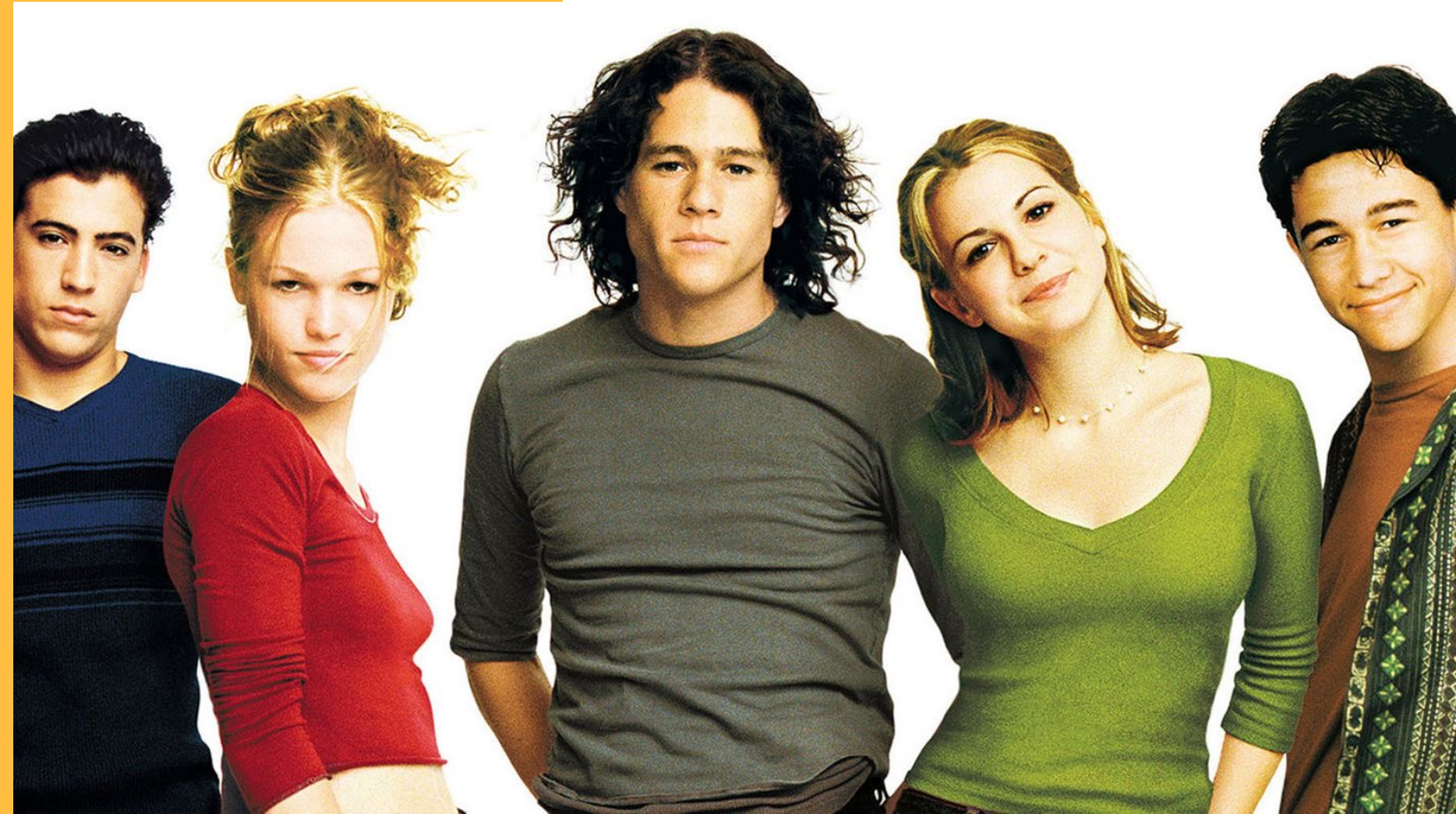


I want you to want me



WONKHE SUs | MEMBERSHIP SERVICES 2023 | [WONKHE.COM/SUS](https://www.wonkhe.com/sus)
SUS@WONKHE.COM | JIM@WONKHE.COM | LIVIA@WONKHE.COM

WONKHE
SUs

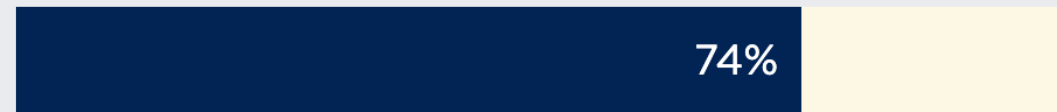
**The students' union
(association or guild)
effectively
represents students'
academic interests**

Student voice

To what extent do you get the right opportunities to give feedback on your course?



To what extent are students' opinions about the course valued by staff?



How clear is it that students' feedback on the course is acted on?



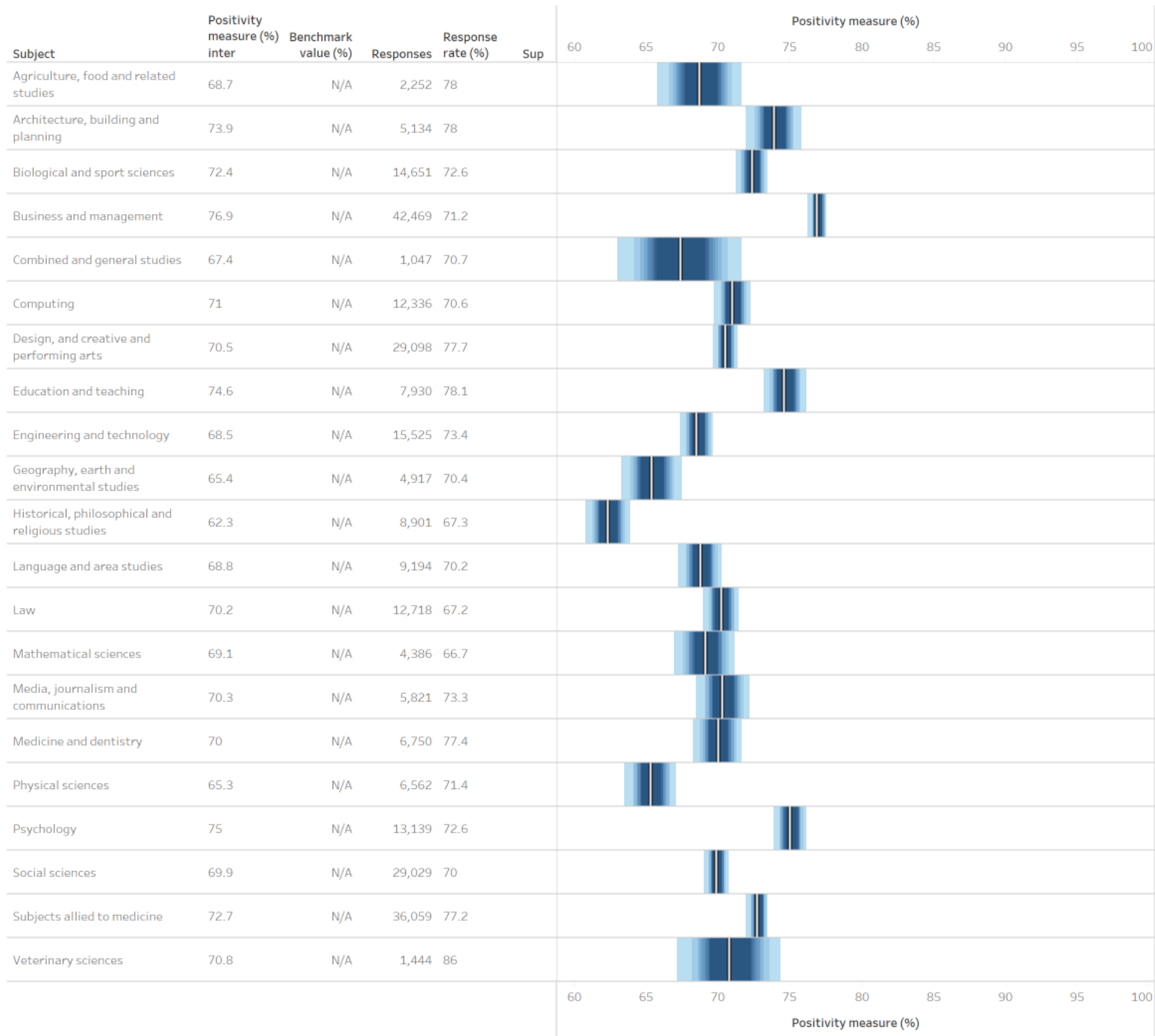
Students' union

How well does the students' union (association or guild) represent students' academic interests?



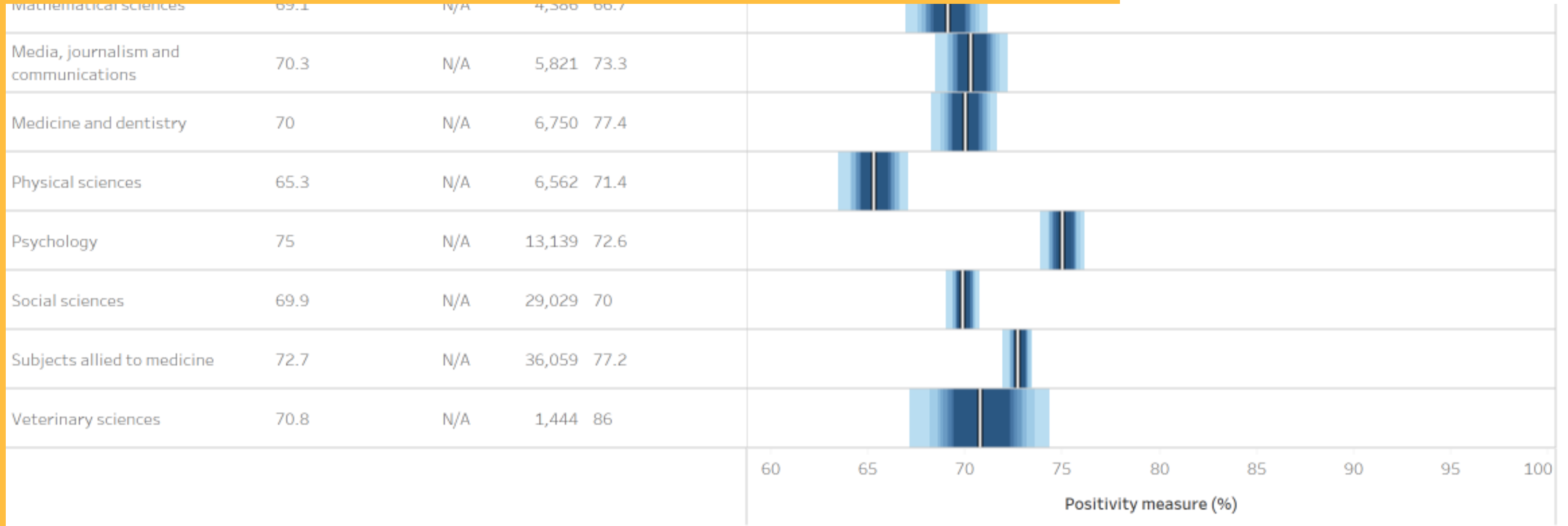
TOTAL: UK 2023 NSS

Q25: How well does the students' union (association or guild) represent students' academic interests?



Agriculture, food and related studies	68.7	N/A	2,252	78	
Architecture, building and planning	73.9	N/A	5,134	78	
Biological and sport sciences	72.4	N/A	14,651	72.6	
Business and management	76.9	N/A	42,469	71.2	
Combined and general studies	67.4	N/A	1,047	70.7	
Computing	71	N/A	12,336	70.6	
Design, and creative and performing arts	70.5	N/A	29,098	77.7	
Education and teaching	74.6	N/A	7,930	78.1	
Engineering and technology	68.5	N/A	15,525	73.4	

Geography, earth and environmental studies	65.4	N/A	4,917	70.4	
Historical, philosophical and religious studies	62.3	N/A	8,901	67.3	
Language and area studies	68.8	N/A	9,194	70.2	
Law	70.2	N/A	12,718	67.2	
Mathematical sciences	69.1	N/A	4,386	66.7	
Media, journalism and communications	70.3	N/A	5,821	73.3	
Medicine and dentistry	70	N/A	6,750	77.4	
Physical sciences	65.3	N/A	6,562	71.4	
Psychology	75	N/A	13,139	72.6	



Top performers 2022

1. London Bridge Business Academy Limited
2. Numerica Risk Management and Consulting Ltd
3. LCCM AU UK Limited
4. London School of Commerce & IT Limited
5. CECOS Computing International Limited
6. Cambridge Regional College
7. CECOS London Limited
8. East Durham College
9. Nelson College London Limited
10. Northern School of Contemporary Dance
11. The Markfield Institute of Higher Education
12. United Colleges Group
13. London School of Management Education Limited
14. Amity Global Education Ltd
15. Empire College London Limited

Top performers 2022

1. The University of West London
2. Buckinghamshire New University
3. The University of Sheffield
4. London Metropolitan University
5. The University of Surrey
6. The University of Bolton
7. The University of Essex
8. Bangor University
9. University of Strathclyde
10. University of Worcester

Belong

By Cibyl & Wonkhe

Playing the new question

- All students
- January and February
- Only universities
- Sample not a population
- Weighted for gender and age
- A different survey



By Cibyl & Wonkhe

Column %	Strongly agree	Agree	Disagree	Strongly disagree
Very well	54% ↑	21% ↓	12% ↓	5% ↓
Well	35% ↓	66% ↑	46% ↓	45%
Not very well	8% ↓	10% ↓	29% ↑	31% ↑
Not at all well	3% ↓	3% ↓	12% ↑	19% ↑

How well does the students' union (association or guild) represent students' academic interests? by I feel part of a community of students and staff



By Cibyl & Wonkhe

Some hypotheses

- Awareness of what the SU says and does to represent me
- Satisfaction with what the SU says on my behalf
- Awareness of activities and opportunities
- Satisfaction with activities and opportunities



By Cibyl & Wonkhe

Some hypotheses

- Activities awareness 0.35
- Activities satisfaction 0.36
- Voice satisfaction 0.38
- Voice awareness 0.53



Obviously and actively consulted with and listened to

- Really listens to students and always provides opportunities for voices to be heard and opinions to be considered
- The SU has been helpful in plenty ways especially as an international student they always listen to our worries
- They are really good listeners so much supportive and very friendly so that any student can comfortably contact them anytime while they are available or students can reach them out by writings as well.
- The SU does a good job at voicing out the students concerns through different media and offers a lot of activities and opportunities for students to do throughout the year.

Seeing and hearing them and their issues ("playing back")

- Because they're open and honest about improvements which is refreshing, as usually those in power tell us they'll do things to help change for the better but it usually ends up being a massive lie, so the students union usually keep their promises.
- I think the SU does a good job at raising important issues and at trying to protect students' best interests.
- I believe the student union is doing a fairly good job keeping in touch with what the students need and want
- I know what they strive to do and am aware of some successes. I'm not sure how much senior management allow what students want to be considered
- The SU are always act as an interface between the university and the students, and just recently, during the strike, the SU had information pasted across campus, trying to calm students regarding their course work, highly commendable

Other research on political communications tells us...

This is interesting because research into effective political communication stresses that citizens favour messaging as follows:

1. There being opportunities to be heard
2. Evidence that one has been heard
3. Synthesis and demonstrating understanding (reflecting back experiences and stories)
4. Acting to represent the issues and concerns to others
5. Communicating back the results of that representation

Research also shows that politicians and representatives tend to believe that they should focus on 4 and 5 (talking a lot about themselves, what they are doing and what they are achieving) which appears to be less effective at building affinity and loyalty than demonstrating that citizens have been heard and understood.

Negativity is SU talking about itself and its officers

- The SU has been near on useless when it comes to student issues. Throughout three years, I have not once seen the SU actually represent something that students actually cared about.
- They are too focused on their PR, rather than helping students with tough issues.
- They do not communicate their views to the whole university and keep it in a limited group.
- I once sought for help related to academic issues and mental health issues from SU, however, nobody responded to me at all.
- i don't see representation of student views and concerns
- SU in our university is very limited all they do is promote themselves, I never saw them working with students and helping student, though few exceptions are there.
- it has not been clear as it could've been where they stand with things in students interests.

Autonomy perceptions matter

- The SU was just a puppet of the university's board. Absolutely no use to the students
- It seems overly influenced by the desires of the university's governing board and unwilling to enact change which the board does not like
- They represent the university to us not us to the university

Seeing myself

- There is less focus on promoting international students' views and opinions, and the SU tend to promote and focus on promoting opportunities for local students.
- Not even one member from the SU is international therefore, 1 out of 20 events are mostly targeted only towards local students.
- The SU has been helpful in plenty ways especially as an international student they always listen to our worries
- Never interacted in any way with the Student Union
- SU is great because students get to know each other. As there are very international students so SU is a good platform to unite every student

Two aspects

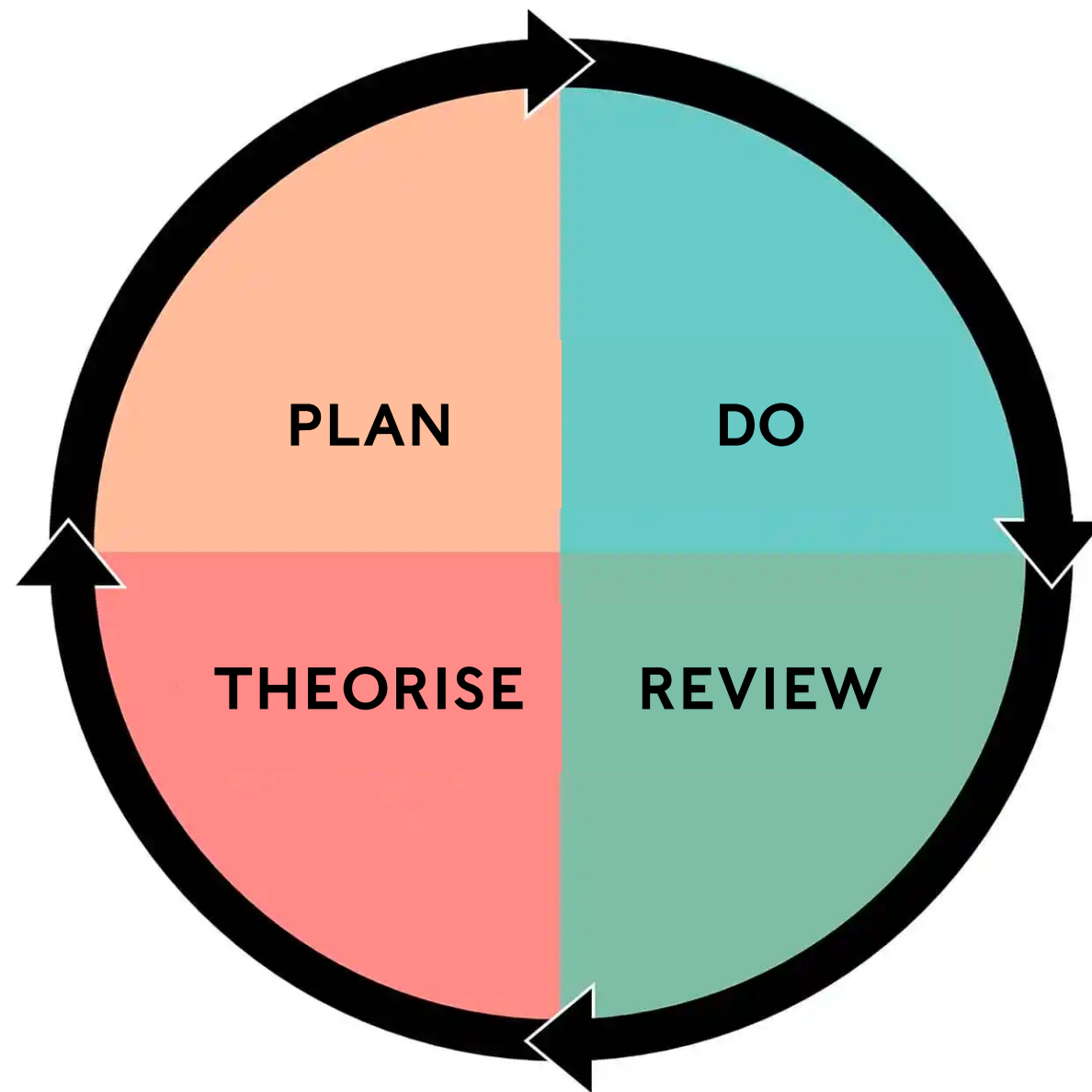
Changing what the
mothership says and
does in relation to
communications

Changing the way the
union operates and
works and is structured

Communication

- Visible and relentless listening
- Curiosity about lives rather than just opinions
- Reaching parts of the student body often not consulted
- Demonstrating hearing and understanding (noticing)
- Less services, activities and leaders – more students, their issues and their rights
- Train set concerns v passenger concerns

Learning



Why you did how you did

**Luck or
fate**

**Intrinsic
factors**

**Extrinsic
factors**

Why you did how you did

**Luck or
fate 40%**

**Intrinsic
factors**

**Extrinsic
factors**

Why you did how you did

**Luck or
fate 40%**

**Intrinsic
factors
45%**

**Extrinsic
factors**

Why you did how you did

**Luck or
fate 40%**

**Intrinsic
factors
45%**

**Extrinsic
factors
15%**

Content analysis

- Not talking about issues at all
- Talking about process rather than content
- Talking about what I'll do for you rather than you
- Talking about actions or wins rather than reflections, hypotheses or principles
- Little demonstration that you:
 - Have listened to me
 - Understand me
 - Have a vision for how my experience should be better

Policy?

“ Building community on and off campus. A specific emphasis needs to exist on the student community of our campus. Belonging is what students chose Manchester for, and it is the role of the SU to work alongside the university to provide students with as many opportunities as possible to get there.

“ Support overseas/EU students in first year accommodation adjustment period by making sure their flat is international. Evaluate student participation in diversity and support groups to see which need SU support in rebuilding to pre-pandemic levels, to allow students from all backgrounds to have access to a group they want to belong to.

“ Improve Sense of Belonging – By organizing more cultural events like Afro – Caribbean, Asian and many more. Introducing continental food and snacks on campus with student led projects. Increase Student Engagement – Improving on campus life by working towards both the campuses, organizing events according to individual schools that will help students connect to larger networks within the community, encouraging community service, volunteer work and working to create sense of community on campus.

“ The Science, Engineering and Environment departments have a lot of technical courses that students often find difficult to find a placement post their course. I aim to bring in a lot more job fairs and workshops that make chances of employability a lot easier.

WONKHE
SUs

Policy

“ Ensure fair and equitable treatment of international students in the workplace. Reduce the risk of students falling into debt or depending on unsustainable sources of income. Ensure our students can earn fairly while they learn, helping more students to stay and thrive in higher education.

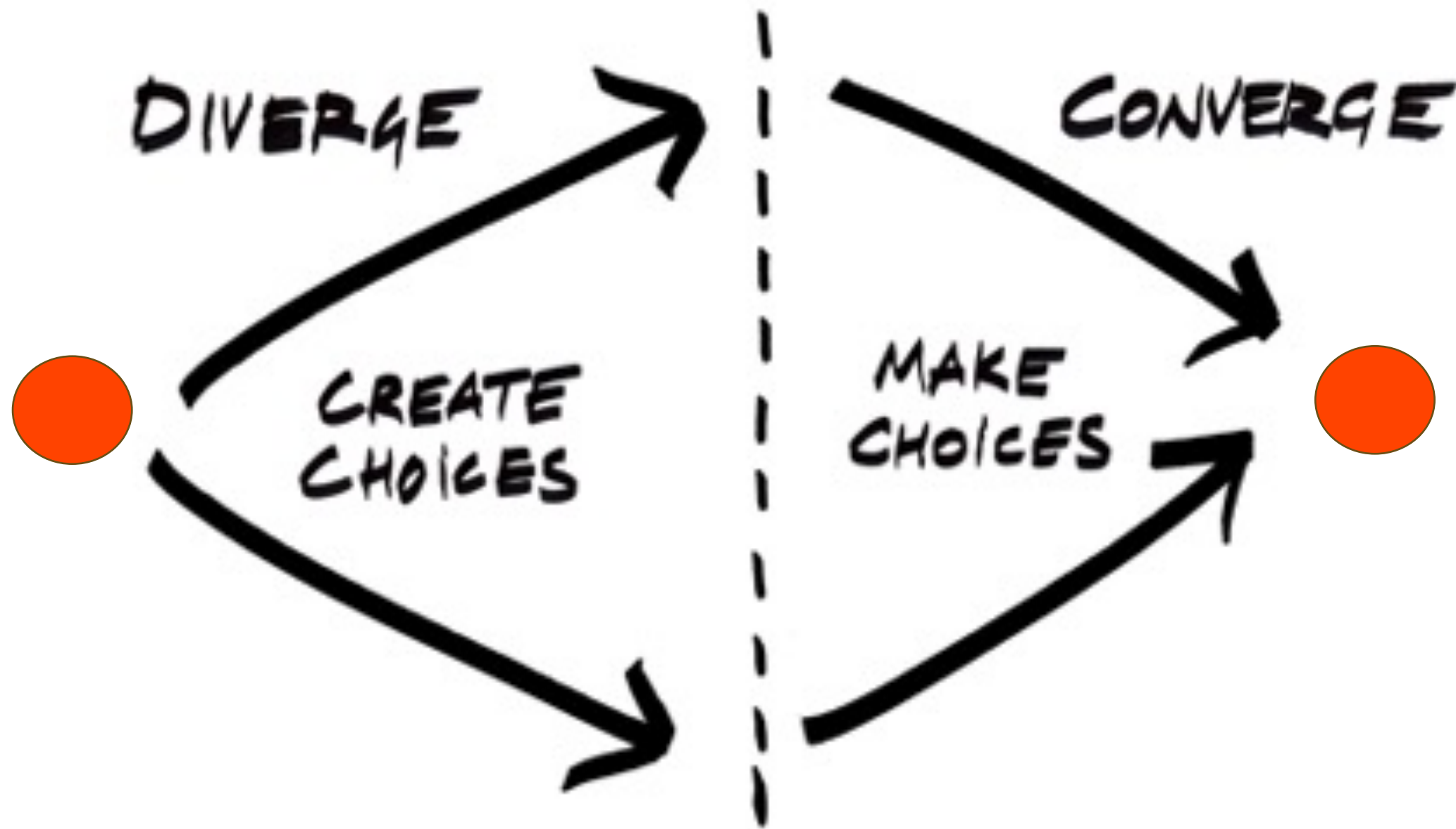
“ CHOOSE YOUR OWN TIMETABLE! Take charge of your own schedule! Plan out your week according to your preference, and create a much-needed work life balance. Increased convenience for students who work and study simultaneously

“ Lecture recording policies vary by department. We need to keep pushing the university to finally implement a new lecture recording policy, whereby the majority of lectures are recorded and available to students throughout the semester.

“ Another pledge of mine is to acknowledge the effects that striking has on students. This is an issue which we have been faced with heavily this year, and is something I am keen to recognise and to assist students with. Opinions on striking can become very conflicting, however, it's important to be able to understand the finer details behind disruptions to their education.

WONKHE
SUs

Please feed in...



Making policy

- What are your ideas?
- What are your priorities?

Policy work

Generally, what are students expecting and what are students experiencing?

What's bad about that or in that area? What are the impacts on people of where things go wrong?

What principle should apply? What should the standard be? What should the right be?

What should the university (or whoever) do about things?

Policy in SUs: Manifesto

- This is what I want the SU to do/I will do: 72%
- This is the principle I think applies: 15%
- This is the problem I'm trying to solve: 11%
- This is what students are saying/experiencing: 2%

An experiment

Money at university

Getting involved in
stuff at university

Academic support

Working while at
university

Policy work

Generally, what are students expecting and what are students experiencing?

Policy work

What's bad about that or in that area? What are the impacts on people of where things go wrong?

Policy work

What principle should apply? What should the standard be? What should the right be?

Policy work

What should the university (or whoever) do about things?

What shall we do?

What is the ideal?

Tell me what's bad in there. What is the injustice? Make me feel it.

Draw me into a world. Tell me about experiences.

WONKHE
SUs

What if the mothership is too big?

- Community cohesion theory tops out under 5k
- Hyperdiversity
- Leisure and identity much more "personalized" and stratified
- SUs as a collection of functions
- Indian students?
- Disabled students?
- Nursing students?

The main underpinning theory

- There's a big complex organization that will do everything it can to reach out to everyone
- But we will disappoint a lot of people a lot of the time
- If elections and structures prioritise M/H wait times one year maybe that's OK
- But if you're a nursing student, an Indian student or a disabled student (or a disabled Indian nursing student) is it acceptable for your SU never to notice you?

And where that gets you to

Advice

Activities

Services

Representation

And where that gets you to

Disabled students

Nursing students

Indian students

- School plays
- Eurovision songs
- Who wakes up and worries
- Diversity v debate

Don't be mean!

Disabled students
union

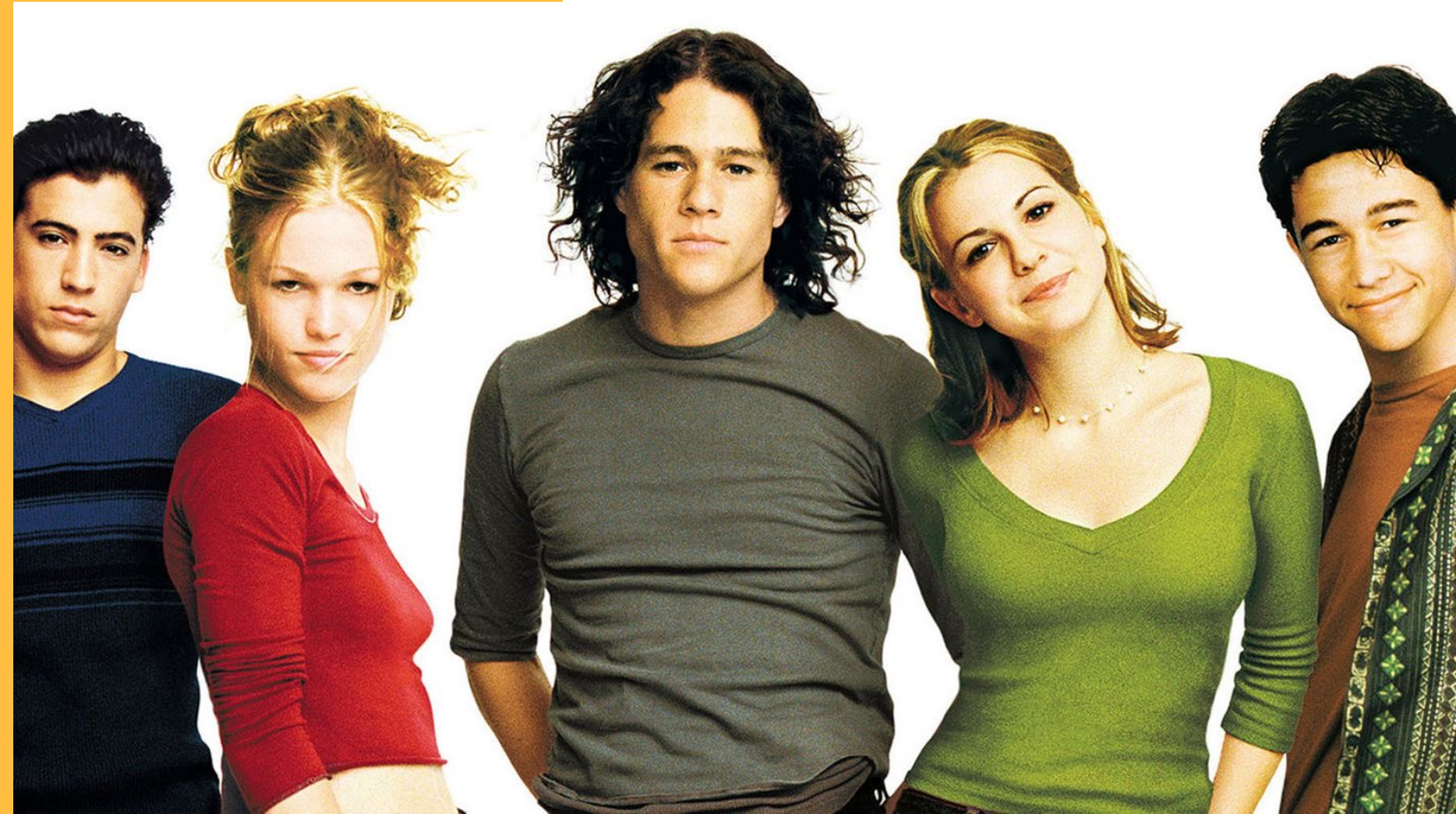
Nursing students
union

Indian students
union



WONKHE
SUs

I want you to want me



WONKHE SUs | MEMBERSHIP SERVICES 2023 | [WONKHE.COM/SUS](https://www.wonkhe.com/sus)
SUS@WONKHE.COM | JIM@WONKHE.COM | LIVIA@WONKHE.COM

WONKHE
SUs

WONKHE SUs | SOUTHERN SUs 15 AUG 2023 | WONKHE.COM/SUS
SUS@WONKHE.COM | JIM@WONKHE.COM | LIVIA@WONKHE.COM

WONKHE
SUs