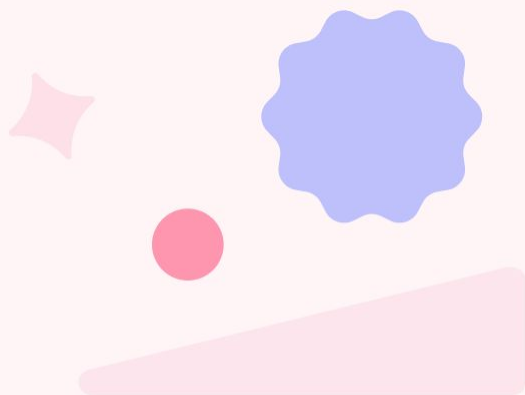# native.

Overcoming barriers:

Engaging students from all walks of life

Setting the scene

native research reveals...

39% of students use physical SU facilities

26% use their SU's digital services

21% have used their SU advice services

20% follow their SU on social media

18% are a member of a sports team or society

16% vote in elections

15% attend events hosted or advertised by their SU

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Source: native survey of 1000+ students, February 2023

Exacerbating factors

Living situation

1 in 3 students live at home with caregivers

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Digital learning

63% of students face challenges engaging with digital learning

Jisc 2023

Cost-of-living

91% of students are affected by it

20% have struggled to pay for essentials

20% have stopped buying luxuries

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Questions to discuss in groups

What are the barriers that prevent students from accessing services?

What prevents students from getting involved more?

Barriers

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Root causes

Example root cause

Problem - I am not getting enough sleep and I am anxious in the day

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Root Cause - I drink over 8 cups of coffee a day and my last cup of coffee is at 11pm at night

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Root causes

Questions to discuss in groups

Why does this barrier or problem exist?

What is the underlying cause of this perceived problem or barrier?

Common-alities & solutions

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Questions to discuss in groups

What are the commonalities: are there things we can we do to overcome more than one issue/ barrier?

What are the solutions: What are some of the things these students will and can use?

Is our SU product fit right for students: What do students need vs what we are offering?

Wrap up

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Student audience

Consider: are your students active members? Do they know it?

Engage, simplify, centralise

Look at how you can listed all activities in one simple, centralised place.

What is a Students' Union?

'There for everyone' vs 'there for those that need it most.'

What native is doing...

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Campus events platform

Built with students in mind, it puts your SU at the heart of student events, by delivering hyper-focused, data-driven content that you know your students want and need.

Clubs & Societies

Unifying "what's on" listings, bringing the ecosystems of student groups and SUs closer together.

Campus events

We engage students with unforgettable experiences from day to night. Our events program has drinking, non-drinking and hybrid events.

Student employment

We are building an ecosystem to ensure students can find part time jobs both internal and external through the SU.

Next steps

native.

1.

2.

Explore engagement and barriers further in our student loneliness deep-dive.

Get in touch to discover how we can help you meet your engagement goals - and enjoy a **10% discount** on Campus Events services.