



Athabasca University Students' Union

AUSU Services Survey

Circulated May 2017

Compiled by Donette Kingyens, Communications and Member Services Coordinator
May 31, 2017

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AUSU Services Survey Results – May 2017

Overview

In May 2017 AUSU circulated a survey to all current AUSU members, and received some great feedback. The most notable results are that respondents generally felt in favor of AUSU services, with an average of **95%** of respondents selecting “yes” (83%) or “maybe” (12%) in response to whether each AUSU service is useful.

However, the survey also indicated there is low awareness about AUSU, with an average of **68%** of respondents being unaware of key AUSU services. However, this is an improvement over the 2016 survey which had an average of 76% being unaware of key AUSU services.

It is apparent from some responses that there is confusion about what some of the services are, and in some cases, whether they are AU or AUSU services, particularly in the Awards & Bursaries and Course Evaluations section. Many students stated they do not get the AUSU newsletters, but the survey was sent via the newsletter. Additionally, numerous students commented about not having access to AUSU services because they are an online student, so there is some confusion the nature of AU and AUSU.

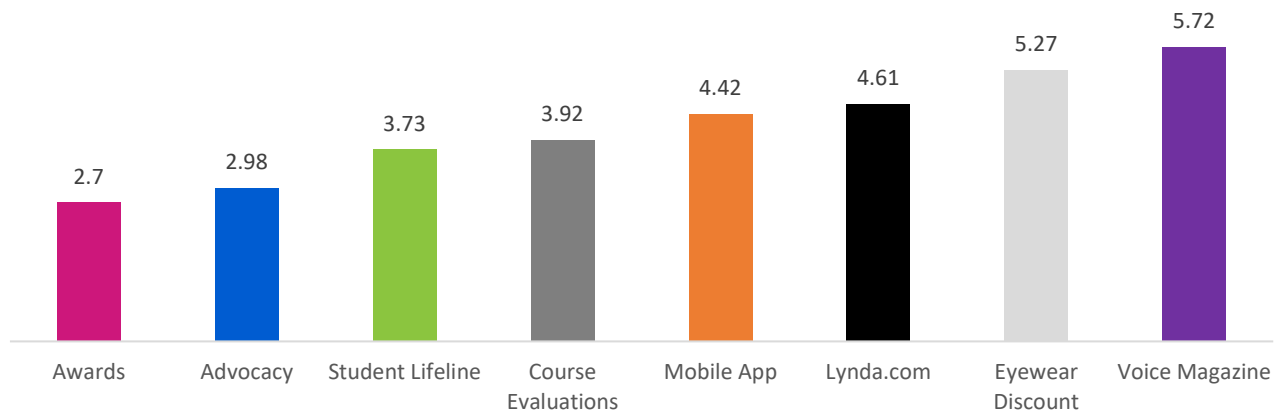
The survey responses are summarized below.

Sent to 28,010 Members

Responses – 1,032 Total

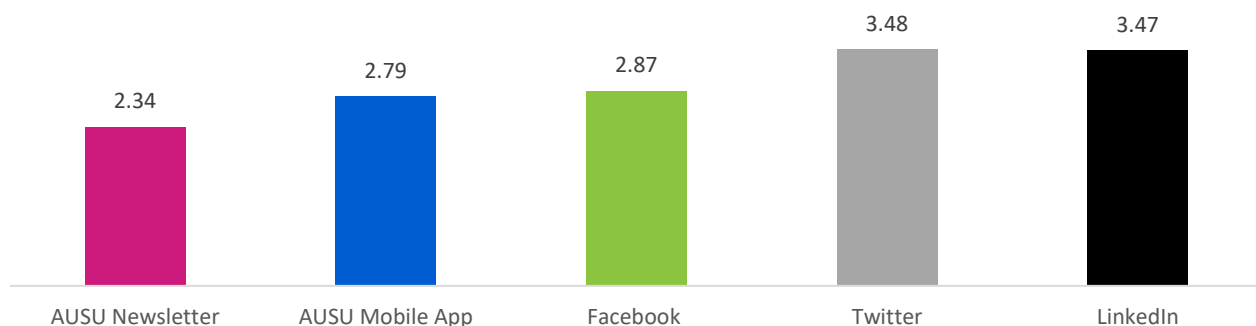
Average Rating Per Service

(1 = Most Popular, 10 = Least Popular)



How do you want AUSU to communicate with you?

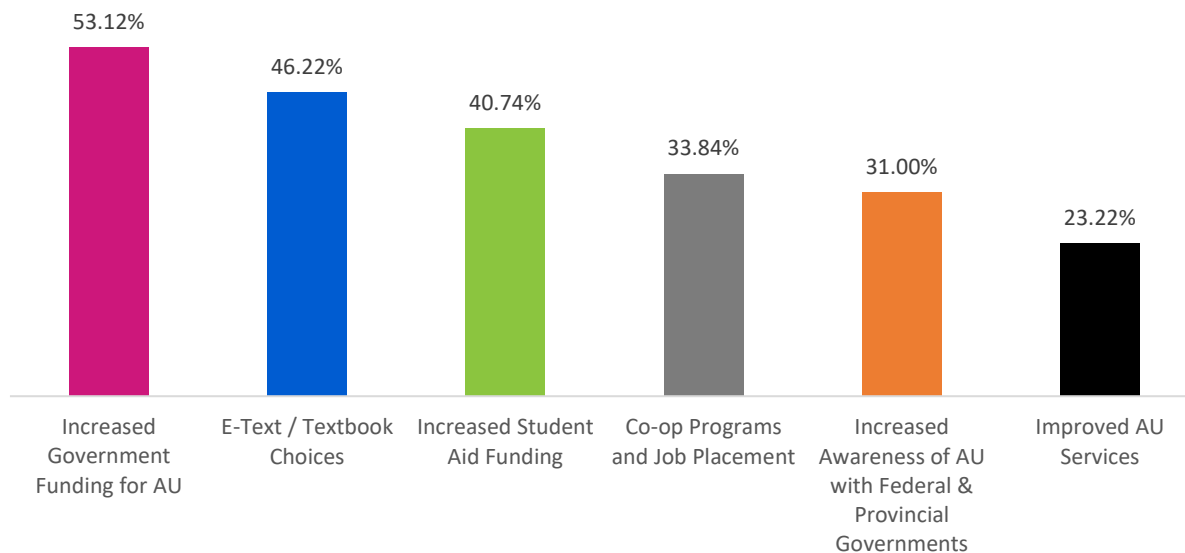
(1 = Most Popular, 10 = Least Popular)



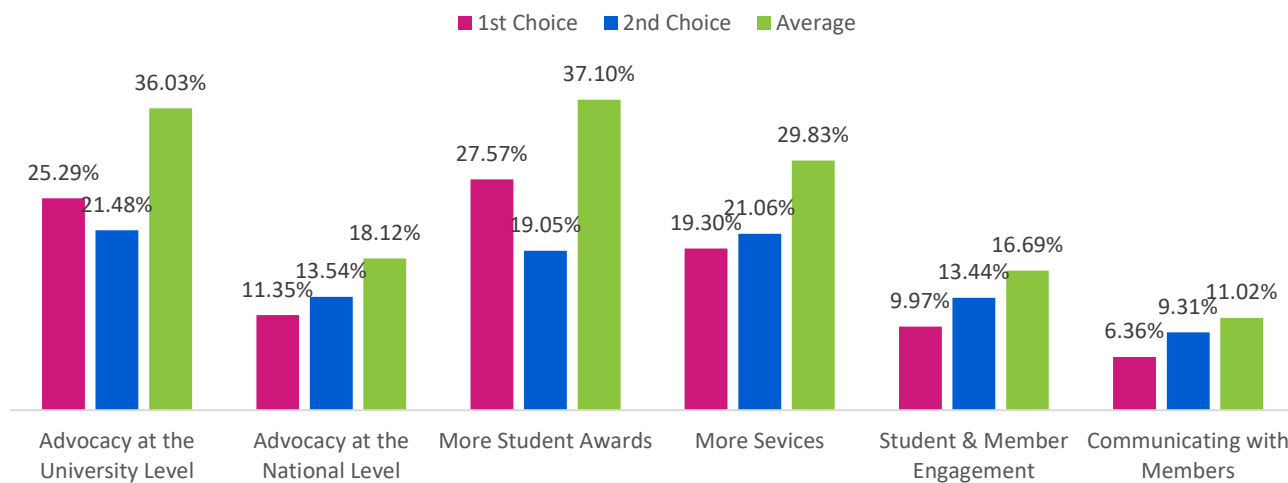
AUSU Services Survey Results – May 2017

Overview Continued...

Top Advocacy Concerns



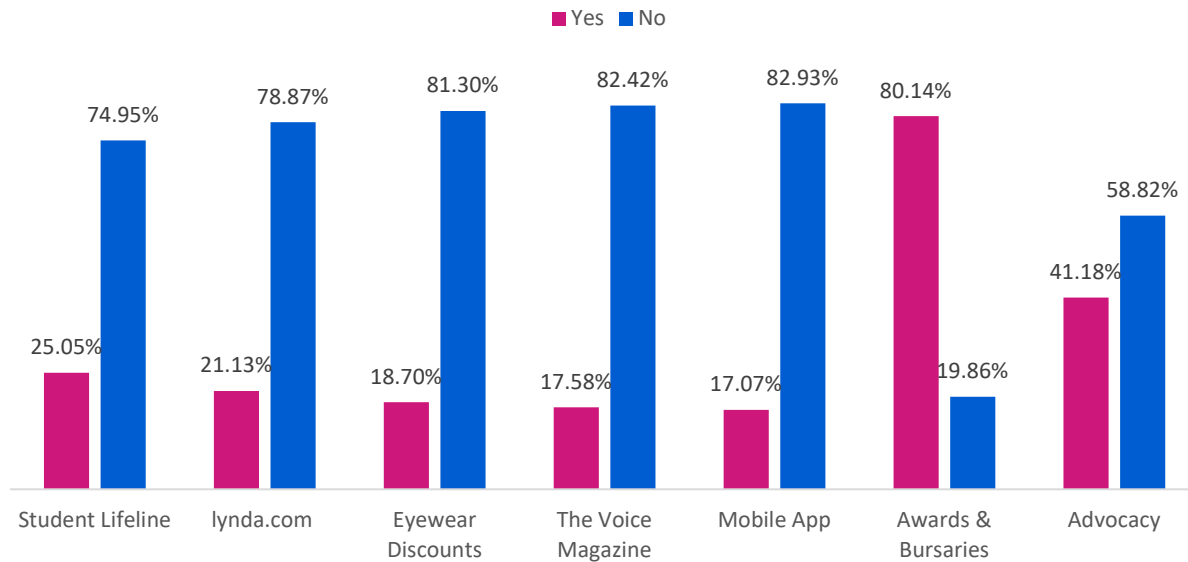
Top Choices for AUSU to Focus On



AUSU Services Survey Results – May 2017

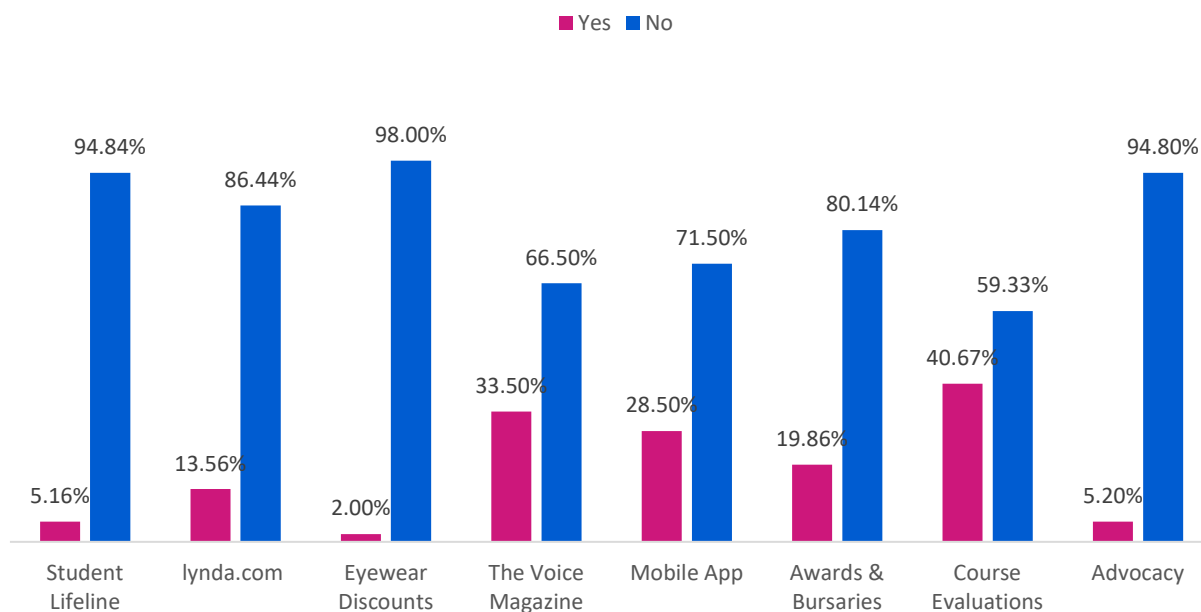
Overview Continued...

Did you know about this AUSU service?



Note: The above question was not applied to Course Evaluations

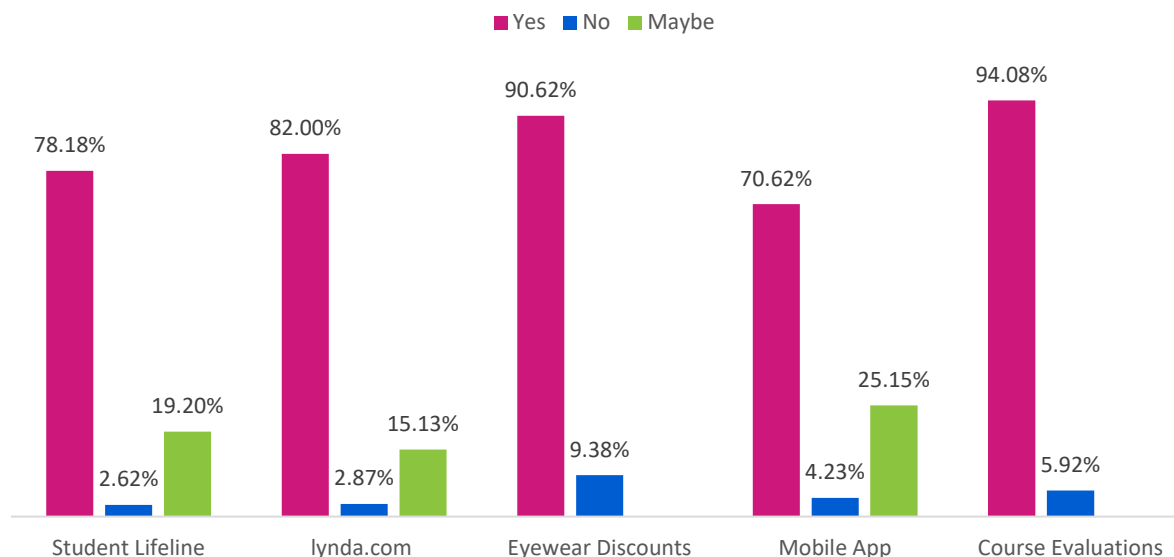
Have you used this AUSU service?



AUSU Services Survey Results – May 2017

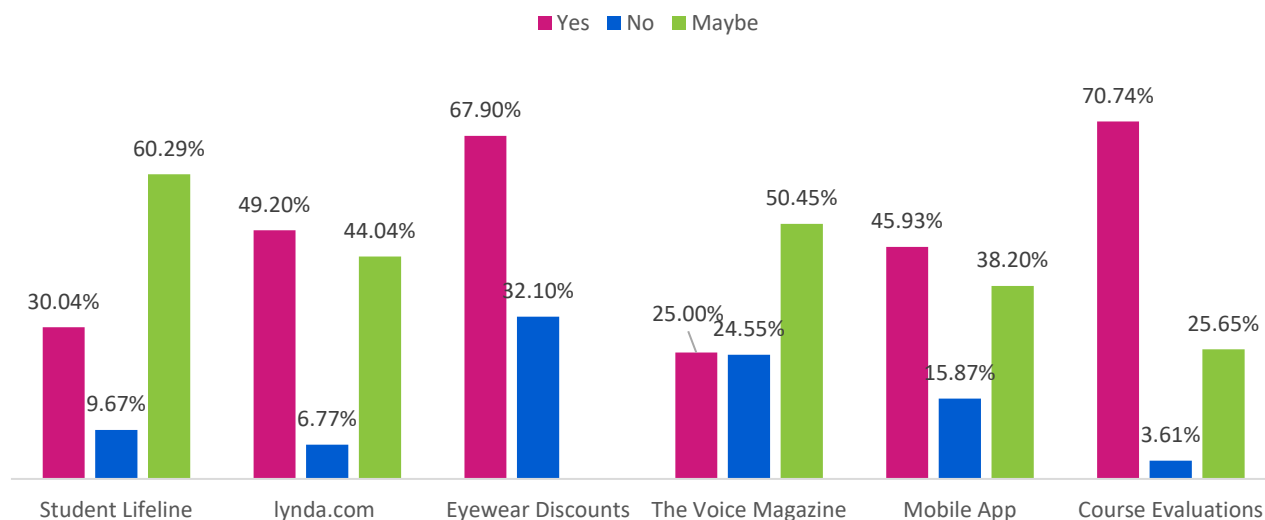
Overview Continued...

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 eyewear discounts or Course Evaluations.*

Would you use this AUSU service in the future?

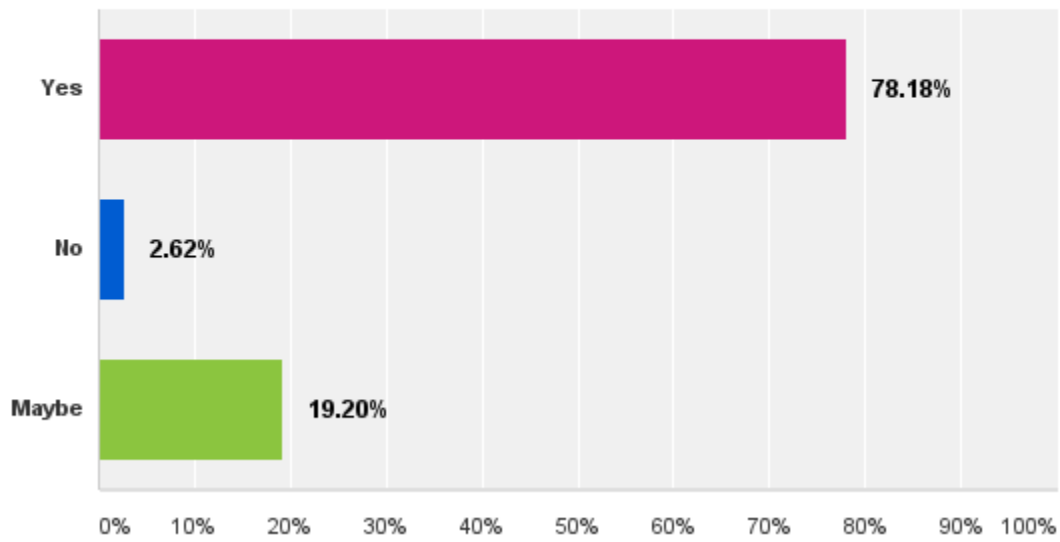


*Note: The above question was not applied to Awards & Bursaries
There was no "maybe" option provided for eyewear discounts.*

Student Lifeline

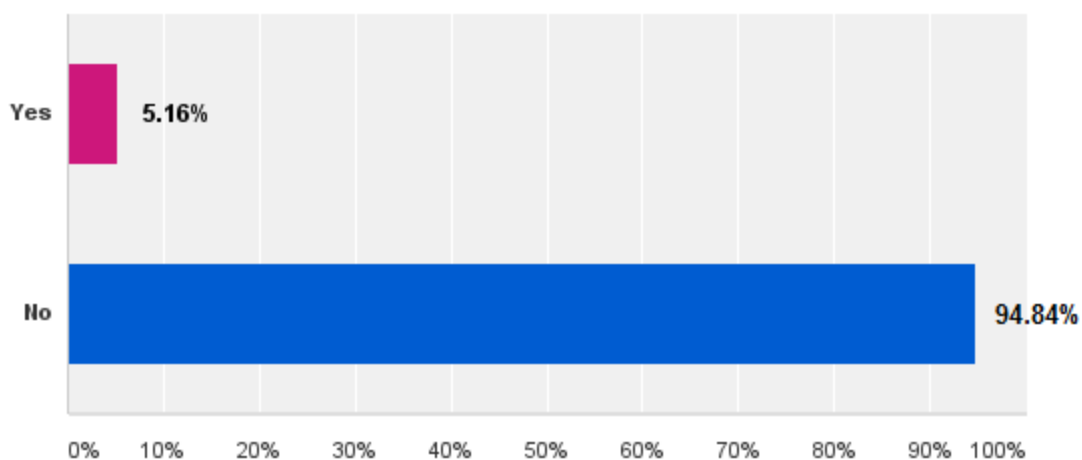
Q1 Do you feel this is a useful service to offer to AUSU members?

Answered: 1,031 Skipped: 1



Q2 Have you used the Student Lifeline program through AUSU?

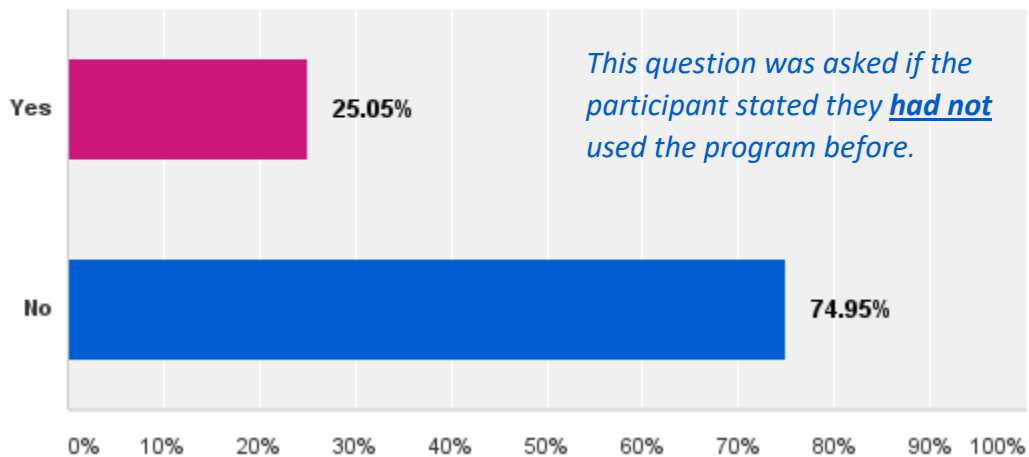
Answered: 1,028 Skipped: 4



Student Lifeline continued...

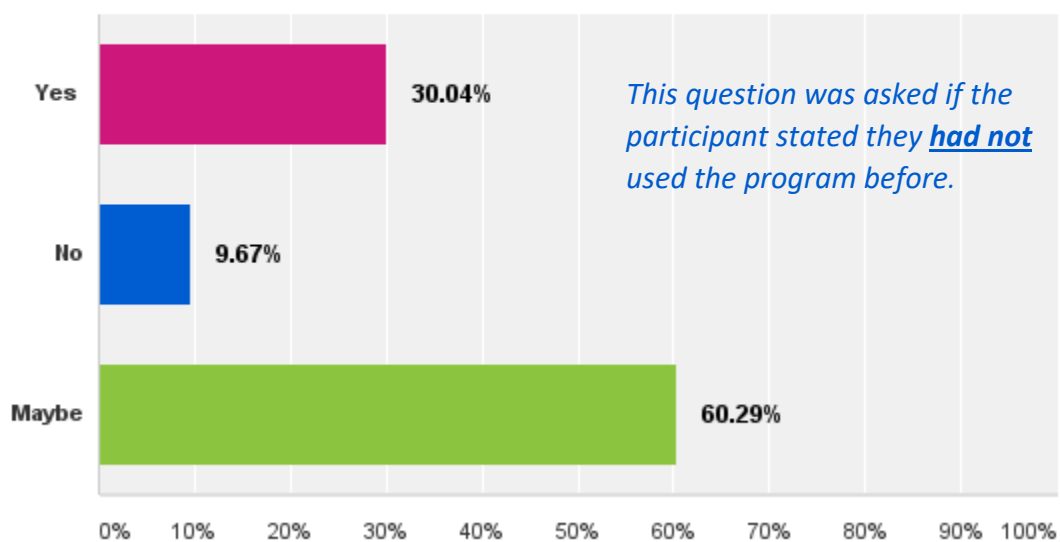
Q3 Were you previously aware of the Student Lifeline program through AUSU?

Answered: 970 Skipped: 62



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

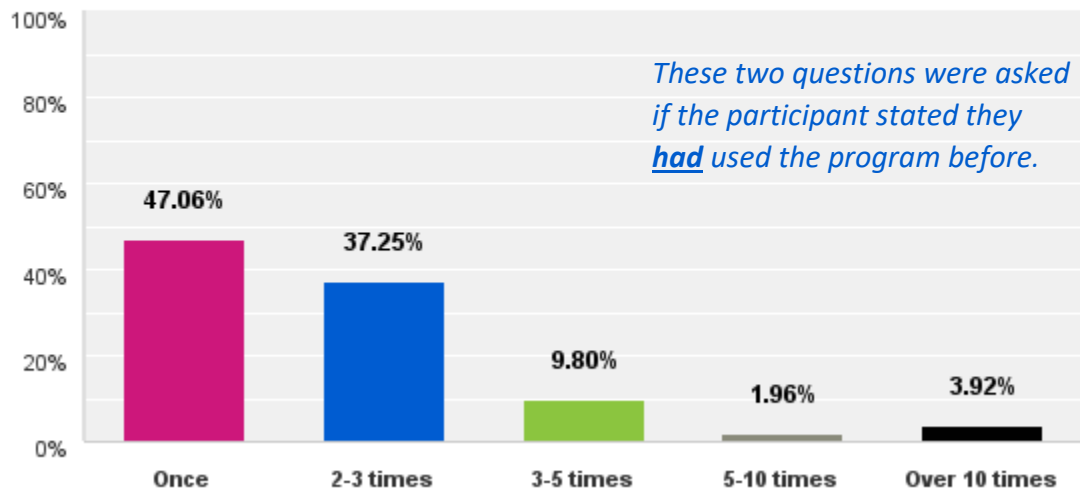
Answered: 972 Skipped: 60



Student Lifeline continued...

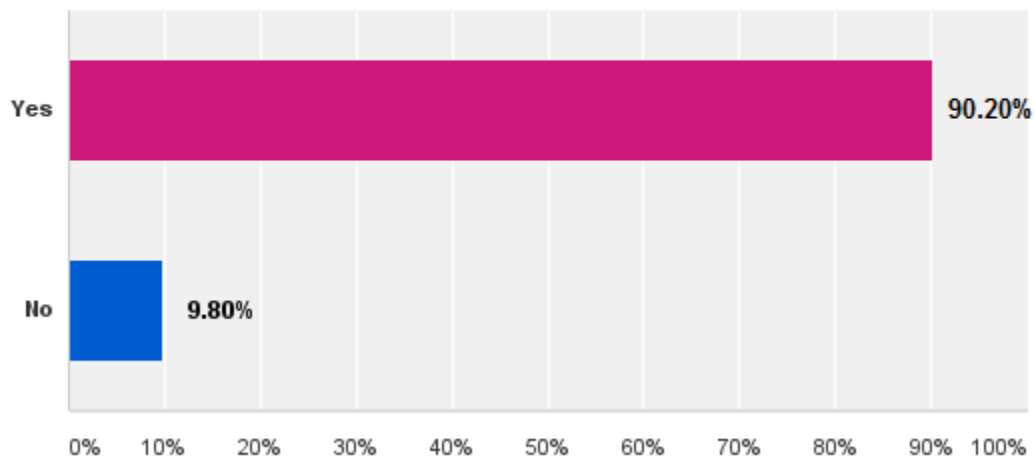
Q5 How often have you accessed the Student Lifeline program?

Answered: 51 Skipped: 981



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

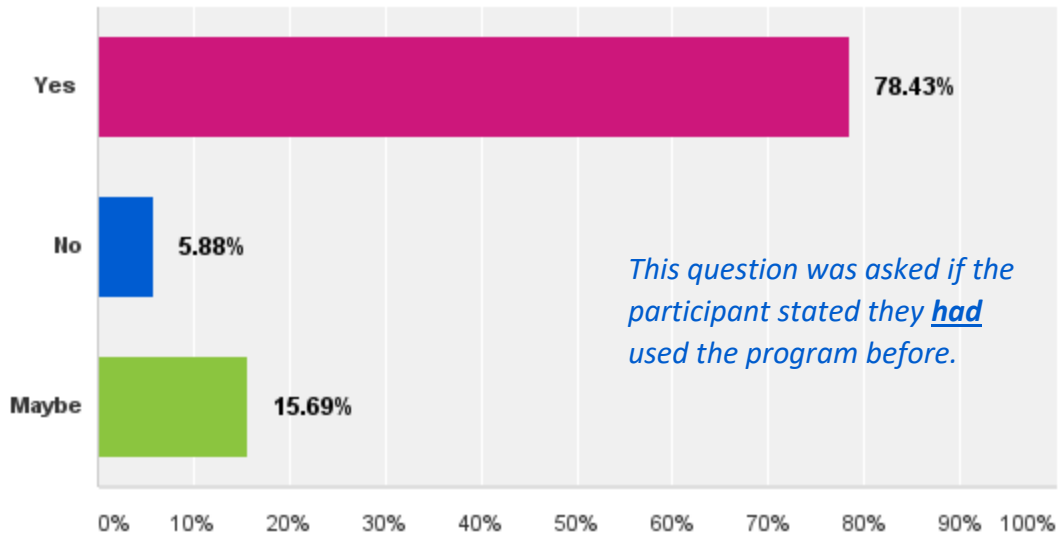
Answered: 51 Skipped: 981



Student Lifeline continued...

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

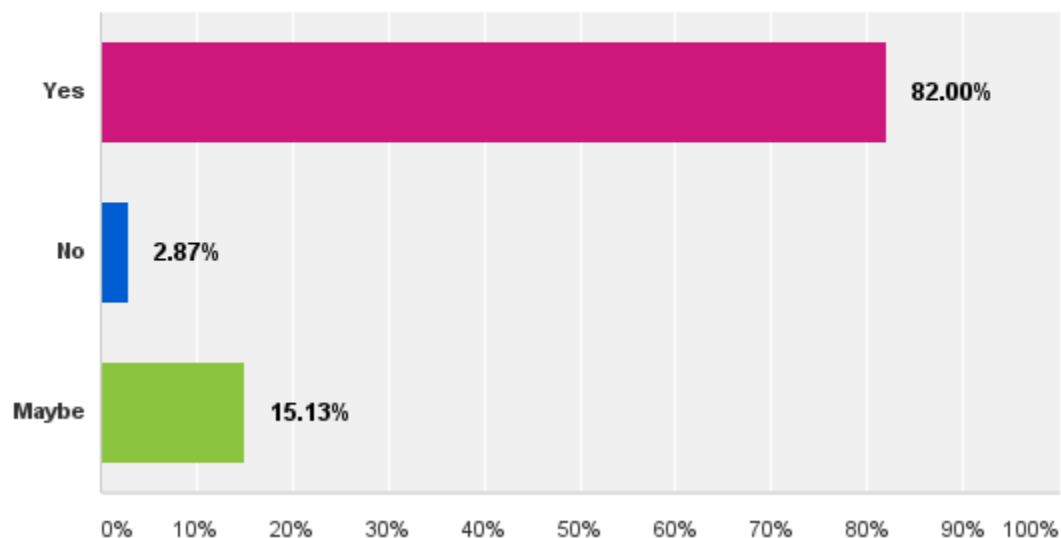
Answered: 51 Skipped: 981



lynda.com

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

Answered: 1,011 Skipped: 21

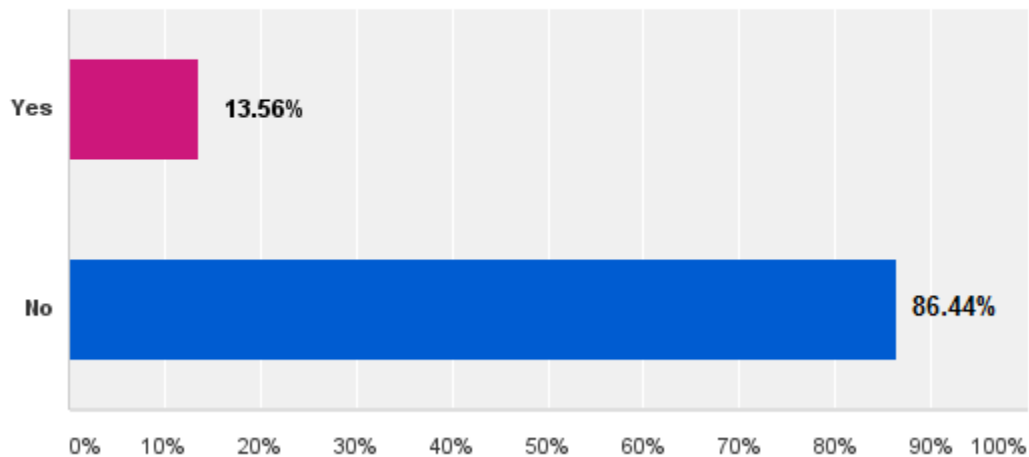


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lynda.com continued...

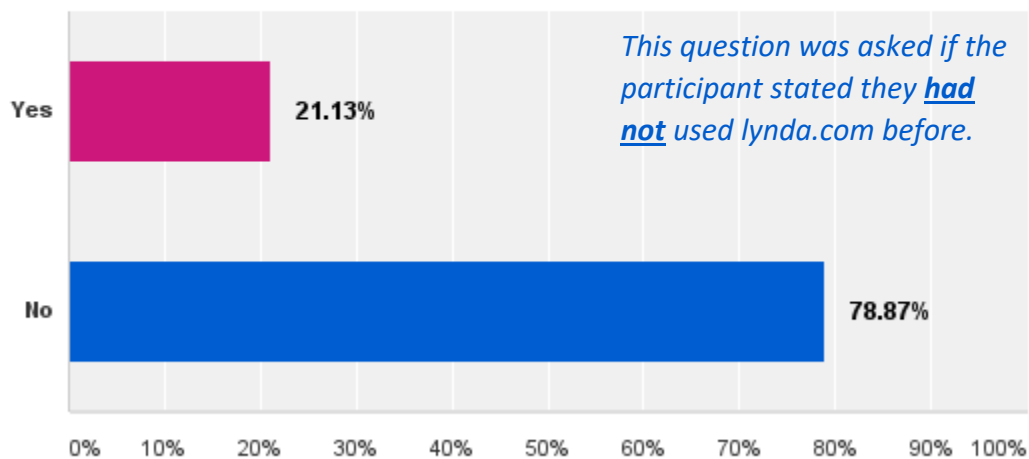
Q9 Have you used the lynda.com feature through AUSU?

Answered: 1,010 Skipped: 22



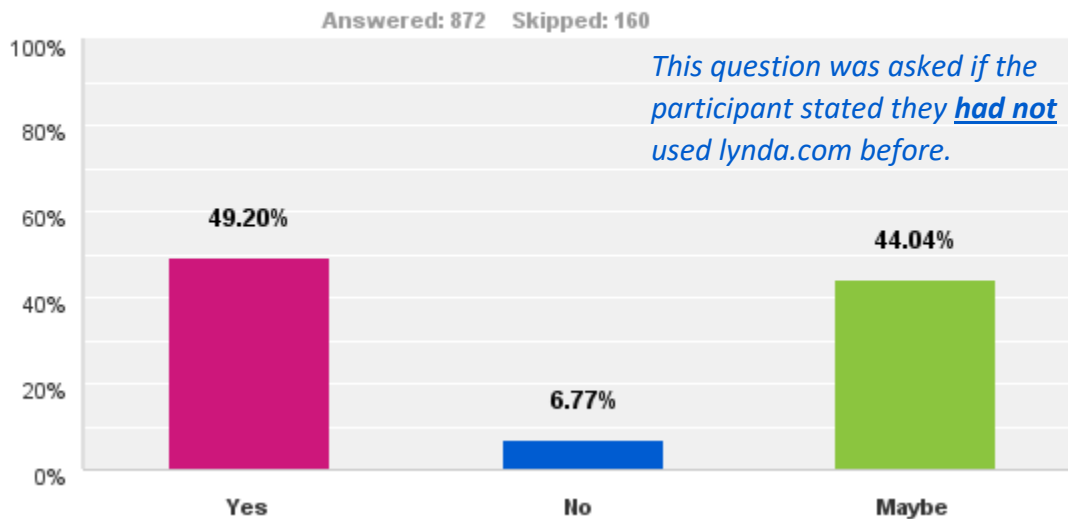
Q10 Were you previously aware of the free lynda.com subscription from AUSU?

Answered: 871 Skipped: 161

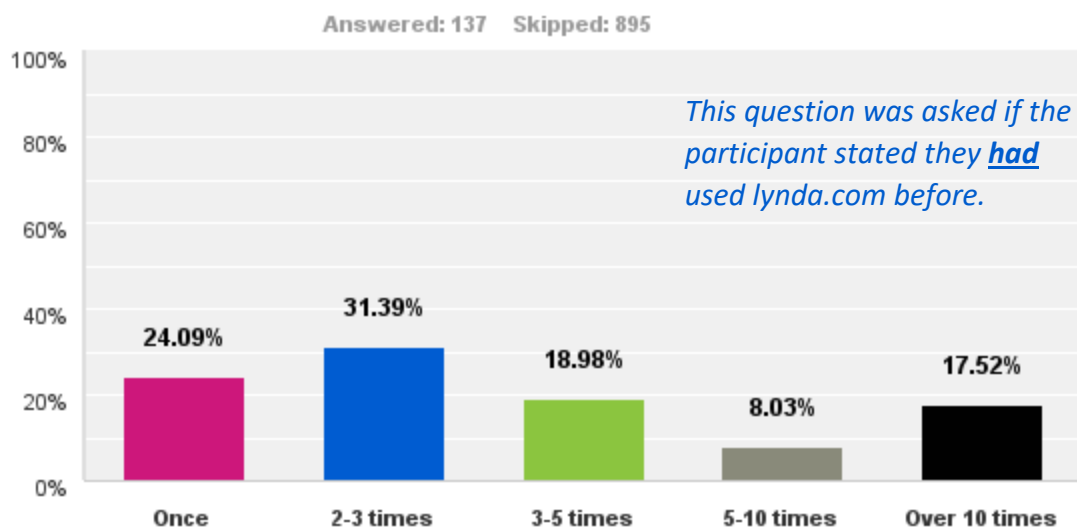


lynda.com continued...

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



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

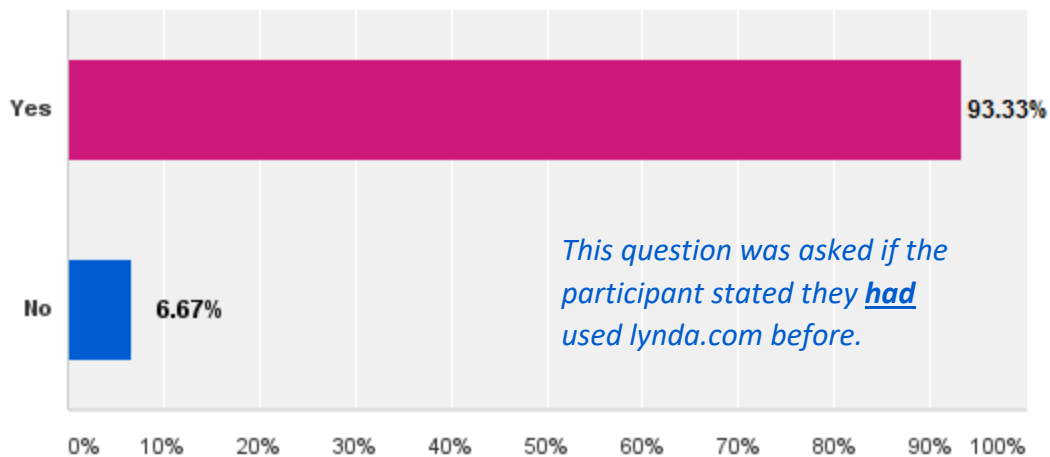


AUSU Services Survey Results – May 2017

lynda.com continued...

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

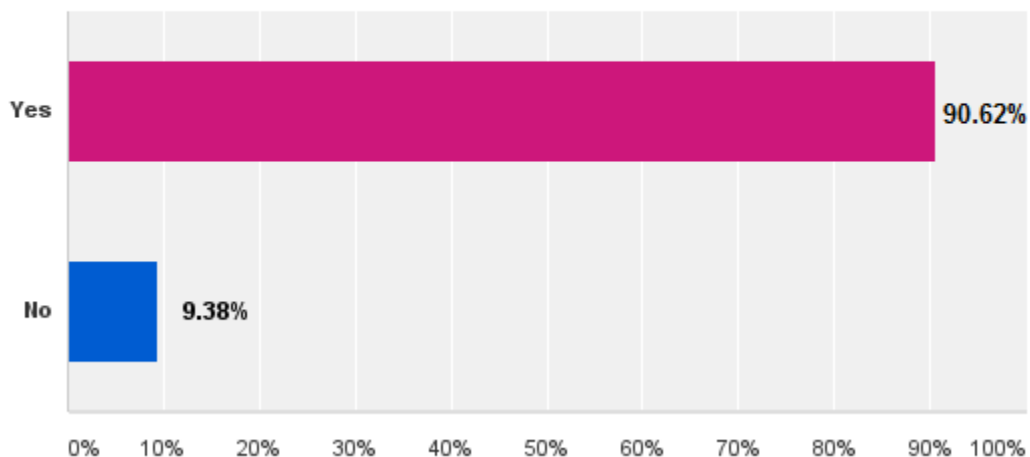
Answered: 135 Skipped: 897



Eyewear Discounts

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

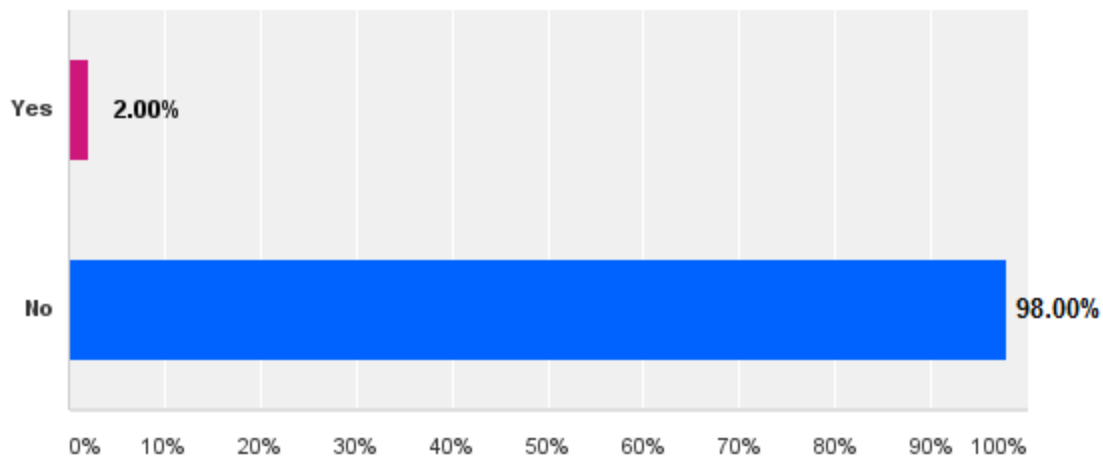
Answered: 1,002 Skipped: 30



Eyewear Discounts continued...

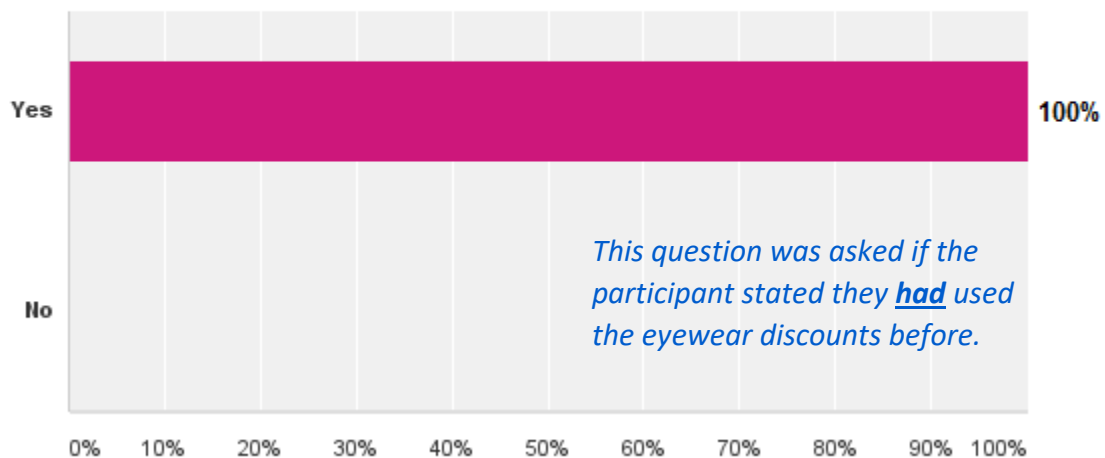
Q15 Have you used the eyewear discount through AUSU?

Answered: 1,002 Skipped: 30



Q16 Did you find the discounts to be helpful?

Answered: 22 Skipped: 1,010

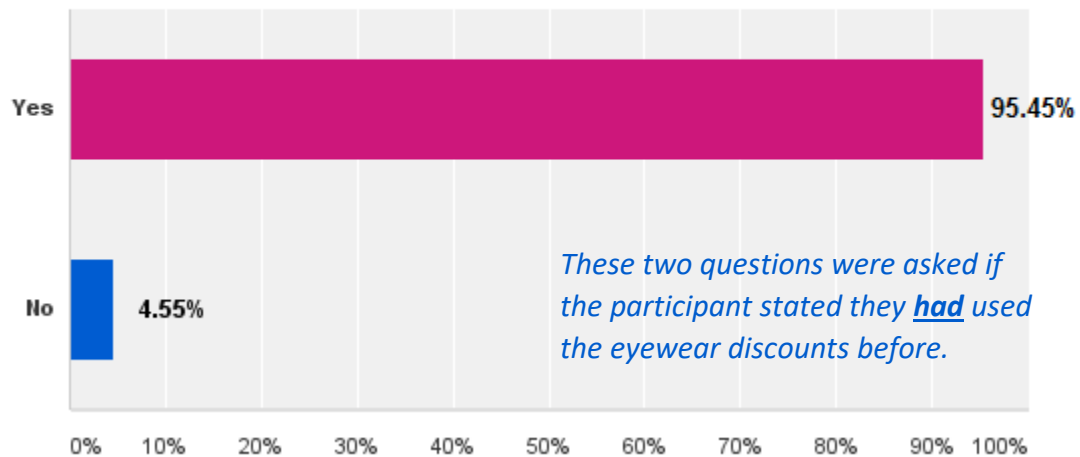


AUSU Services Survey Results – May 2017

Eyewear Discounts continued...

Q17 Would you use the eyewear discount through AUSU again?

Answered: 22 Skipped: 1,010

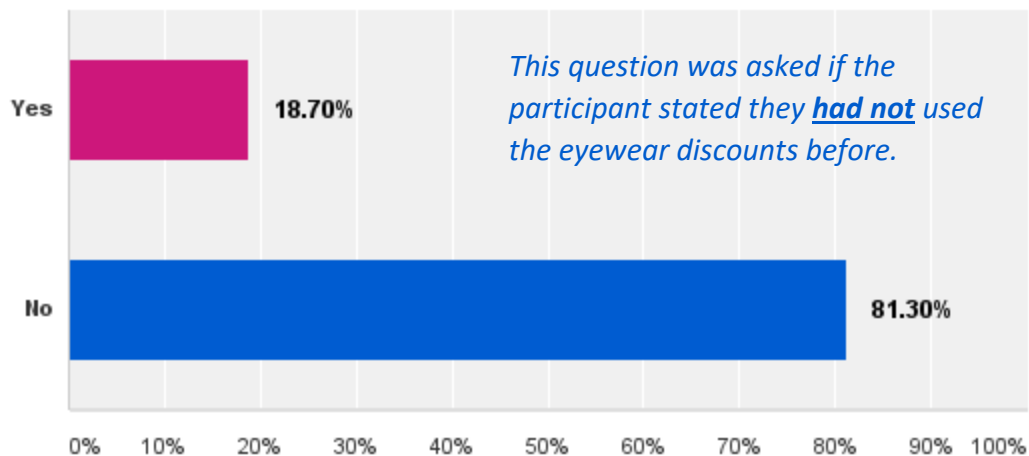


Q18 If not, why not?

No answers were supplied for this question.

Q19 Were you previously aware of the eyewear discounts through AUSU?

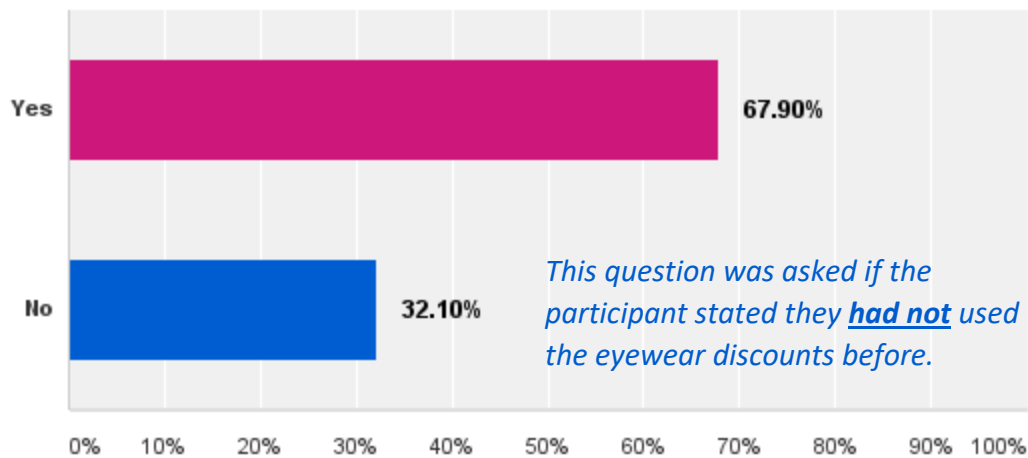
Answered: 1,000 Skipped: 32



Eyewear Discounts continued...

Q20 Would you use the eyewear discounts in the future?

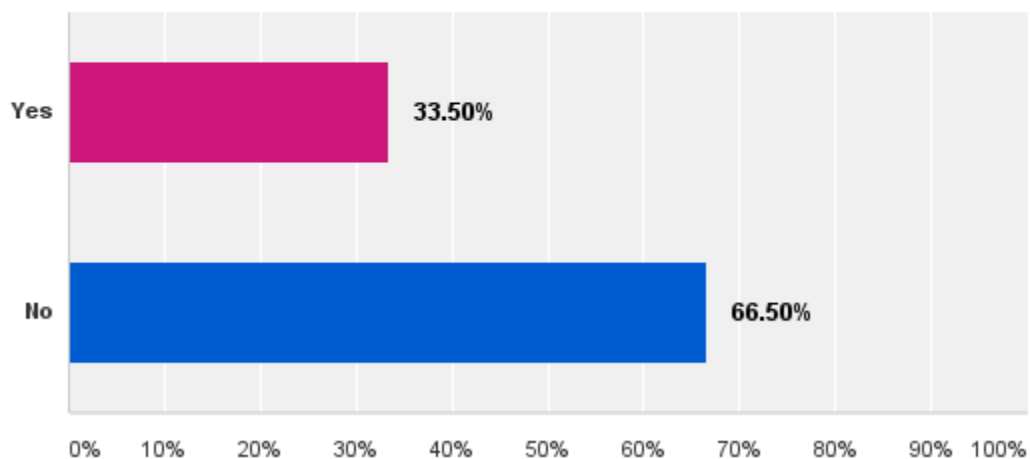
Answered: 1,000 Skipped: 32



The Voice Magazine

Q21 Have you ever read The Voice Magazine?

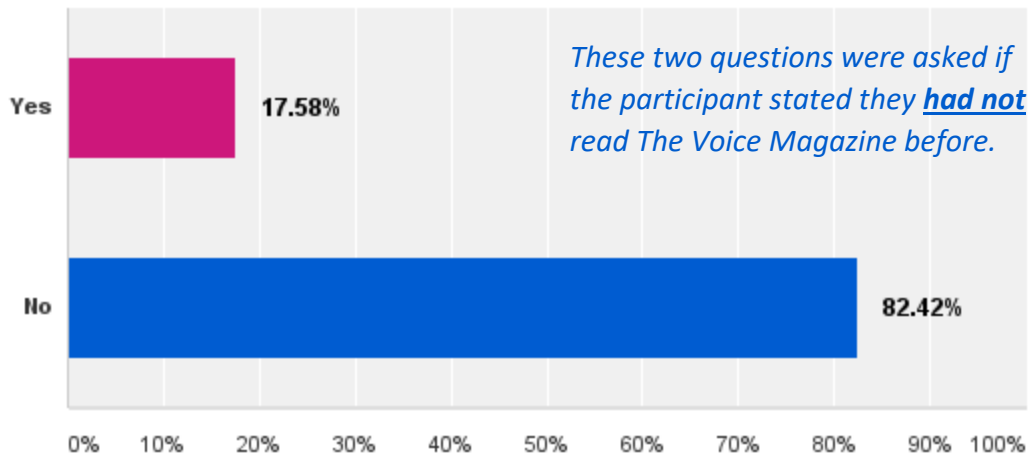
Answered: 1,000 Skipped: 32



The Voice Magazine continued...

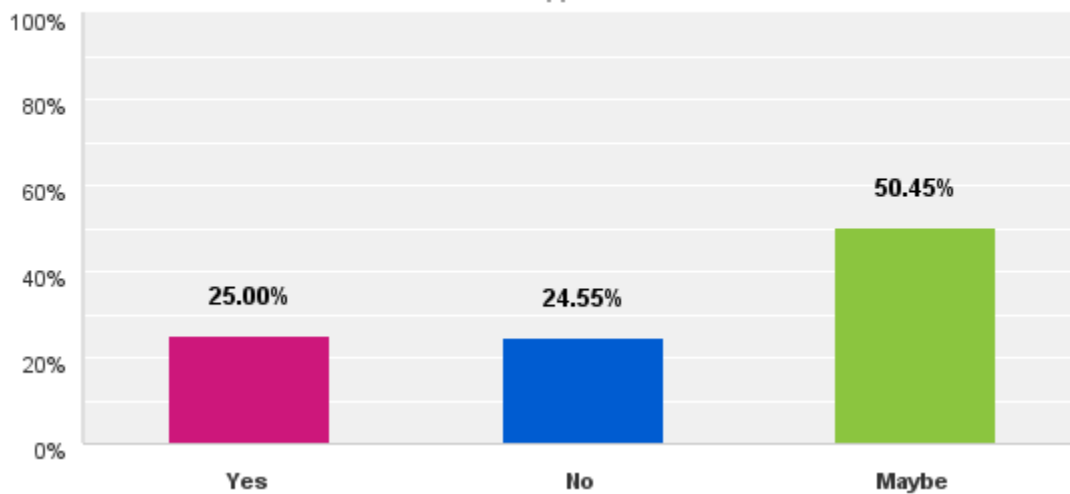
Q22 Were you previously aware of The Voice Magazine?

Answered: 660 Skipped: 372



Q23 Would you read it in the future?

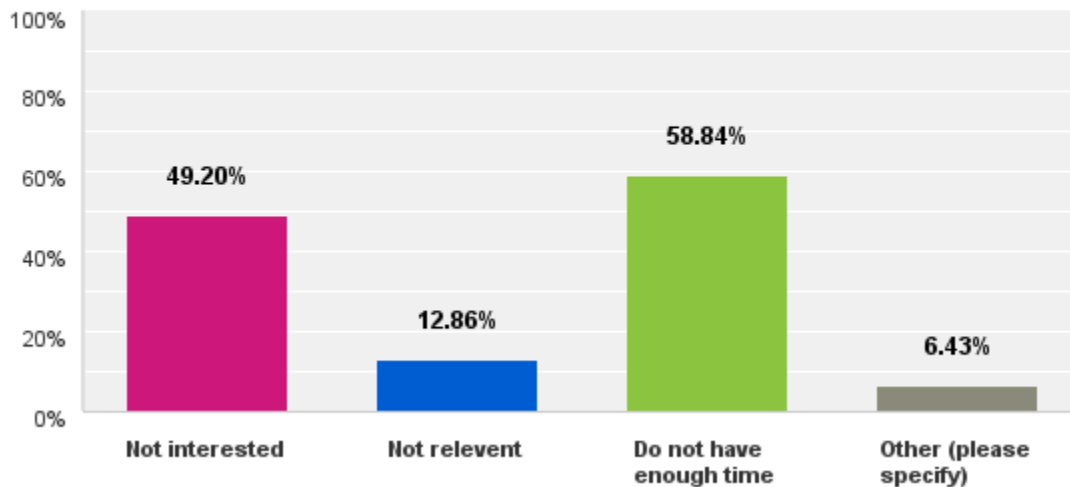
Answered: 664 Skipped: 368



The Voice Magazine continued...

Q24 If not, why not? (select all that apply)

Answered: 311 Skipped: 721

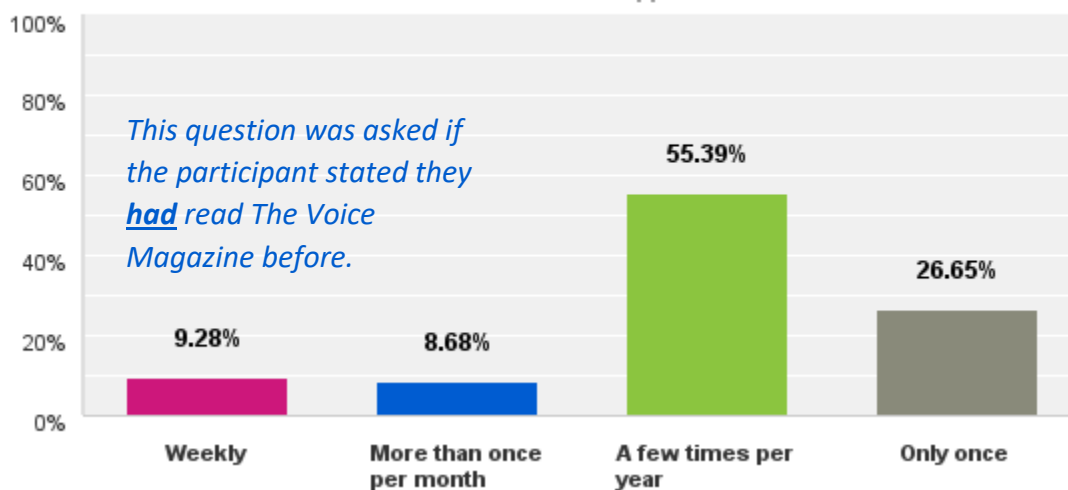


“Other” responses

Will read in future	3	Not interested	2
Don't know how to access it	3	Too busy	1
Depends on content	2	Attending another institution	1
Don't know what it is about	2	Seems Outdated	1
Prefer hardcopy	2	Would prefer it to be emailed	1

Q25 How often do you read the Voice Magazine?

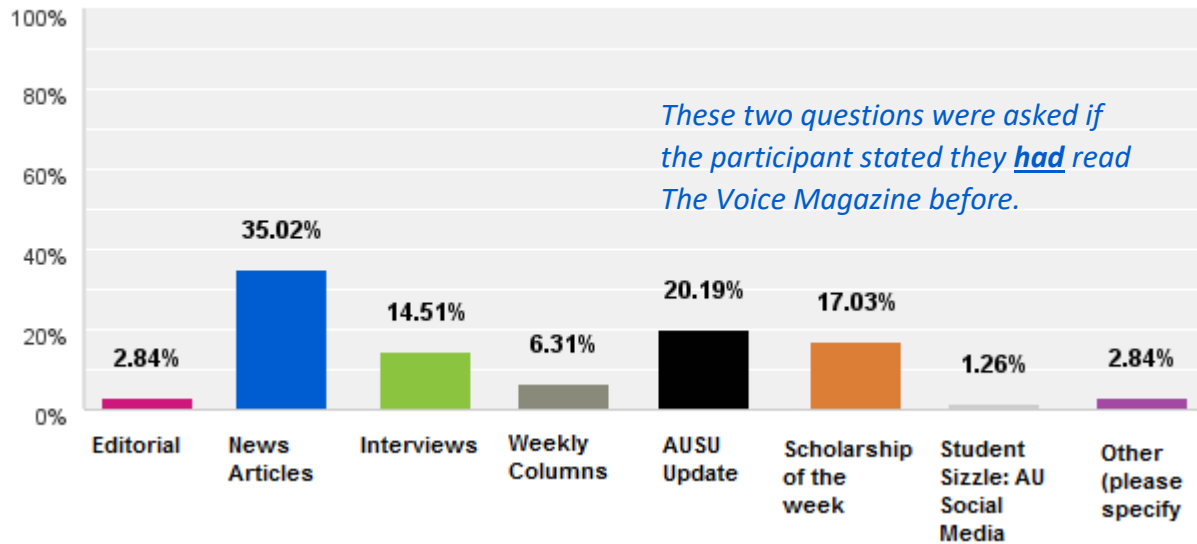
Answered: 334 Skipped: 698



The Voice Magazine continued...

Q26 What feature do you find most useful in The Voice?

Answered: 317 Skipped: 715



“Other” responses

All of it	3	AUSU Update	1
Not Sure	3	AU-thentic Events	1

Q27 Do you have any suggestions for improving The Voice Magazine?

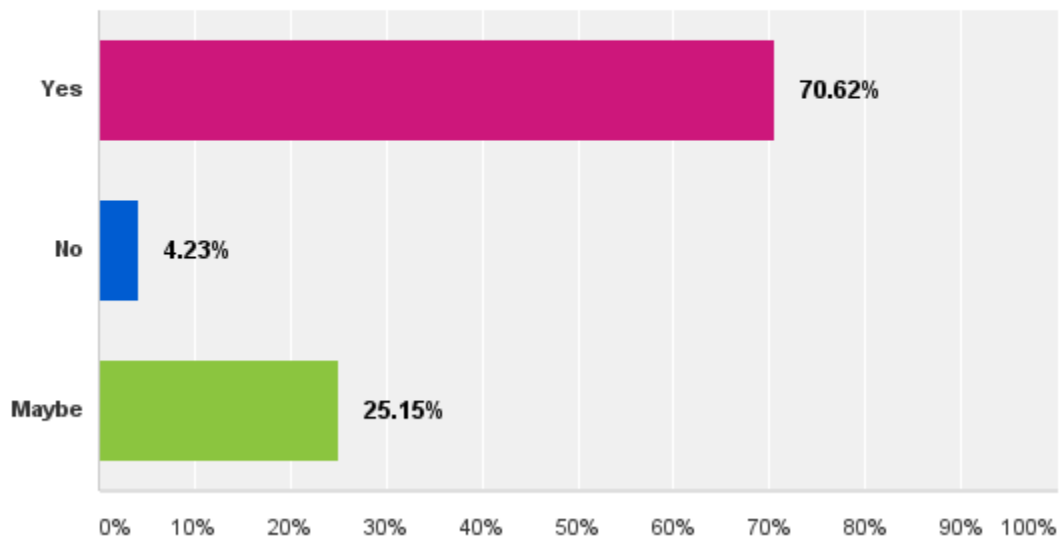
Open Ended Question Responses

No suggestions / Fine as is	35	More career related content	2
Better advertising	6	Better interviewer	1
Better website / format	6	Better editing	1
Email to Students	5	Cartoons / Jokes	1
More AU & student related content	5	Less pessimism	1
More student content / diversity	4	More critiques	1
More creative content	2	Comments section	1
		Voice Radio or TV station	1

Mobile App

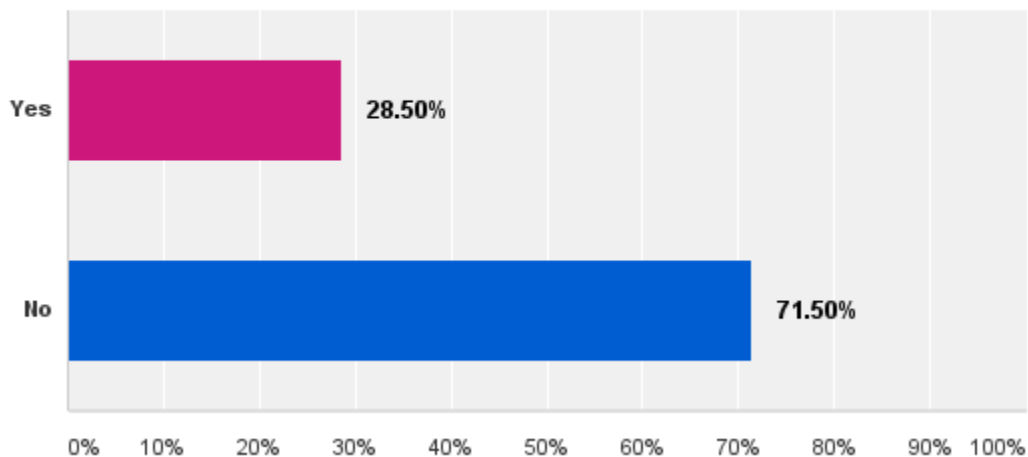
Q28 Do you feel the Mobile App is a useful service to offer to AUSU members?

Answered: 994 Skipped: 38



Q29 Have you ever tried the Mobile App?

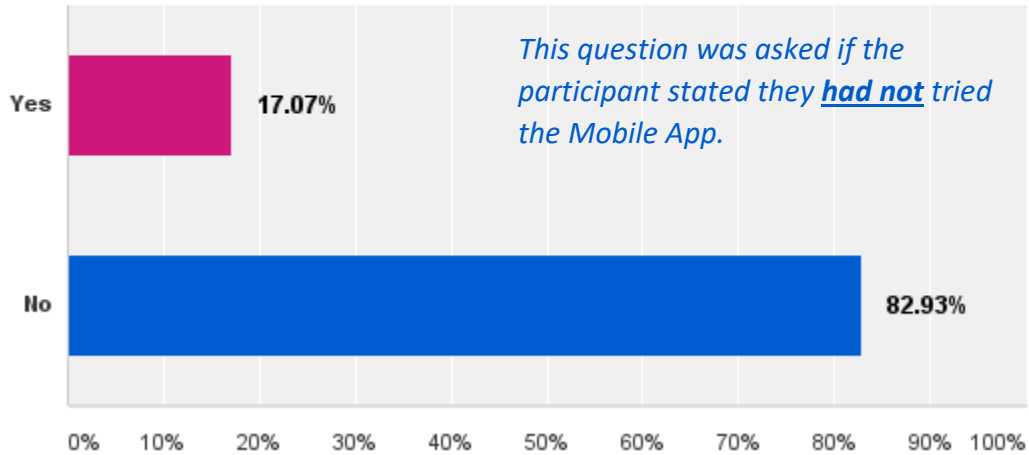
Answered: 993 Skipped: 39



Mobile App Continued...

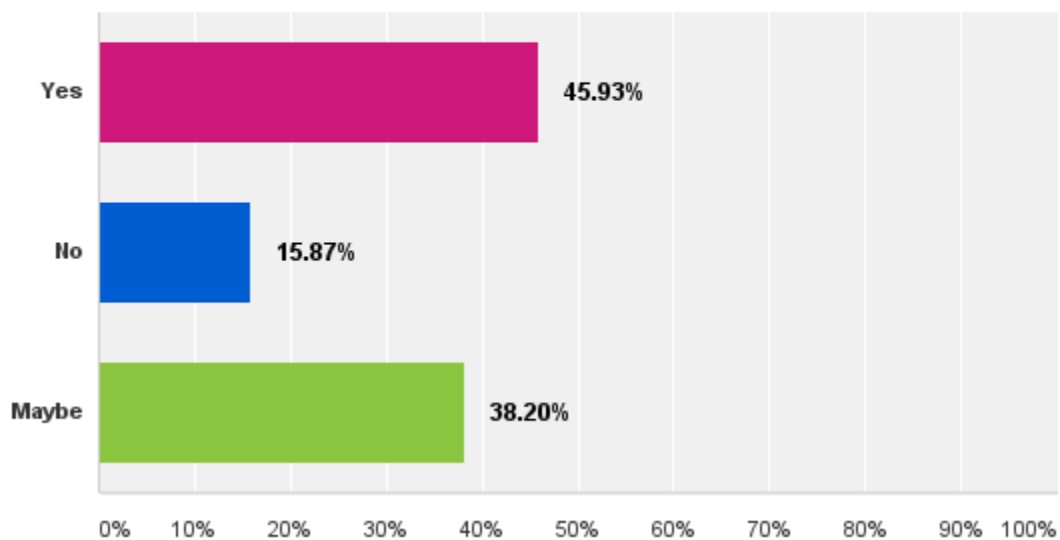
Q30 Were you previously aware of the Mobile App?

Answered: 709 Skipped: 323



Q31 Would you use the Mobile App in the future?

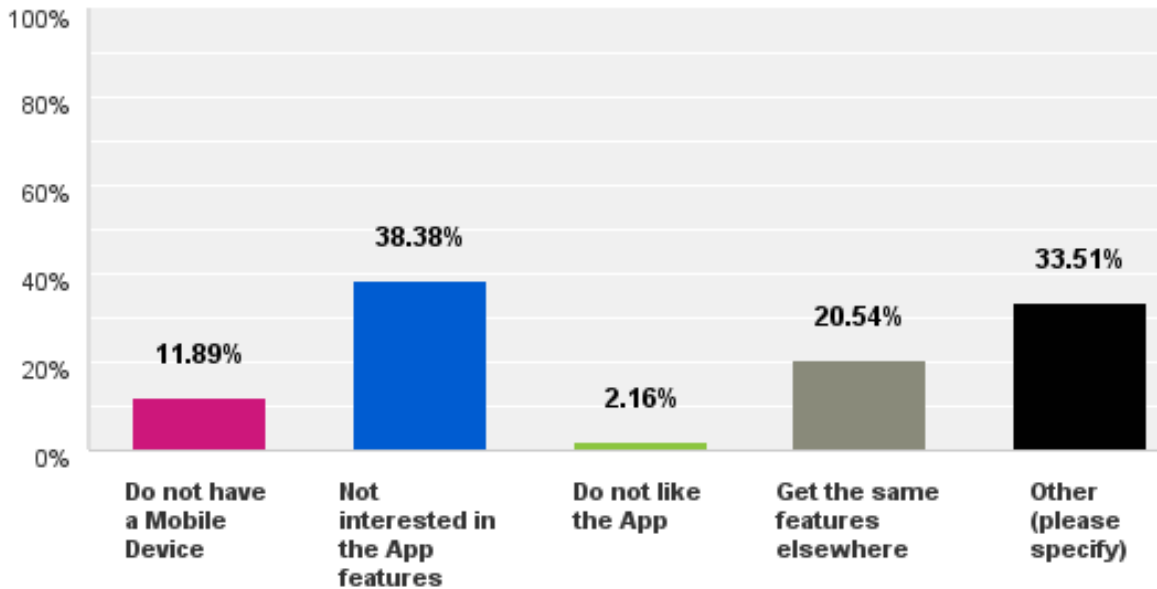
Answered: 712 Skipped: 320



Mobile App Continued...

Q32 If not, why not? (select all that apply)

Answered: 185 Skipped: 847



“Other” responses

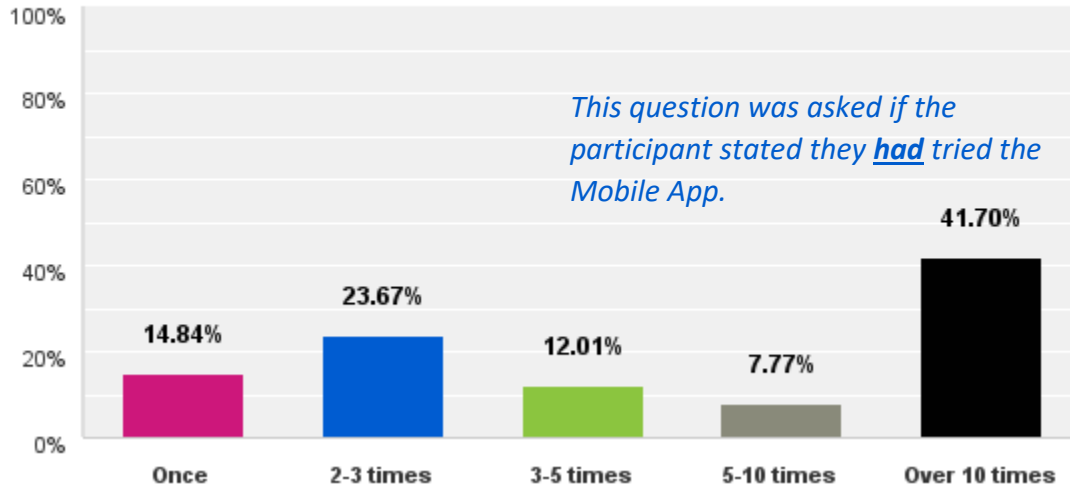
No Device / Device not Compatible	12	Too much Technology	2
Part time Student	8	Not sure how to use it	2
Too many apps / Don't Like Them	7	Assume app is broken/buggy	2
Prefer using Computer	7	May use in future	2
Not Useful / Relevant	6	Depends on the features	2
No longer a student	4	Don't want to pay for it	1
Did not know about it	3	Too much eyestrain	1

AUSU Services Survey Results – May 2017

Mobile App Continued...

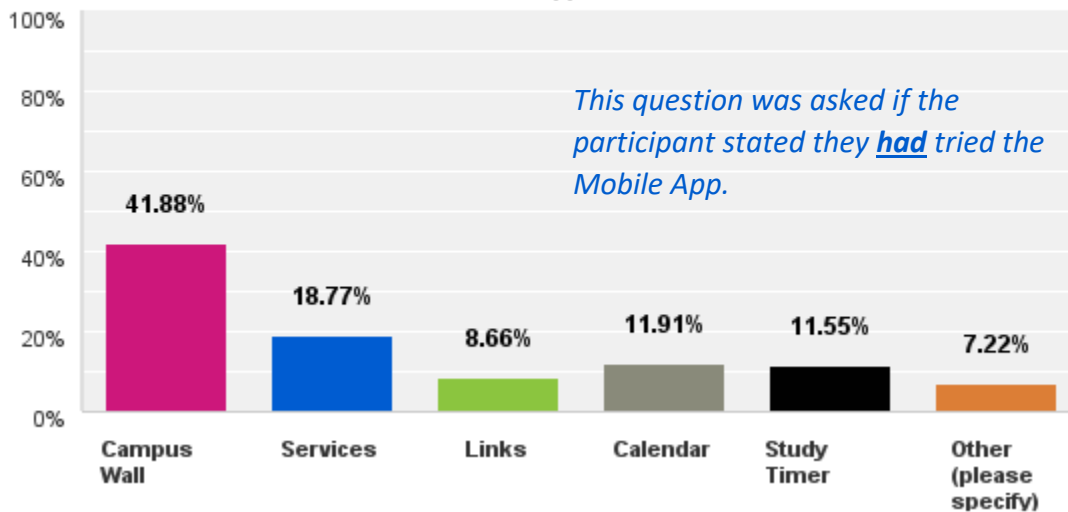
Q33 How often have you used the Mobile App?

Answered: 283 Skipped: 749



Q34 What do you feel is the most useful feature in the Mobile App?

Answered: 277 Skipped: 755



“Other” responses

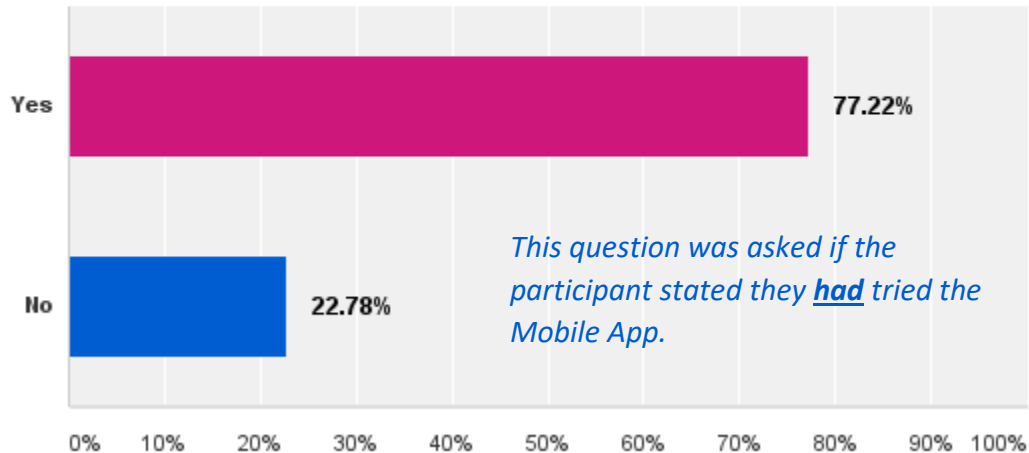
Don't Know / Not Used	7	Never worked	2
Student Connection	5	All of it	1
Nothing / Not Useful	4	Contact Information	1

AUSU Services Survey Results – May 2017

Mobile App Continued...

Q35 Did you find the Mobile App to be helpful?

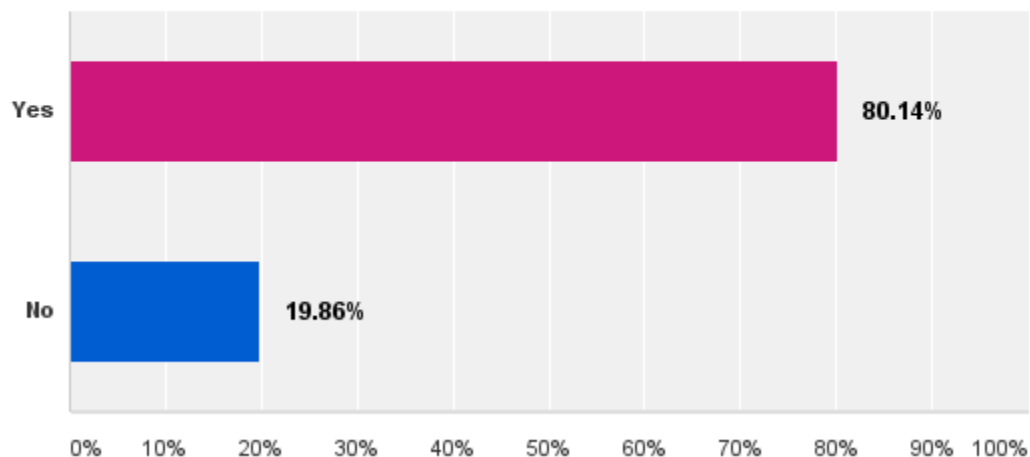
Answered: 281 Skipped: 751



Awards and Bursaries

Q36 Were you previously aware of AUSU's awards and bursaries?

Answered: 987 Skipped: 45

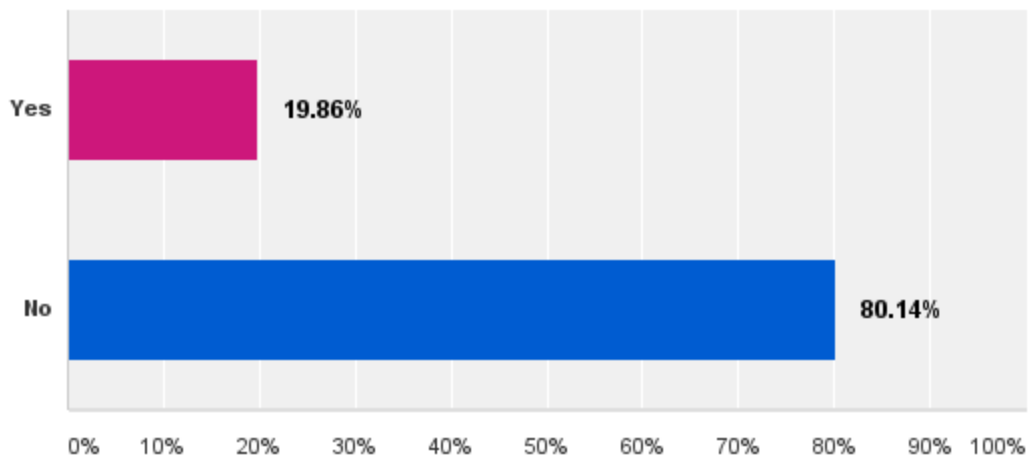


AUSU Services Survey Results – May 2017

Awards and Bursaries Continued...

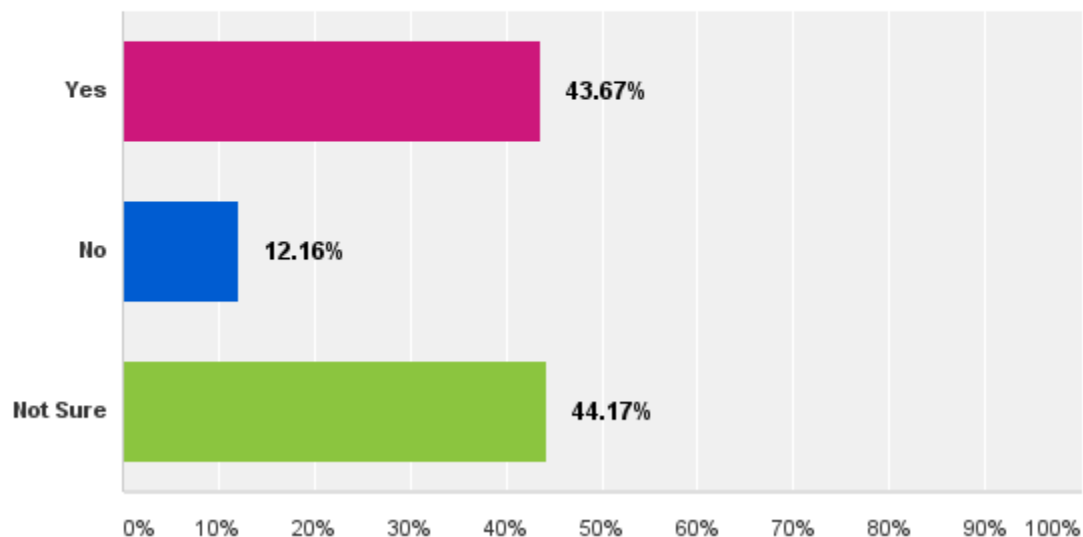
Q37 Have you ever applied for an AUSU Scholarship, Award, or Bursary?

Answered: 987 Skipped: 45



Q38 Do you feel that the award categories are adequate and representative of the AUSU membership?

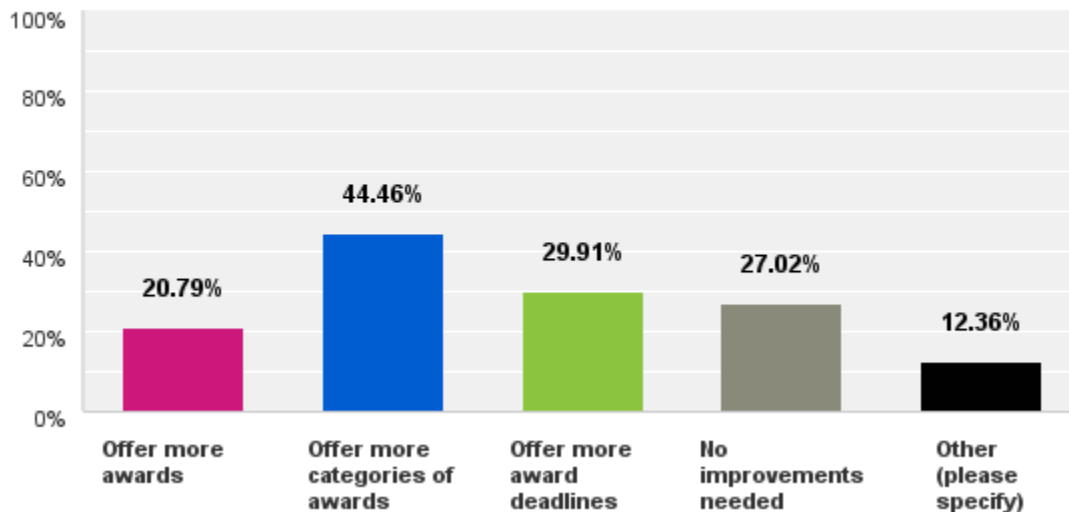
Answered: 987 Skipped: 45



Awards and Bursaries Continued...

Q39 Do you have any recommendations on how we can improve our awards and bursaries program?

Answered: 866 Skipped: 166



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.

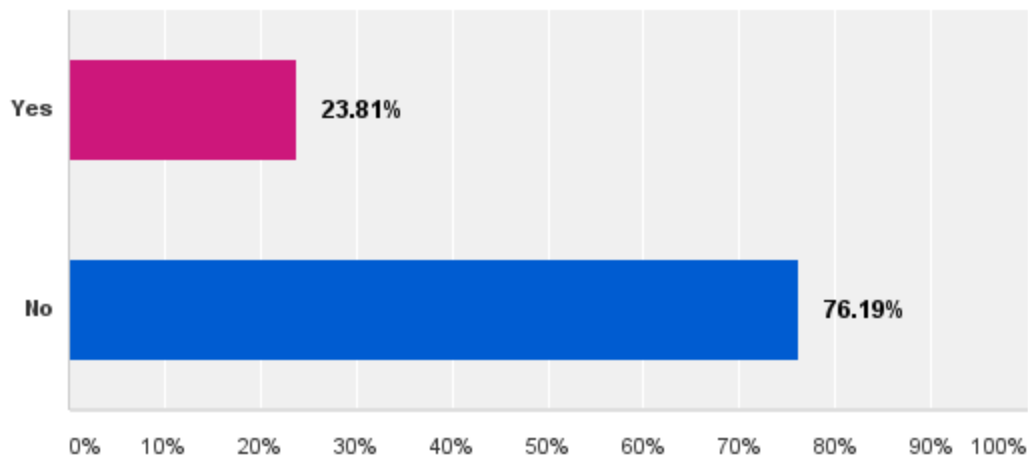
“Other” Responses

More awards for new / part time students	29	More merit based awards	6
Improved advertising / communications	13	More awards for people working full time	3
More awards for out-of-province students	12	More awards for disabled students	2
Don't Know / Unsure	11	Smaller awards in more categories	2
Easier application process	8	Automated application process	2
More Award Categories	8	Other / One-Off Ideas	9
More awards for mature students	6		

Advocacy

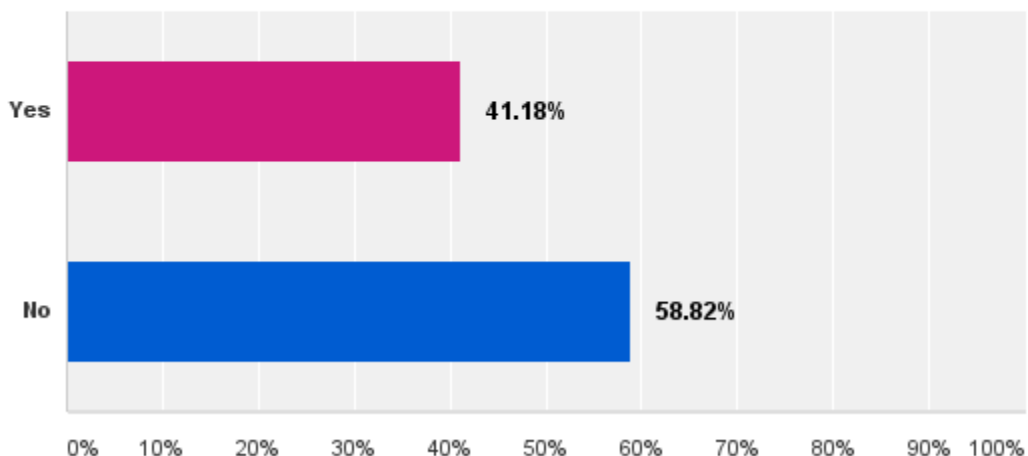
Q40 Are you aware that AUSU is a member of the Canadian Alliance of Students Associations (a national student advocacy group otherwise known as CASA)?

Answered: 987 Skipped: 45



Q41 Were you previously aware that you can contact AUSU with concerns you have concerns and need advocacy as an AU student?

Answered: 986 Skipped: 46

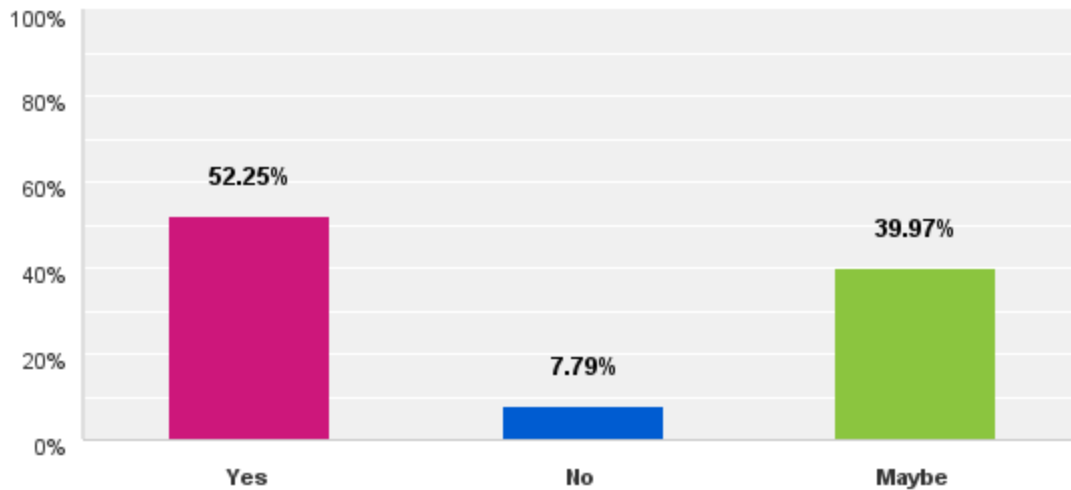


AUSU Services Survey Results – May 2017

Advocacy continued...

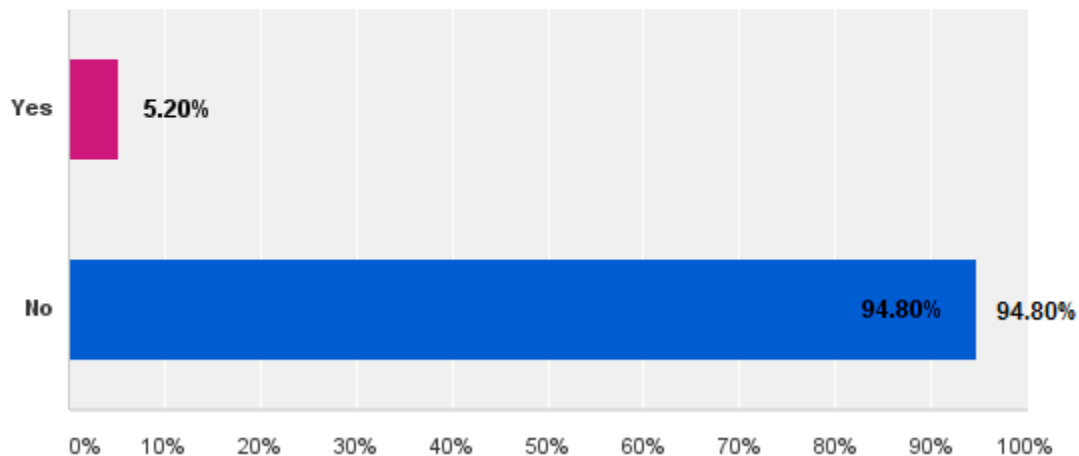
Q42 Do you feel comfortable contacting AUSU with your concerns as an AU student?

Answered: 578 Skipped: 454



Q43 Have you ever contacted AUSU with a concern you would like advocacy with?

Answered: 980 Skipped: 52

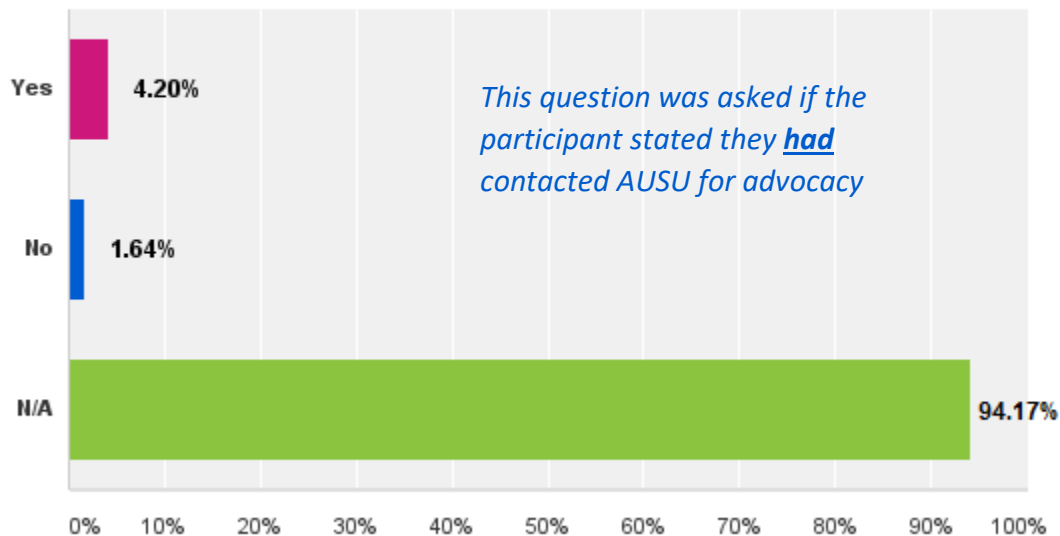


AUSU Services Survey Results – May 2017

Advocacy continued...

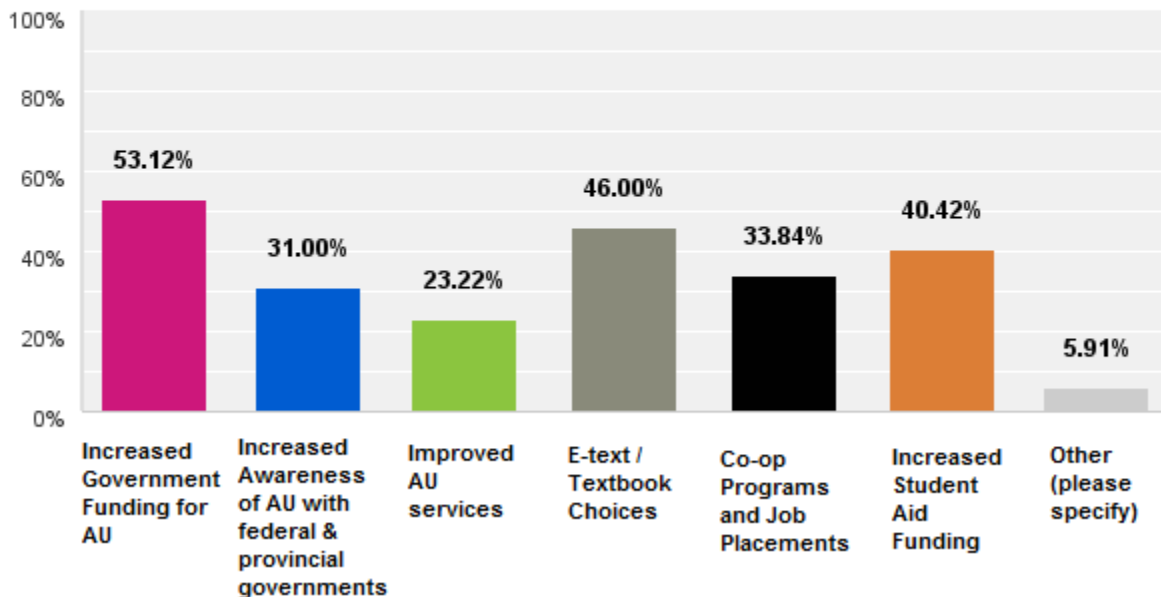
Q44 Was your concern handled adequately?

Answered: 977 Skipped: 55



Q45 What do you feel are the most important issues that AUSU should advocate for?

Answered: 913 Skipped: 119



AUSU Services Survey Results – May 2017

Advocacy continued...

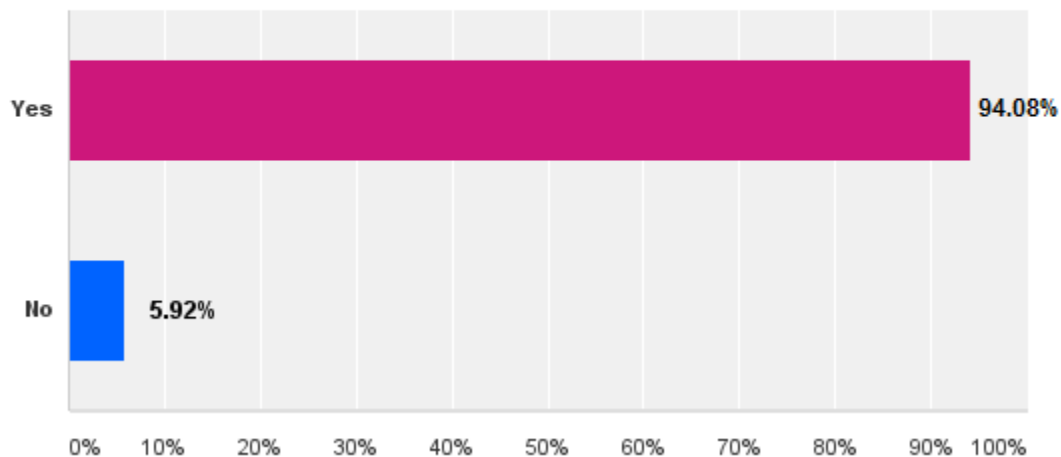
“Other” responses to Top Advocacy Issues

Better AU Communication / Response Time	9	Improved Course Quality	3
Lower Tuition Fees	6	E-text / Textbook Choice	2
Improved Student Support / Services at AU	4	Better Promotion of AU	2
Not Sure / N/A	4	Online Lectures	2
Clinical Placement Improvements	3	Keep AU Open	2
Stop Retroactive Program changes	3	Other / One-Off Ideas	13
Student Aid / Funding Improvements	3		

Course Evaluations

Q46 Do you feel this is a useful service for AUSU members?

Answered: 980 Skipped: 52

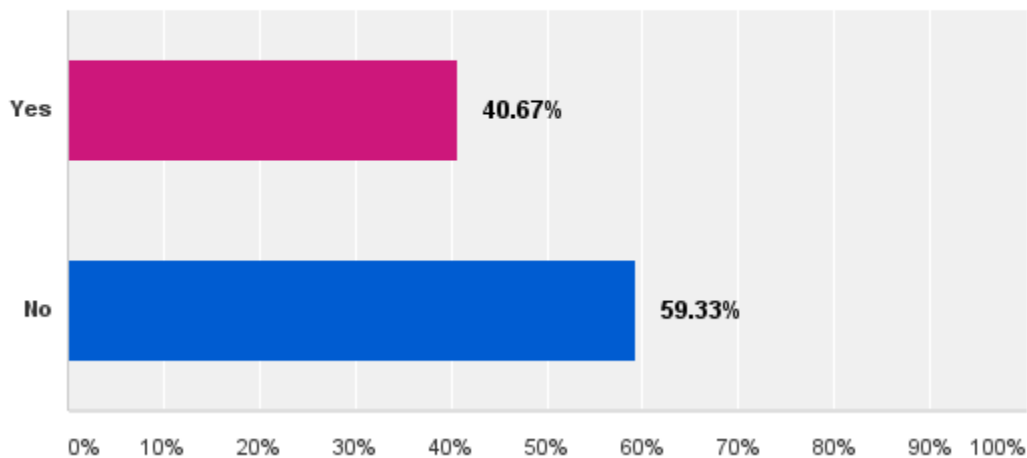


AUSU Services Survey Results – May 2017

Course Evaluations continued...

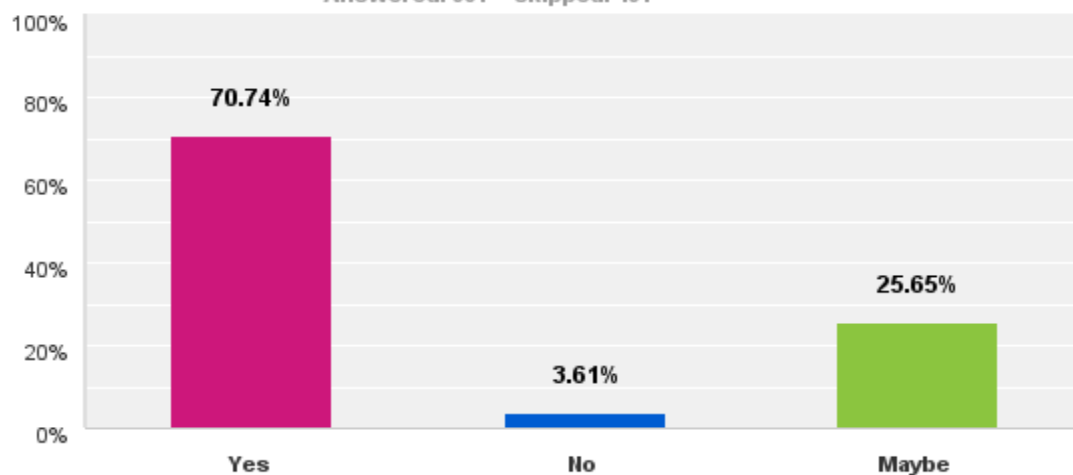
Q47 Have you filled out a course evaluation?

Answered: 981 Skipped: 51



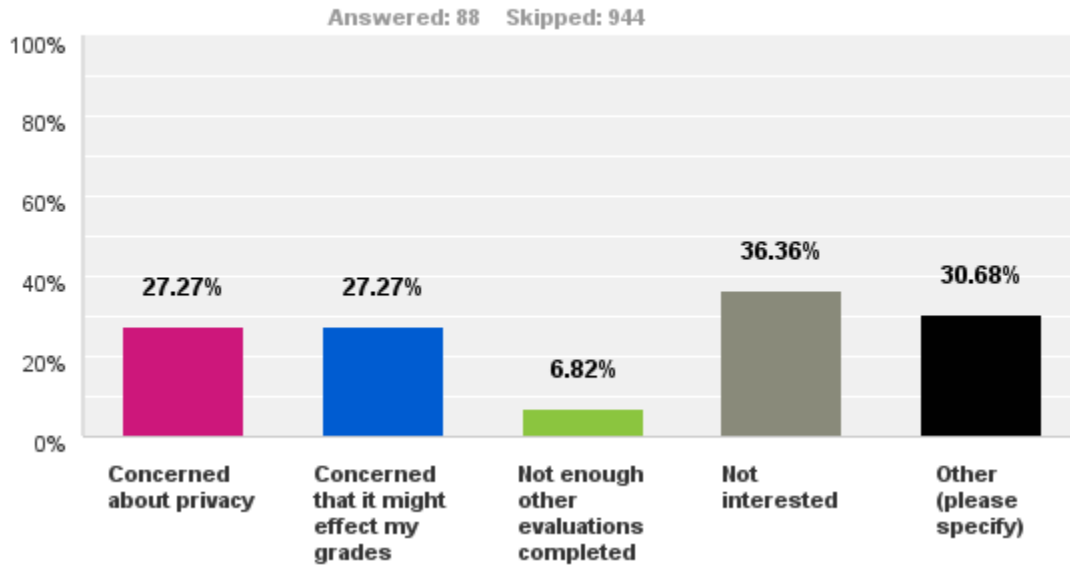
Q48 Would you fill out an AUSU course evaluation in the future?

Answered: 581 Skipped: 451



AUSU Services Survey Results – May 2017

Q49 If not, why not? (choose all that apply)

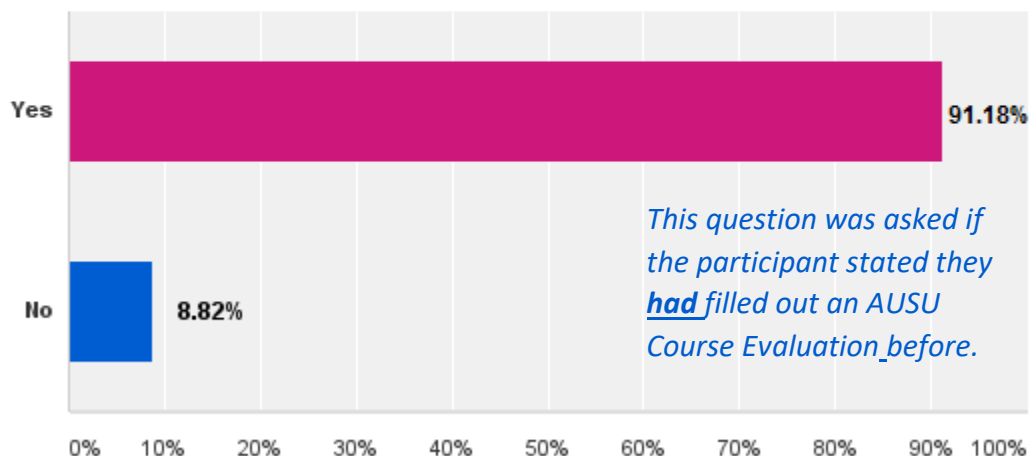


“Other” Reasons

No Point / Not effective	7	New to AU	2
Don't Have Time	6	Redundant	2
Could Not Find Evaluations	3	Too Lazy	2
May Fill out in the Future	3	N/A	1

Q50 Do you feel the AUSU course evaluation allowed you to adequately evaluate your course(s)?

Answered: 397 Skipped: 635

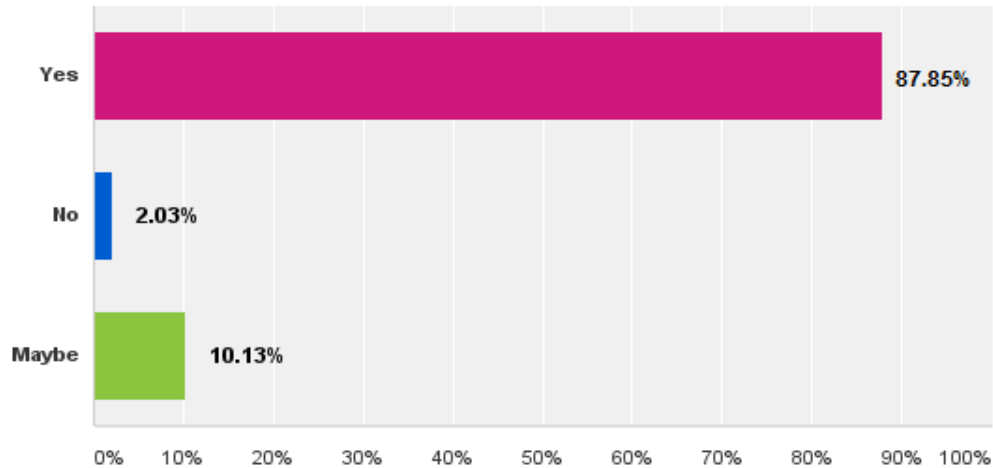


AUSU Services Survey Results – May 2017

Course Evaluations continued...

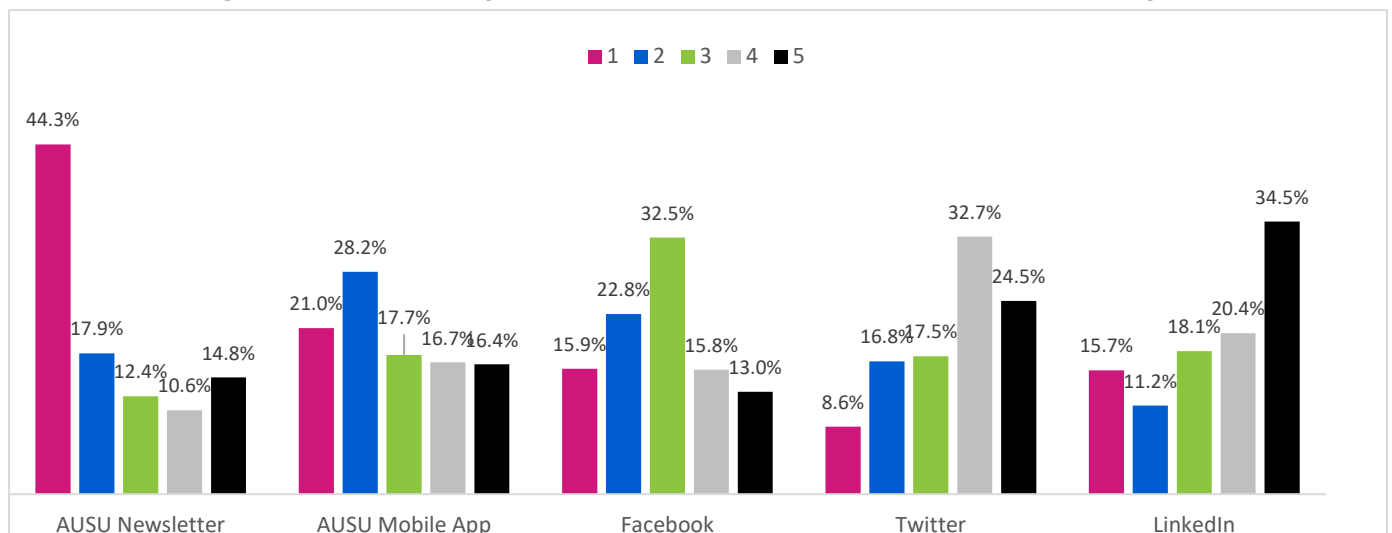
Q51 Do you plan to complete course evaluations in the future?

Answered: 395 Skipped: 637



Communications

Q52 How do you want AUSU to communicate with you? Rank the options below (1 = most favorite, 5 = least favorite).



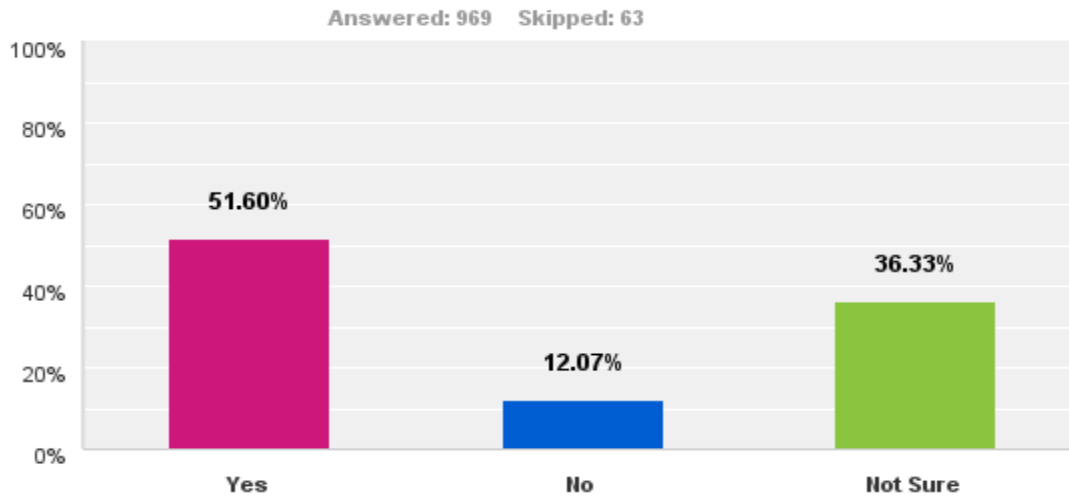
"Other" responses to for communication methods

Email	59	Instagram	2
Do not use Social Media	6	iTunes	1
Newsletter	2	Text	1
My AU Portal	2	The Voice Magazine	1

AUSU Services Survey Results – May 2017

Communications continued...

Q53 Do you feel that AUSU adequately notifies AUSU members of services and resources available to them?



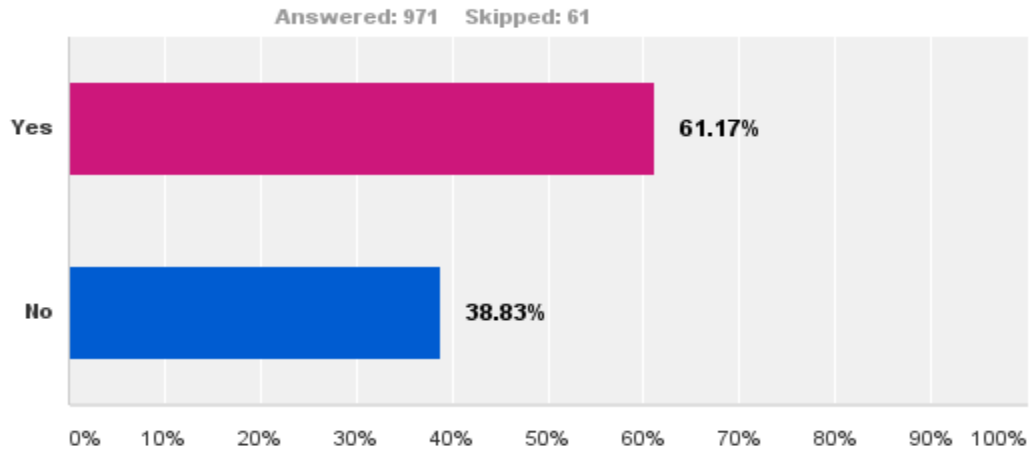
Q54 Do you have other suggestions for ways you want AUSU to engage and communicate with members? If so, please explain below!

Emails	25	Social Media	3
None / n/a	24	Better Communication with Tutors	3
Positive Feedback	7	Email Newsletters	2
Through the AU website / MyAU	6	Instagram	2
Physical Mailouts	4	More Information in Newsletter	2
Emails to New Students	3	Comments about AU, not AUSU	5
In Person Meetups	3	Other / One-off Comments	5

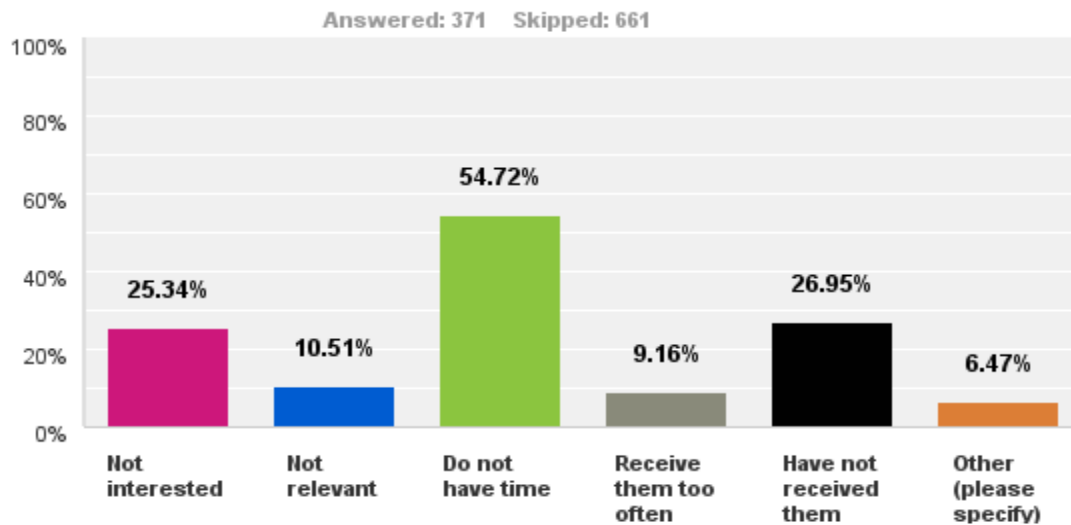
AUSU Services Survey Results – May 2017

Communications continued...

Q55 Do you read the newsletters that AUSU emails to all AUSU members approximately twice per month?



Q56 If you do not read the AUSU newsletter, why not?



“Other” Responses

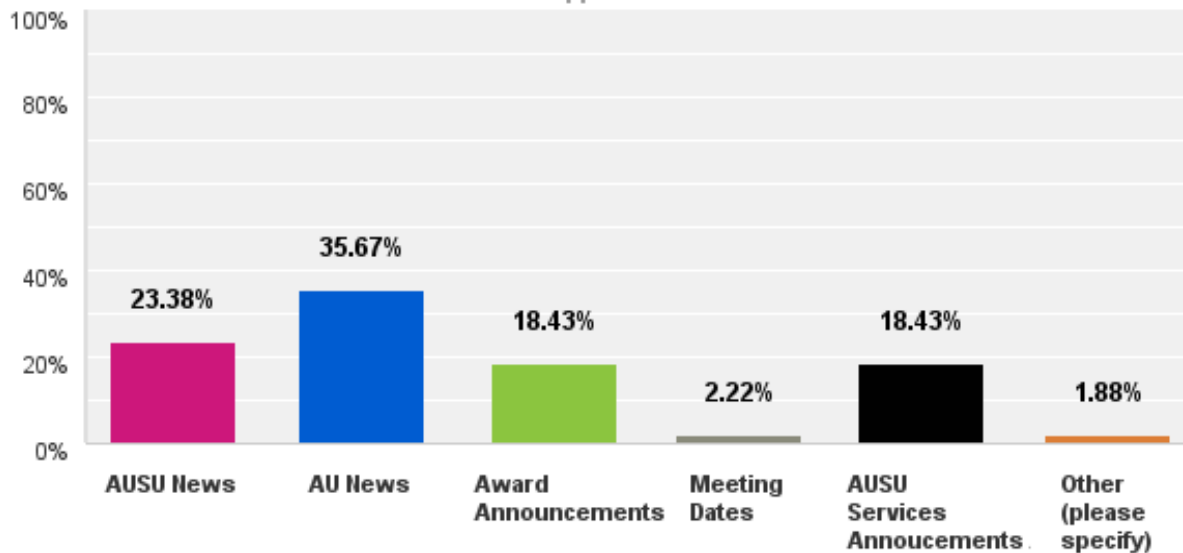
New Student	5	Too Many Emails	2
Did Not Think Relevant	3	Not sure if Received	2
Not Interesting Content	3	Goes to Promotions Folder	2
Only Part Time	2	Forgot / Lazy	2
		Put Contents List at Top	1

AUSU Services Survey Results – May 2017

Communications continued...

Q57 What feature do you find to be most useful in the AUSU newsletters?

Answered: 586 Skipped: 446



“Other” Responses

All of it	5	AUSU Services	1
Surveys	1	I Just Skim	1

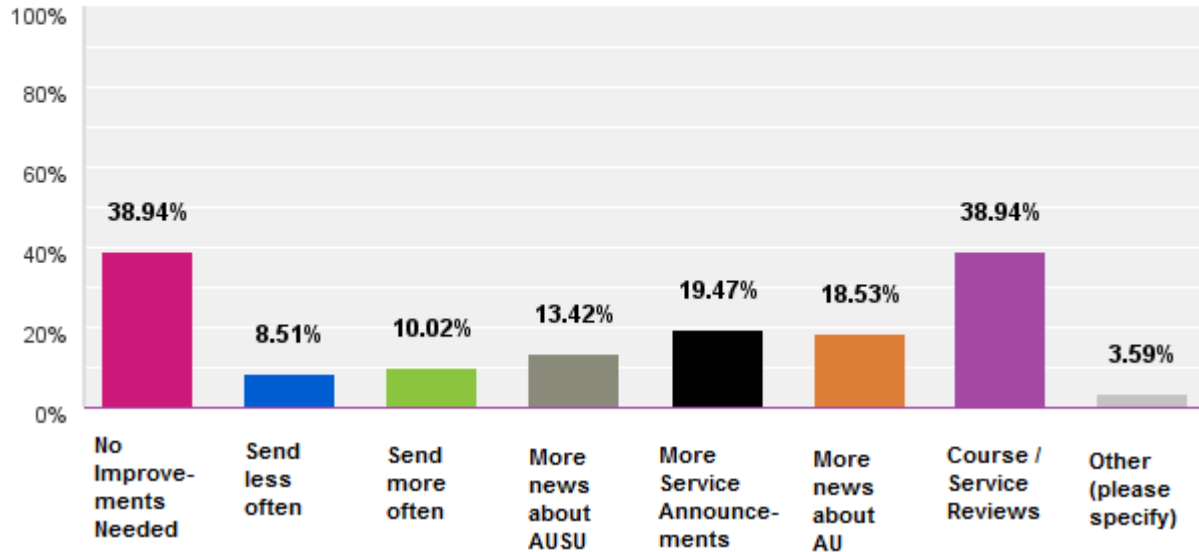
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AUSU Services Survey Results – May 2017

Communications continued...

Q58 Do you have any suggestions for improvements to the AUSU newsletter? (select all that apply)

Answered: 529 Skipped: 503

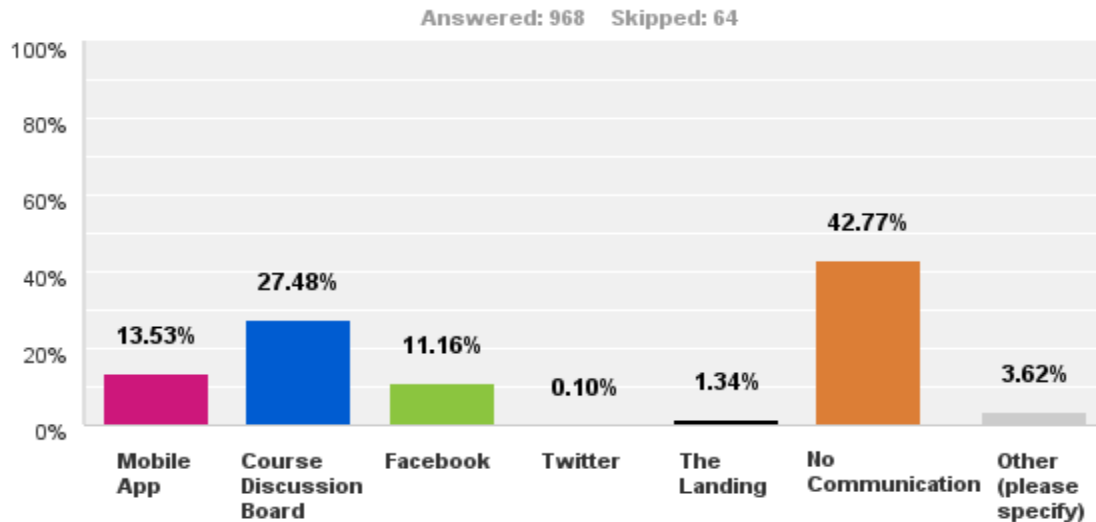


“Other” responses

Better Layout	2	Audio / Video Content	1
Course / Service Reviews	2	More Awards	1
Service Reminders	1	News about AU Elections	1
Once per Week	1	Program Change Discussions	1
Less Repetitive	1	Perfect as is	1
Social Media better	1	No / N/A	3

Connecting with Students

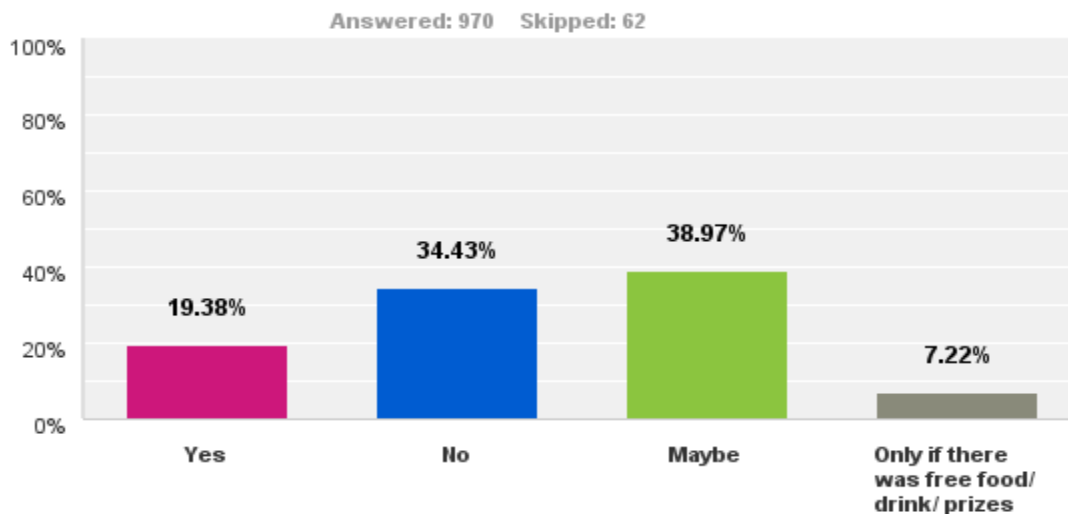
Q59 What is the #1 way you communicate with other students at AU?



“Other” responses

Email	15	Face to Face	2
No Communication	8	Forums	2
Course Discussion Forum	4	Phone	1

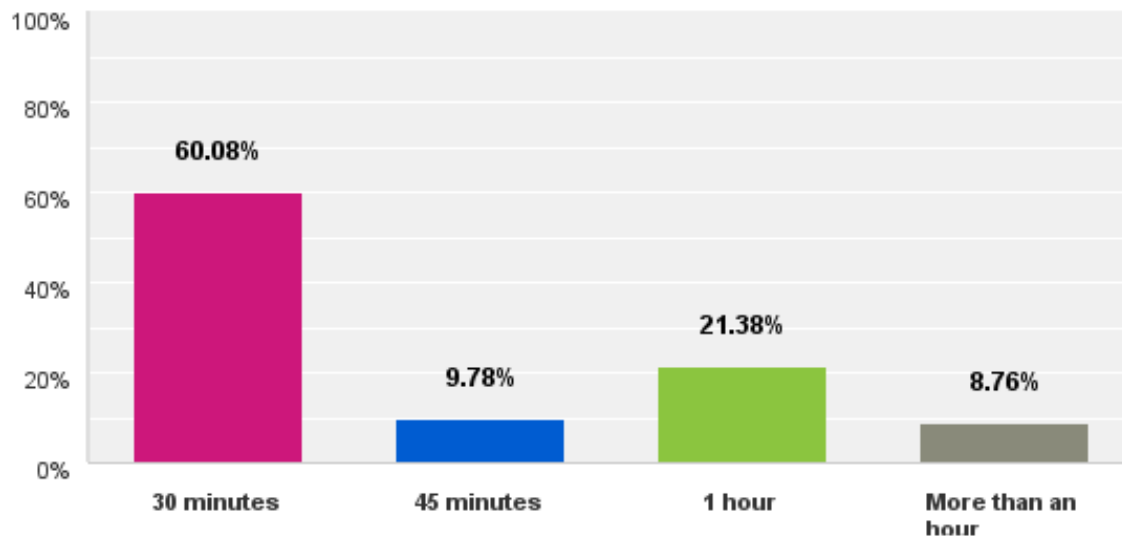
Q60 Are you interested in attending an AUSU Meet & Greet in your area to meet other AU students in person?



Connecting with Students continued...

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

Answered: 491 Skipped: 363



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

100 Mile House, British Columbia	1	Lloydminster, Alberta	2
Airdrie, Alberta	2	London, Ontario	13
Ajax, Ontario	1	Medicine Hat, Alberta	1
Altona, Manitoba	1	Melfort, Saskatchewan	2
Armstrong, British Columbia	1	Miramichi, New Brunswick	1
Athabasca, Alberta	5	Mississauga, Ontario	8
Barrie, Ontario	12	Moncton, New Brunswick	2
Beardmore, Ontario	1	Montreal, Quebec	6
Beaver County, Alberta	1	Nairobi, Kenya	1
Belleville, Ontario	1	Newmarket, Ontario	1
Bonnyville, Alberta	1	Niagara Falls, Ontario	1
Bracebridge, Ontario	1	North Bay	1
Brampton, Ontario	7	Okotoks, Alberta	2
Brandon, Manitoba	4	Olds, Alberta	1
Brockville, Ontario	1	Oshawa, Ontario	4
Burlington, Ontario	4	Ottawa, Ontario	36

AUSU Services Survey Results – May 2017

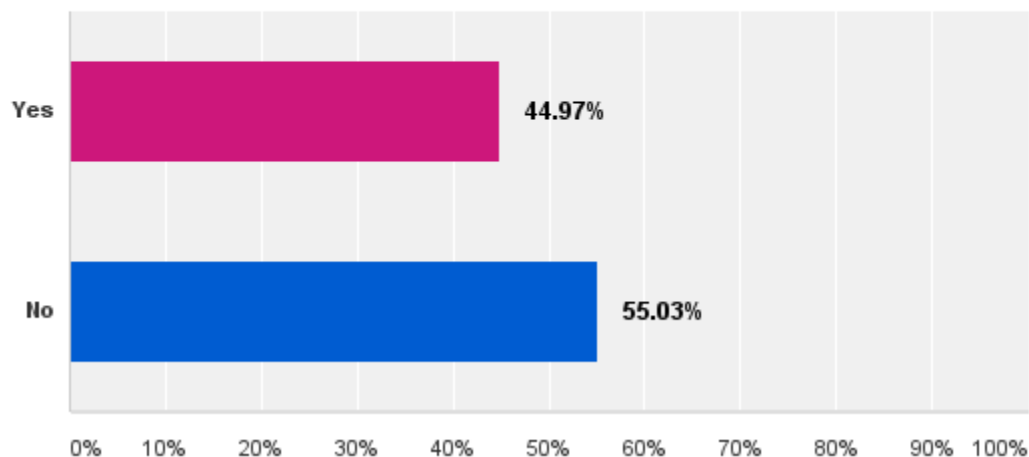
Caledon, Ontario	1	Owen Sound, Ontario	1
Calgary, Alberta	13	Palmer Rapids, Ontario	1
Campbellton, New Brunswick	1	Peace River, Alberta	1
Canmore, Alberta	1	Penticton, British Columbia	1
Cayman Islands	1	Petawawa, Ontario	1
Chatham, Ontario	1	Peterborough, Ontario	1
Chilliwack, British Columbia	1	Port Alberni, British Columbia	1
Cochrane, Alberta	2	Port Colborne, Ontario	1
Cold Lake, Alberta	2	Port Elgin, Ontario	1
Corner Brook, Newfoundland	2	Prince Albert, Saskatchewan	1
Cranbrook, British Columbia	2	Prince George, British Columbia	2
Creston, British Columbia	1	Quinte West, Ontario	1
Dartmouth, Nova Scotia	2	Red Deer, Alberta	14
Digby, Nova Scotia	2	Regina, Saskatchewan	11
Drayton Valley, Alberta	3	Rockyford, Alberta	1
Duncan, British Columbia	1	Rossland, British Columbia	1
Eatonia, Saskatchewan	1	Saint John, New Brunswick	5
Edmonton & Area, Alberta	105	Sarnia, Ontario	2
Elk Point, Alberta	1	Saskatoon, Saskatchewan	14
Fairview, Alberta	1	Sault Ste Marie, Ontario	2
Fernie, British Columbia	1	Scarborough, Ontario	3
Fort Frances, Ontario	1	Seal Cove, Newfoundland	1
Fort McMurray, Alberta	4	Smiths Falls, Ontario	1
Fort SK, Alberta	1	Springhill, Nova Scotia	1
Fort Smith, NT	1	St Charles, Ontario	1
Fort St. John, British Columbia	2	St. Catharines, Ontario	1
France	1	Stratford, Prince Edward Island	1
Fredericton, New Brunswick	1	Sudbury, Ontario	1
Gatineau	1	Summerstown, Ontario	1
Germany	1	Surrey, British Columbia	6
Goderich, Ontario	1	Swift Current, Saskatchewan	4
Grand Prairie, Alberta	10	Terrace, British Columbia	1
Grande Prairie, Alberta	1	Thompson, Manitoba	1
Guelph, Ontario	1	Thunder Bay, Ontario	1
Halifax, Nova Scotia	5	Timmins, Ontario	1
Hamburg, Germany	1	Toronto, Ontario	33
Hamilton, Ontario	8	Trail, British Columbia	1
Hanna, Alberta	1	Twillingate, NL	1
Hay River, NT	1	Ucluelet, British Columbia	1
Hazelton, British Columbia	1	Unity, Saskatchewan	1
High Level, Alberta	2	Valleyview, Alberta	1
High Prairie, Alberta	1	Vancouver, British Columbia	13
Houston, Texas	1	Vanderhoof, British Columbia	1
Huntsville, Ontario	1	Vermilion, Alberta	1

AUSU Services Survey Results – May 2017

Kamloops, British Columbia	1	Victoria, British Columbia	3
Kelowna, British Columbia	4	Wetaskiwin, Alberta	1
Kingston, Nova Scotia	1	Whistler, British Columbia	2
Kingston, Ontario	4	Whitecourt, Alberta	1
Kippens, Newfoundland	1	Whitehorse, Yukon	2
Kitchener, Ontario	10	Windsor, Ontario	1
La Baie, Québec	1	Winnipeg, Manitoba	16
LaCrete, Alberta	1	Yellowknife, North West Territories	1
Lethbridge, Alberta	9	Yorkton, Saskatchewan	1
Lévis, Quebec	1		

Q63 Are you interested in attending a virtual Meet and Greet with other AU students in your area?

Answered: 636 Skipped: 396

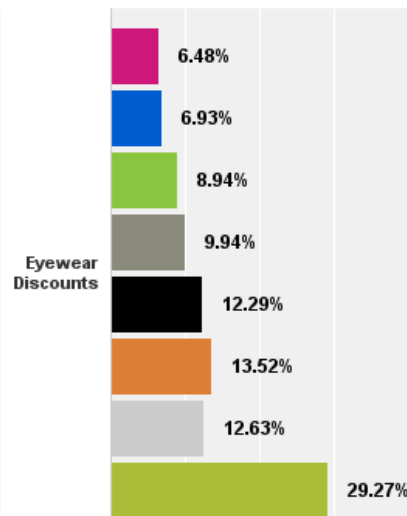
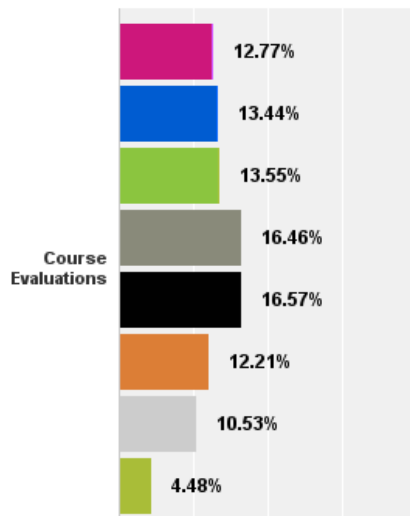
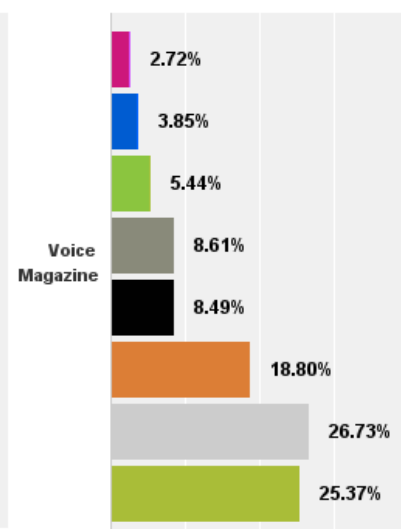
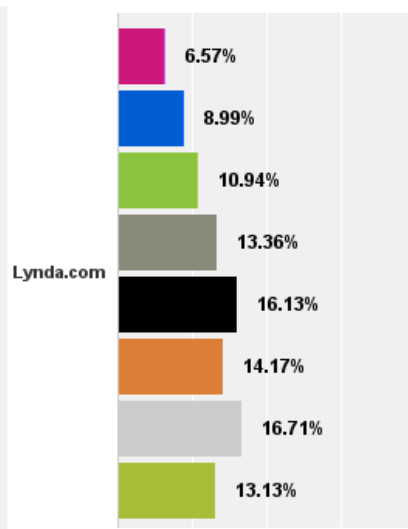
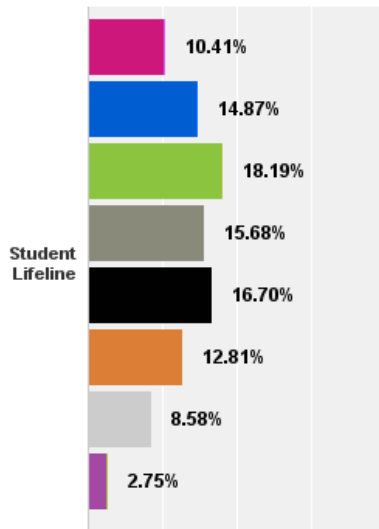
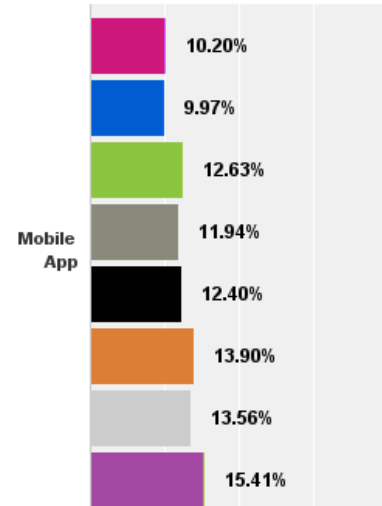
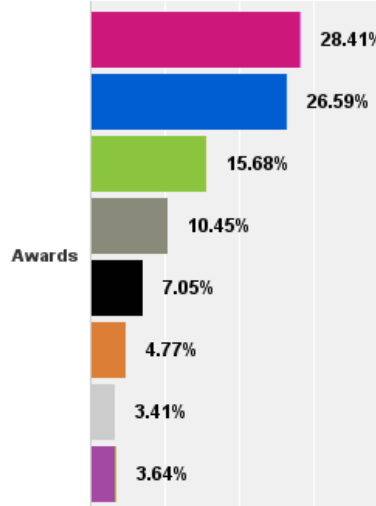
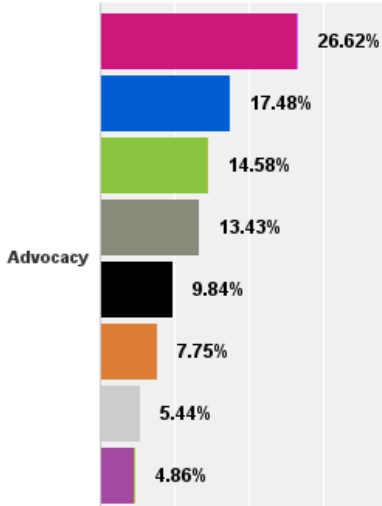


AUSU Services Survey Results – May 2017

Overall

Q64 AUSU would like to know which of our services are most important to you. Please rank the services below (with 1 being most important, and 8 least important).

Answered: 936 Skipped: 96

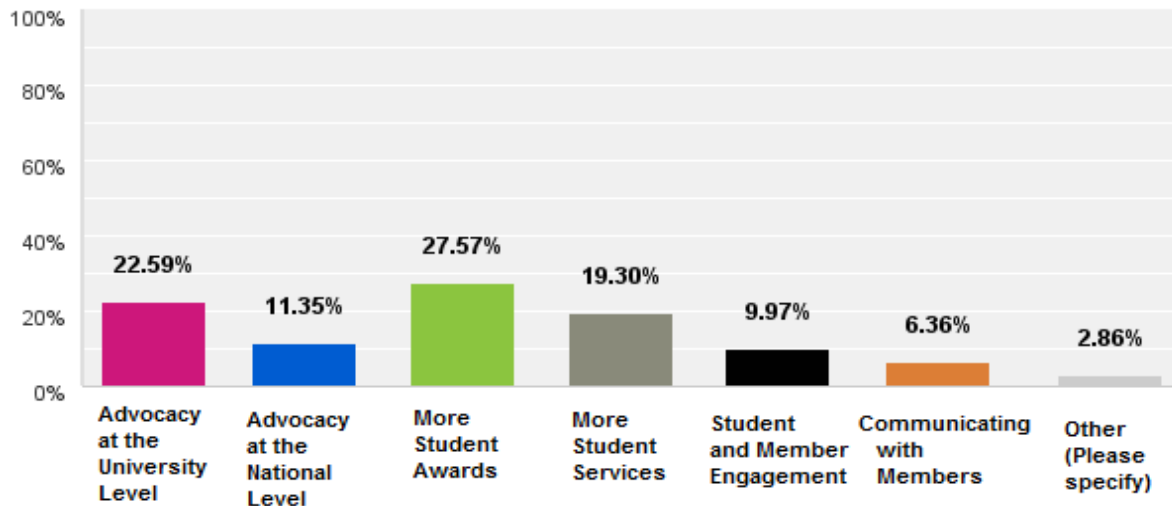


AUSU Services Survey Results – May 2017

Overall continued...

Q65 What is the most important thing that you would like AUSU council to focus on?

Answered: 943 Skipped: 89



“Other” Responses

Reduce Course Fees	5	Advocacy and Awards	1
Not Sure	4	E-text Choice	1
All of the Above	2	Audio E-texts	1
Coop / Job Placements	2	Improved Tutor Communications	1
Maintain lynda.com & lifeline	2	Advocacy for AU Future	1
Awards for part-time students	1	Clinical Sign-up Improvements	1
Awards for out of province students	1	Course Content / Delivery Improvements	1
Reduce unnecessary spending	1	Athabasca University email addresses	1

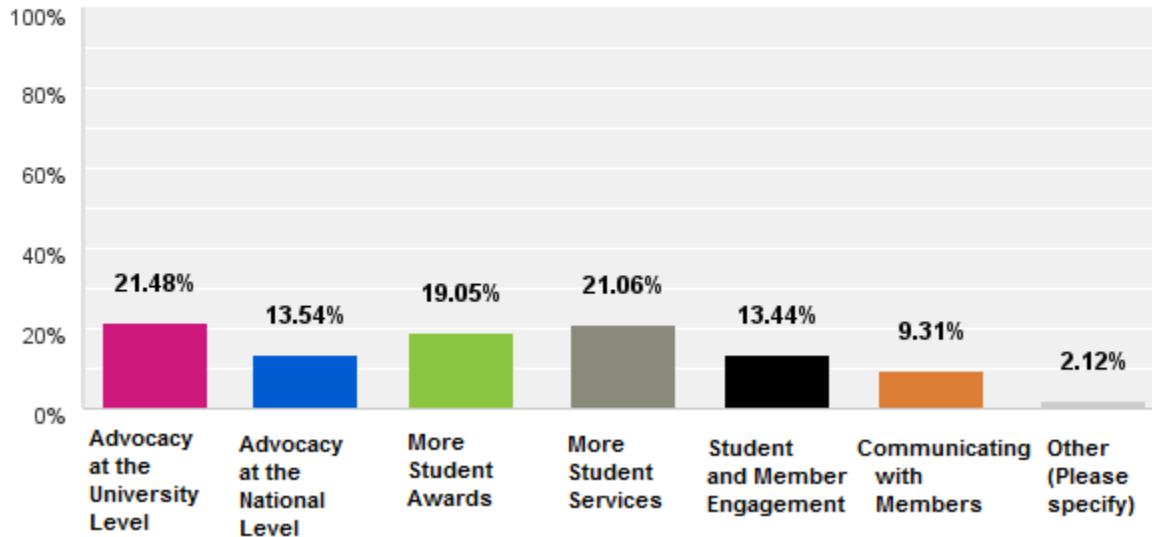
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AUSU Services Survey Results – May 2017

Overall continued...

Q66 What is the second most important thing that you would like AUSU council to focus on?

Answered: 945 Skipped: 87



“Other” Responses

Not Sure	5	Accessibility and Affordability	1
All of the Above	2	Health Benefits	1
E-text Choice	2	Course / Program Offerings	1
First 3 on the list above	2	Course Evaluations	1
Student Meet ups	2	Awareness of Services	1
Discounts	1	Less Waiting time	1

Continued on next page...

Overall continued...

Q67 Do have any recommendations for other services you would like to see AUSU offer in the future?

No Improvements	86	Improvements to Services	5
More Communication / Help from AU	10	Positive Feedback	4
Ways to Connect with Students	9	University Email Addresses	3
Health & Dental Benefits	7	Moodle / AU Website Improvements	3
Free / Discounted Software	7	Reduce Fees	2
Co-Op / Career Services	6	Ways to get involved	2
More Awards and Bursaries	6	Textbook Swap / Sell	2
Improved Communications	5	Planners	2
E-Text Choice	5	Audio / Visual Course Content	2
Tutoring	5	Other / One Off Ideas	16

Q68 Do have any other comments or suggestions for AUSU?

No	76	Connecting with Students	4
Positive Feedback	38	Course & Exam Delivery Improvements	4
E-Text Choice	7	Better Communications	3
AU Website Improvements	6	Improved Course Evaluations	2
Improvements to Existing Services	5	More / Improved Surveys	2
Awards & Bursaries Improvements	4	Other / One-Off Ideas	12