

DSU Annual Survey

2018 REPORT

Overview

- The Dalhousie Student Union (DSU) represents the collective voice of over 18,000 students studying at Dalhousie University. We advocate for student rights, build community on campus through events, support over 300 societies, and provide focused services to foster a supportive and positive student experience
- This is the first of a series of DSU Annual Surveys
- The goal is to develop a benchmark on student satisfaction and awareness of the DSU
- The survey results will be used to:
 - Provide us with a benchmark of how we're doing
 - Inform us on ways we can ensure our planning and actions accurately reflect the needs of students
 - Provide us with a broad outreach tool that we can use to consult, collaborate, and gather information from our members
- Overall, we want to achieve legitimacy in our work and ensure we are making informed decisions driven by student consultation

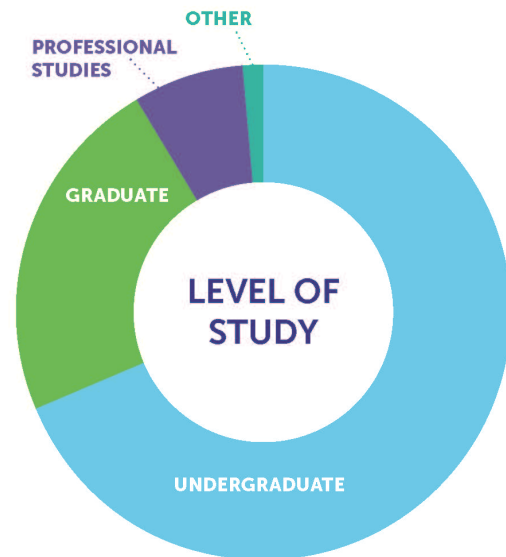
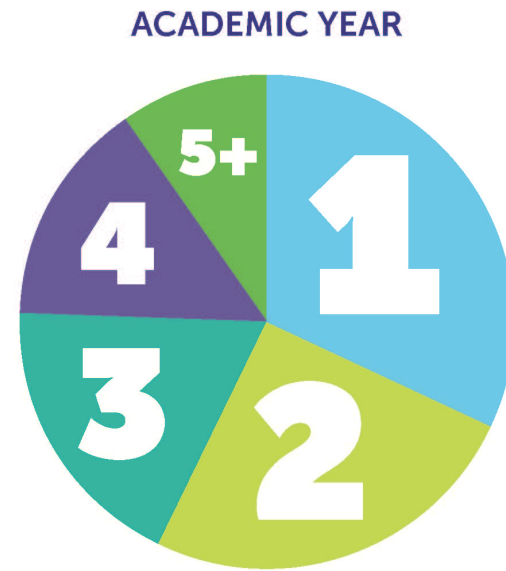
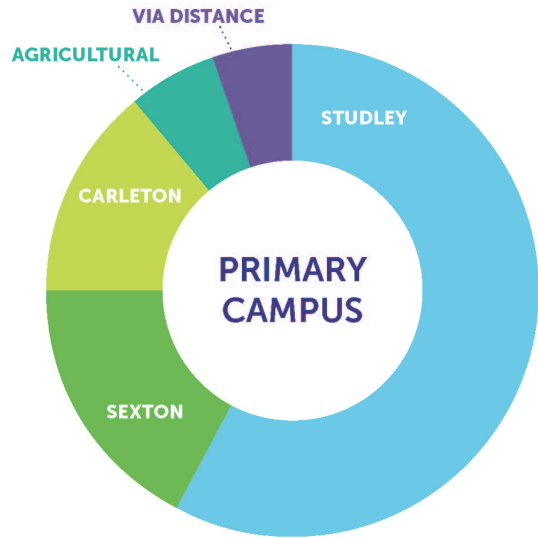
Response Rate & Communications

- The overall response rate was **25.11%** (representing 4645 respondents)
- The survey was open from November 5-30, 2018
- We incentivised the survey with a chance to win a return flight ticket to anywhere in Canada (up to a \$1500 value)
- We promoted the survey in three campus-wide emails, via social media, our three media screens in the SUB, and by working with faculty to encourage students to participate

Survey Composition

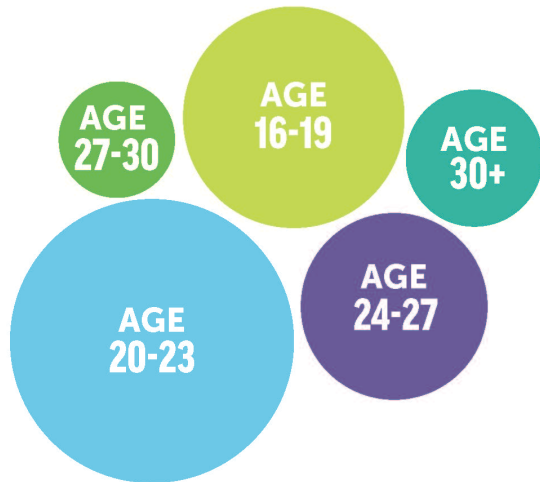
- There is a total of 41 questions across seven main categories:
 - Demographic
 - Overall DSU satisfaction and awareness
 - DSU businesses and services
 - Priorities and concerns
 - Community
 - Open Questions

Demographics of Student Respondents

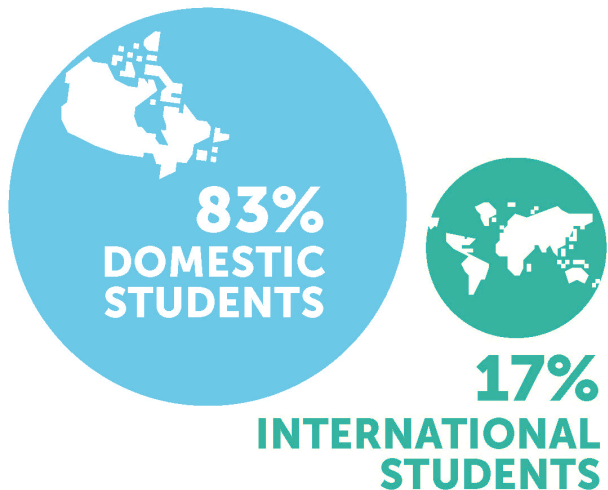
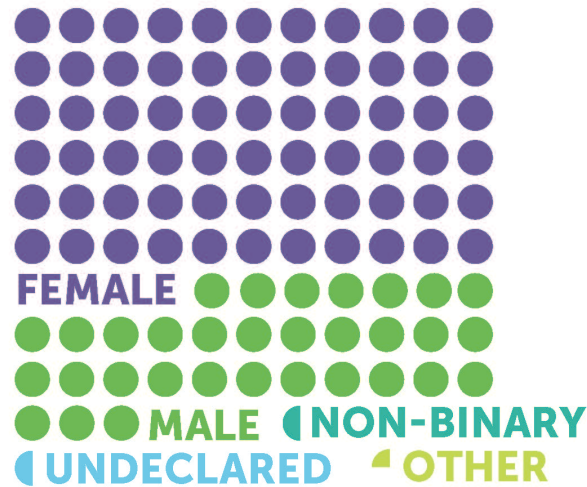


- Our largest cohort of responders were from Studley and Sexton
- Response rates decrease as students increased in their year of study
- Primarily undergraduate students participated in the survey, this coincides with the general composition of students studying at Dalhousie
- Most Dalhousie students are full-time

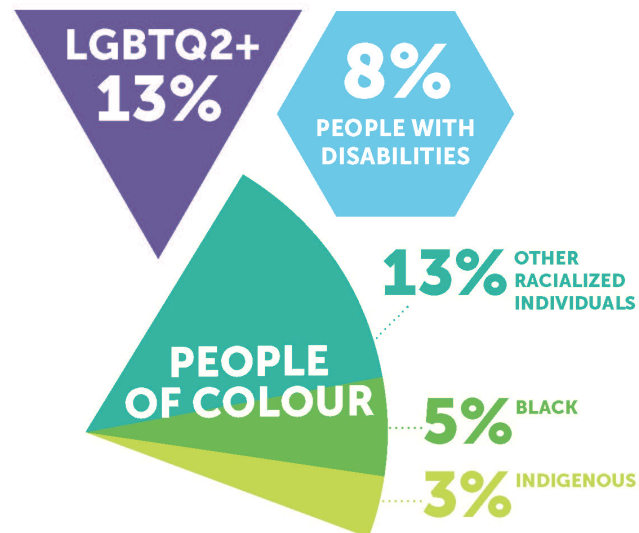
AGE GROUPS



GENDER



IDENTITIES



- Most survey participants are between 20-23. This coincides with a high response rate of 1st year students who tend to be in their early 20s
- The majority of survey participants identified as female
- Roughly 22% of survey respondents identify as being racialized, Black, or Indigenous

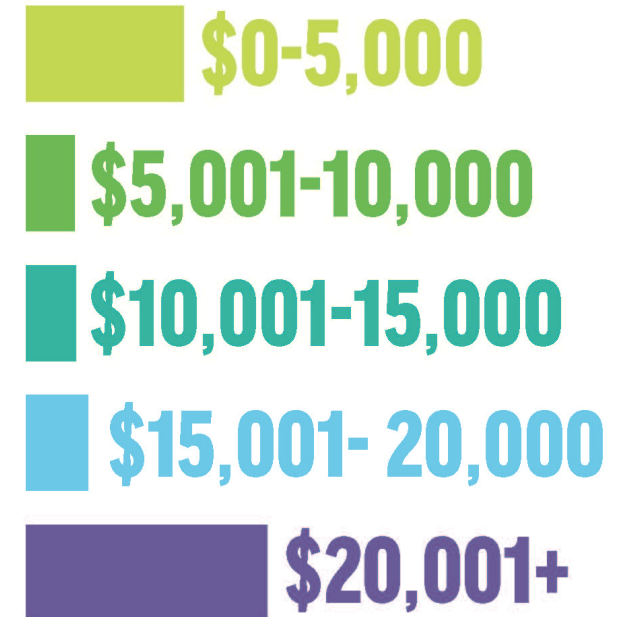
FALL/WINTER
EMPLOYMENT PER WEEK



SUMMER
EMPLOYMENT PER WEEK



ANTICIPATED DEBT RANGE

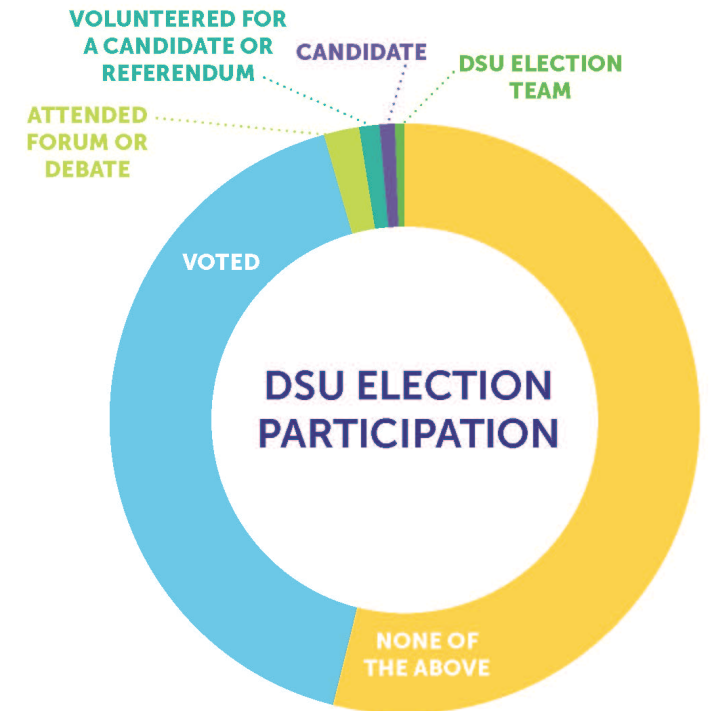
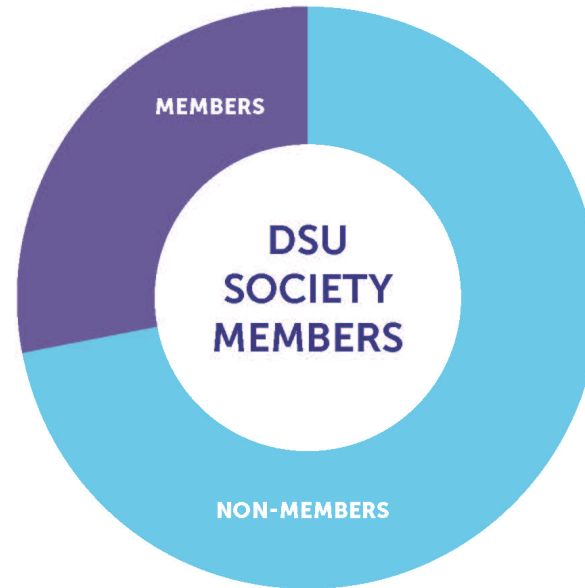
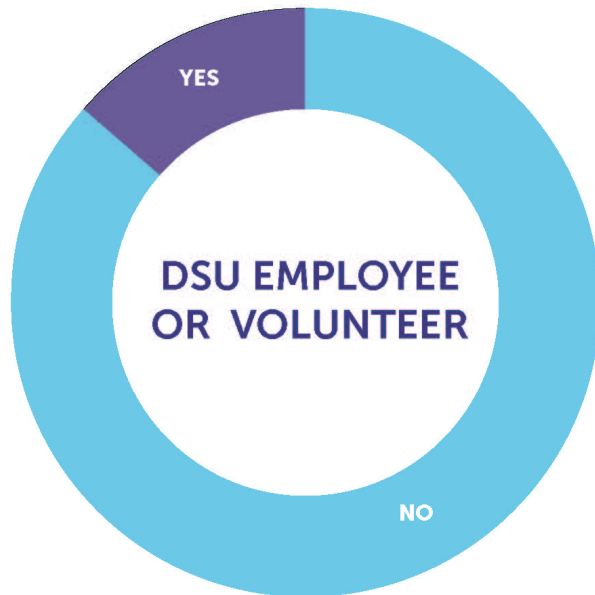


- Most students work full-time throughout the summer and work 1-20 hours in Fall/Winter
- Average debt ranged greatly – students either had little-to-no debt or high debt



- Over 65% of survey respondents are living with roommates or on their own, off campus and apart from family

How Students Engage with the DSU



- 14% of students work or volunteer with the DSU
- 28% of students are part of a DSU society
- 40% of survey respondents voted in the election

Satisfaction & Awareness of the DSU

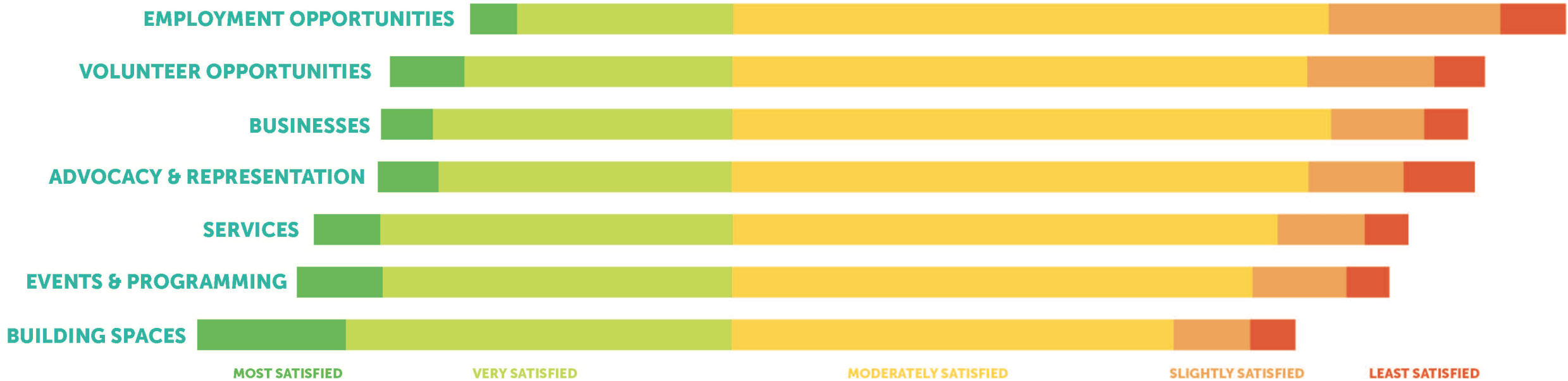
**"I FEEL I UNDERSTAND WHAT THE
DALHOUSIE STUDENT UNION
OFFERS ME"**



**"I AM SATISFIED WITH THE
DALHOUSIE STUDENT UNION"**



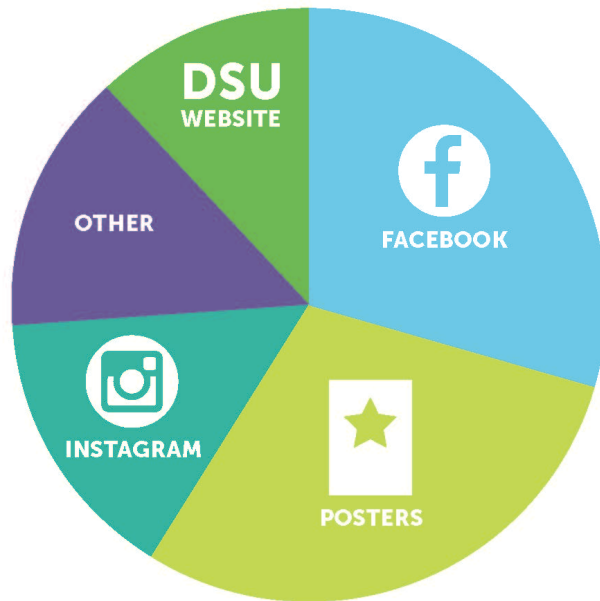
LEVEL OF SATISFACTION WITH AREAS OF THE DSU



- Students were most satisfied with our building space and events and programming
- Students were least satisfied with our employment and volunteer opportunities

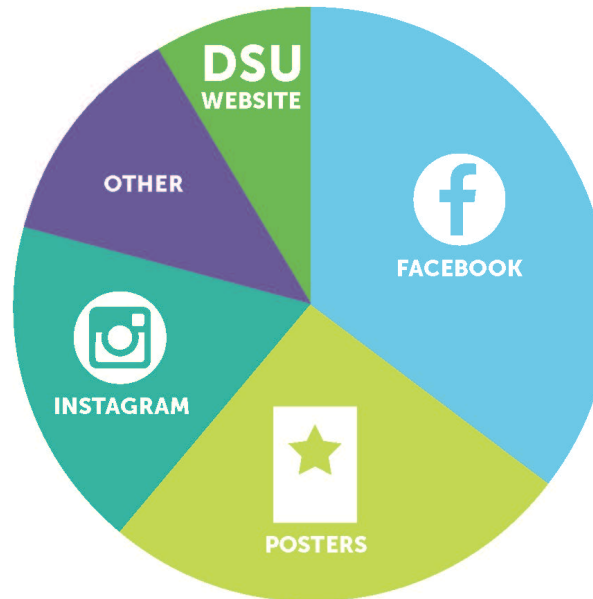
HOW MEMBERS LEARN ABOUT DSU BUSINESSES

(FOR EXAMPLE GRAWOOD, T-ROOM, CAMPUS COPY)



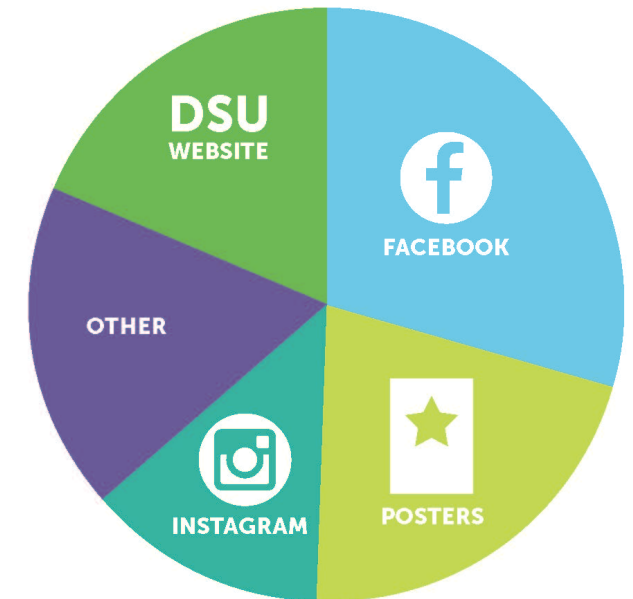
HOW MEMBERS LEARN ABOUT DSU EVENTS

(FOR EXAMPLE ORIENTATION WEEK, DALFEST, THE SOCIETY & VOLUNTEER EXPO)

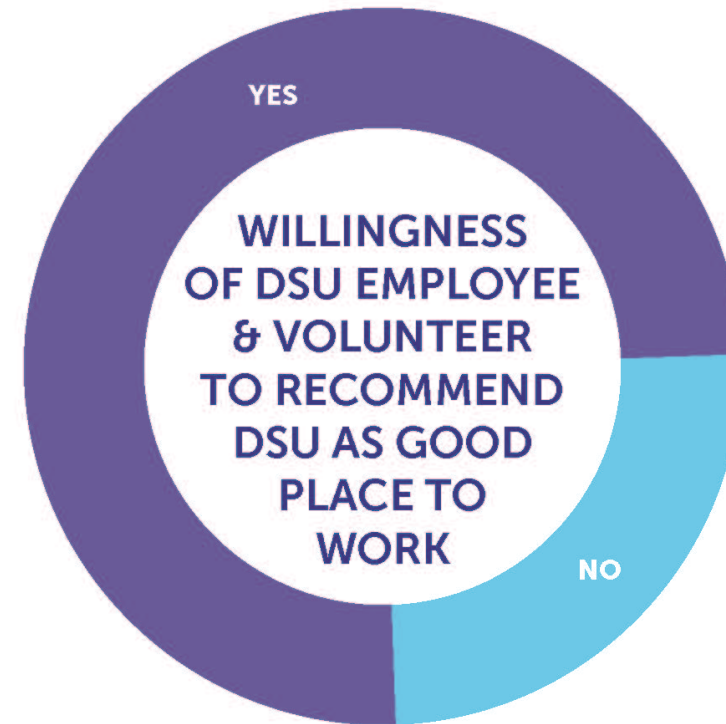
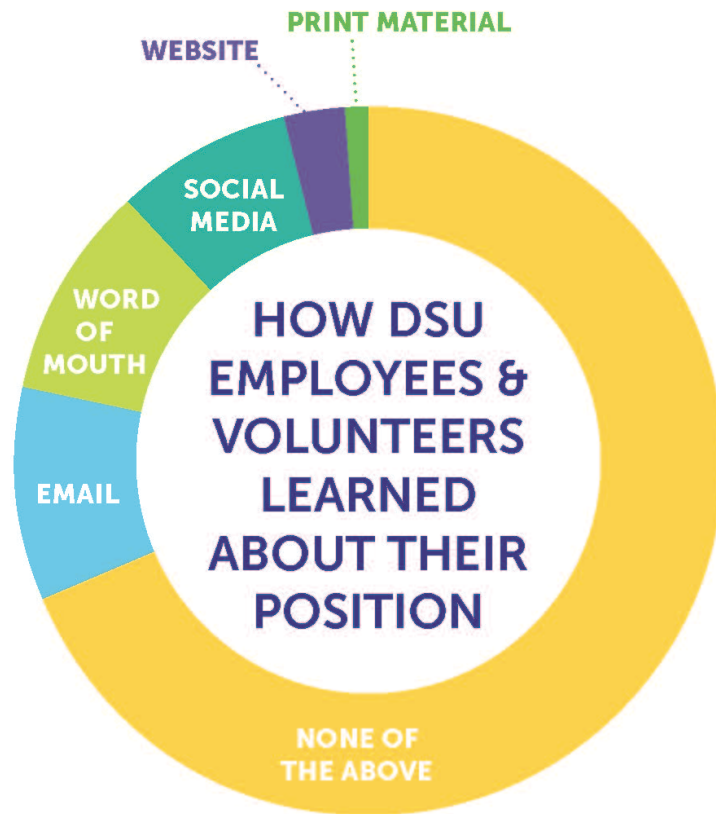


HOW MEMBERS LEARN ABOUT DSU JOB AND VOLUNTEER OPPORTUNITIES

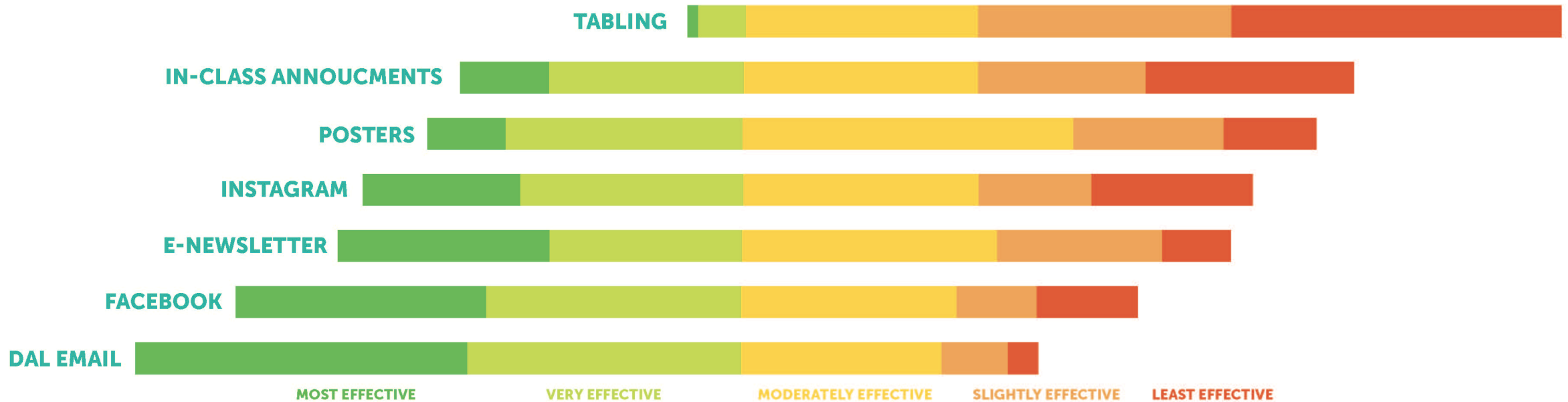
(FOR EXAMPLE: O-WEEK LEADERS, COMMISSIONERS, DIRECTORS, SERVERS)



- For both events and businesses, students learned about the DSU through Facebook, posters, and Instagram, respectively. This tendency changes with job/volunteer opportunities where students instead get information from the DSU website opposed to Instagram.



MOST EFFECTIVE COMMUNICATION CHANNELS



- The number one outreach tool for the DSU is email platforms and Facebook
 - *Note that tabling and in-class announcements polled as the least effective ways that students found out about DSU activities. The DSU will re-engage these strategies in the coming year to better evaluate their effectiveness in the future.*

DSU Event Participation

MOST ATTENDED DSU EVENTS



REASONS FOR ATTENDING EVENTS



REASONS FOR NOT ATTENDING EVENTS



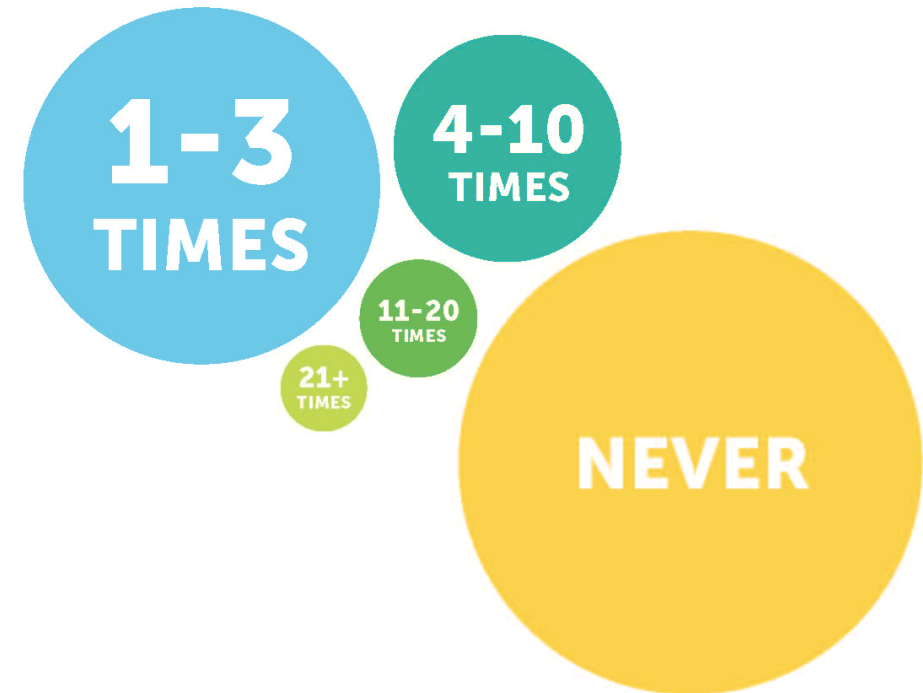
- The top reasons that students participate in DSU events is to have fun, make friends, and to feel as though they are part of Dalhousie
- Time was noted as the biggest reason students did not attend events

DSU Businesses: Satisfaction & Use

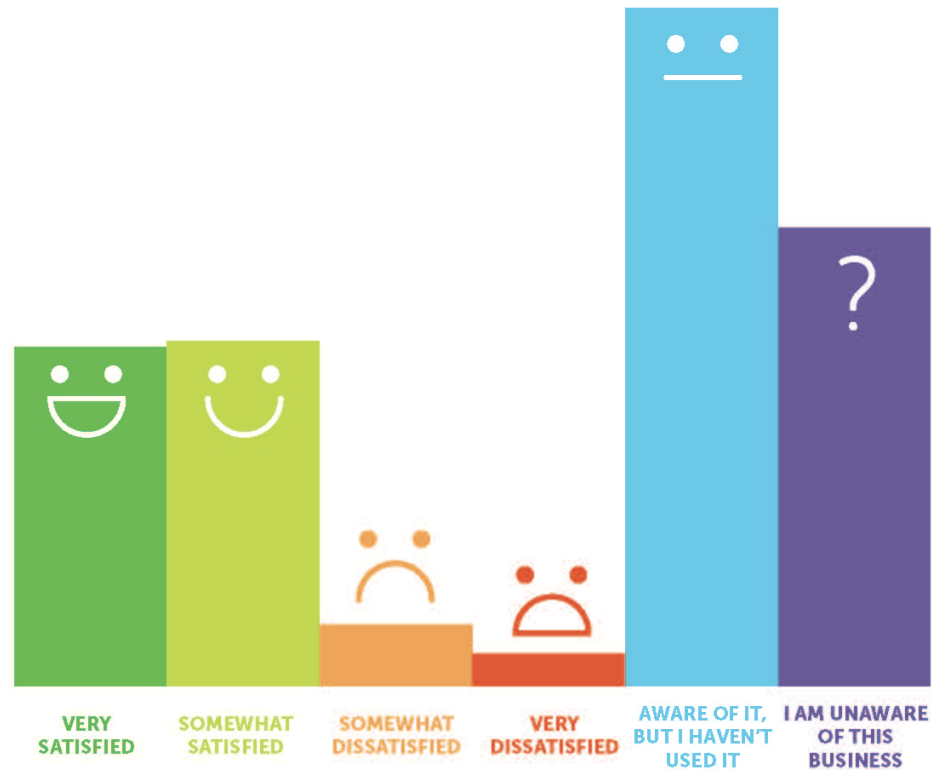
LEVEL OF SATISFACTION WITH THE GRAWOOD



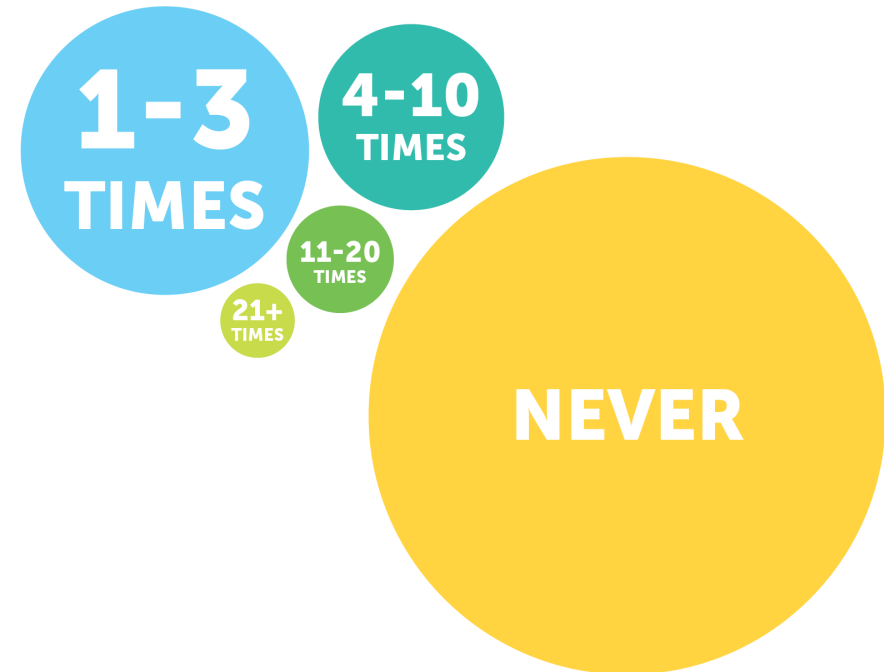
FREQUENCY AS GRAWOOD CUSTOMER PER YEAR



LEVEL OF SATISFACTION WITH CAMPUS COPY



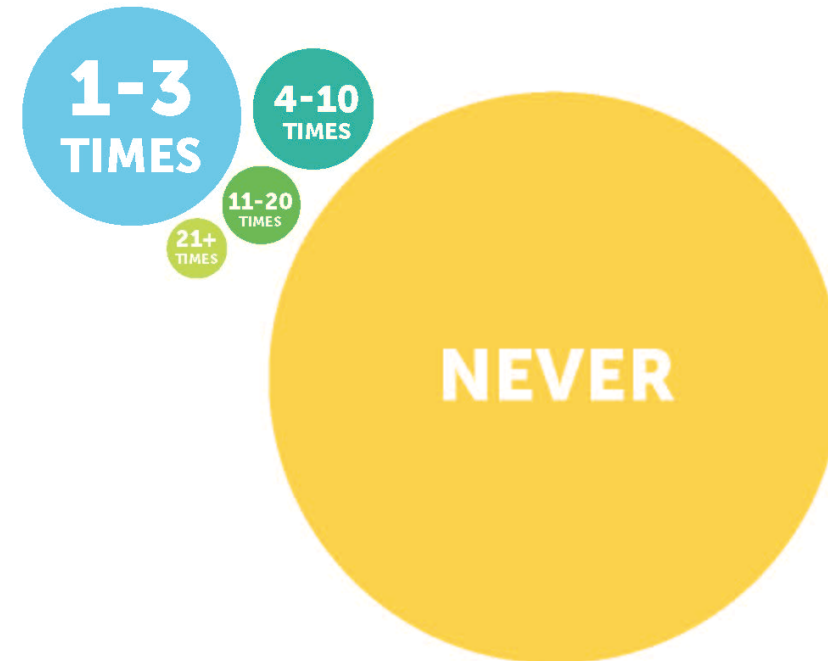
FREQUENCY AS CAMPUS COPY CUSTOMER PER YEAR



LEVEL OF SATISFACTION WITH THE T-ROOM



FREQUENCY AS T-ROOM CUSTOMER PER YEAR



The SUB Food Court

LEVEL OF SATISFACTION WITH THE SUB FOOD COURT

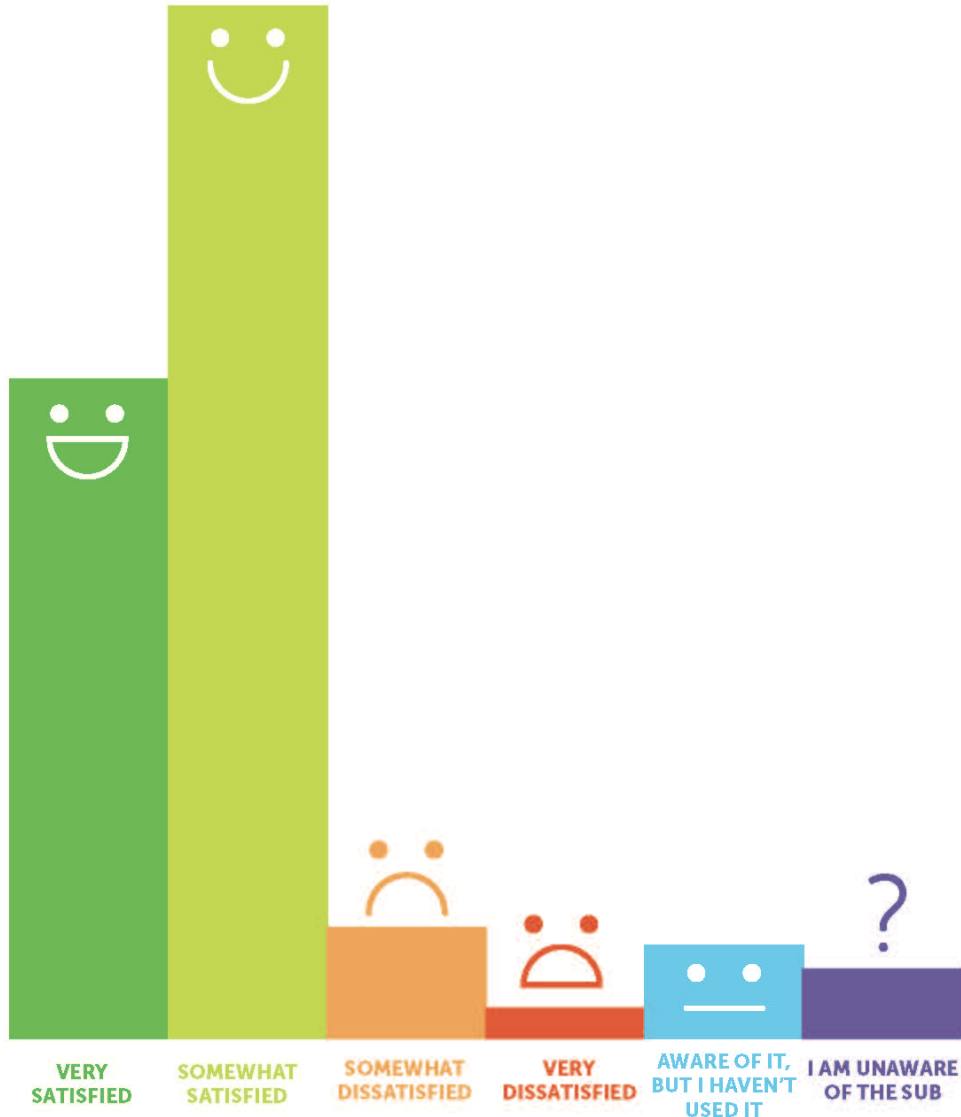


FREQUENCY SUB FOOD COURT CUSTOMER PER YEAR



Student Union Building: Satisfaction & Use

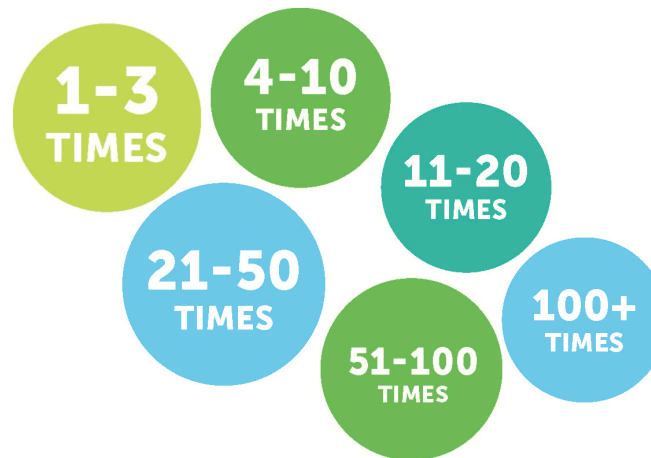
LEVEL OF SATISFACTION WITH THE STUDENT UNION BUILDING



TOP REASONS TO VISIT THE STUDENT UNION BUILDING



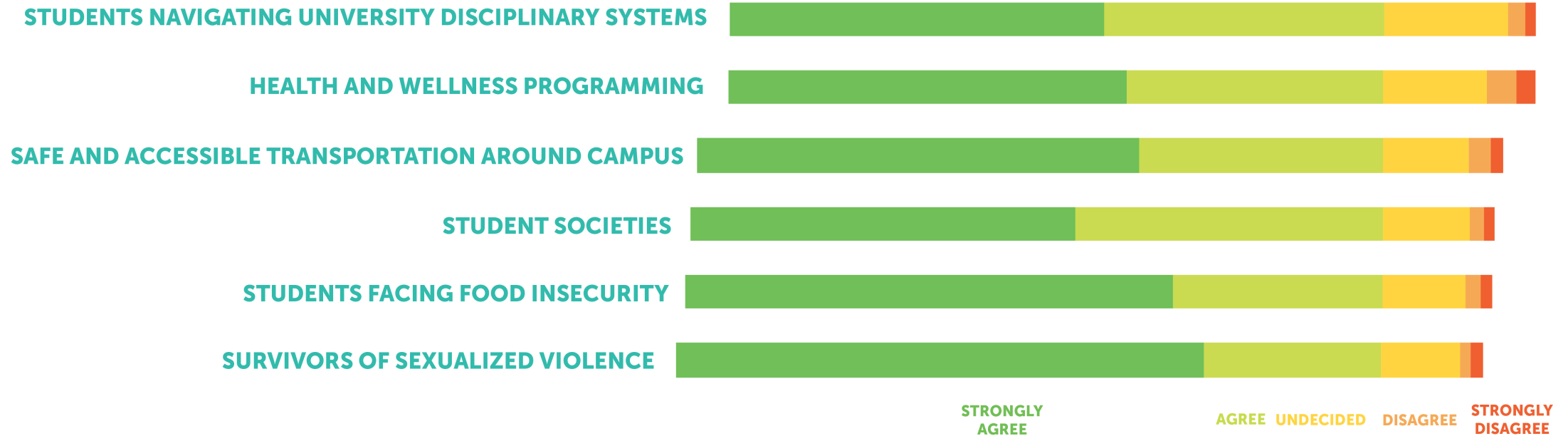
VISITS TO THE STUDENT UNION BUILDING PER YEAR



- Students who experience the SUB tend to be frequent visitors
- Students mostly come to the SUB for the Food Court, Bookstore, and Study Space
- 8% of students are unaware of what the SUB is

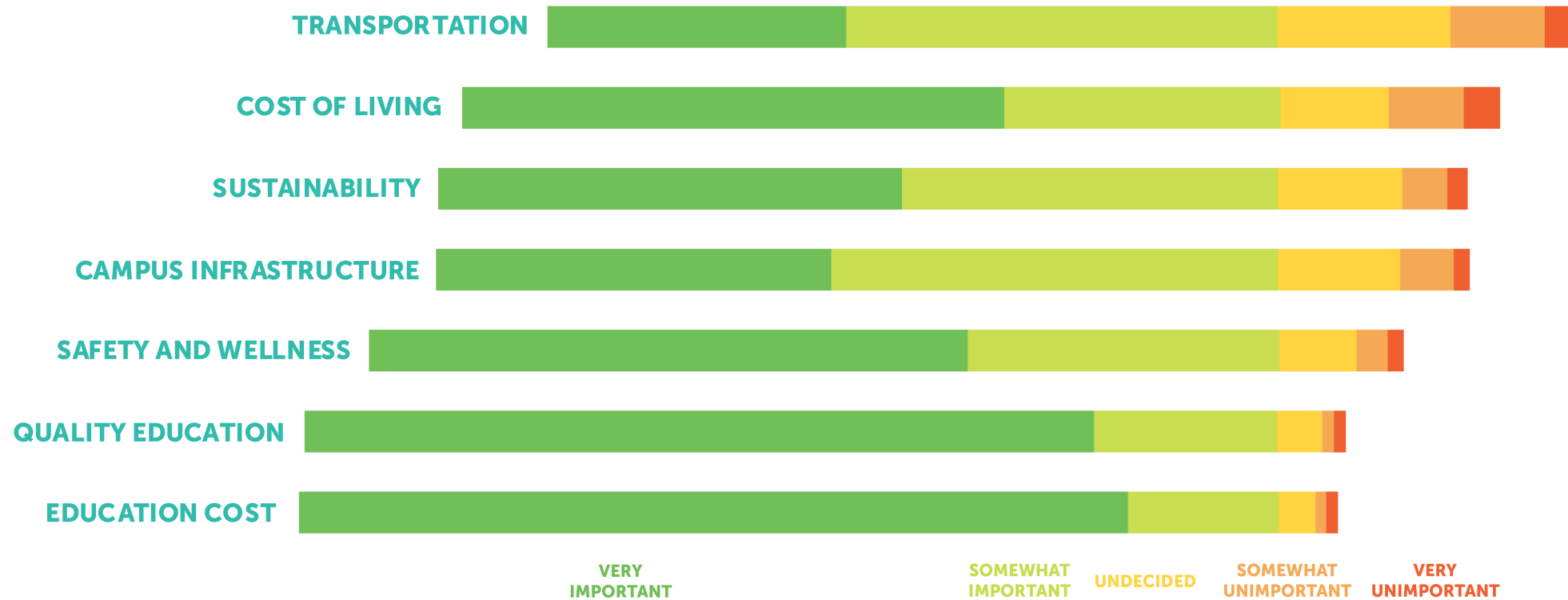
DSU Support & Community

**DEGREE OF AGREEMENT WITH THE FOLLOWING STATEMENTS:
"IT'S IMPORTANT THAT THE DSU PROVIDE SUPPORT TO..."**



- Students strongly agreed with the above statements, showing overwhelming support of the projects and services the DSU has prioritized this year

DEGREE OF IMPORTANCE FOR ISSUES DSU SHOULD FOCUS ON



- Students want the DSU to focus on quality and cost of education followed by safety and wellness

DEGREE OF AGREEMENT WITH THE FOLLOWING STATEMENTS:

DALHOUSIE FEELS LIKE A GOOD PLACE FOR PEOPLE LIKE ME



I FEEL SUPPORTED IN MY ACADEMIC PROGRAM / FACULTY



I FEEL A PART OF THE DALHOUSIE COMMUNITY



STRONGLY
AGREE

AGREE

UNDECIDED

DISAGREE

STRONGLY
DISAGREE

- Overall, students feel part of the Dalhousie community and that Dalhousie is a good place for people like them

Open Questions

The last three survey questions had open text boxes that respondents could type their feedback into. Given the magnitude and complexity of responses, the top 10-15 categorical trends of each are reported. All relevant data will be used to help inform future decision making.

How can your Student Union serve you better?

1. General feeling of alienation/being ignored from satellite campus' (particularly Sexton) as well as Graduate Students, Mature Students and Distance Students.
2. Students want to see more study space and cheaper/diverse (Vegan, Vegetarian, Halal) food options in the SUB and to a certain degree across Dalhousie.
3. A strong opinion that the Executive level of the DSU should advocate for broadly felt student issues, particularly tuition, and not focus on community/identity specific topics.
4. A clear and present desire for better communication of what the DSU provides, its processes, events/programs, and opportunities.
5. Increased volunteer and job opportunities.

How can your Student Union serve you better? (continued)

6. Frustration in relationship to slow or lack of e-mail responses, particularly from Executives.
7. A desire for more and appropriate consultation.
8. An identified need for attention and representation for students with disabilities with some emphasis on invisible disabilities.
9. A general lack of understanding of the DSU's relationship to Faculties and Faculty Societies.
10. Generally finding more avenues to lessen student financial burden.

If your Student Union could do one thing to improve your Dalhousie experience, what would it be?

1. Opportunities to connect with others.
2. Additional seating in the SUB.
3. Working to lower tuition.
4. Providing more information about the DSU.
5. Arranging later building hours, particularly Killam.
6. Improving food choices at Sexton Campus.
7. Organizing groups/activities for mature and/or graduate students.
8. More programming at Sexton Campus.

If your Student Union could do one thing to improve your Dalhousie experience, what would it be? (continued)

9. International focused events, aiding interaction between international students and domestic students.
10. Making events more well known and how to get involved.
11. More volunteer and employment opportunities.
12. Increased mental health programming, particularly focused on stress and anxiety reduction.
13. Providing diverse recreational activities including sporting events, pool/ping pong tables, arcade machines, etc.
14. Events which help attract and facilitate more introverted and shy students. For example, a paint night.
15. Not focusing on identity politics at top level of DSU.

Is there anything else you would like to share with us?

1. Students expressed a need for more quality and affordable options. The DSU Market, SUB Food Court, and Loaded Ladle were praised.
2. Students questioned how their fees were being spent, noting that they didn't understand the value of the DSU or its purpose. Students generally disagreed with the DSU's political role.
3. Participants noted that the DSU should focus on academic issues, especially lobbying for lowering tuition and fees.
4. Students noted that they didn't feel part of the community, particularly those studying via Distance, in Professional Programs, mature students, graduate students, or aren't on Studley.
5. Sexton students noted feeling dissatisfied with their campus, particularly "outdated" spaces and furnishings. Overall, students desired more quality study space.

Is there anything else you would like to share with us? (continued)

6. Students noted finding it hard to participate because of their time commitments and that programming didn't connect with them.
7. Students noted a general lack of awareness of the DSU including its purpose and what it does.
8. Students are unaware of the DSU's role in societies and that they were concerned around the "red-tape" around society ratification.
9. Study space in the SUB is noted as good, but needing more attention and individual seating for those not working in groups.
10. Students on Sexton, AC, and Carlton campuses note feeling disconnected from the DSU and more effort be prioritized in doing campus outreach.