



Athabasca University Students' Union

AUSU Services Survey

Circulated June 2016

Public Report

Compiled by Donette Kingyens, Office Administrator.
June 28, 2016.

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AUSU Services Survey Results – June 2016

Overview

In June 2016 AUSU circulated a survey about AUSU services to all current AUSU members.

There is some great feedback from this survey. The most notable results are that respondents generally felt in favor of AUSU services, with an average of **86%** of respondents selecting “yes” (74%) or “maybe” (12%) in response to whether each AUSU service is useful.

However, the survey also indicated there is still low awareness about AUSU, with an average of **74%** of respondents being unaware of key AUSU services.

It is also apparent from some of the responses that there is confusion about what some of the services are, and in some cases, whether they are AU or AUSU services. This is particularly notable in the Awards & Bursaries and Course Evaluations section, as some responses clearly reference AU services. In addition, many students stated they do not get the AUSU newsletters, but the survey was sent to them via the newsletter. Several comments suggested we offer services or communications that AUSU already does, such as a welcome email for new students or emails sent to all students. Additionally, there were numerous comments about students not having access to AUSU services because they are an online student, so it is clear that some students do not realize that AU is an online university and that AUSU services are for all students.

The survey responses are summarized below.

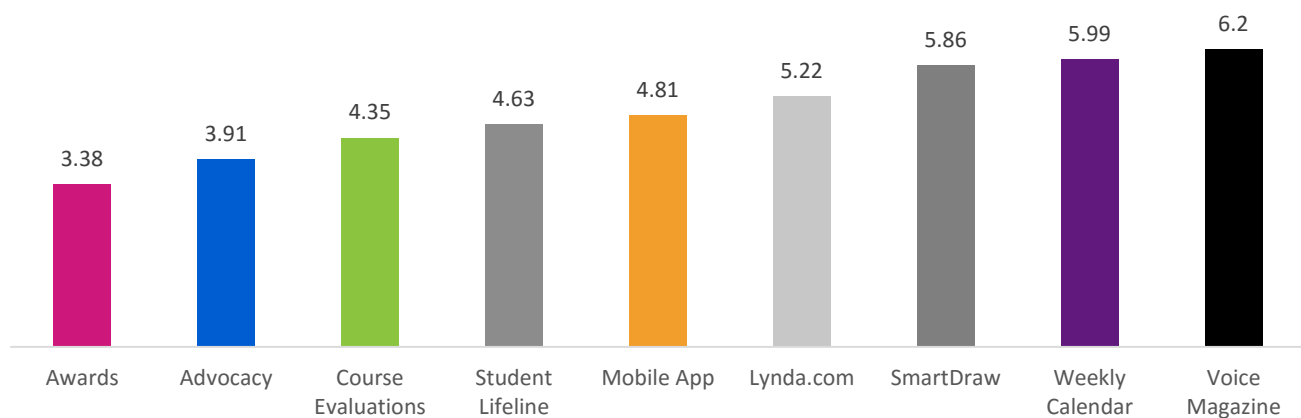
Sent to 27,607 Members

Responses – 854 Total

Media	Date Sent	Responses
Newsletter	June 3, 2016	509
The Voice	June 3, 2016	5
Newsletter	June 17, 2016	340

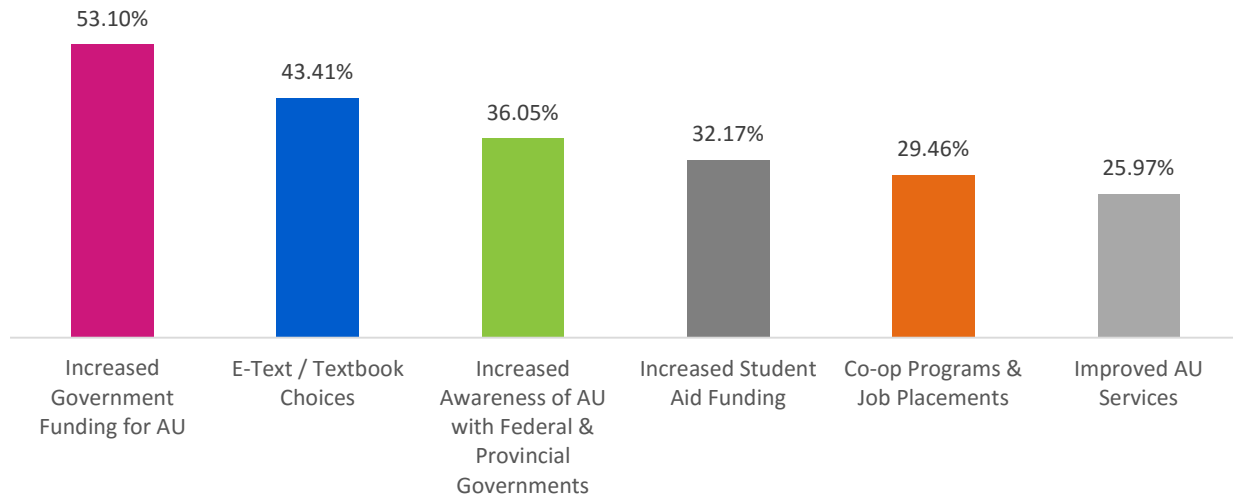
Average Rating Per Service

(1 = Most Popular, 10 = Least Popular)

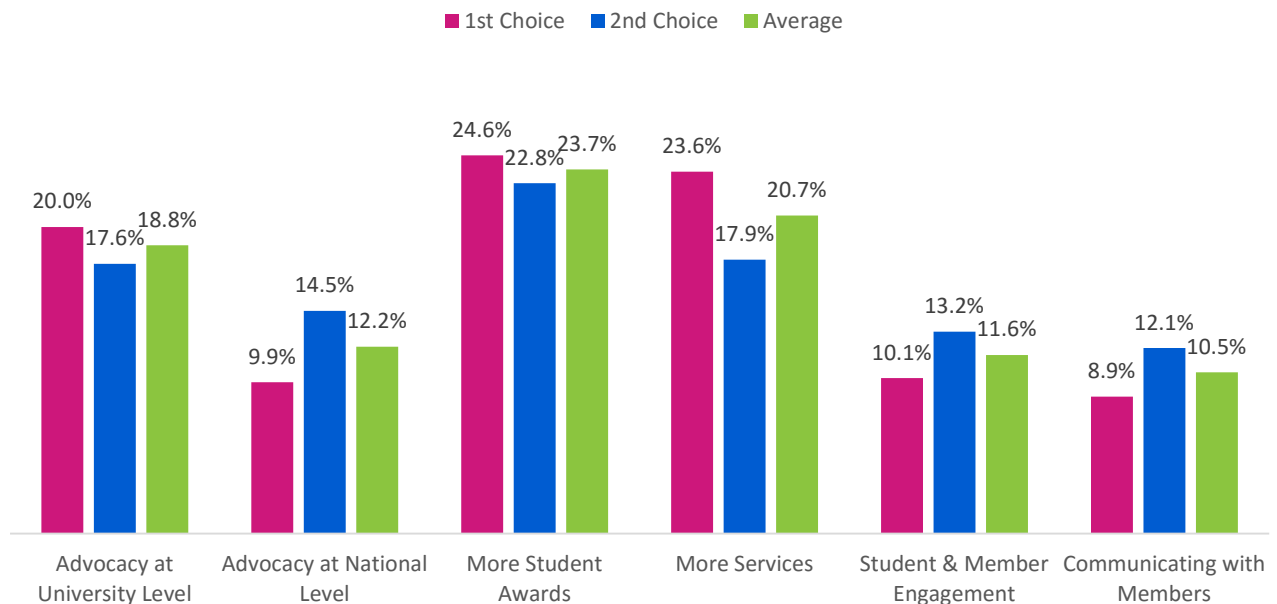


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Top Advocacy Concerns

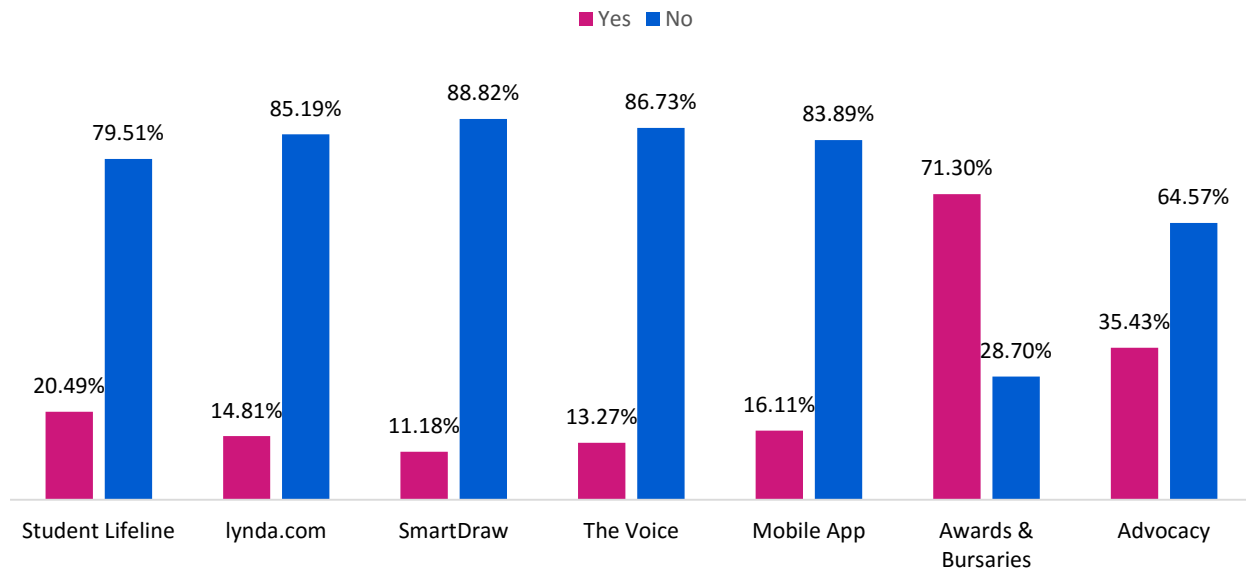


Top Choices for AUSU to Focus On



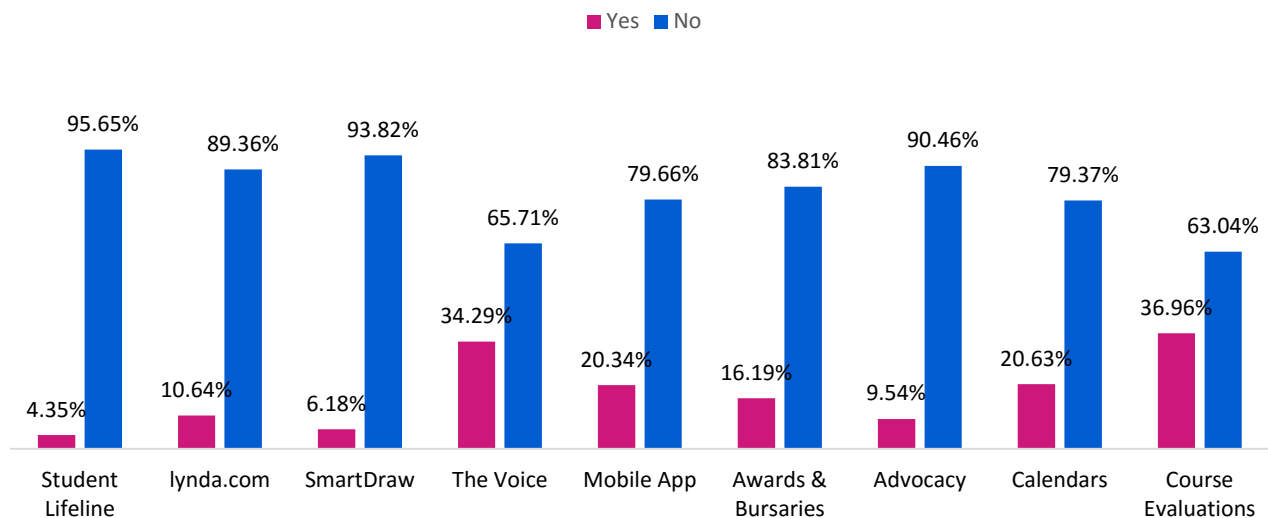
AUSU Services Survey Results – June 2016

Did you know about this AUSU Service?



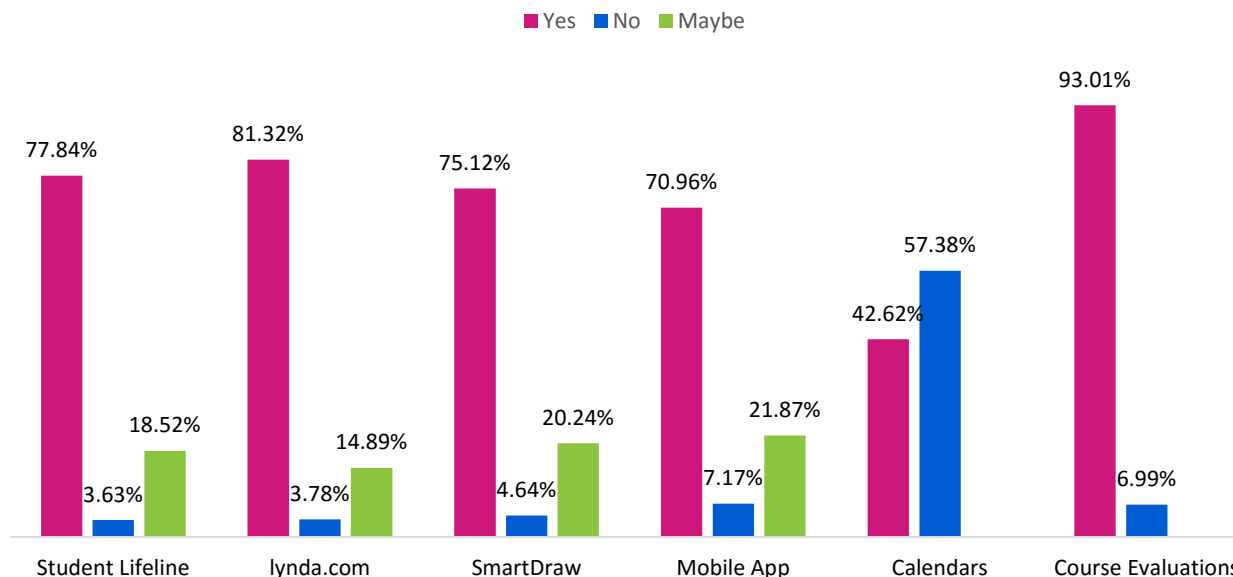
Note: The above question was not applied to Calendars & Course Evaluations

Have you used this AUSU Service?



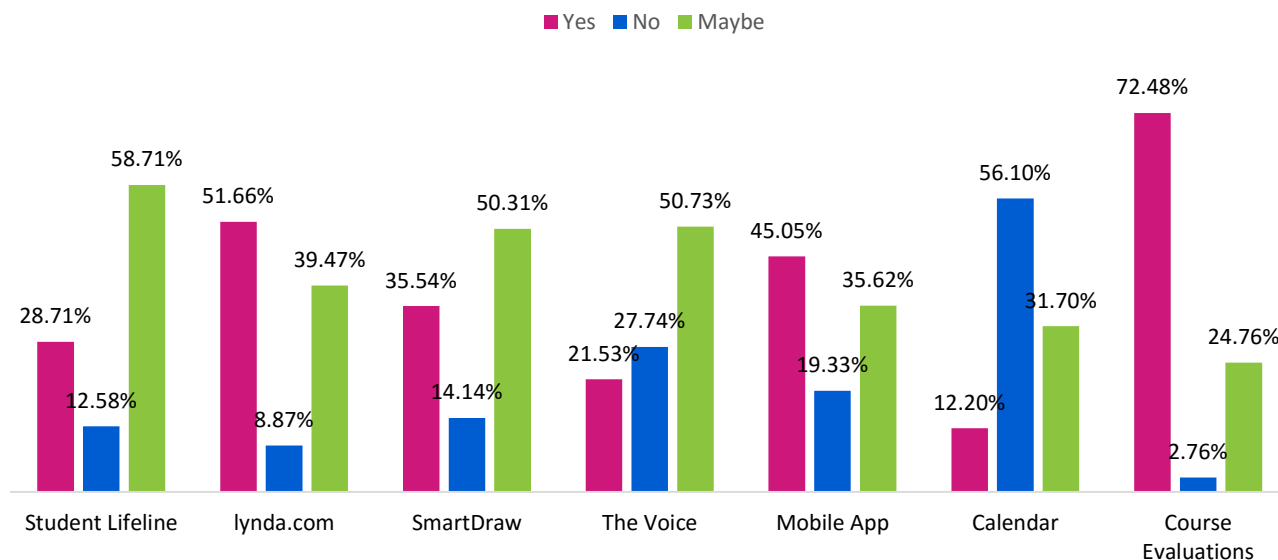
AUSU Services Survey Results – June 2016

Do you think this is a useful Service?



*Note: The above question was not applied to Awards & Bursaries or The Voice Magazine.
There was no "maybe" option provided for Calendars or Course Evaluations.*

Would you use this AUSU Service in the future?

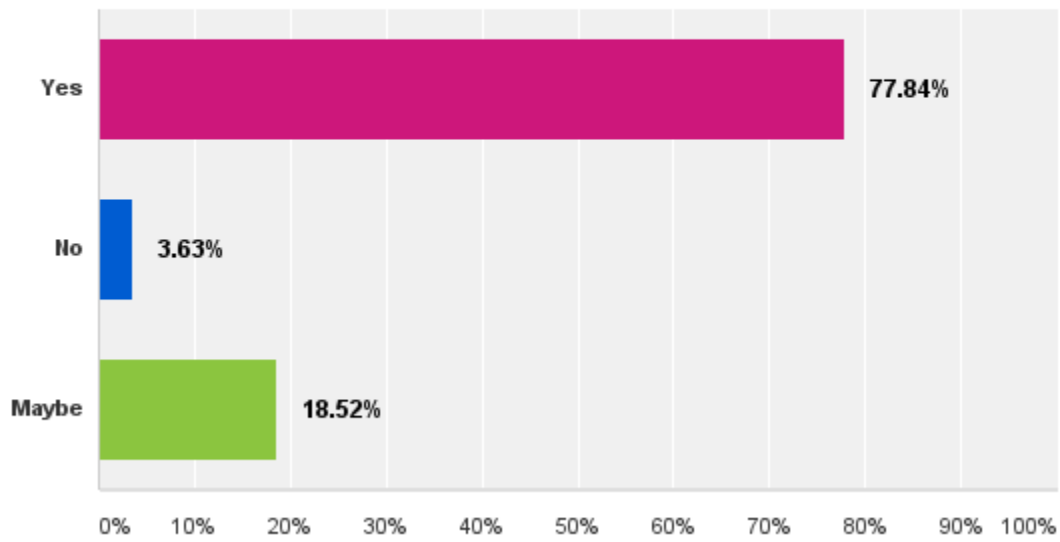


Note: The above question was not applied to Awards & Bursaries

Student Lifeline

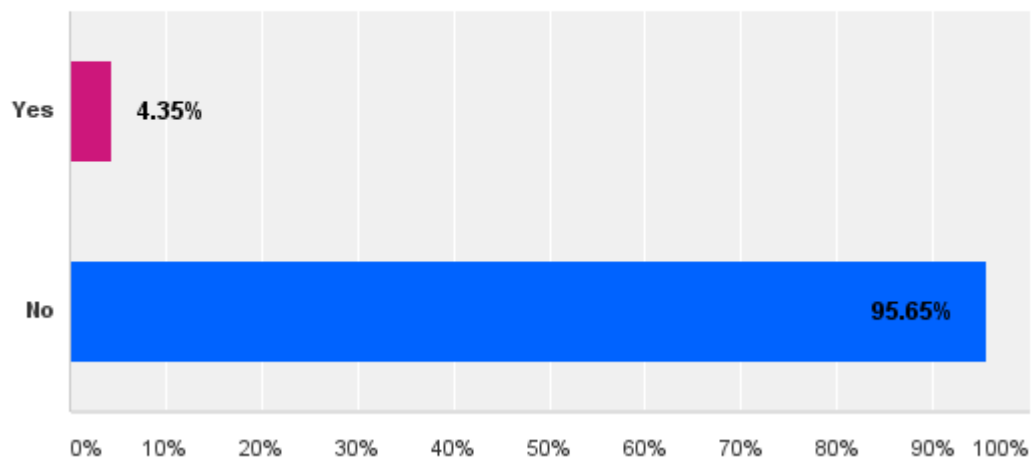
Q1 Do you feel this is a useful service to offer to AUSU members?

Answered: 853 Skipped: 1



Q2 Have you used the Student Lifeline program through AUSU?

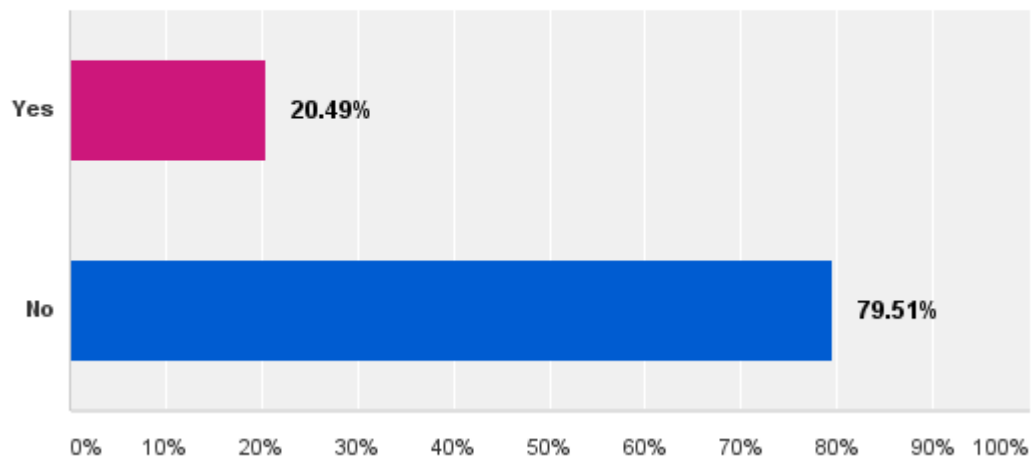
Answered: 851 Skipped: 3



Student Lifeline continued...

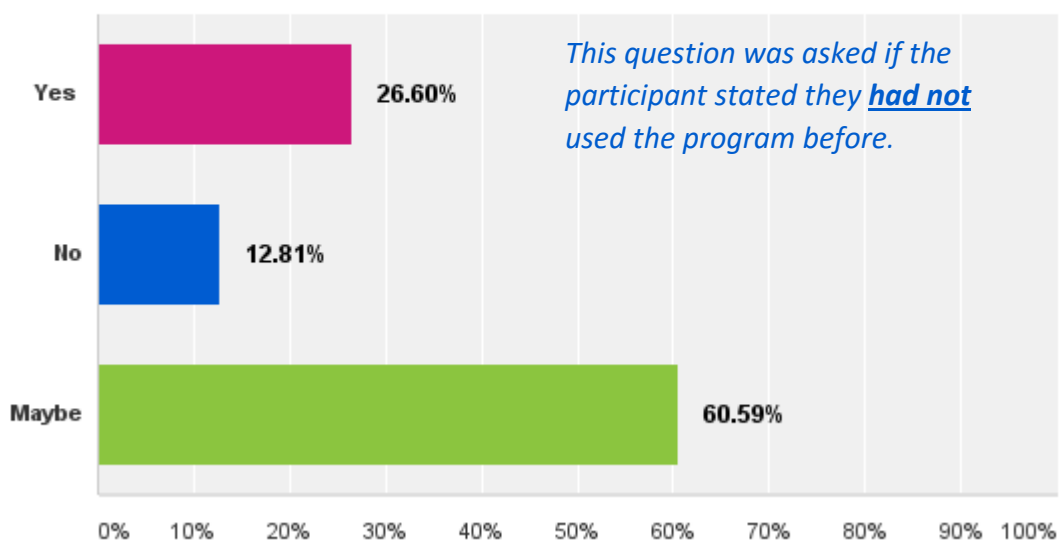
Q3 Were you previously aware of the Student Lifeline program through AUSU?

Answered: 810 Skipped: 44



Q4 Would you use the Student Lifeline program in the future?

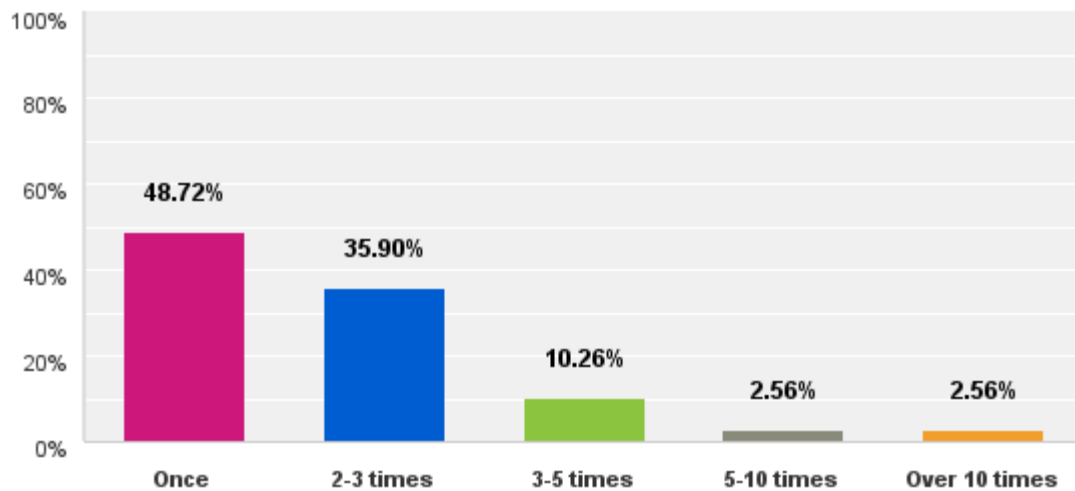
Answered: 812 Skipped: 42



Student Lifeline continued...

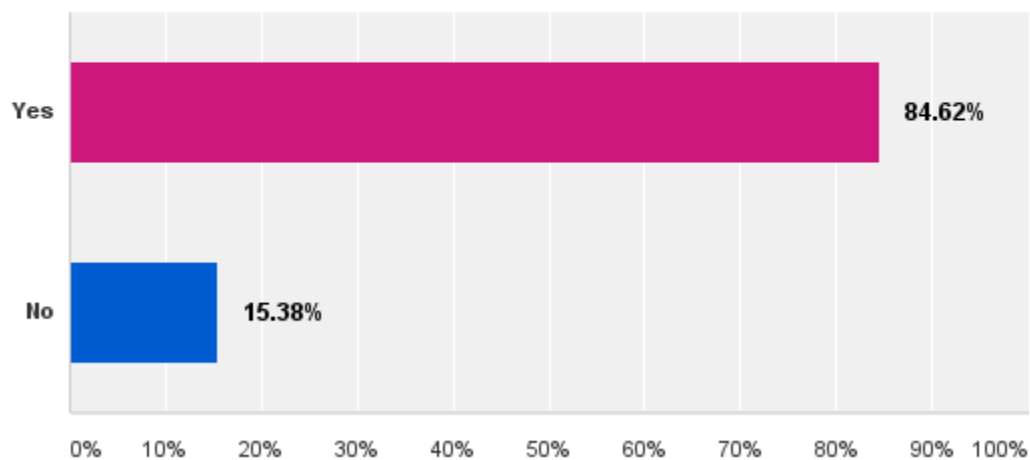
Q5 How often have you accessed the Student Lifeline program?

Answered: 39 Skipped: 815



Q6 Did you find the Student Lifeline program to be helpful?

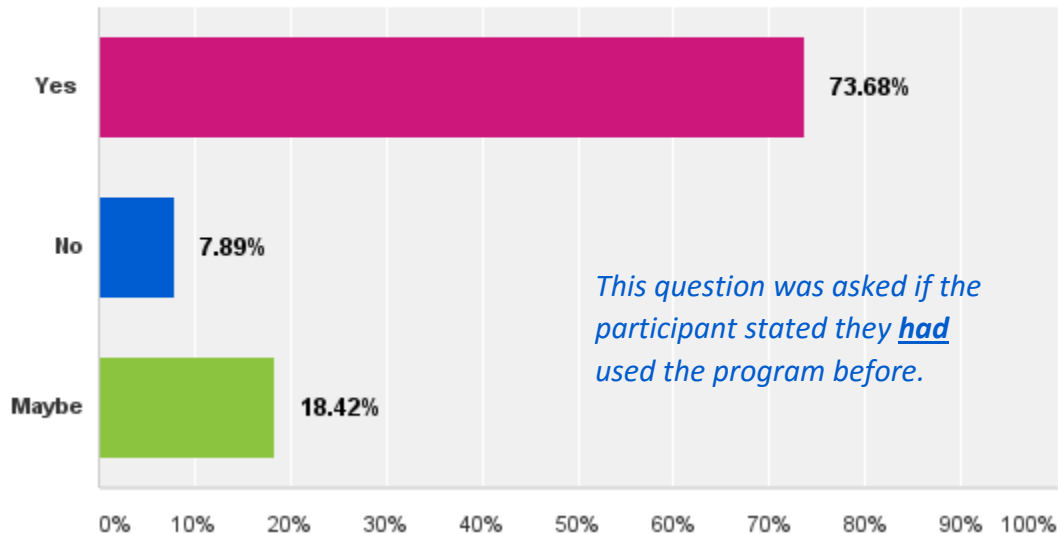
Answered: 39 Skipped: 815



Student Lifeline continued...

Q7 Would you use the Student Lifeline program in the future?

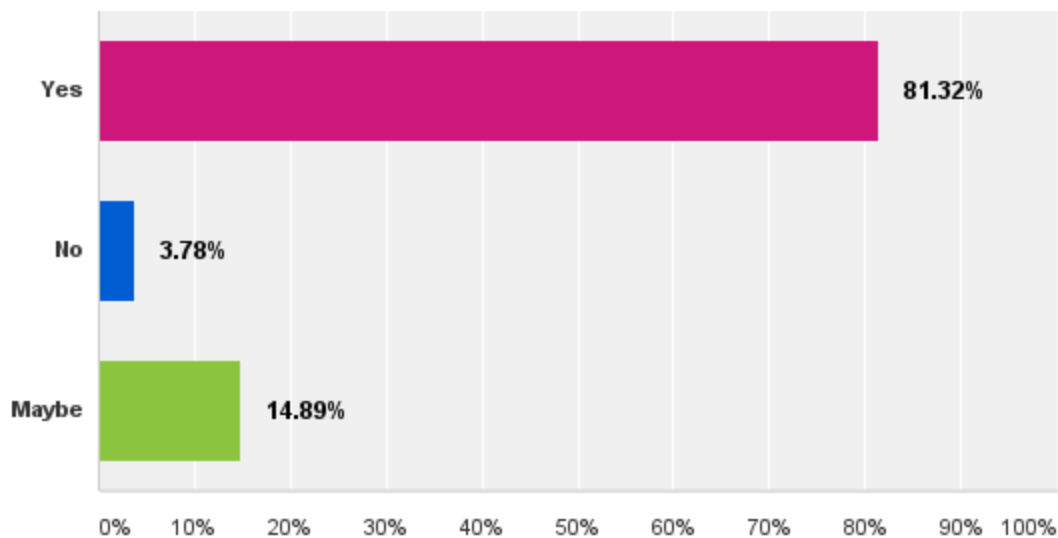
Answered: 38 Skipped: 816



lynda.com

Q8 Do you feel this is a useful service to offer to AUSU members?

Answered: 846 Skipped: 8

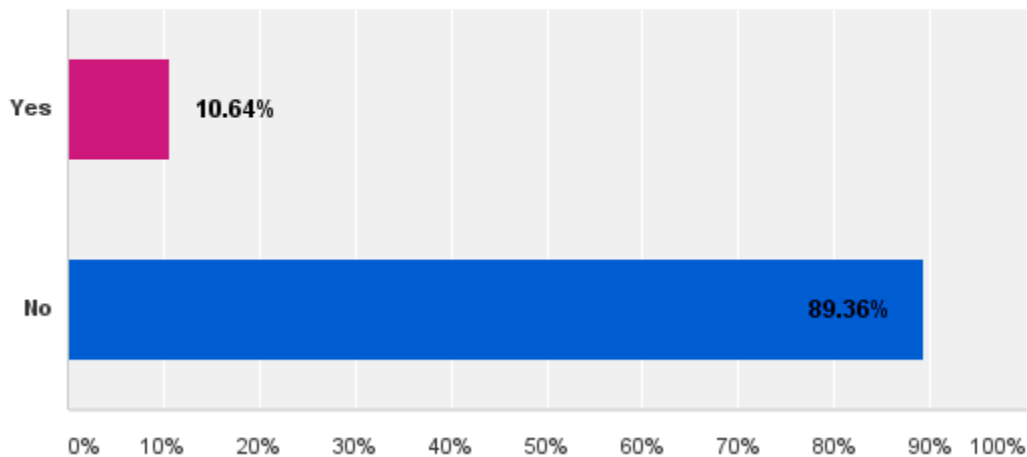


AUSU Services Survey Results – June 2016

lynda.com continued...

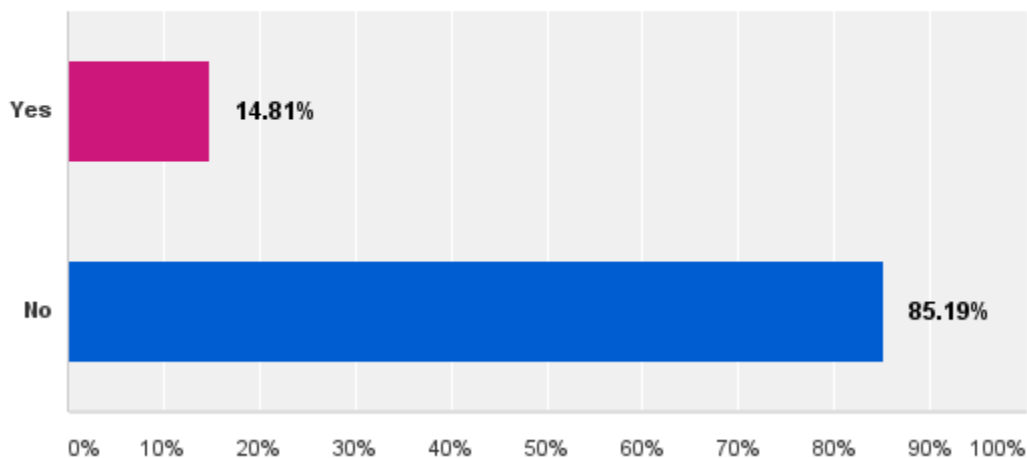
Q9 Have you used the lynda.com feature through AUSU?

Answered: 846 Skipped: 8



Q10 Were you previously aware of the free lynda.com subscription from AUSU?

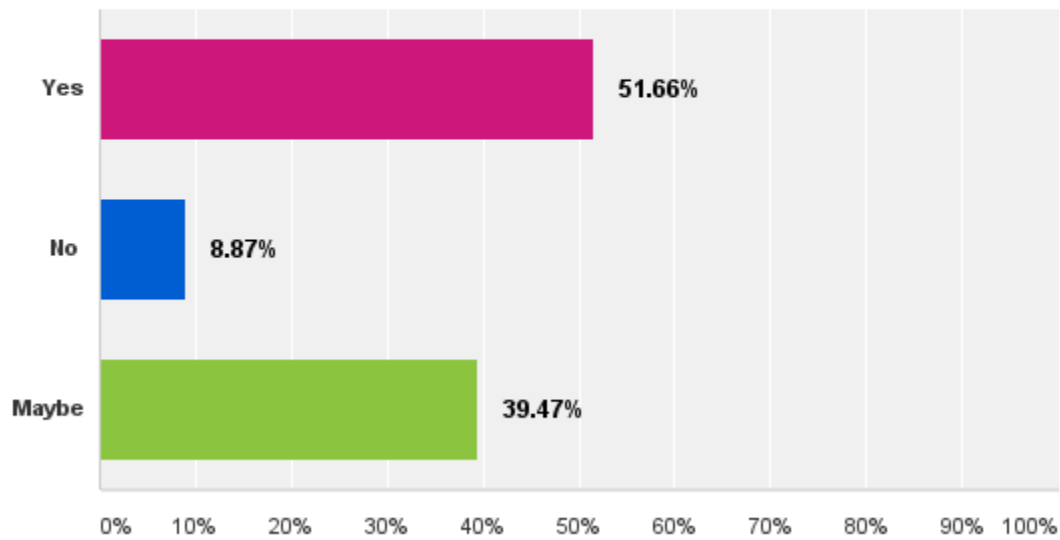
Answered: 756 Skipped: 98



lynda.com continued...

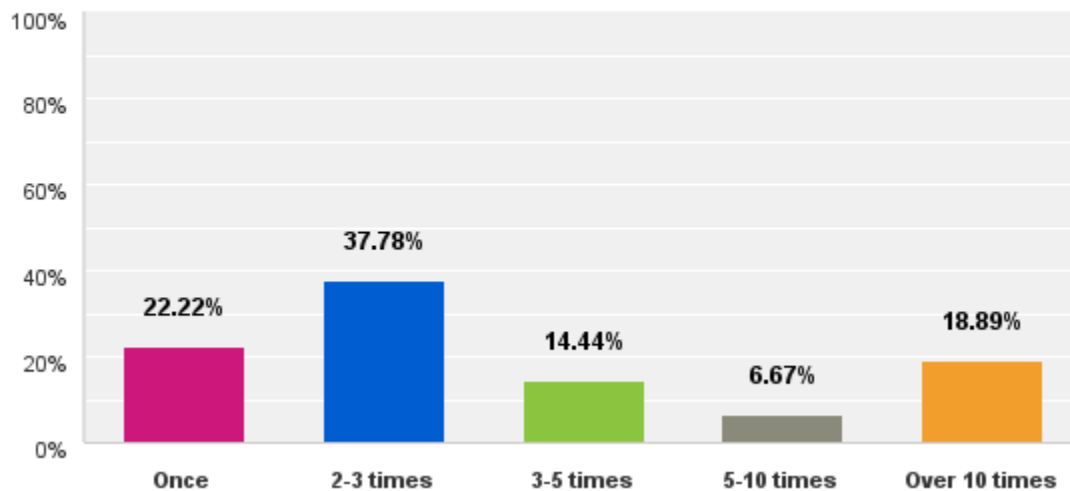
Q11 Would you access lynda.com for free through AUSU in the future?

Answered: 755 Skipped: 99



Q12 How often have you watched lynda.com training videos?

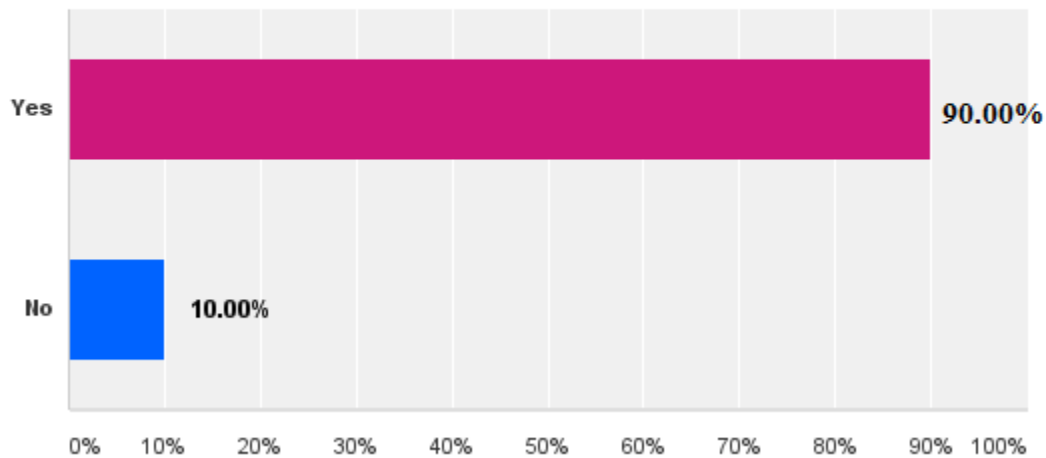
Answered: 90 Skipped: 764



lynda.com continued...

Q13 Did you find the lynda.com training to be helpful?

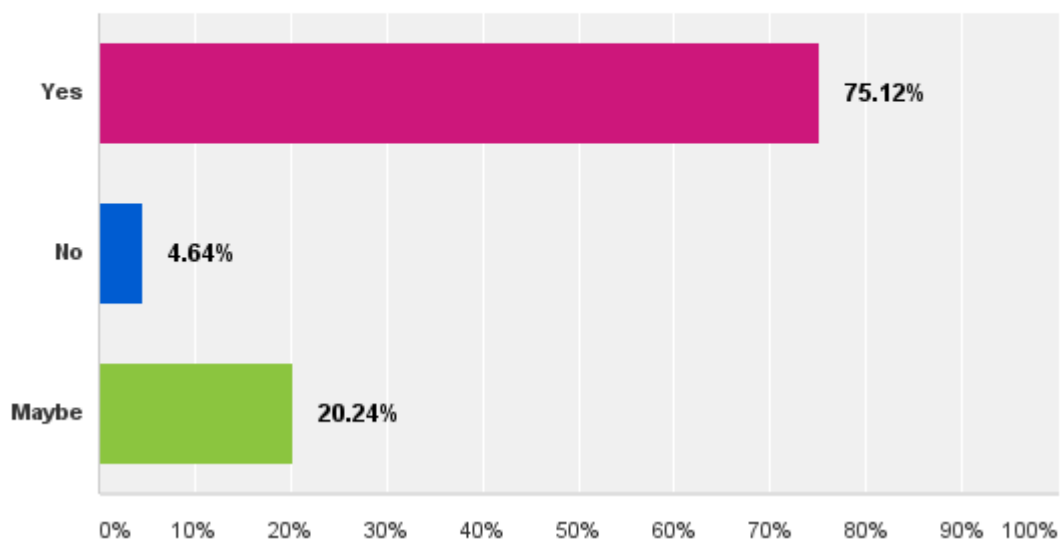
Answered: 90 Skipped: 764



SmartDraw

Q14 Do you feel this is a useful service to offer to AUSU members?

Answered: 840 Skipped: 14

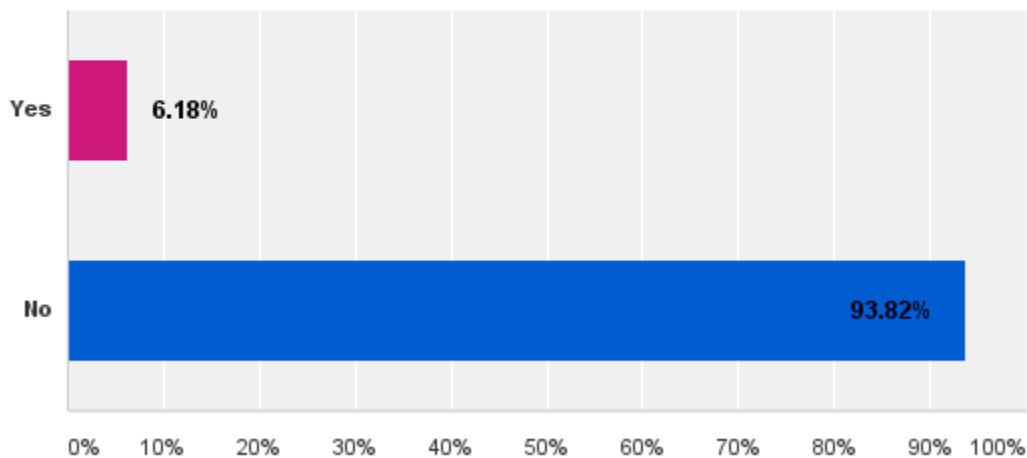


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SmartDraw continued...

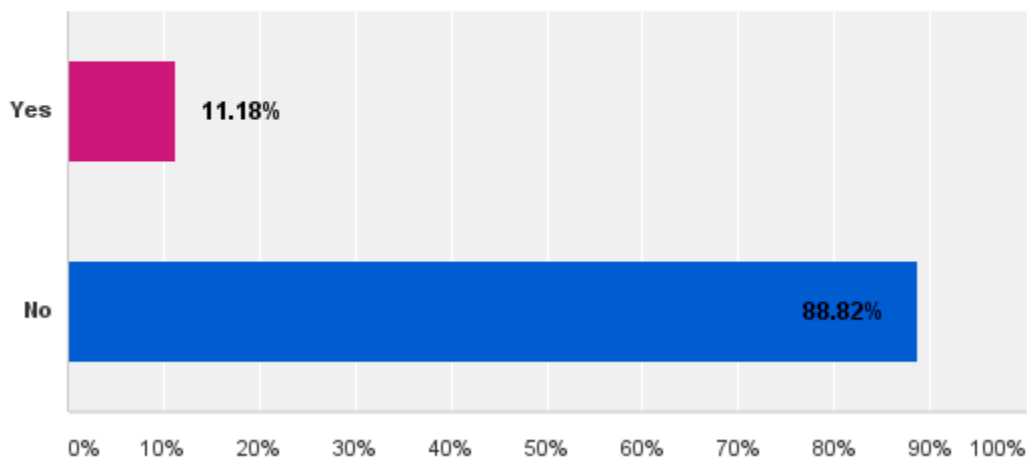
Q15 Have you requested access to the SmartDraw software through AUSU?

Answered: 842 Skipped: 12



Q16 Were you previously aware of the free SmartDraw subscription from AUSU?

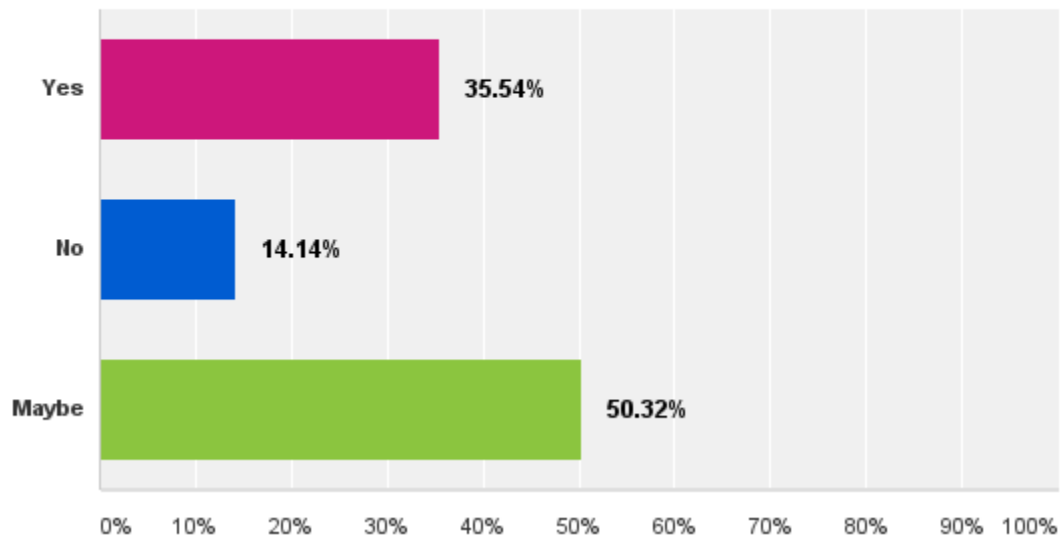
Answered: 787 Skipped: 67



SmartDraw continued...

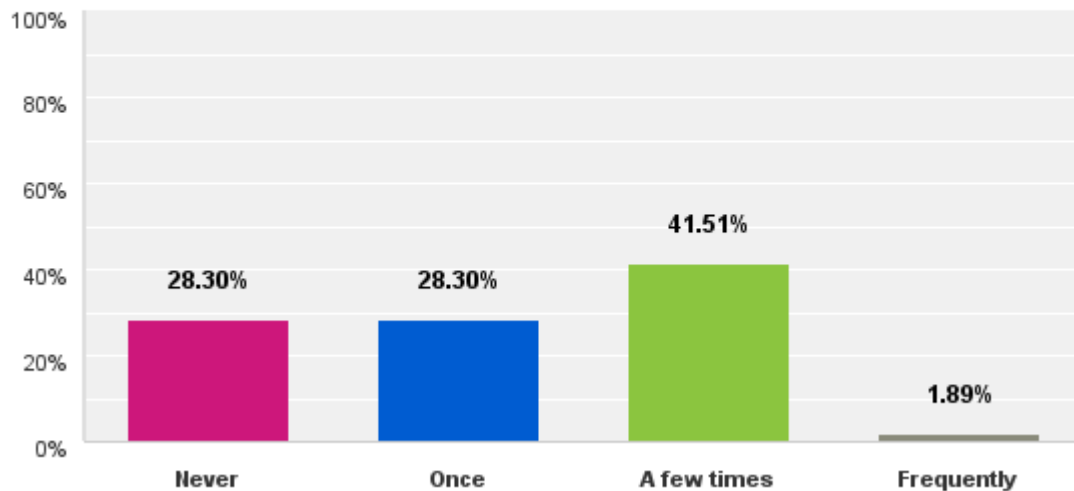
Q17 Would you use the SmartDraw program from AUSU in the future?

Answered: 785 Skipped: 69



Q18 How often have you used the SmartDraw software?

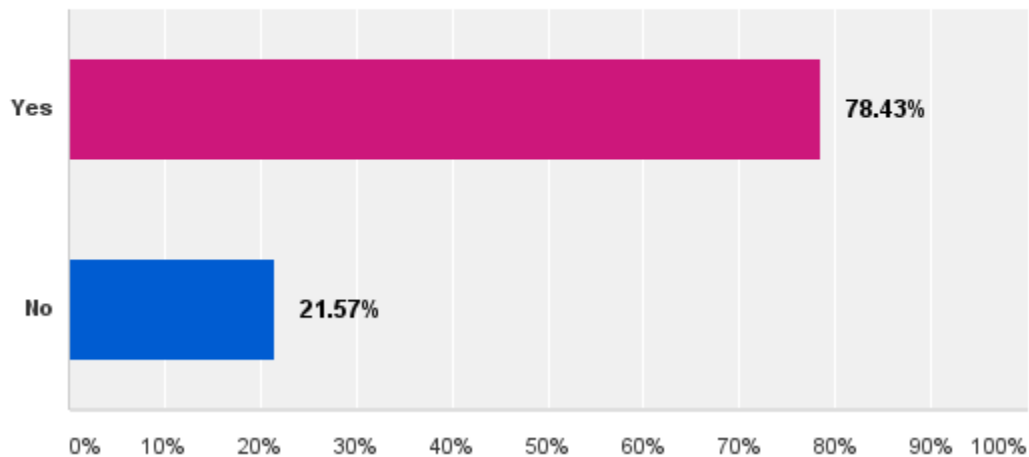
Answered: 53 Skipped: 801



SmartDraw continued...

Q19 Did you find the SmartDraw software to be helpful?

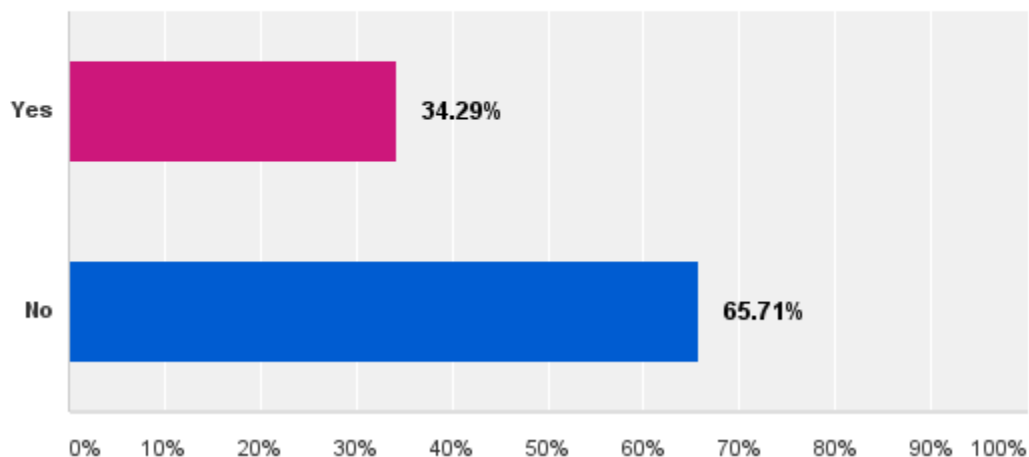
Answered: 51 Skipped: 803



The Voice Magazine

Q20 Have you ever read The Voice Magazine?

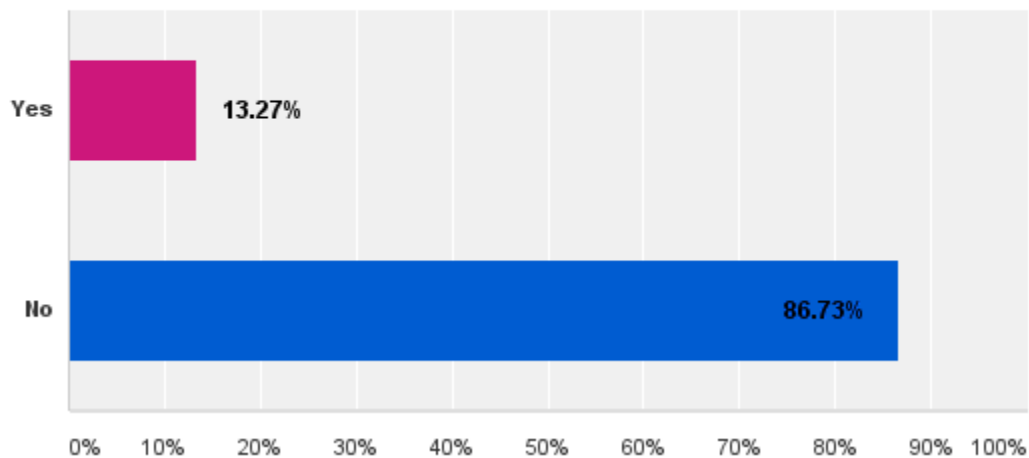
Answered: 837 Skipped: 17



The Voice Magazine continued...

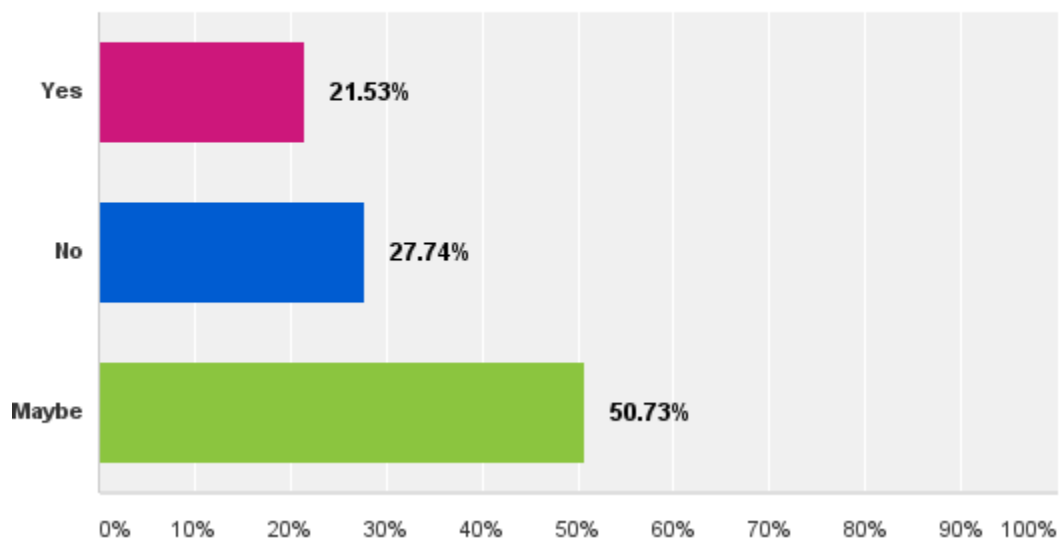
Q21 Were you previously aware of The Voice Magazine?

Answered: 550 Skipped: 304



Q22 Would you read it in the future?

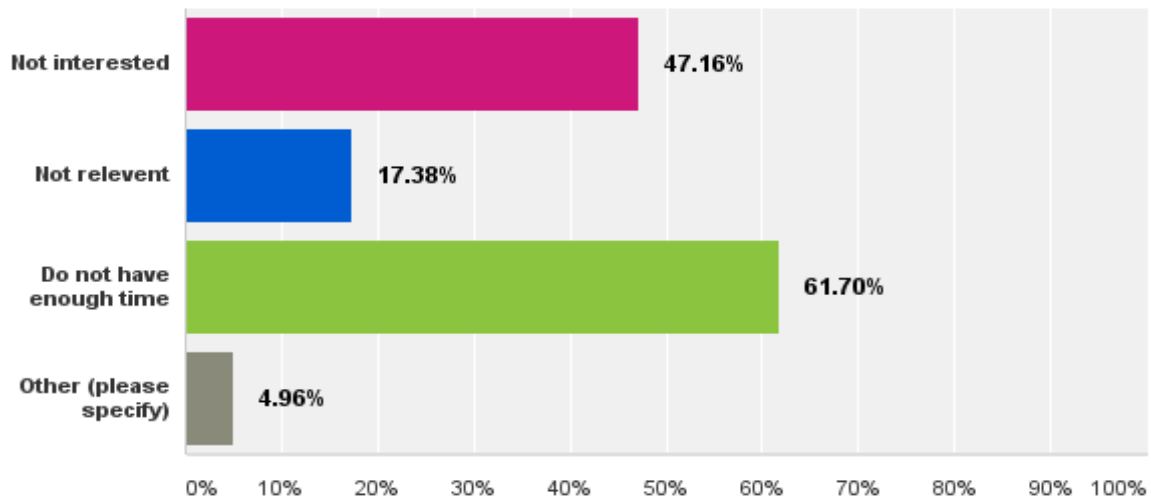
Answered: 548 Skipped: 306



The Voice Magazine continued...

Q23 If not, why not? (select all that apply)

Answered: 282 Skipped: 572

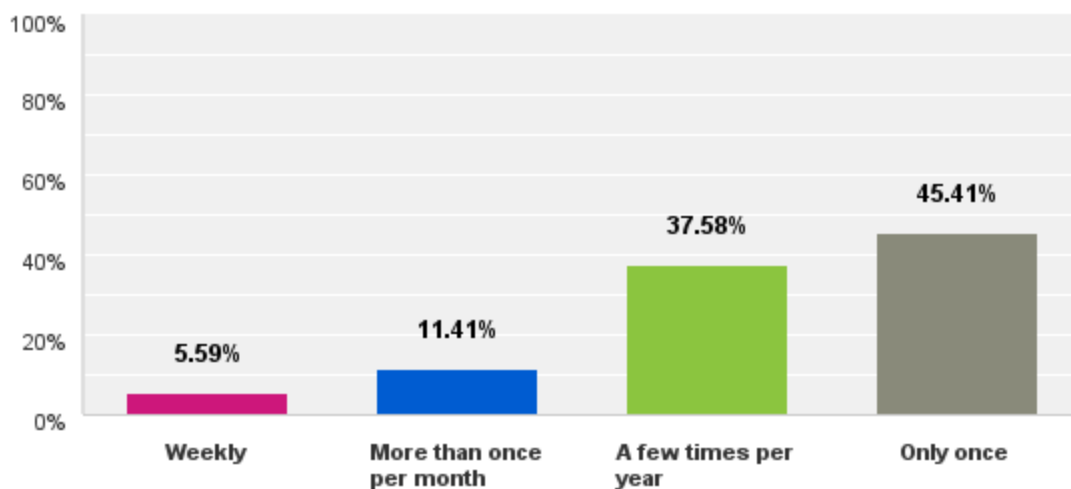


“Other” responses

Will no longer be attending AU	3	Unaware of the Voice	1
More important things to read	3	Visually Impaired	1
Will read in the future	2	Suggest Reallocating Funds	1
Depends on Content	1		

Q24 How often do you read the Voice Magazine?

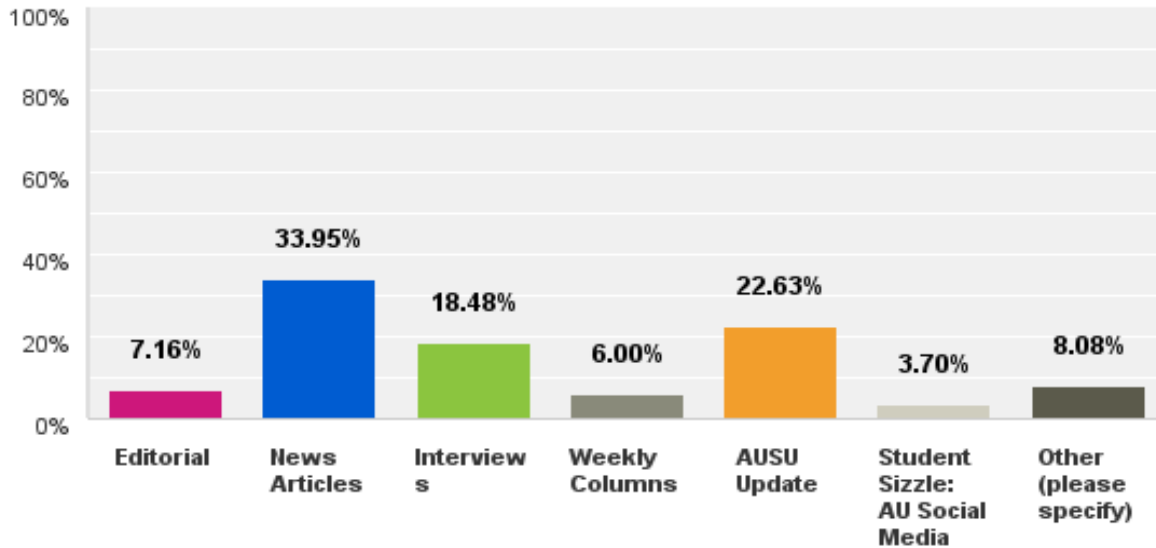
Answered: 447 Skipped: 407



The Voice Magazine continued...

Q25 What feature do you find to be most useful in The Voice Magazine?

Answered: 433 Skipped: 421



“Other” responses

Never Read the Voice	21	Council Connection	1
All of it	7	Grants & Bursaries	1
None of it	5		

Q26 Do you have any suggestions for improving The Voice Magazine?

Open Ended Question Responses

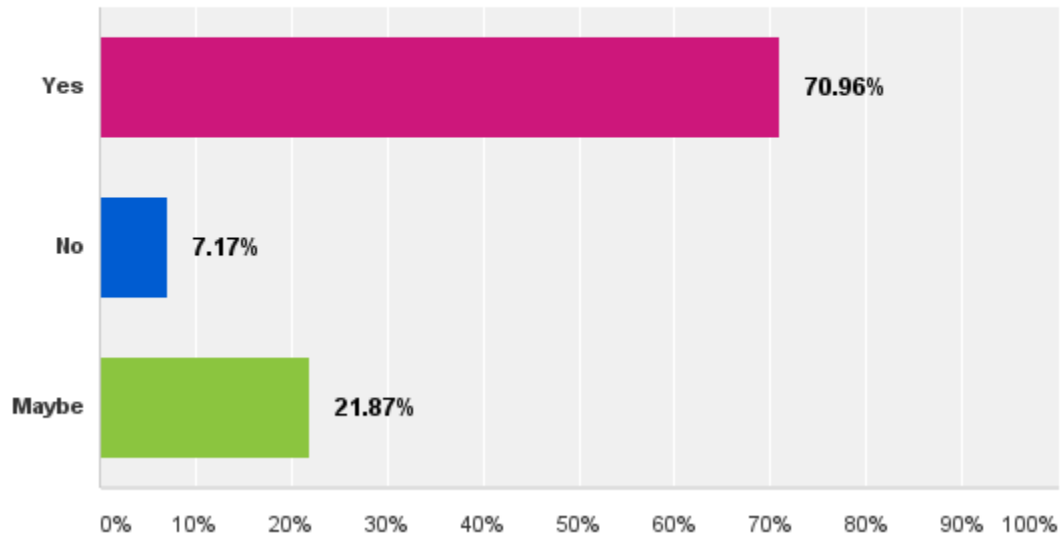
No suggestions / Fine as is	39	Better Content	2
Better website / Presentation	6	Put links in Twitter	1
Email to Students	5	Less Negativity about AU / AUSU	1
Have not read it	5	Better Interviewer	1
More Student Input	5	Better Editor	1
Good Work / Fine as is	4	Better Mobile Access	1
Podcast / Video / Audio Component	2	Respond to Student Emails	1
More Info Unique to AU	2	Mobile App	1
Jobs / Employment Info	2	N/A	2

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Mobile App

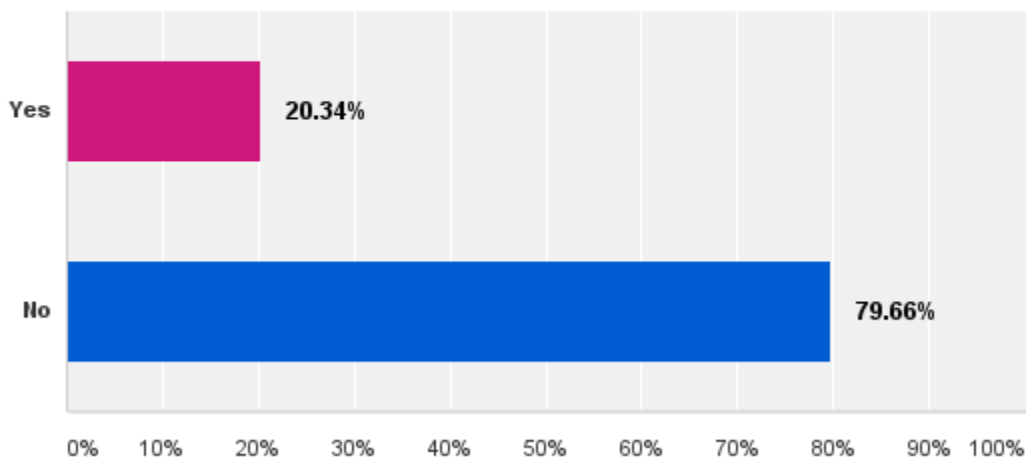
Q27 Do you feel the Mobile App is a useful service to offer to AUSU members?

Answered: 823 Skipped: 31



Q28 Have you ever tried the Mobile App?

Answered: 826 Skipped: 28

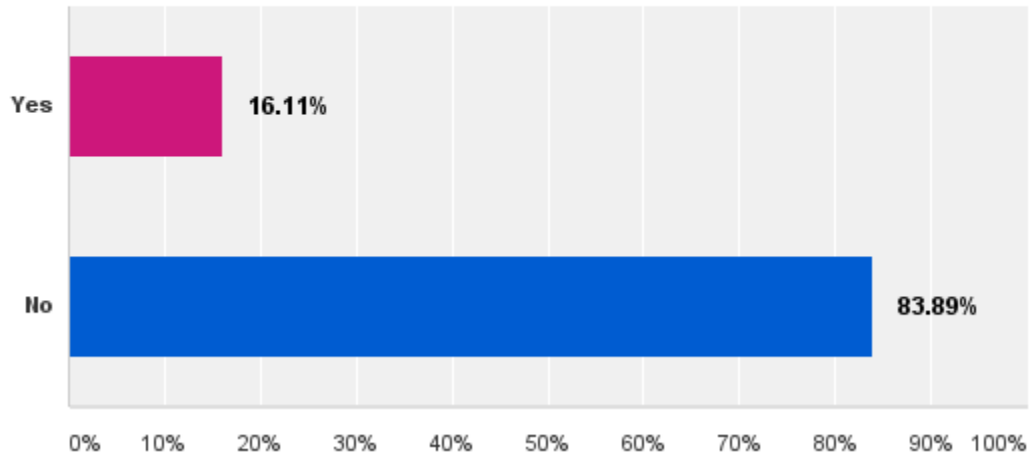


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Mobile App Continued...

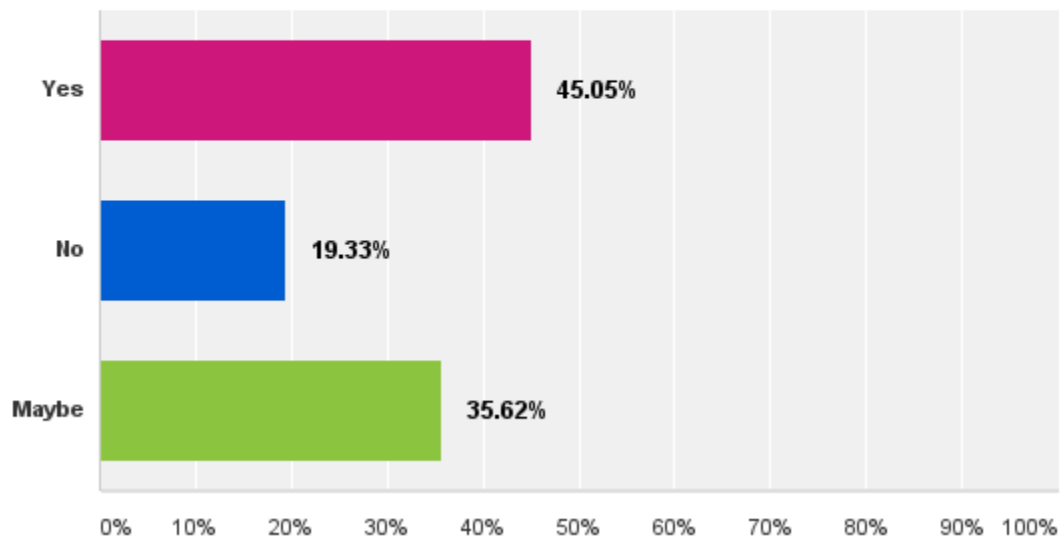
Q29 Were you previously aware of the Mobile App?

Answered: 658 Skipped: 196



Q30 Would you use the Mobile App in the future?

Answered: 657 Skipped: 197

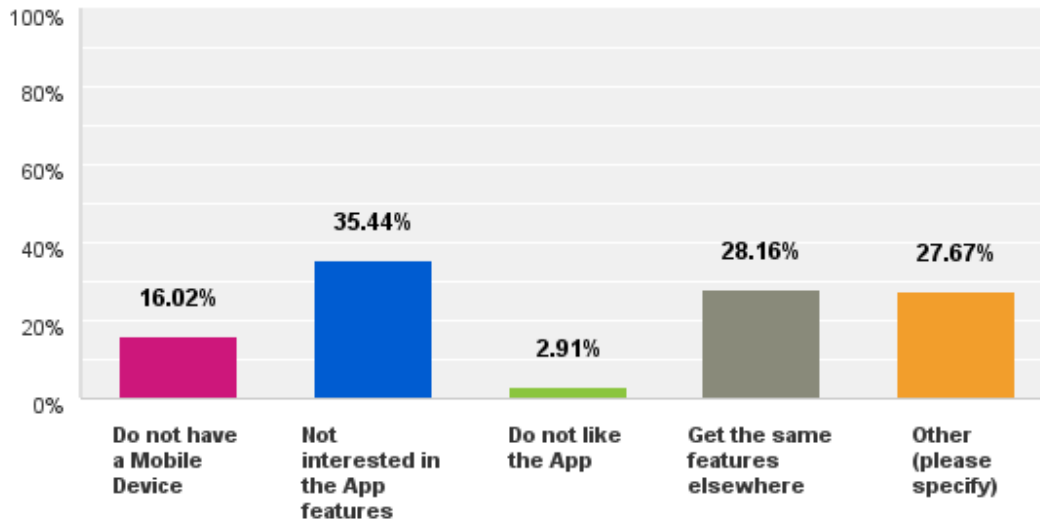


AUSU Services Survey Results – June 2016

Mobile App Continued...

Q31 If not, why not? (select all that apply)

Answered: 206 Skipped: 648

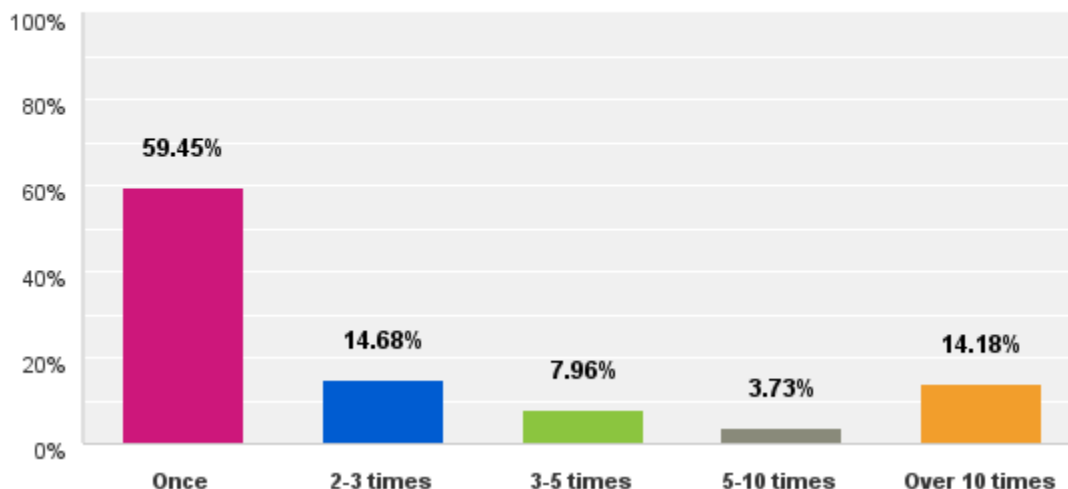


“Other” responses

Prefer Computer / Windows	10	Not Enough Space on Device	4
App Not Useful	10	Prefer Planning on Paper	3
Not Compatible / Cannot Access	7	Have Too Many Apps	2
Never Tried / Did Not Know	7	No Longer with AU	1
Do Not Use Apps	5	Too Expensive	1

Q32 How often have you used the Mobile App?

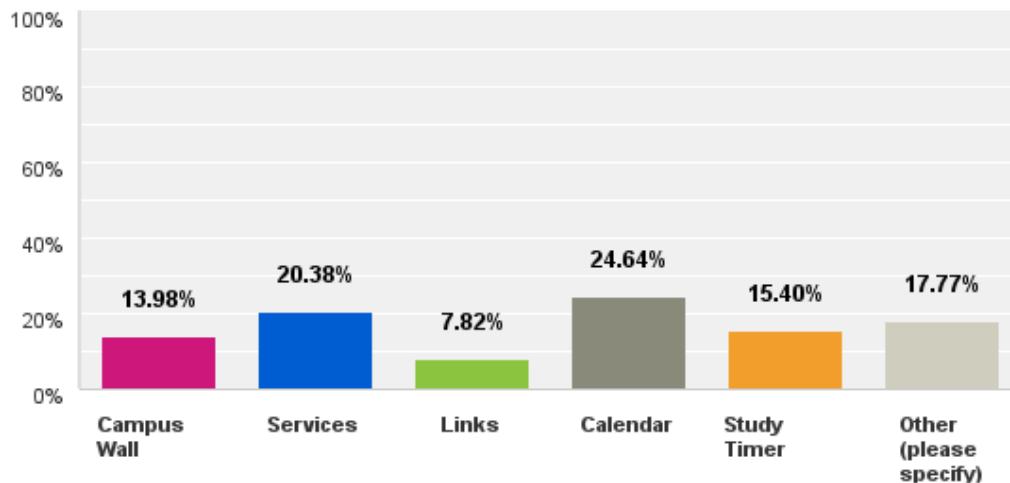
Answered: 402 Skipped: 452



Mobile App Continued...

Q33 What do you feel is the most useful feature in the Mobile App?

Answered: 422 Skipped: 432

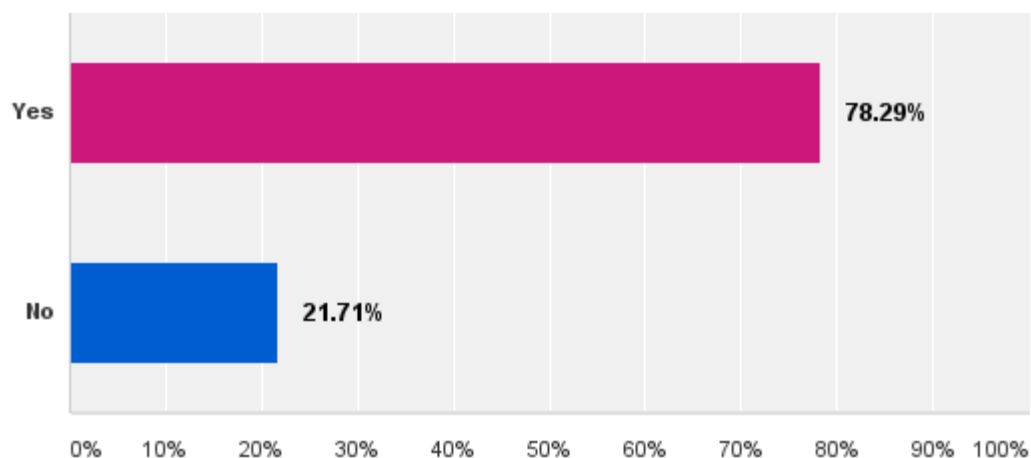


“Other” responses

Never used it	62	All of it	1
Campus Wall / Chat	9	Do not Understand it	1
Nothing	2		

Q34 Did you find the Mobile App to be helpful?

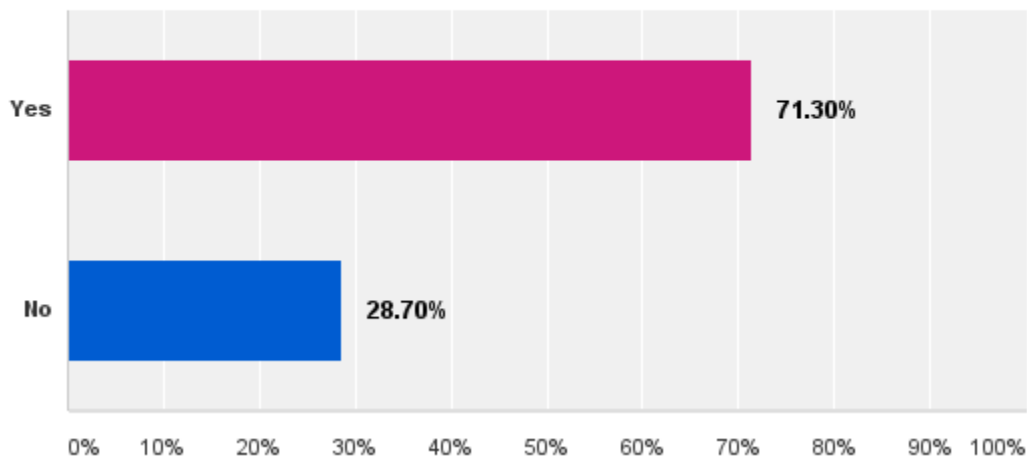
Answered: 410 Skipped: 444



Awards and Bursaries

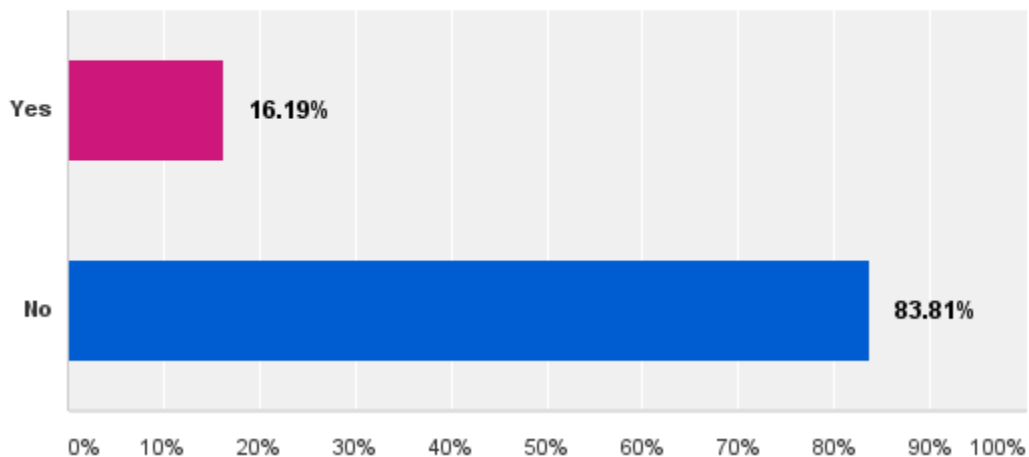
Q35 Were you previously aware of AUSU's awards and bursaries?

Answered: 805 Skipped: 49



Q36 Have you ever applied for an AUSU Scholarship, Award, or Bursary?

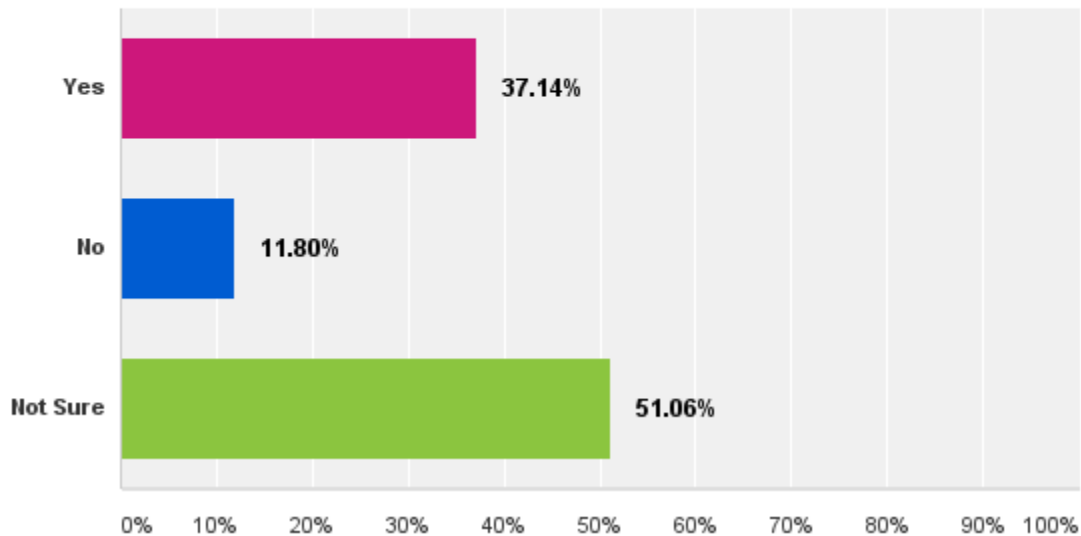
Answered: 803 Skipped: 51



Awards and Bursaries Continued...

Q37 Do you feel that the award categories are adequate and representative of the AUSU membership?

Answered: 805 Skipped: 49

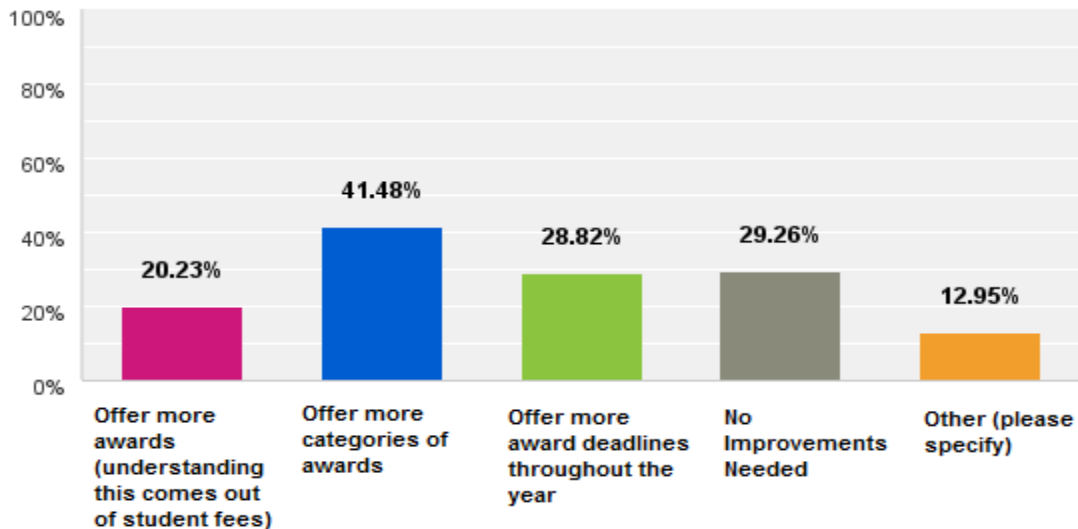


Continued on next page...

Awards and Bursaries Continued...

Q38 Do you have any recommendations on how we can improve our awards and bursaries program?

Answered: 687 Skipped: 167



NOTE: It was apparent from the responses to this question that some students did not understand the difference between awards and bursaries from Athabasca University versus those offered by AUSU. Many of the “other” responses are clearly referring to AU awards. For example, there were multiple suggestions for awards for out of province students, but all AUSU awards and bursaries are for students in any geographical location.

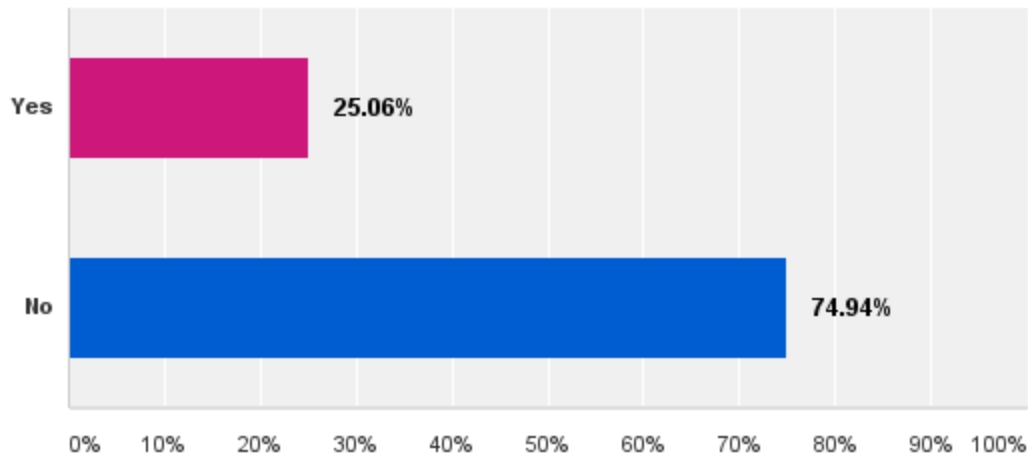
“Other” Responses

Don't Know / N/A	20	Less per Award & More categories	2
Better Communication	13	Awards for Specific Programs	2
More awards for New Students	10	Bursaries for ASD students	1
More Inclusive Awards Criteria	10	Bursaries for Medical Needs	1
More awards for Out of Province Students	9	Awards for students who do not volunteer	1
Awards for Part Time Students	7	More need based awards	1
Awards for Students Working Full Time	4	Essay based award for mothers	1
Awards for Older / Mature Students	4	Other / N/A	2
Awards based on Merit, not Application	3		

Advocacy

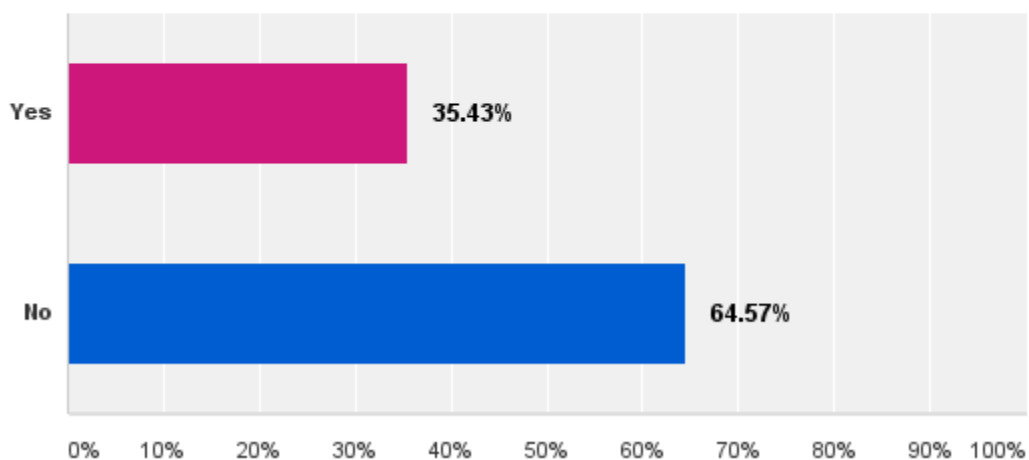
Q39 Are you aware that AUSU is a member of the Canadian Alliance of Students Associations (a national student advocacy group otherwise known as CASA)?

Answered: 798 Skipped: 56



Q40 Were you previously aware that you can contact AUSU with concerns you have concerns and need advocacy as an AU student?

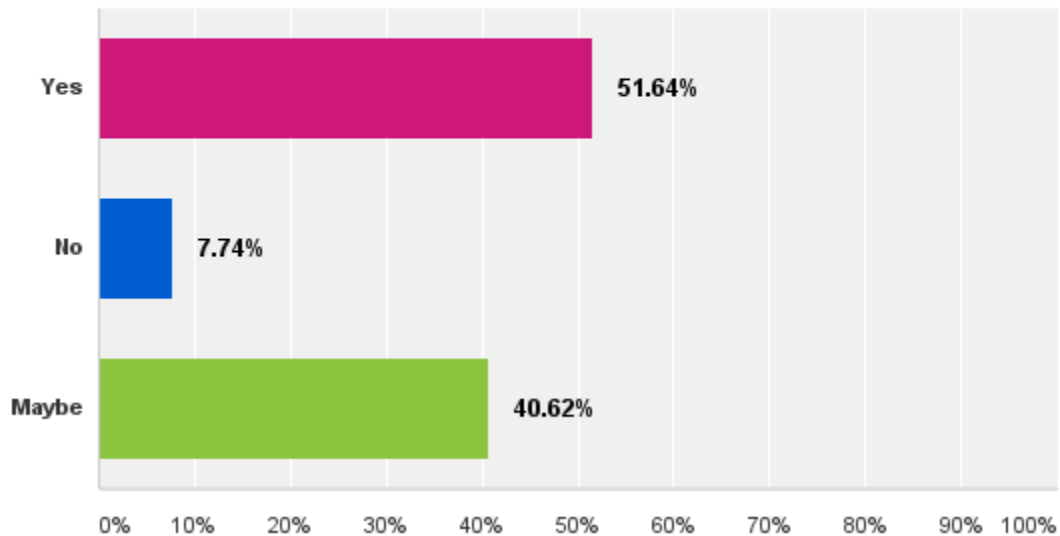
Answered: 796 Skipped: 58



Advocacy continued...

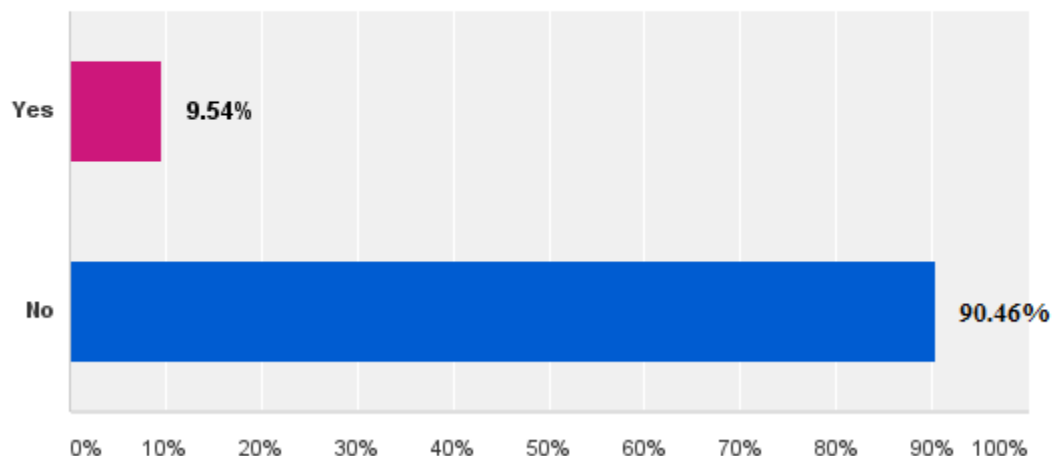
Q41 Do you feel comfortable contacting AUSU with your concerns as an AU student?

Answered: 517 Skipped: 337



Q42 Have you ever contacted AUSU with a concern you would like advocacy with?

Answered: 283 Skipped: 571

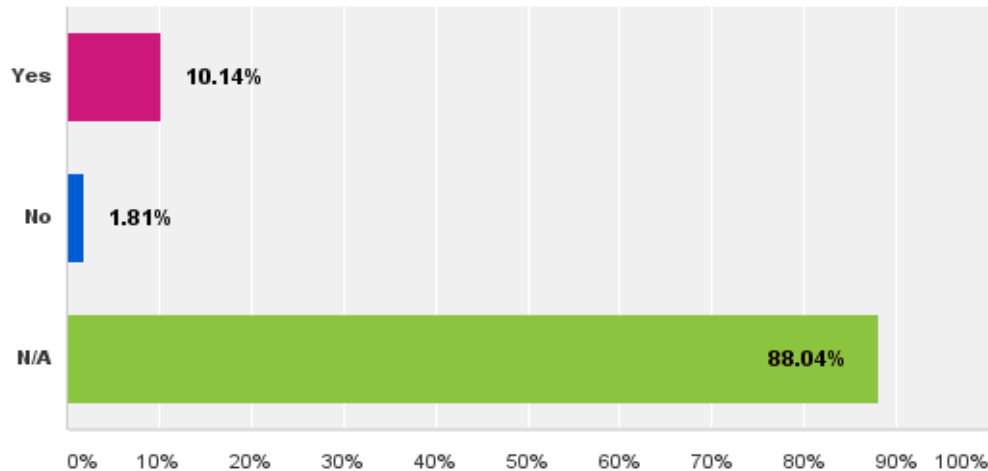


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Advocacy continued...

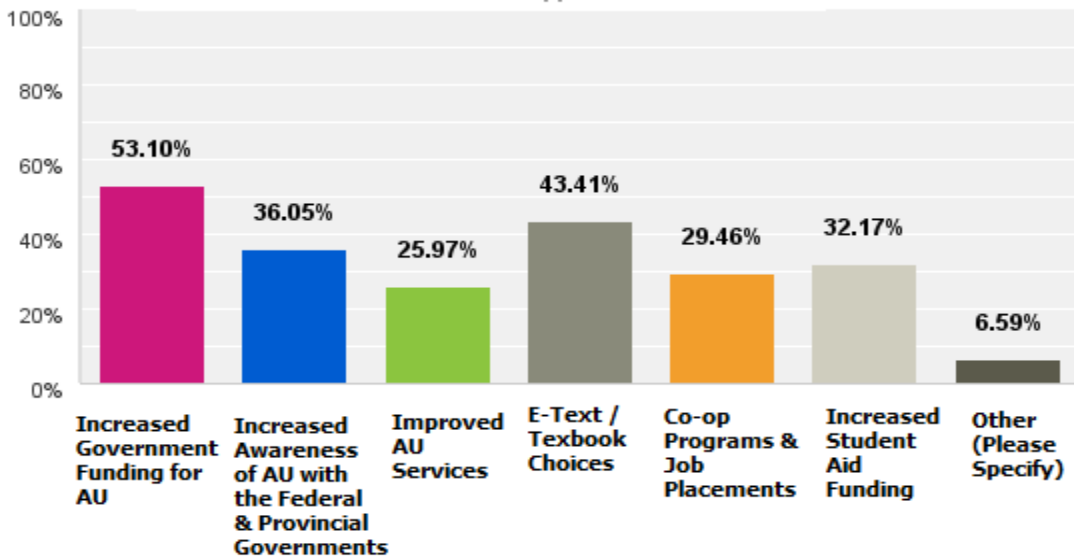
Q43 Was your concern handled adequately?

Answered: 276 Skipped: 578



Q44 What do you feel are the most important issues that AUSU should advocate for?

Answered: 258 Skipped: 596



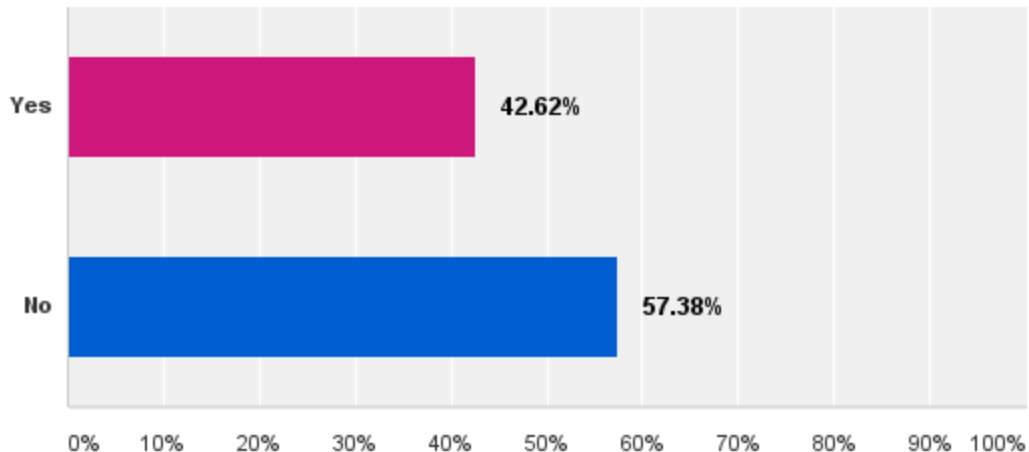
“Other” Responses

None/ N/A	3	Assistance with Immigration	1
All of the Above	2	More Course Material	1
More Up-to-Date Courses	2	University Reputation	1
Lower/Free Tuition	2	Research Opportunities	1
More Student Support	2	Transfer Credits	1
More Program Options	2		

Weekly Calendars

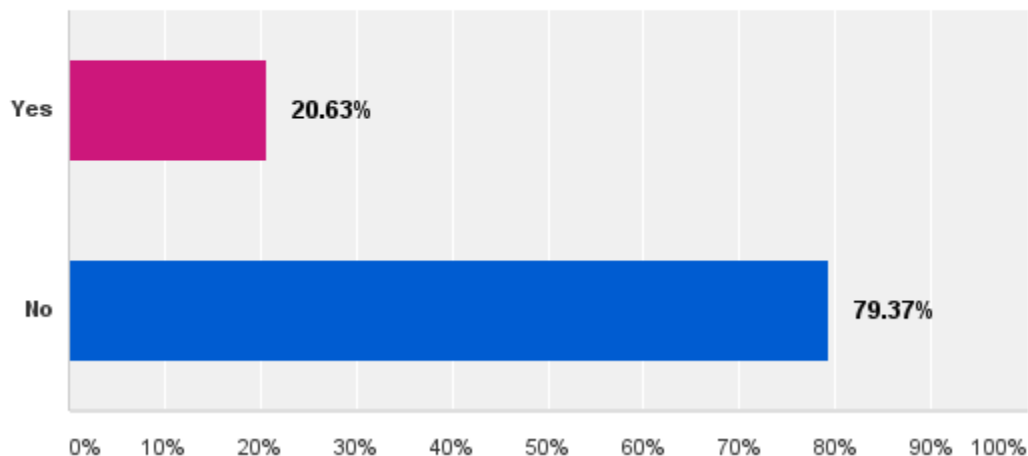
Q45 Do you think this is a valuable service to offer AUSU members at the cost of ~\$8 per Calendar, or ~\$4,000 per 500 Calendars.

Answered: 786 Skipped: 68



Q46 Have you ever ordered an AUSU Calendar?

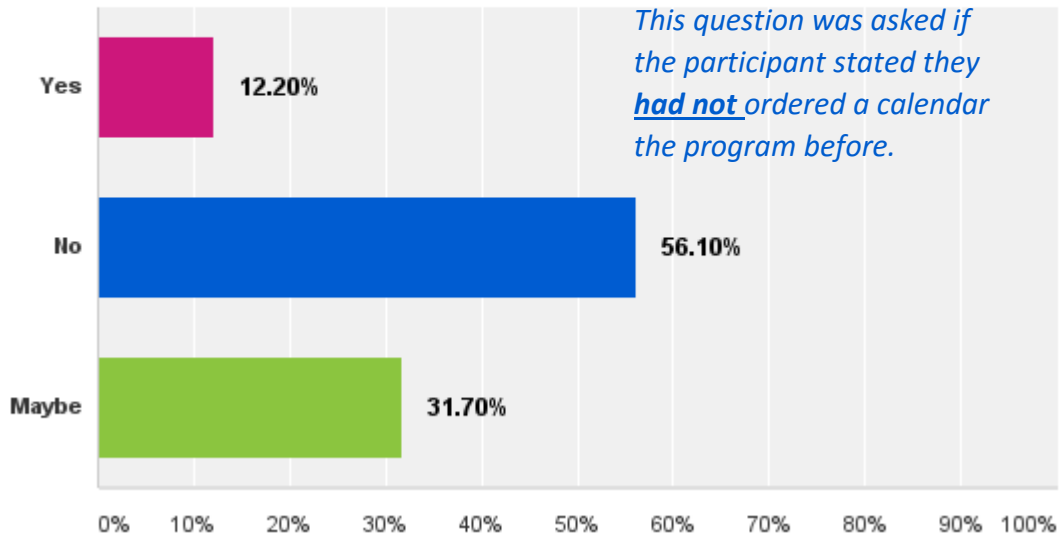
Answered: 795 Skipped: 59



Weekly Calendars Continued...

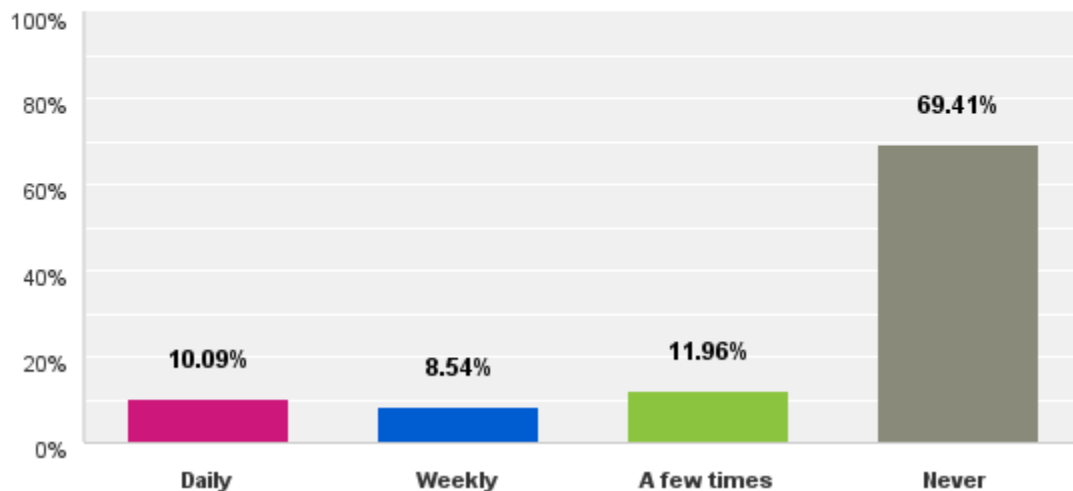
Q47 Would you ever order an AUSU Weekly Calendar in the future?

Answered: 631 Skipped: 223



Q48 How often did you/do you use the calendar you ordered?

Answered: 644 Skipped: 210

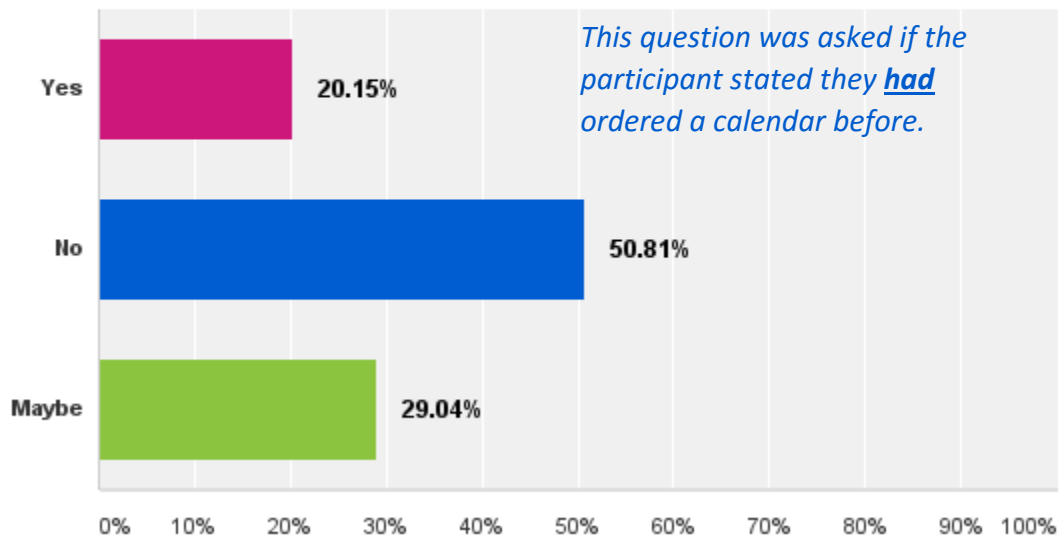


AUSU Services Survey Results – June 2016

Weekly Calendars continued...

Q49 Would you order an AUSU weekly calendar again in the future?

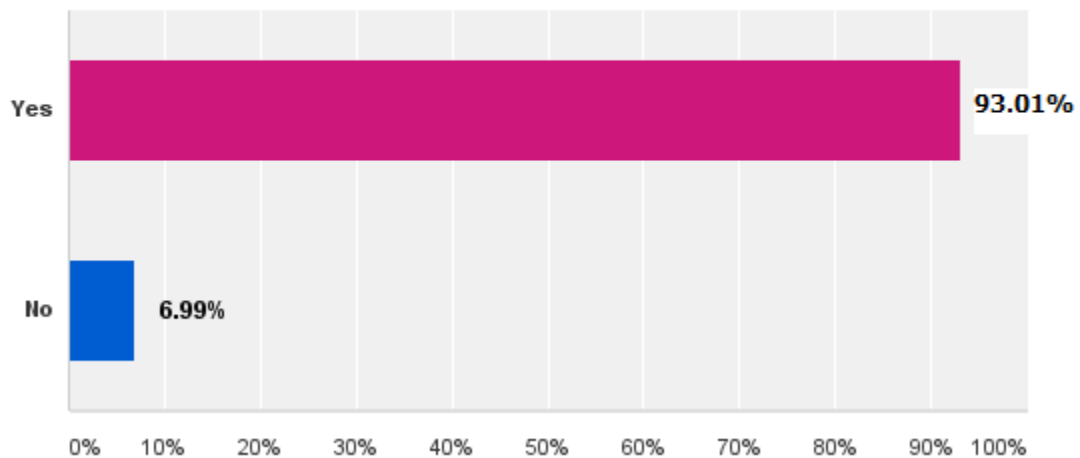
Answered: 675 Skipped: 179



Course Evaluations

Q50 Do you feel this is a useful service for AUSU members?

Answered: 787 Skipped: 67

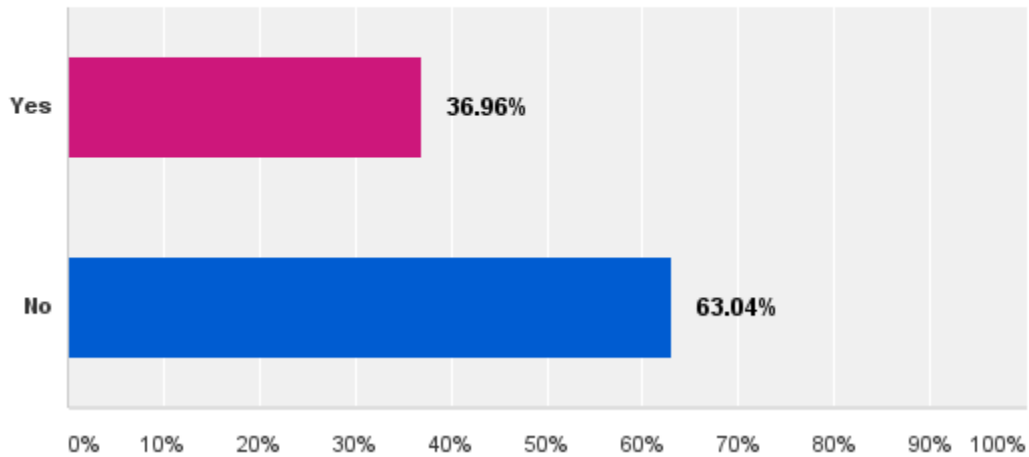


AUSU Services Survey Results – June 2016

Course Evaluations continued...

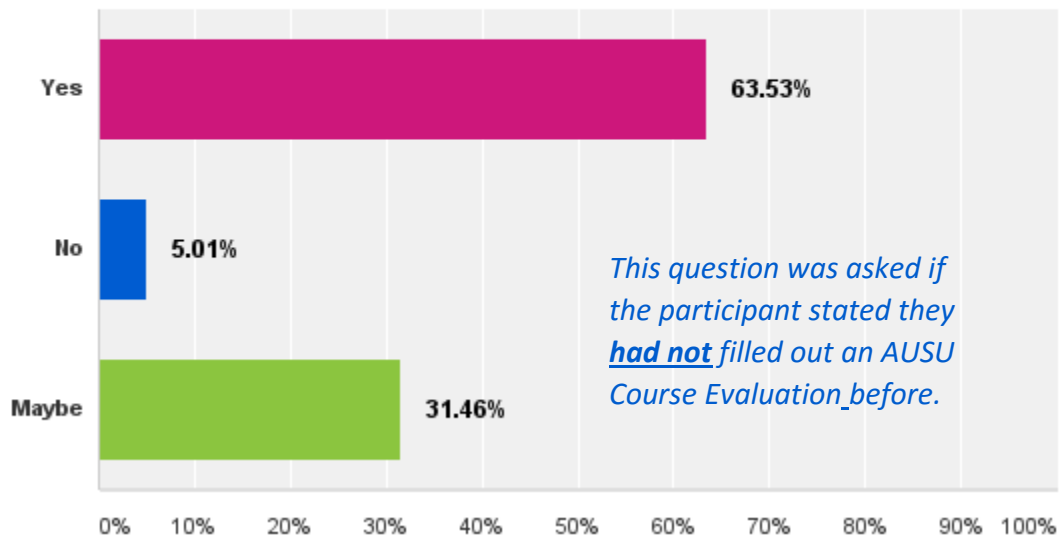
Q51 Have you filled out a course evaluation?

Answered: 790 Skipped: 64



Q52 Would you fill out an AUSU course evaluation in the future?

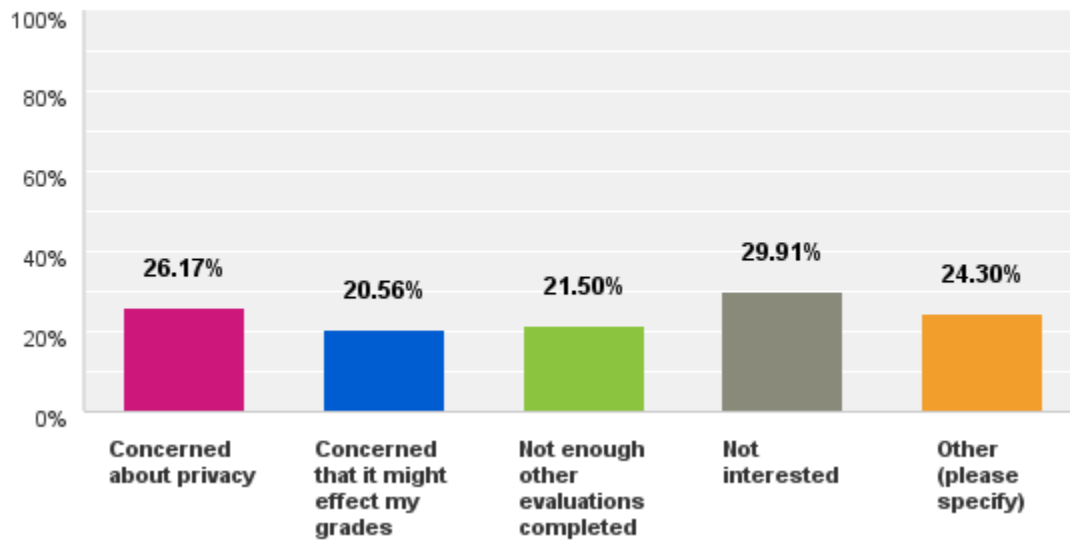
Answered: 499 Skipped: 355



Course Evaluations continued...

Q53 If not, why not? (choose all that apply)

Answered: 107 Skipped: 747



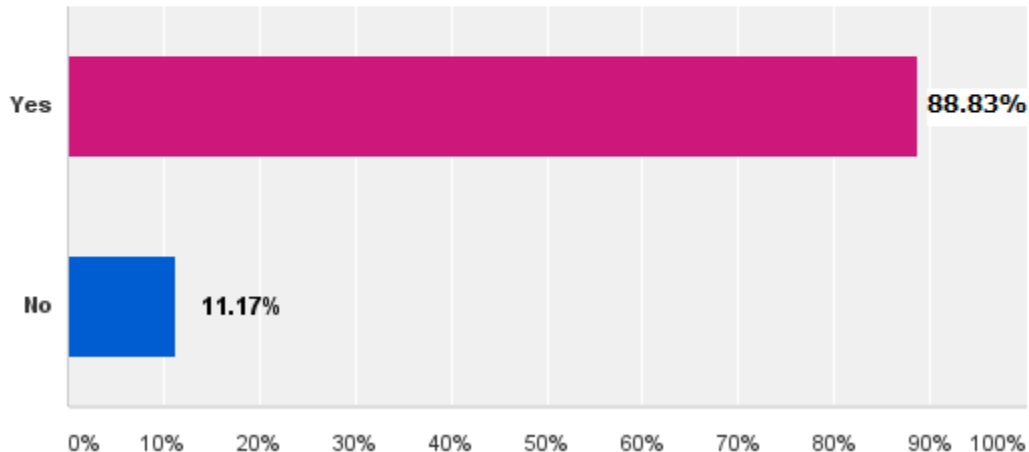
“Other” Reasons

No Answers / N/A	4
Too restrictive / Not Representative	3
Not Sure How to Access	2
No Time	2
Forgot	2
Did Not Know About Them	2
Redundant Evaluations	2
Concern it will Effect Grades	2
Bad Timing	1
Not sure How They Are Used	1
Comments Should Not Be Anonymous	1
Experiences Vary	1
Everyone Has Own Opinion	1

Course Evaluations continued...

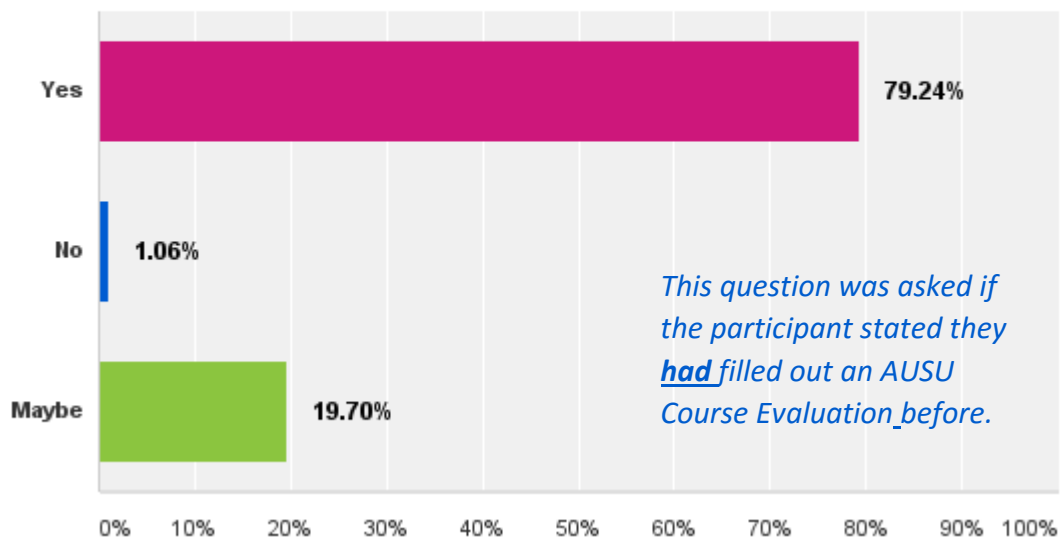
Q54 Do you feel the AUSU course evaluation allowed you to adequately evaluate your course(s)?

Answered: 537 Skipped: 317



Q55 Do you plan to complete course evaluations in the future?

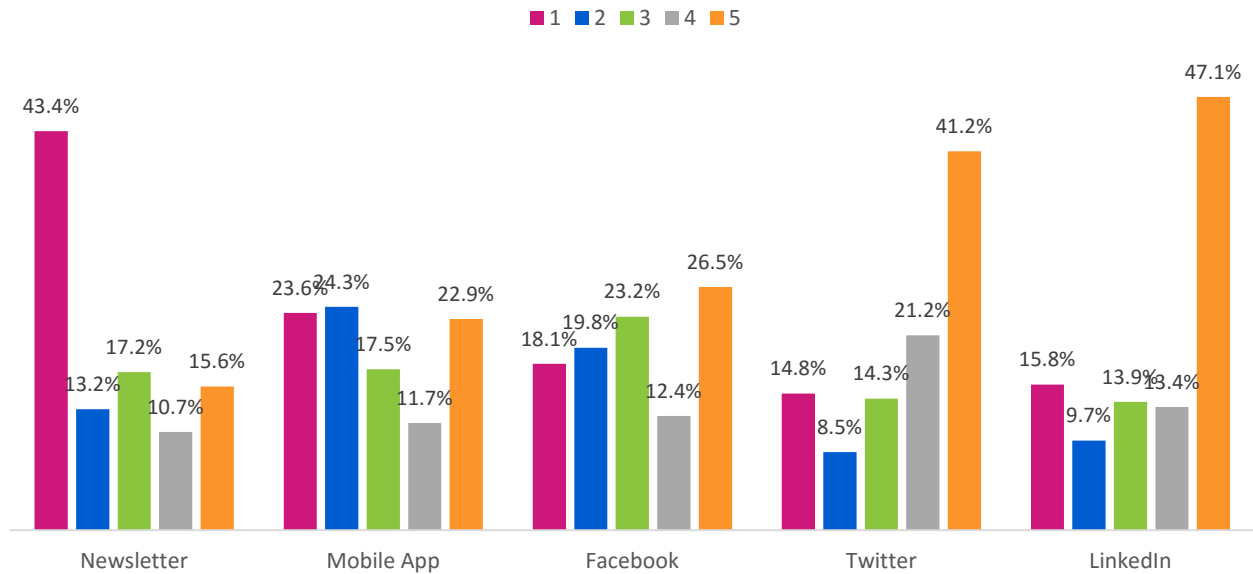
Answered: 660 Skipped: 194



AUSU Services Survey Results – June 2016

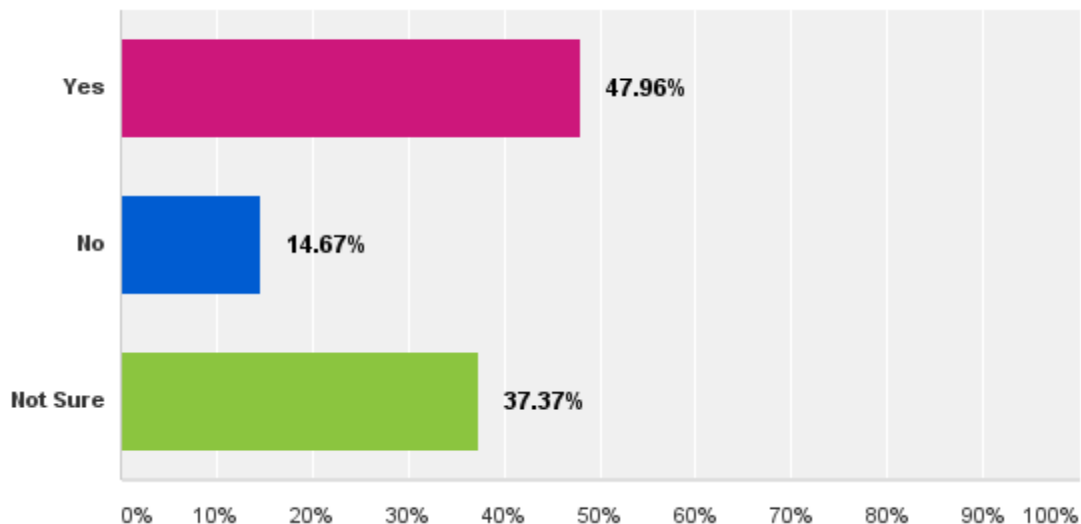
Communications

Q 56 How do you want AUSU to communicate with you? Rank the following options below with 1 being your most favorite option and 5 being your least favorite option.



Q57 Do you feel that AUSU adequately notifies AUSU members of services and resources available to them?

Answered: 784 Skipped: 70



AUSU Services Survey Results – June 2016

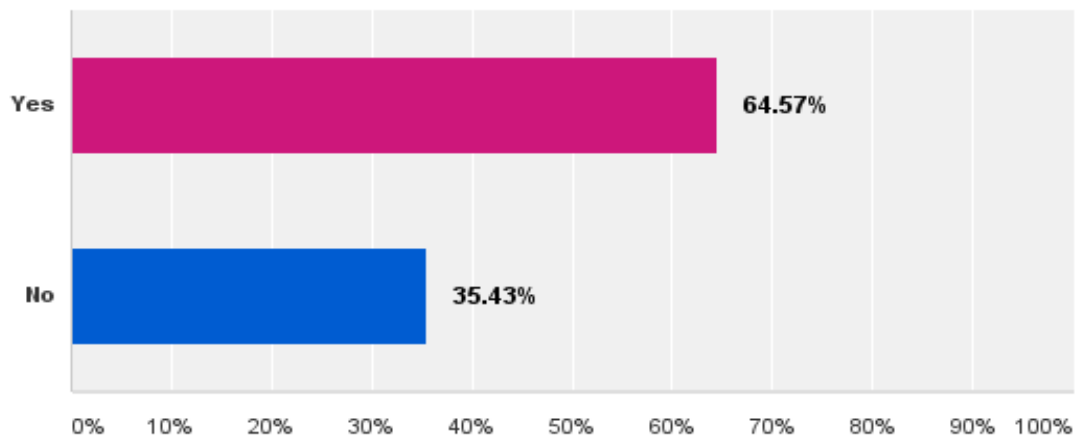
Communications continued...

Q58 Do you have other suggestions for ways you want AUSU to engage and communicate with members? If so, please explain below!

No suggestions / N/A	22		
Emails	19	Advertise in Moodle / MyAU	2
Did not Know	10	Info for Visiting Students	2
Good Work	6	Phone Calls	2
In-Person Activities	6	Faster Communications	2
Welcome Email	5	Send Survey Earlier	1
Texts	5	Surveys about AU Procedures	1
Multiple Platforms	4	More awards for volunteers	1
Newsletter	4	Send same emails to myAU	1
Videos / Podcasts	3	Advocacy for Law Program	1
Social Media	3	Link to Other Universities	1
Forum	2	Order More Calendars	1
Improved/More Active App	2	Other / N/A Comments	3
Live Chat	2		

Q59 Do you read the newsletters that AUSU emails to all AUSU members approximately twice per month?

Answered: 779 Skipped: 75

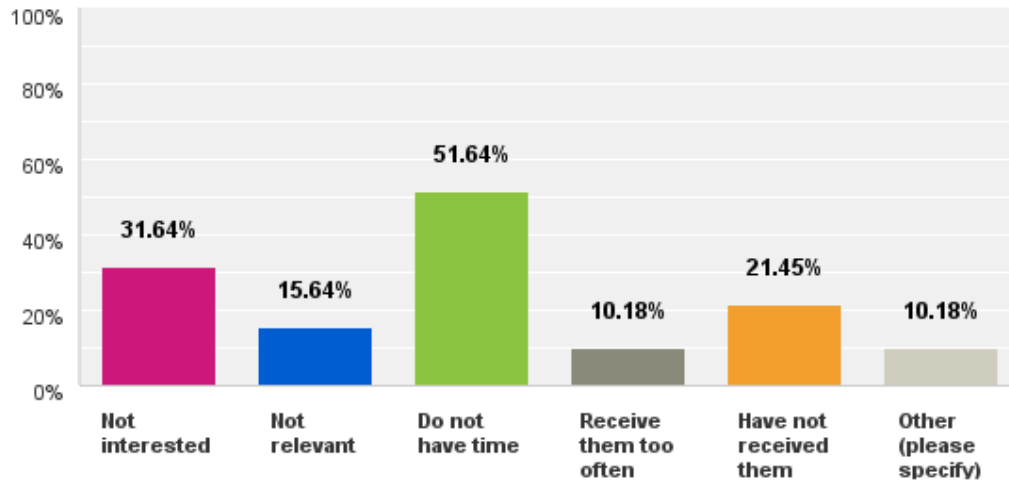


AUSU Services Survey Results – June 2016

Communications continued...

Q60 If you do not read the AUSU newsletter, why not?

Answered: 275 Skipped: 579



“Other” Responses

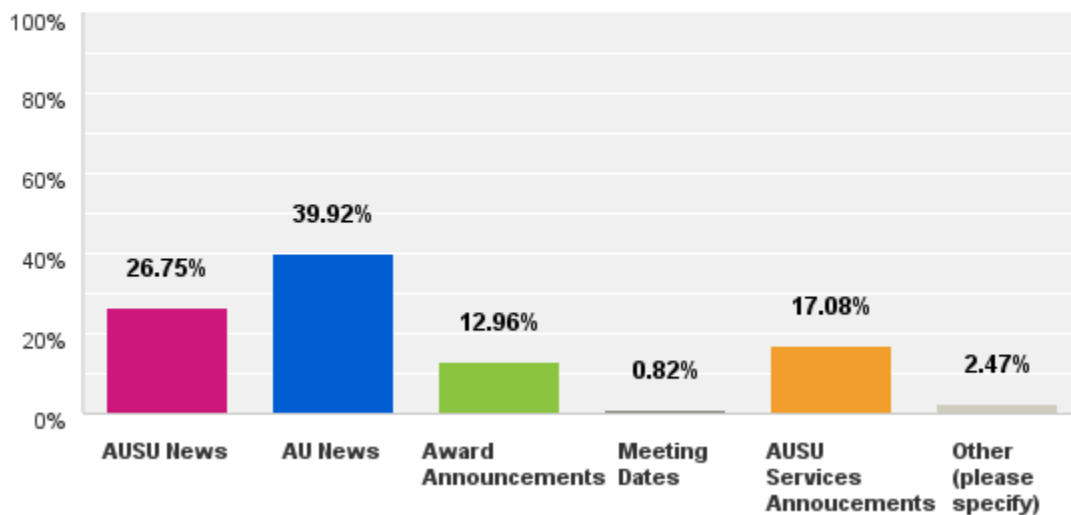
Never Noticed Them	5	Read The Voice Instead	2
New Student	4	Too Many Emails	1
Too Busy	4	Not Easy to read	1
Never Bothered/Forget	4	AU Not Primary School	1
No Reason / N/A	3		

Continued on next page...

Communications continued...

Q61 What feature do you find to be most useful in the AUSU newsletters?

Answered: 486 Skipped: 368



“Other” Responses

New Student	3	None more than Others	2
I Just Scan Them	3	Nothing	2
Everything	2		

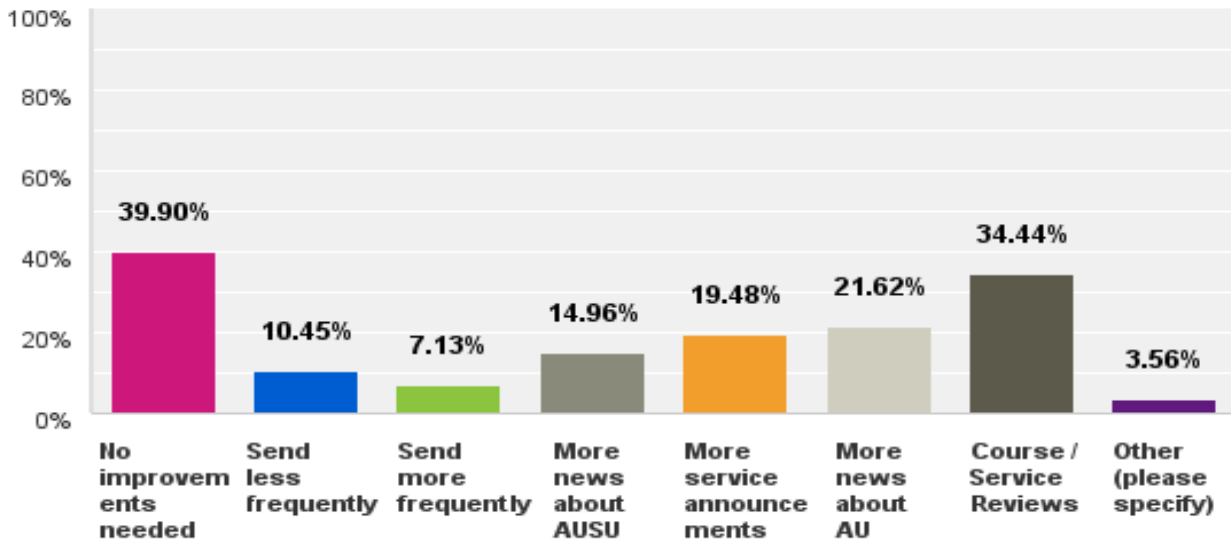
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AUSU Services Survey Results – June 2016

Communications continued...

Q62 Do you have any suggestions for improvements to the AUSU newsletter? (select all that apply)

Answered: 421 Skipped: 433



“Other” responses

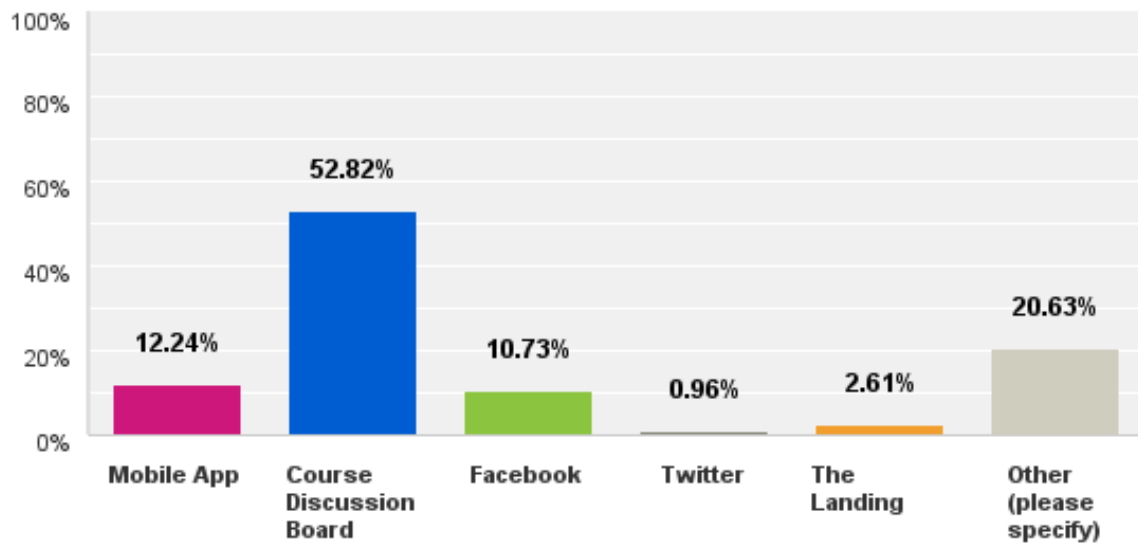
Less Frequent / Options	3	More Student Offers	1
Better Style / Writing	3	Job Postings	1
More In-Depth Coverage	2	Highlight Voice Articles	1
More Interesting	1	Course Specific Articles	1
Social Media Integration	1		

Continued on next page...

Connecting with Students

Q63 What is the #1 way you communicate with other students at AU?

Answered: 727 Skipped: 127



“Other” responses

No Communication	126
Email	13
Course Discussion Board	5
The Voice Magazine	1
Phone/Text	1
Videos	1

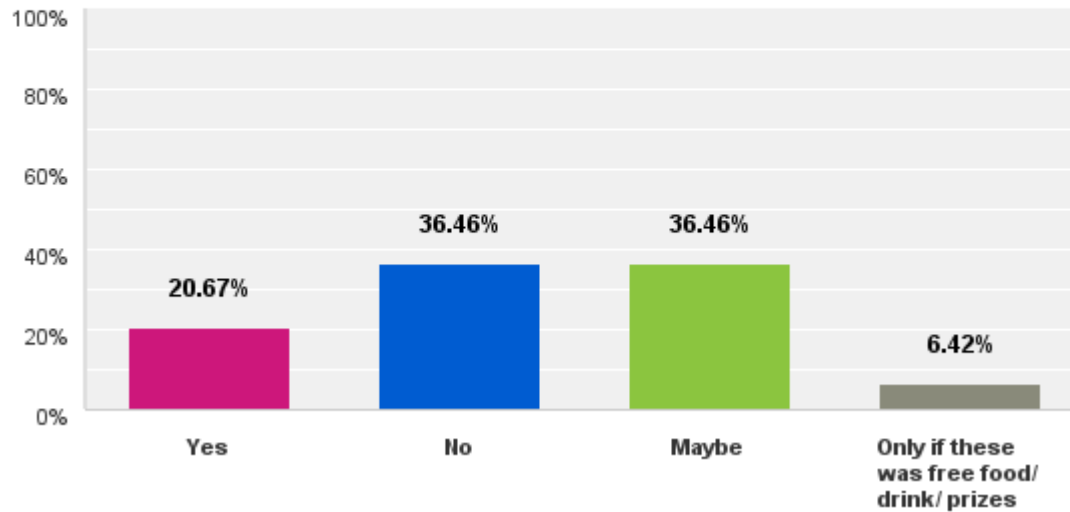
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AUSU Services Survey Results – June 2016

Connecting with Students continued...

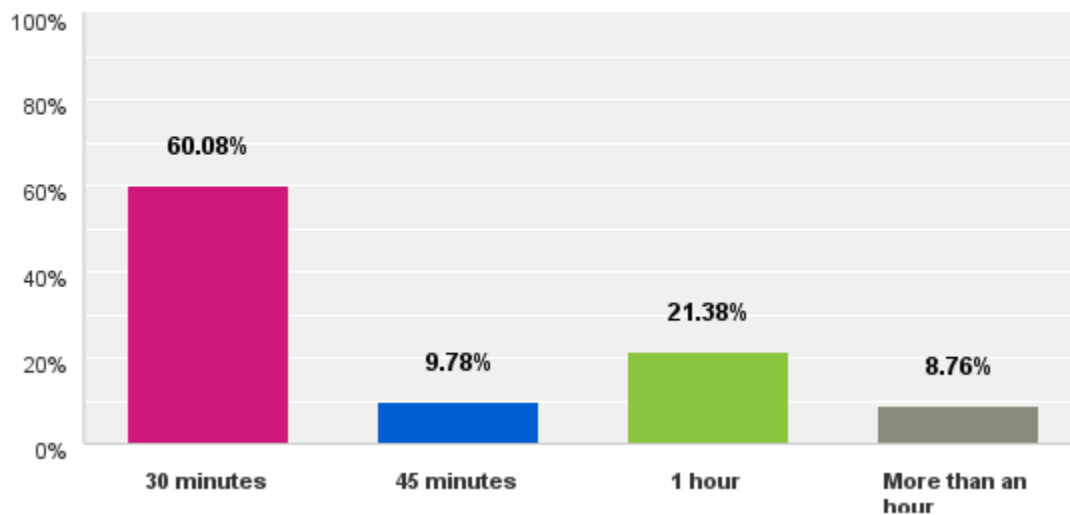
Q64 Are you interested in attending an AUSU Meet & Greet in your area to meet other AU students in person?

Answered: 779 Skipped: 75



Q65 How far are you willing to travel to meet other AUSU members?

Answered: 491 Skipped: 363



Connecting with Students continued...

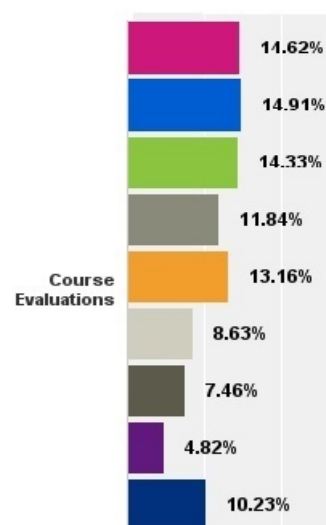
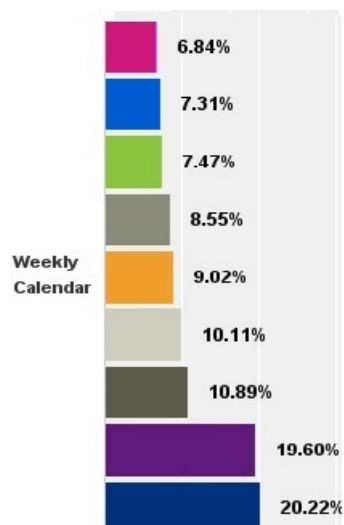
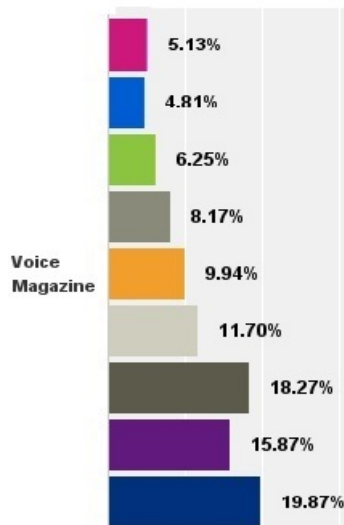
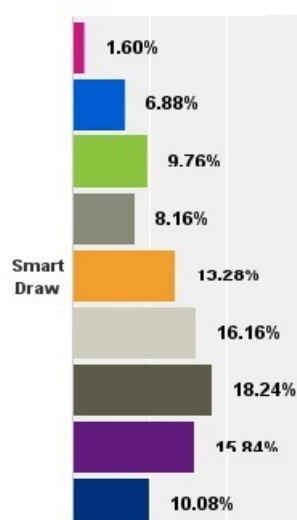
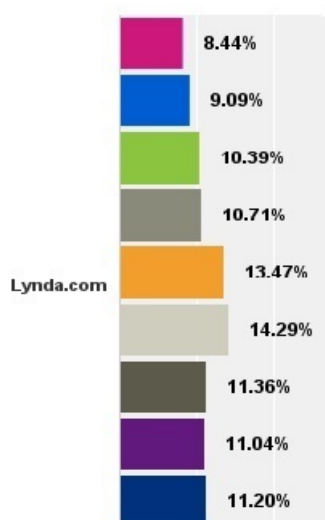
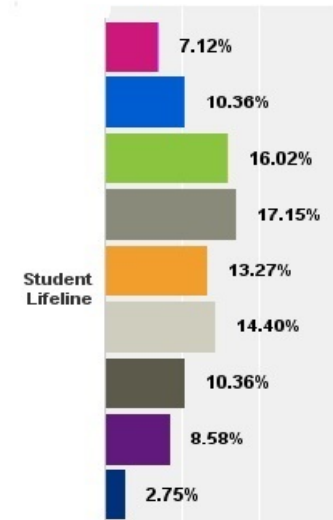
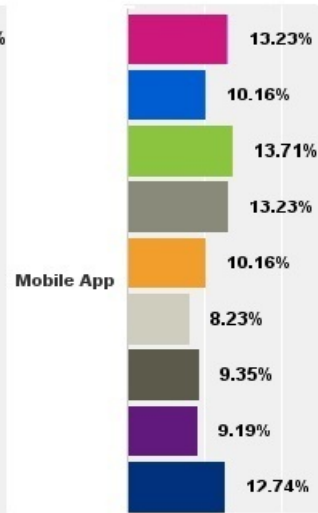
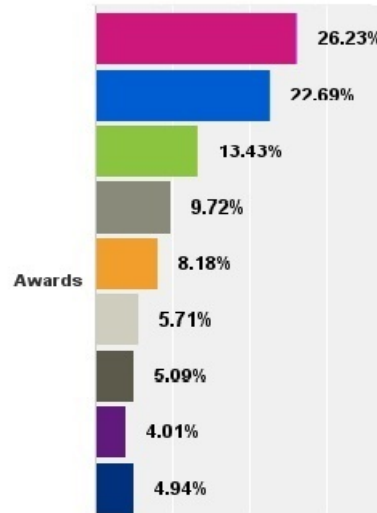
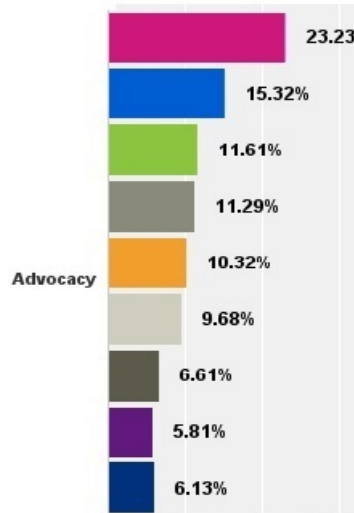
Q66 What City/Town and Province Do You Live in?

Calgary, Alberta	75	Airdrie, British Columbia	2
Edmonton & Area, Alberta	63	Surrey, British Columbia	1
Toronto, Ontario	47	Sexsmith, AB	1
Ottawa, Ontario	24	Saint Catharines, ONT	1
Vancouver, British Columbia	17	Rosemary, Alberta	1
Red Deer, Alberta	14	Rockyford, AB	1
Victoria, British Columbia	11	Revelstoke, BC	1
Saskatoon, Saskatchewan	11	Prince George, BC	1
Hamilton, Ontario	10	Prince Edward Island	1
Winnipeg, Manitoba	9	Pouch cove NL (near St. Johns	1
London, Ontario	9	Port Alberni	1
Regina, Saskatchewan	8	Peachland, BC	1
Mississauga, Ontario	8	Owen Sound, ON	1
Kingston, Ontario	8	Oshawa, ONT	1
Grand Prairie, Alberta	8	Olds, AB	1
Kitchener, Ontario	7	Okotoks, AB	1
Kelowna, BC	6	Oakville, ONT	1
Brampton, Ontario	6	North Lancaster, ONT	1
Barrie, Ontario	6	New Hazelton, BC	1
Saint John, New Brunswick	5	New Brunswick	1
Montreal, Quebec	5	Nairobi, Kenya (East Africa)	1
Lethbridge, Alberta	5	Munich, Germany	1
Halifax, Nova Scotia	5	Moose Jaw, SK	1
Scarborough, Ontario	4	Moncton, NB	1
Lloydminster, AB	3	Middleton, NS	1
Yorkton, SK	2	Melville, SK	1
Whitehorse, Yukon	2	Medicine Hat, Alberta	1
Stirling, ON	2	Meadow Lake, SK	1
St. Catharines, ON	2	Fort McMurray, Alberta	1
Maple Creek, SK	2	Fort Erie, ON	1
Kamloops, BC	2	Fernie, BC	1
High River, AB	2	Corner Brook, NL	1
Cold Lake, AB	2	Courtenay, BC	1
Chilliwack, BC	2	Camrose, AB	1
Charlottetown, PEI	2	Cambodia	1
Canmore, AB	2	Buffalo, AB	1
Cameroon	2	Brantford, ON	1
Burlington, Ontario	2	Brandon, Manitoba	1
Athabasca, AB	2	Blairmore, AB	1
Ajax, ONT	2	Bathurst, NB	1

AUSU Services Survey Results – June 2016

Overall

Q67 AUSU would like to know which of our services are most important to you. Please rank the services below.

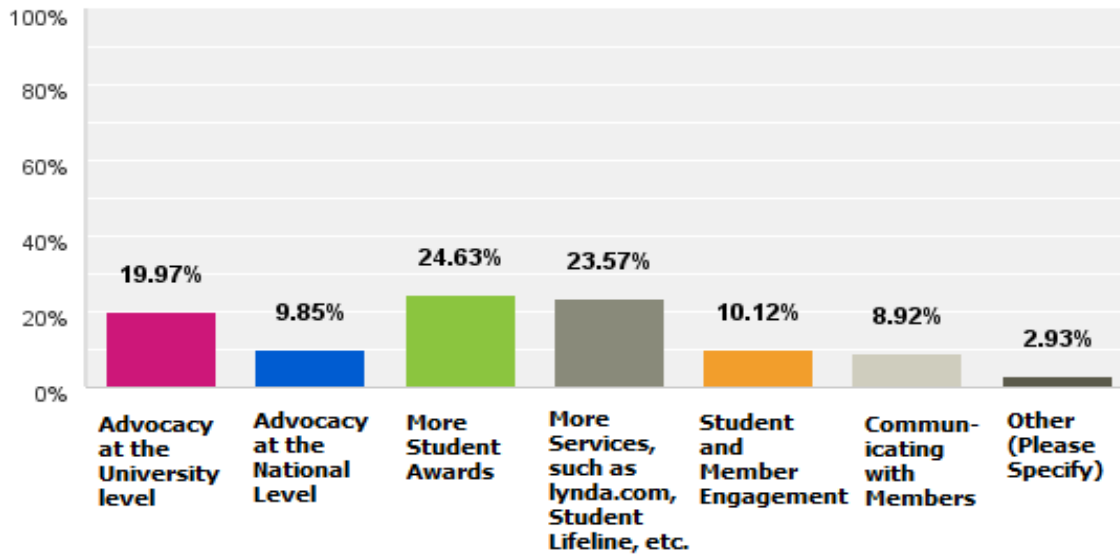


AUSU Services Survey Results – June 2016

Overall continued...

Q68 What is the most important thing that you would like AUSU council to focus on?

Answered: 751 Skipped: 103



“Other” Responses

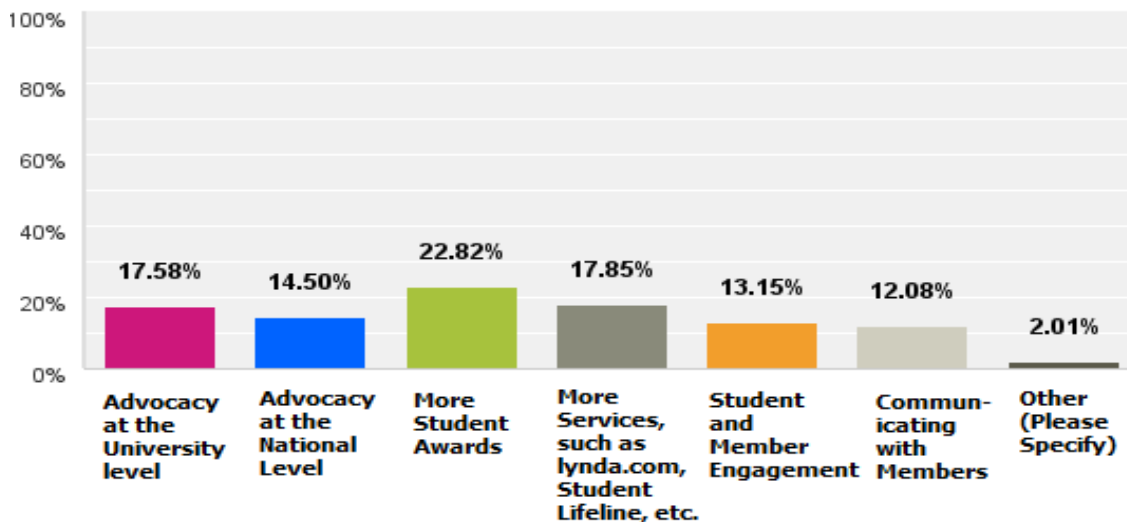
More / Improved Services	4	Improved Course Evaluations	1
Improved Communications	4	Better Course Quality	1
Lower Fees / Tuition	3	All of the Above	1
Choice for Etexts	2	More Legal Studies	1
More Info for Non-AB Students	1	Other / N/A	3
Podcasts	1		

AUSU Services Survey Results – June 2016

Overall continued...

Q69 What is the second most important thing that you would like AUSU council to focus on?

Answered: 745 Skipped: 109



“Other” Responses

Provincial Advocacy	2	Job Placements	1
Reduce Fees	2	Online Course Layout Consistency	1
Improved Student Services	2	Course Evaluations	1
Better Communication with Tutors	2	Other / N/A	3
Better Grading Schematics	1		

Q70 Do have any recommendations for other services you would like to see AUSU offer, or any other comments? Please list them below:

No Improvements	24	Clubs / Groups / Local Chapters	3
Advocacy with AU	13	Student Discounts	3
Improved Communications from AU	8	Better/More Concise AUSU Surveys	4
Improved Communications from AUSU	7	Improvements to Mobile App	3
Improved AUSU Planners / Order More	6	Jobs / Practicums	2
Health & Dental Benefits	6	iTunes Podcast	2
Improved ways to Connect with Students	4	More Success Stories	1
Ongoing Evaluation of Services	4	Other/ N/A	2