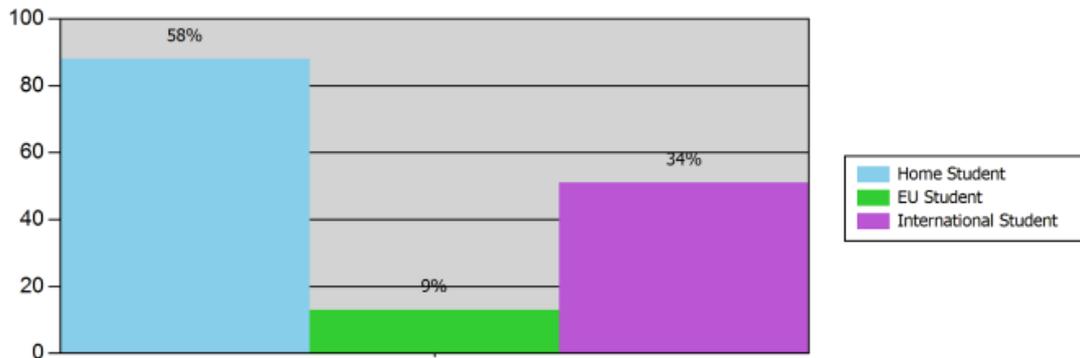
**School: What School are you a member of?**



Response	Count	%
School of Engineering	28	20.14%
School of Business	23	16.55%
School of Biological Sciences	17	12.23%
School of Physics and Astronomy	11	7.91%
School of Psychology	11	7.91%
School of History, Politics and international relations	10	7.19%
School of Criminology	9	6.47%
School of Allied Health Professionals	8	5.76%
School of Geography, Geology and the Environment	7	5.04%
School of Chemistry	5	3.60%
School of Media, Communication and Sociology	4	2.88%
School of Arts	3	2.16%
School of Education	3	2.16%
	139	

The largest number of responses came from the school of Engineering (20.14%) and School of Business (16.55%) with the lowest number of responses being for the School of the Arts (2.16%) and the School of Education (2.16%), showing that for future versions of this survey more needs to be done to reach students from the aforementioned schools, as well as the School of Media, Communication and Sociology (2.88%).

**fees: Are you a home student, EU student or international student?**



Response	Count	%
Home Student	88	57.89%
International Student	51	33.55%
EU Student	13	8.55%

The largest number of respondents were home students (57.89%), followed by international students (33.55%) and a smaller number of EU students (8.55%).

## Overall Section

### **Are you aware of the Students' Union and its role? Please explain, in your own words how you view the SU and what it does.**

It appears that students view the students' union as an organisation that supports them (32%) and represents their interests (27%). The union is also heavily associated with events and for its role in providing advice, support and opportunities for the students. A large sum also see the union as an acting link between the students themselves and the university, therefore acting as the student voice.

To a lesser extent students also view the Students' Union as something that provides activities and sports, as well as societies.

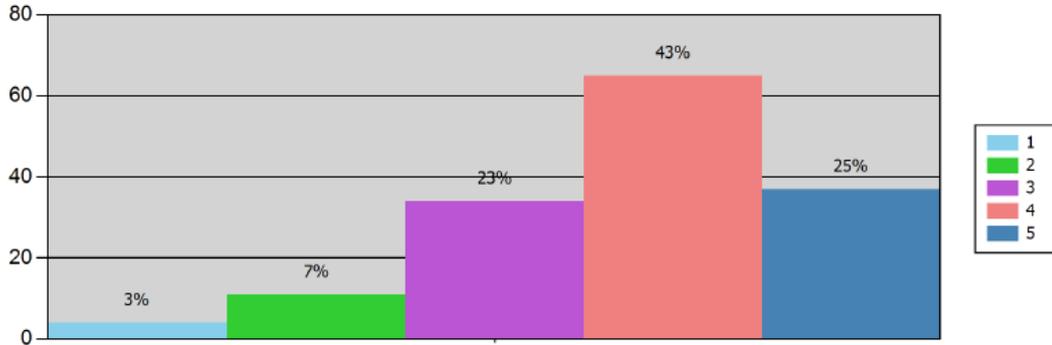
There is a mostly positive view held of the Students' Union itself, with students noting that the SU strives for change (3%) and promotes a student community (5%). The respondents also stated that the SU welcomes and supports diversity (3%), as well as supports the wider student experience (5%) and helps students with their needs (5%), while also providing information and advice (4%) for those who need it.

This data seems to suggest that the SU is reaching the goals of:

- Voice - It's our responsibility to give you easy-to-access systems that allow you to put forward your ideas, serving to create change across both the Students' Union and University.
- Opportunities - Offering valuable activities to students, allowing you to sample new experiences and development of skills to make a success of your future.
- Support - Giving you empowering information and reactive support to enable you to proactively manage your student life.

## Voice

student interests: Do you feel the Students' Union effectively represents your interests as a student?



Response	Count	%
4	65	43.05%
5	37	24.50%
3	34	22.52%
2	11	7.28%
1	4	2.65%
	151	

On a scale of 1-5, with 1 being "not at all effectively" and 5 being "very effectively" a high percentage voted 4. This seems to suggest that the students feel that the union does effectively represent their student interests, however improvements could still be made to further represent students' interests. This is further supported by the 22.52% of respondents that voted number 3 on the scale. These students feel neutral towards the Students' Union and therefore either do not feel represented or have little engagement with the SU, again suggesting there is an improvement to be made.

On a positive note, 24.50% of respondents selected number 5 on the scale, suggesting that ¼ of students do feel that the Students' Union fully represents their interests.

## Do you have any feedback on how the Students' Union represents your student interests?

In the open text portion of this section the students' response was positive with 28% stating that they feel the students' union represents their interests.

As suggested by the 22.52% who voted for 3 on the above scale, responded N/A. This suggested a level of ambivalence towards the SU and the amount of representation it offers for the respondents. Again suggesting that further improvements could be made.

### Statements:

*"Overall I feel as though the students' union is doing a good job at representing the interests of students. I am particularly impressed with recent improvement in making sanitary products available for females around campus in the toilets. I feel the SU has the best interest of students at heart and is always looking out for them.*

*I feel like the SU could be supporting societies a bit more during the pandemic as I have feels as a committee member we have struggled with the organization of our committee. However, they have done a great job when it came to the UCU strikes and sharing information to support students."*

*"The SU could do more to represent a broader spectrum of students. For a body that preaches inclusivity, it baffles me how much of the student population is excluded from the gaze of the Union."*

*"It is useful when student surveys are done regarding things like the strikes because it gives us students a voice when it often feels like the uni is making decisions without us"*

*"I think the SU does a good job at representing a lot of student interests, since they have a range of officers with different areas of interest and experience, meaning that no matter what the problem one is having, there will be someone in the SU that can help. Before joining Uni of Leicester I was worried that my mental health and sexuality may not be accepted, however, after just going through the SU's website, i felt more reassured about my first year in the uni. However, i think that the SU needs to work on their support towards people with anxiety, because from personal experience, I know that people with anxiety are much more hesitant to ask for help, and thus will struggle in silence."*

*"Helpful to have Emma as point of contact when booking University facilities for my Society."*

*"Mainly aimed at the majority of the student population (undergraduates) and feel as a postgraduate that I have little connection to the student union. It would be nice to have a post-graduate representative affiliated to the union"*

*"I feel there is suffice to representation for LGBTQ and mental health awareness but I feel like there are areas lacking for academic representation when students have conflicts/ issues with exam marking procedure"*

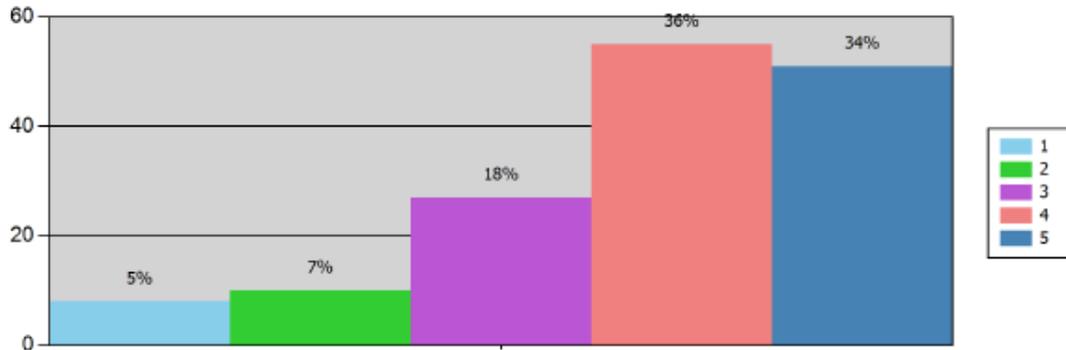
*Student Union represent my student interest as I have seen an observed activities which Union does for students which includes Friday mic, vitengge shops, stationery, de-stress activities well-being activities and many more thank you so much for that all it help students"*

*"The SU already does a lot, but I wish there was a bit more about disabled students and representation for them. However, I am very interested insustainability and it is nice to see the SU take this subject seriously and take measures to make the university more sustainable."*

# Social Media

## Social Media

social media channel: Do you feel the Students' Union's social media channels, website and newsletter are informative and varied?



Response	Count	%
4	55	36.42%
5	51	33.77%
3	27	17.88%
2	10	6.62%
1	8	5.30%
	151	

On a scale of 1-5, with 1 being “not at all varied and informative” and 5 being “very varied and informative” the majority of respondents chose 4 on the scale (36.42%). This, along with the 33.77% who chose 5 on the scale suggests that the social media channels, website and newsletter are indeed both informative and varied. However, 17.88% chose 3 on the scale suggesting that while they are enjoying the content more could be done to ensure their engagement, as well as improvements to the amount of information and variation of the content delivered could be made.

## **How can the Students' Union's website, social media channels and newsletter amend their current content to better keep you informed and engaged?**

22% of respondents replied to this question stating that they were satisfied/enjoying the content. This suggested that the content produced for the website, social media and newsletter are enjoyed by the student population however more could be done to improve content to better engage students. This is confirmed by 10% who stated that they would like to see more interactive content, as well as those who stated they would like to see more information about clubs, societies and events (5%). Respondents also stated that they would like to see more varied content (3%), more activity (5%) and more videos (4%).

### Statements:

*"The website has a lot of information in various places. It is difficult to find things because headings are marketing words rather than descriptive words. Content could be cross posted to all platforms. Would be good to have a space for societies to advertise opportunities that may interest other society members."*

*"I don't often read the newsletter, so if there was a way to make that more engaging that would be good. Maybe if you also tried to take part in more trending videos to portray information that would be more engaging. I also find myself skipping Instagram stories when it is just one person talking for the whole video as I don't find it as engaging."*

*"I feel like the videos and interactive posts that the SU have been creating have been very effective and informative. I would like to maybe see the SU promote other clubs and societies more often through the channel, this could be something where a club will do an Instagram take over where they can promote their club for the day."*

*"I think the weekly emails definitely help with being kept up to date with what's going on and the Instagram page is very engaging with stories etc, I remember last year there was organised pods and tea event which I really enjoyed and just in general events organised by them is really good - all of which I was aware of from their Instagram."*

*"I think the SU social media which I follow is quite good I see it every day and I think it's very informative about what's going on, on campus, online, events, ways to get help and services. I guess there could be more school based information for example I'm in HYPiR and never hear anything about what's going on. And again more guidance for third/final years"*

*"The SU is doing great on social media by posting regularly with engaging and diverse content. I would suggest doing the same going forward."*

*"A lot of students don't know about the SU social media pages so it might be good to promote them on campus."*

*"At the beginning it was a little confusing to understand which pages I needed to follow to have all information. Maybe send an email to first year students as soon as the year begins so they know what instagram pages/websites are a "must follow"'"*

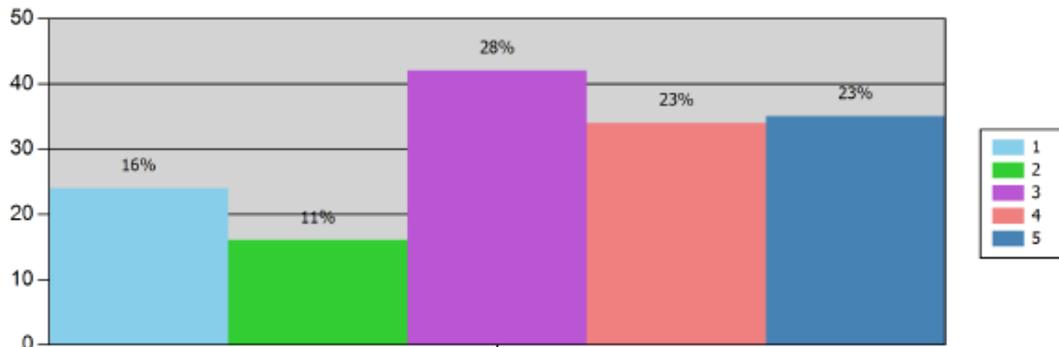
*"I think what it's doing at the moment is really good. I follow the instagram and I am always kept up to date."*

*“The Instagram account is engaging and allows for up to date information. However, I would appreciate if there could also be email updates for events like the refreshers fair etc.”*

## Support

### Support

**Peer Mentoring: Do you feel the Union’s Peer Mentoring System is a beneficial service for students at the University of Leicester?**



Response	Count	%
3	42	27.81%
5	35	23.18%
4	34	22.52%
1	24	15.89%
2	16	10.60%
	151	

For this question the respondents were asked to mark how beneficial they feel the peer mentoring scheme is on a scale from 1 to 5 with 1 being “not at all beneficial” and 5 being “very beneficial”. 27.81% of the respondents placed the service as 3 on the scale which when you also consider that 20% responded N/A to the follow up open question, and the 9% who have not heard of the scheme suggested that many students are simply either not aware of or have had no involvement with the peer mentoring service.

This is further supported by the 23.18% who chose 5 on the scale and the 22.52% that voted 4 on the scale, suggesting that for those who did use the peer mentor scheme did find the service helpful. However, the feedback given along with the 22.52% who chose 4, the 15.89% who chose 1 on the scale and the 10.60% who chose 2 suggests that improvements could be made to the service itself to better benefit the students who become mentors and their mentees.

### How could the Peer Mentoring scheme be adapted to better suit your support needs?

The students’ response to this question suggests that more information (9%) and more promotion (3%) of the peer mentoring scheme is needed. This is further supported by the 9% of respondents who stated that they had not heard of the scheme, the number of students who placed the scheme as 3 on the scale and the 7% who suggested that they had not heard of the peer mentoring scheme before taking part in this survey.

Those who had taken part in the peer mentoring scheme stated that better communication between mentors and mentees is needed, with many elaborating that they had very little communication with either their mentor or mentee. 7% also suggested that mentors should be matched with mentees based upon shared interests or personality (7%).

#### Statements:

“Many international students are not aware of many things going on campus and the teaching methods also become new for them which creates stress among individuals. According to me international students should engage more in this scheme which would be beneficial for them to adapt the educational system with much ease.”

“Peer mentors should be further monitored to ensure that they are engaging with their mentees.”

“I am unaware of how this service works so can't comment”

“I've never heard of this so maybe promote it more to students”

“The peer mentor made me feel better before coming to uni but once I got here i never actually talked to her lol”

“My peer mentor never showed up to the meet and greet and then I never had an emails until after Christmas, when suddenly we were given a new peer mentor. However, speaking to other people, I know that even though we did receive some emails, we didn't receive the same amount as others. I feel the SU should monitor peer mentors more closely and replace them in a faster fashion when they are not participating.”

“Neutral as I have never been involved and know little about it”

“Yes i myself am a peer mentor and I believe it has been beneficial for students. Many of them have asked me for opportunities and find support that they know someone a year ahead of them in the same course.”

“More ways to connect/contact my mentor. Mine only contacts me once in a while by email, I would rather have a mentor who I can meet at university or who would be able to talk with me over the phone or something to help me out. E-mail is not a good way of communication for me, because it is so formal and I cannot get all my points across efficiently. Even professors have office hours, I think that it is not a good way for the scheme to operate, being so limited to that one single mode of communication.”

## Advice Service

On a scale from 1 to 5 with 1 being “not at all a helpful addition” and 5 being “a very helpful addition” the respondents were asked to place the Students’ Union advice services according to how helpful they feel the service is. The results suggest that the service is indeed helpful for students with the majority giving the service either a 5 (33.77%) or a 4 (27.15%).

### How could the Students Union’s Advice Services be adapted to better suit your support needs?

28% of respondents stated N/A when it comes to the above question. This along with the 22.52% who gave the advice service a 3 on the scale suggests that many are simply not aware of or have not accessed the service. This is further supported by the 4% who suggested that better/more promotion is needed in order to make students aware of the service.

When it comes to suggestions made by the respondents on how to adapt the advice services 7% asked for quicker referrals, 9% asked for more appointments and 3% stated that the service should be easier to contact.

#### Statements:

*“Provide more opportunities for students to come and ask for help. Sometimes the office is quite daunting if you’re not known there”*

*“Yes they are more welcoming and approachable, however, I would appreciate if the ways to access support were outlined more clearly”*

*“More advertisement about what they all are.”*

*“I have only been to the student union advice service once but couldn’t access advice because there was no one at the desk.”*

*“The information the Advice service provide is useful.”*

*“Regular webinars/workshops could be helpful”*

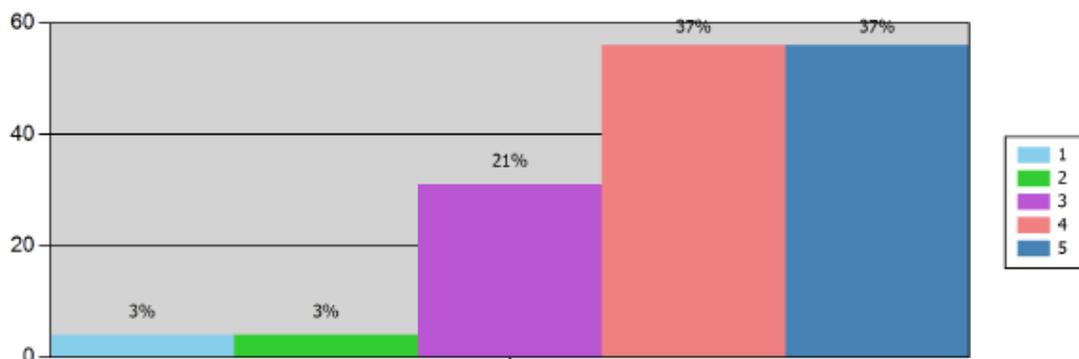
*“Student unions advice service make the students comfortable by clarifying their doubts, and wants. It is the first choice to approach regarding the wants and report the issue”*

*“I think it should be advertised more because a lot of people who may require help aren't quite sure where to get it and may not be aware that this is available”*

*“I think it could be a bit more advertised, since i know that myself and few other people i know, didn't know that any advice services existed until recently. Therefore, maybe others who needed to support didn't know who to contact either, so if it was a bit well-advertised, it could be even better”*

## Activities

**clubs and societies: On a scale from one to five, how welcoming do you find clubs and societies?**



Response	Count	%
4	56	37.09%
5	56	37.09%
3	31	20.53%
1	4	2.65%
2	4	2.65%
	151	

On a scale from 1 to 5 with 1 being “not at all welcoming” and 5 being “very welcoming” the respondents were asked to place how welcoming they find clubs and societies. The response seems mostly positive with 37.09% choosing 4 on the scale and 37.09% choosing 5 on the scale.

### **In what ways could the Students' Union further support and promote clubs and societies?**

An overwhelming number of respondents (62%) stated that they would like to see more information from and about activities on social media, along with more promotion of societies and events (15%). This suggests that there is a need for increased activity on social media by the activities team who could also use said social media as a tool for the promotion of both societies and events.

Other steps suggested by the respondents on how to support and promote clubs and societies includes:

- Taster sessions (7%)
- More sport/activity fairs (7%)
- Reduce cost (4%)
- More events (3%)

## Statements:

*"I feel that those who struggle with money are excluded from all sports societies due to the fact that they have to pay at least for the team Leicester membership which is very expensive. Maybe if there was a way for the SU to support these students and have a scholarship type thing which means that at least half of the expenses would be paid for."*

*"Provide more funding and opportunities for personal interest societies rather than only seeming to care about sports*

*By providing more coverage on social media. Be more involved with them on the SU instagram page, for example, have a society takeover day on insta stories where the chosen society posts stories about what their society does. There can be a specific day for this each week"*

*"More advertising of what certain clubs are (many use acronyms on the events pages and SU website and it is hard to figure out what they are. Maybe a weekly online spotlight of certain clubs on social media."*

*"I came to know about different clubs and societies from the week that is going on. It's really good and I was really amazed to see so many of these societies. But, if I may say so, you can instruct or maybe communicate with your club members to get students engaged in it in some way that they found these clubs more attractive. Nonetheless, it was very good to know about all these clubs and societies. But some of them should focus more on peer to peer talk with students rather than just freebies."*

*"Have more frequent fairs in the SU building and information posted throughout the year on how to apply*

*It would be nice to host more events throughout the academic year promoting different societies. Many people including myself were unable to attend the events during Fresher's Week and so didn't get to experience all the different societies."*

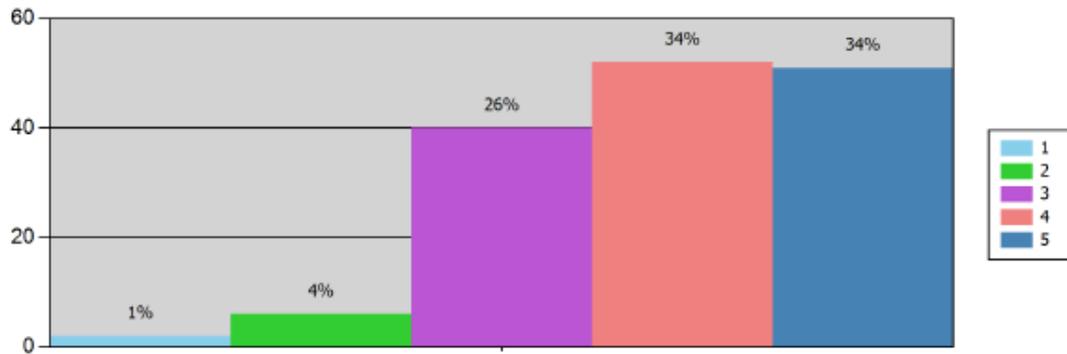
*"I think the SU does a good job at promoting the clubs and societies, since there are some posters available in the SU building, and there are plenty of posts on the SU's social media. I think one way that the SU could help further support and promote the clubs and societies, could be through recommending them to specific groups, like those struggling with anxiety and stress could be recommended book club, or craft society, to help them de-stress, while those who struggle with sitting still or those who are extremely social could be recommended to join a more sports related society, to help them burn out all their energy."*

*"Streamline room bookings, for example by allowing secretaries to book rooms Directly over a central system rather than having To submit a request and wait weeks to find out Which room is granted."*

*"Have a clear list of societies that are active, not those that are not running. Have a proper worded list of all the societies, as it takes a while to go through the website and the images are large"*

## Other comments

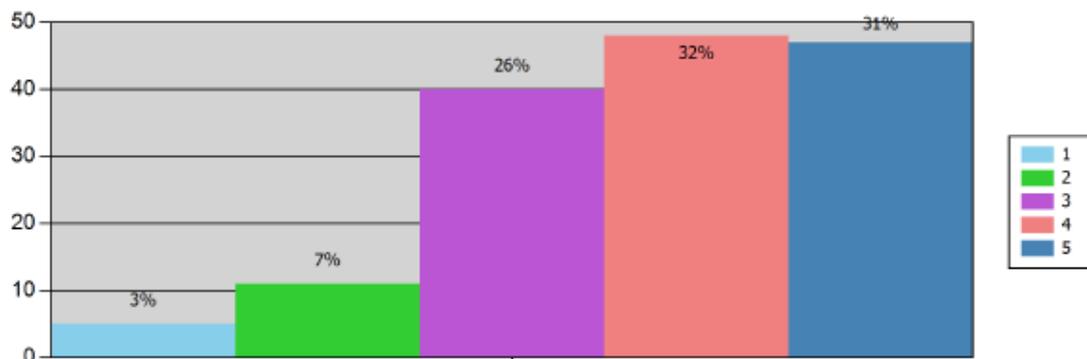
**positive impact: Has the Students' Union had a positive impact on your experience?**



Response	Count	%
4	52	34.44%
5	51	33.77%
3	40	26.49%
2	6	3.97%
1	2	1.32%
	151	

The results suggest that the union has had a mostly positive impact on the student experience, as on a scale of 1-5 with 1 being "Negative impact" and 5 being "Very positive impact" 34.44% of respondents placed the union's impact at a 4. This is further supported as 33.77% chose 5 on the scale, suggesting that students feel that the students' union has had a very positive impact on their experience. In fact only 1.32% placed the scale at a 1 while only 3.97% chose 2 on the scale, showing that the impact of the students' union is incredibly positive.

**content with SU: Are you content with the work the Students' Union does?**



Response	Count	%
4	48	31.79%
5	47	31.13%
3	40	26.49%
2	11	7.28%
1	5	3.31%
	151	

On a scale from 1 being “not at all content” and 5 being “very content” the respondents were asked to place how content they are with the work done by the Students’ Union. Again, the results are positive with 31.79% choosing 4 on the scale and 31.13% picking 5 on the scale, suggesting that overall students are content with the work of the Students’ Union for the 2021/2022 academic year.

26.49% of the respondents placed the slider at 3 on the scale, suggesting that they are either not content with the work of the students’ union or they are mostly neutral towards the SU.

### **What would you like to see the Students’ Union do more of?**

These results suggest that students would like to see more events and activities (19%), as well as more activity on campus (6%) and more activity on social media (3%), suggesting that in the future more events and activities that can also be promoted on social media would be beneficial.

Several students also expressed positivity towards the Students’ Union with 5% stating that the union is good while 4% stated in the future they would like to see more freebies aka more food, objects etc. given for free as part of union activities and promotion.

#### Statements:

“I would like student union to do more events so students can socialise around with everyone.

Promote new clubs and societies, assist new and existing societies with information on how to increase engagement and awareness. Post a Calendar of Events.”

“I would love the SU to do more events with animals in them, like recently there was the therapy dogs, however since the time slot was so small, many people, including me couldn’t make it, and from personal experience, i know that spending time with animals can be very beneficial, like de-stressing and general improvement to the mood of the person. I think this would especially appeal to the students that may have pets at home that they can’t see very often, since they live in student accommodation, away from their family. So maybe if there was a larger time slot, or more events involving animals that would be nice.”

“I feel like the student union could do more events that are for people who do not drink or don't like clubbing for example. This will bring a greater amount of people in such as doing movie nights. As well as important life skills such as budgeting and how to write CVs, it can be more of mixture of academic and social areas.”

“More freebies and events for students”

“The SU has been great so far I would just like to get a bit more notice when things are going on, maybe not direct messages but on the Instagram but I know they do this sometimes which is so great!”

“1) Therapy dog Ted is the best part of my university life <3

2) More engagement with students, events where people can meet and make friends with people on other courses, some regular weekly events. More opportunities to get involved like volunteering. I would also like to see more info for international students on things like health and dental, how to get cheaper rent and things to help settle in a new country. I also love the Friday open mic sessions!”

## What would you like to see the Students' Union do less of?

There were two main responses given by the respondents to this question:

- Nothing/NA (68%)
- Good/doing well (5%)

This suggests that there are very little areas in the students' union's current work that are presenting themselves as large concerns to the student population. Therefore, while the previous sections demonstrate that there are still improvements to be made, the Students' Union is overall allowing students to have a voice, as well as supporting students and offering valuable opportunities.

### Statements:

"I can't actually think of anything they can do less of, they don't do a lot anyway so it is probably impossible for them to do less.

Its fine the way it is"

"Nothing, doing great!"

"Nothing. Everything is great."

"Free gift"

"Nothing, keep up the good work :)"

"Overall students union covers a wide variety of areas, nothing in particular needs to be covered less."

"Doing a good job with the current stuff"

"I think everything they are doing does not need to be reduced."

----- END OF ANALYSIS -----