

**native.**

# What's going on with student culture in 2023?



Tony Payne



Hannah Woodruff





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Barbenheimer

# Barbenheimer 🤝 SU goals

Engagement online and in-person

Diversity of experience and thought

The revival of a previously-struggling community

The coexistence of radically different ideas



Shifting loyalties & priorities

## Shifting loyalties & priorities

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### Average time spent on campus per week

First years

**25.2 hours**

Mid-degree students

**16.6 hours**

Final years

**13.6 hours**

### Jobs at university

**61%**

of students have a job

**26%**

of students are looking for one

### Clubs & societies

**46%**

of students are sport or  
society members



## Shifting loyalties & priorities

### Discussion point

Have you noticed a shift in how students engage with your services from first year to final year?  
How does it shift?

**SU Lab Session:**  
What if SUs were  
funded on graduate  
outcomes?

**Tony Payne** native

**From Many, One:** Multiple  
students organisations on  
campus, and what this  
means for us

**Gareth Hughes, Joe McGarry** Durham SU



Politics



## Politics

# Which of the following causes do students care about?

Just **16%** of students say they vote in SU elections

**86%** Healthcare

**76%** Environment

**75%** Equality

**72%** Race equality

**70%** Gender equality

**66%** Animal rights

**59%** Class equality

**59%** Employment rights & strike action

**57%** LGBTQ+ rights

**45%** International relations

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# Reflection point

In SU election season

What's one thing that you remember going really well?

What does excellent engagement look like?

What could've been improved?

Politics

# Sessions to look out for...

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## Elections Networking - developing your SU elections

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Aberystwyth, Coventry, UCL, DMU,  
Bristol, Nottingham

I want you to want me.  
I need you to need me

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Policy development beyond  
elections, councils and referenda

Jim Dickinson, Wonkhe

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# Wicked Problems

## Wicked Problems

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# Wicked Problems

## Loneliness

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23% of students feel lonely all or most of the time (HEPA)

## Financial insecurity

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20% of students are struggling to pay for essentials (native)

## AI

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Chat GPT reaches 100 million users worldwide

## Poor mental health

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44% of 16-17-year-olds fall above the threshold for probable poor mental health (UCL/Sutton Trust)

# Wicked Problems

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## Discussion point

Which is the most pressing wicked problem facing your role/SU?

# Sessions to look out for...

## Gambling & Gaming

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Collaborating to Support Students  
and Prevent Harm

Claire Patel, Ygam

## Advice Service Wellbeing

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How do we support our advisors  
and how can we do it better?

Danielle Swanson,  
Students' Union UCL/ACSU



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Rebuilding a community





## Students' living situation

- 29%**  
Living in private rented house with friends

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- 29%**  
Living in Uni halls

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- 29%**  
Living with parents/caregivers

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- 9%**  
Living in privately owned halls

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- 3%**  
Other

## Digital Community

- 7.2 hours**  
Students' average screen time per day

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- 4.8 hours**  
Students' average social media time per day

## Top three event types for students

1. Live music
2. End-of-year celebrations
3. Pop-up festivals



## Rebuilding a community

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Take a moment to consider how your student members' community has grown in diversity or changed over the past 12 months.

What role have you played in that change?

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How can you continue to sow the seeds of community?

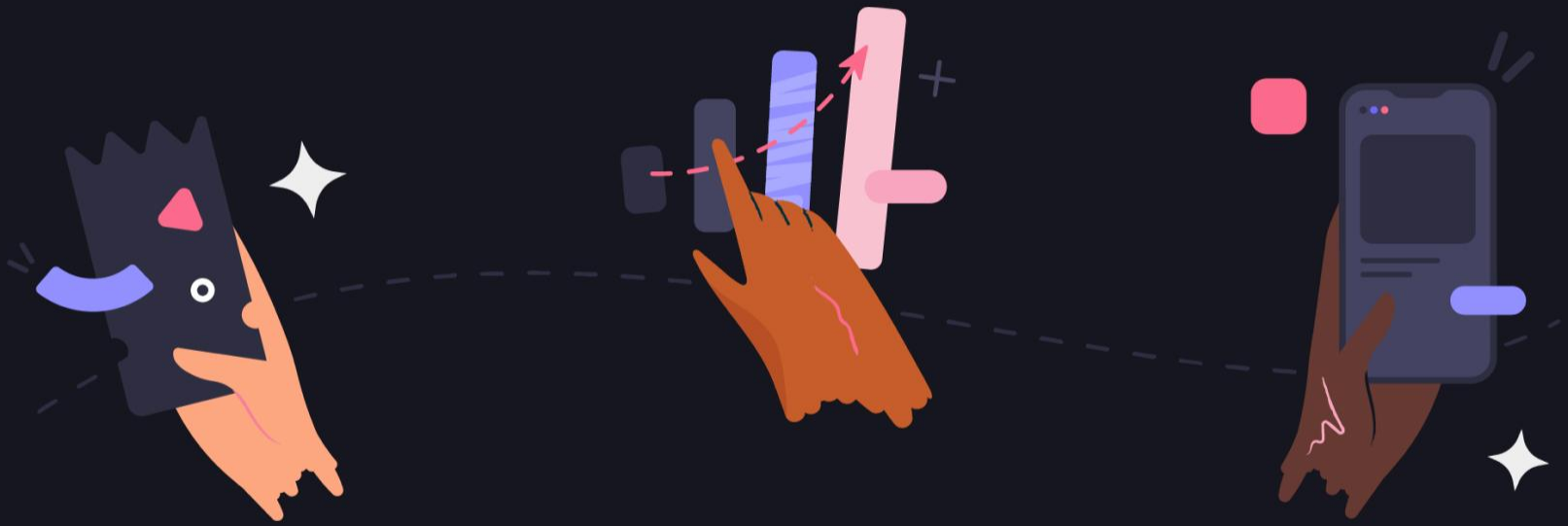
Overcoming  
barriers to  
engaging students  
from all walks of life

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People are selfish, but that's  
OK. Why students turn up  
and join in, and how we can  
make their experience  
wonderful in the process

Rosie Hunnam Organised Fun

# The native win-win-win



Students

Students' Unions

Advertisers

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Humans have only one ending.  
Ideas live forever

A large, pink, scalloped-edged circular shape is positioned in the lower left quadrant of the slide.A white, four-pointed starburst shape is positioned in the lower right quadrant of the slide.

# Thank you for listening!

Learn more about how we're powering campus culture



Learn more

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