



AUSU Services Survey

Circulated November 2019

Public Report

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Overview

In November 2019 AUSU circulated our Annual Services Survey to all current AUSU members and received great feedback from 1,531 members.

The most notable results are that the majority of respondents were satisfied with most of AUSU services. There are a relatively high rate of service usage and a lower rate of service dissatisfaction compared with past survey responses. Current survey results show an average of 46.7% of students using services, compared with an average of 16% in 2018.

It is apparent from some responses and statistics collected that, as in previous years, there may be misunderstanding about whether some of the questions refer to AUSU or the University, particularly regarding the services. AUSU continues to work on ways to promote our services to our members and ensure clarity between AU and AUSU services. We will be able to use the survey data to help identify areas where communications can be improved.

In addition, the survey highlighted student priorities, which included, based on responses to numerous questions, reducing costs for attending AU, improving the quality of education, service, and response time at AU, providing an integrated mobile app, a health and dental plan, and fostering more student engagement.

Overall, the data will be very useful in determining priorities for AUSU in the coming year.

Sent to 27,023 Members

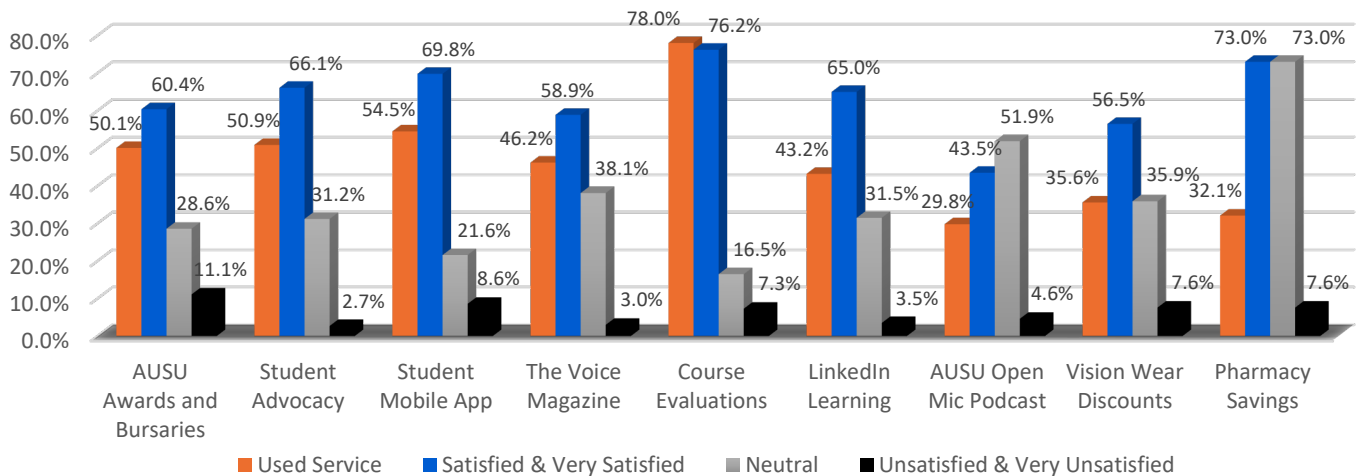
Responses – 1,531 Total

AUSU 2019 Services Survey Results

Highlights

AUSU Service Use and Satisfaction (out of 1,531 responses)*

Options per Service: *Very Satisfied* --- *Satisfied* --- *Neutral or Unsure* --- *Unsatisfied* --- *Very Unsatisfied*

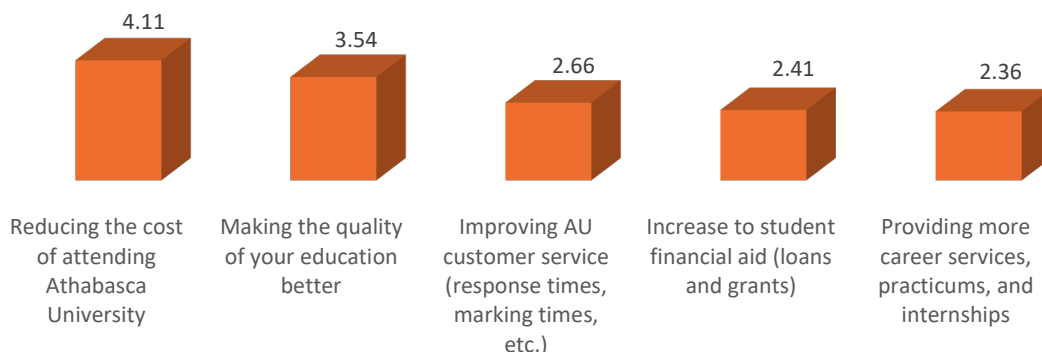


*Service Satisfaction is a high priority for AUSU, which is taken into consideration when setting goals and planning for service improvement. Consequently, AUSU changed the options for questions about our service satisfaction in order to provide more choices, which produced significantly different statistic results than in previous years. Previously, AUSU provided 4 options to rate services (Very Satisfactory, Somewhat Satisfactory, Somewhat Unsatisfactory, and Very Unsatisfactory). This year, the questions included 2 additional options, including “Neutral or Unsure” and an “N/A” option for students who did not use the service. It is not clear whether all survey respondents chose “Neutral” or “N/A” to indicate whether they used the service, as the numbers do not align with the actual service usage numbers. It is also unclear if responses for services such as “Awards and Bursaries” or “Course Evaluations” are referring to AUSU service or those offered by AU given that the numbers do not align with actual AUSU service usage.

The number of respondents who indicated they are “unsatisfied or very unsatisfied” remains low with an average of 5.4 %, which is significantly lower than the previous AUSU Services Survey at just over 15%.

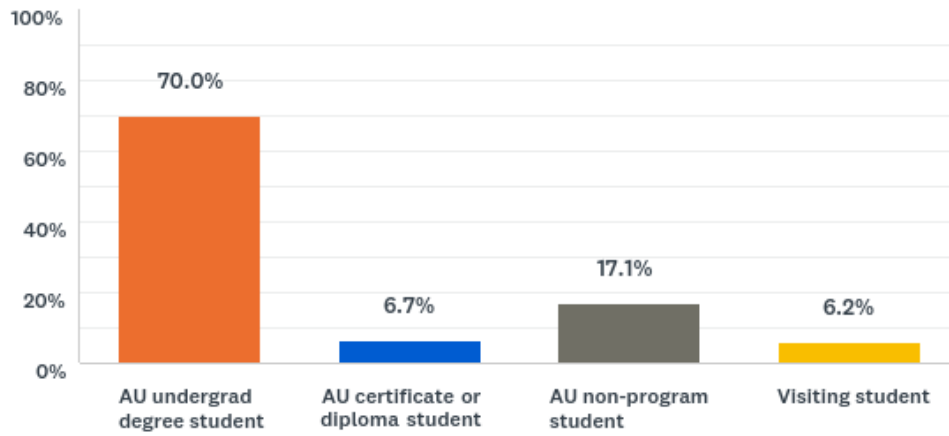
Advocacy Priorities (out of 1480 respondents, weighted average)

Respondents were asked to rate five advocacy topics from most important to least important. This chart shows the **weighted average** of advocacy priorities (out of 5), ranked from highest to lowest priority. Reducing the cost of attending Athabasca University was significantly the highest priority, with 75% of respondents marking it as their highest or second highest priority.

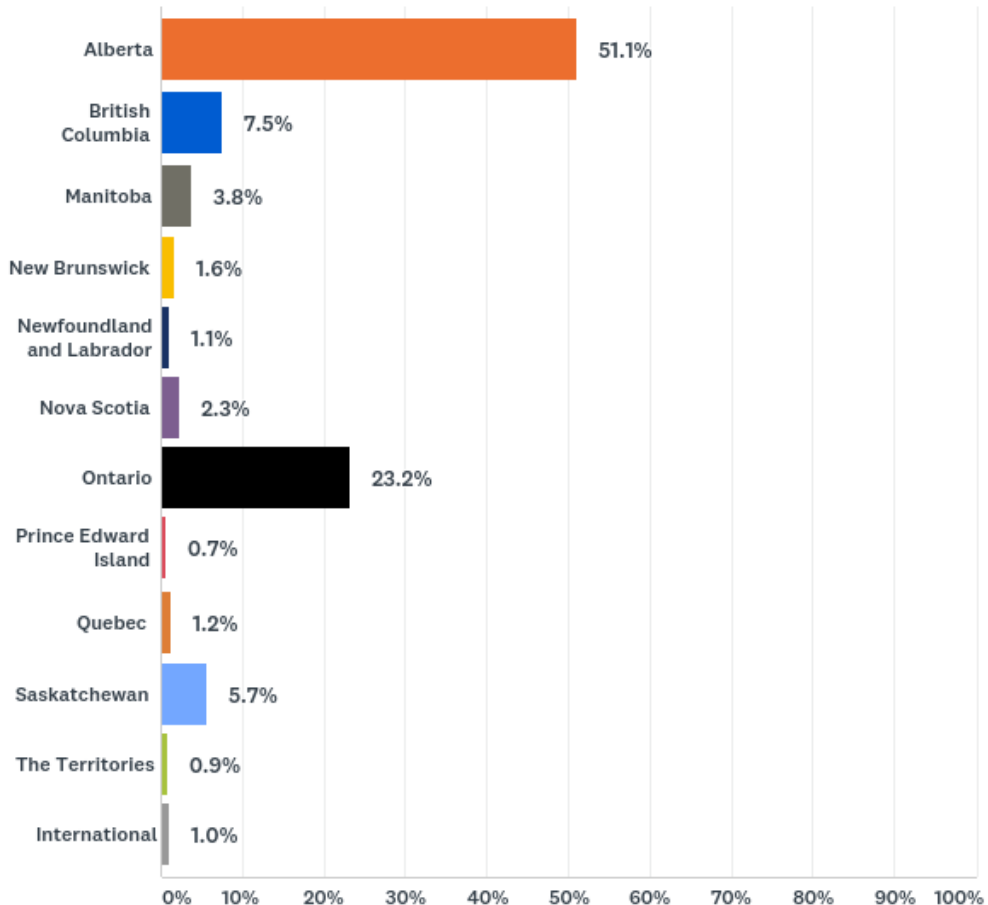


Demographics

Q1 What student category do you fit into?



Q2 What province or territory are you taking studies from?

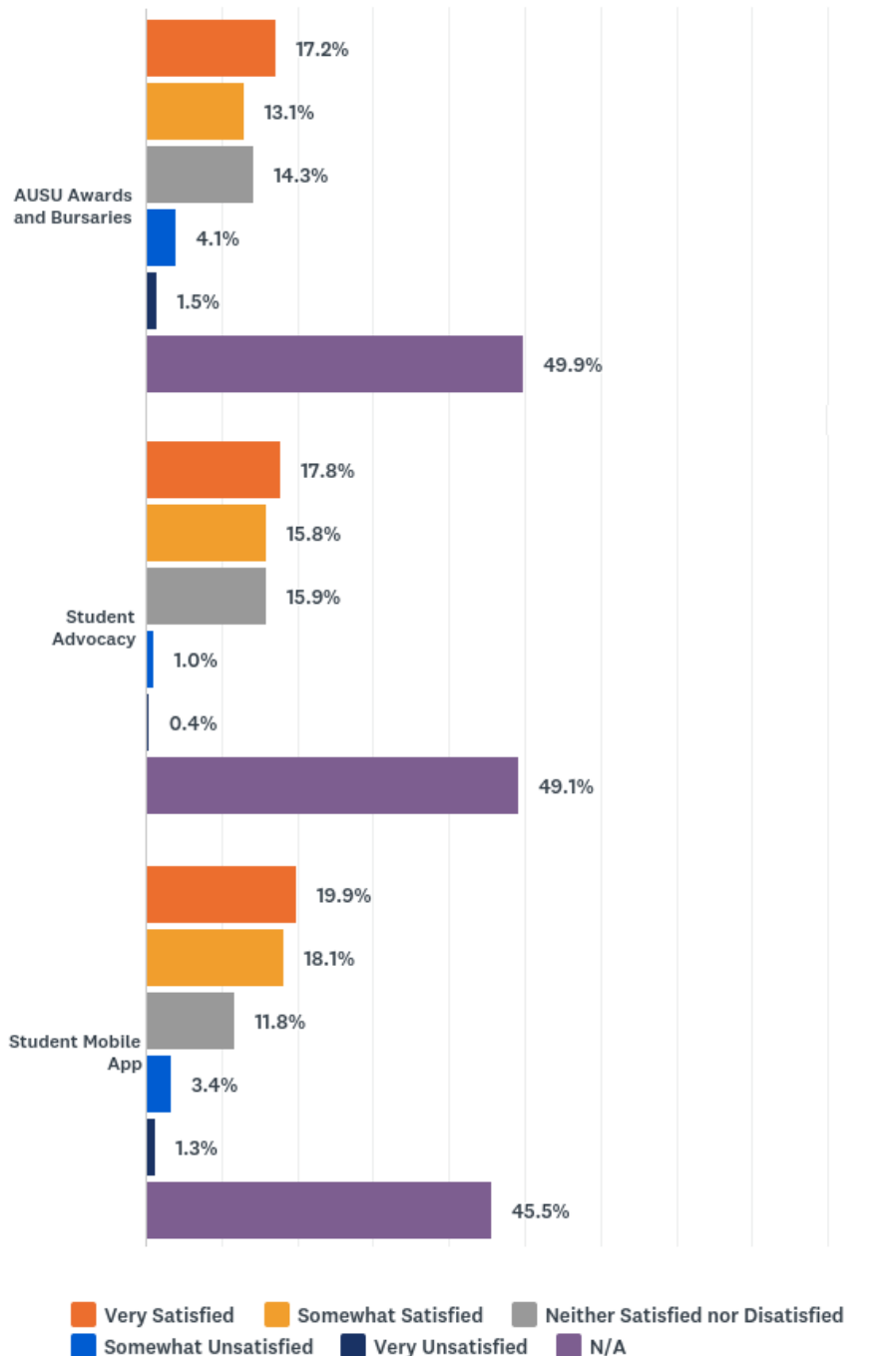


Current Services

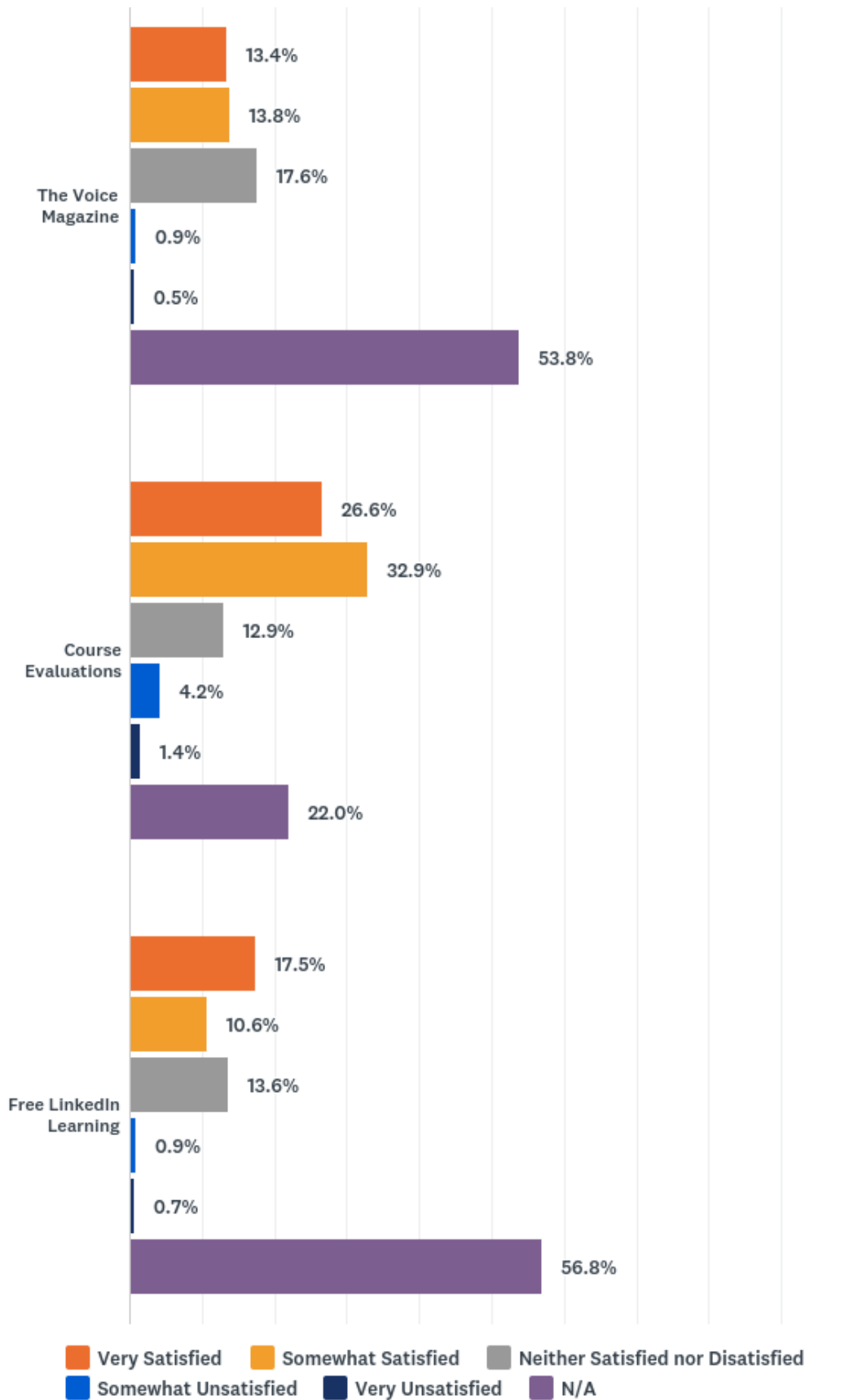
*For these questions, the percentage of students who indicated satisfied, neutral, or unsatisfied are based on the total responses, including those that marked "N/A" meant to indicate they did not use the service. For the summary chart on page 2, the stats are based on just the students who did NOT choose "N/A", so the number of satisfied or unsatisfied is based on the the number who indicated they used the service.

Q3 AUSU provides a variety of student services to AU undergraduates. Please share with us your level of satisfaction with the following AUSU services. (Please mark "N/A" if you have not used the service).

These questions refer to services offered by your AU Students' Union, not the University itself.

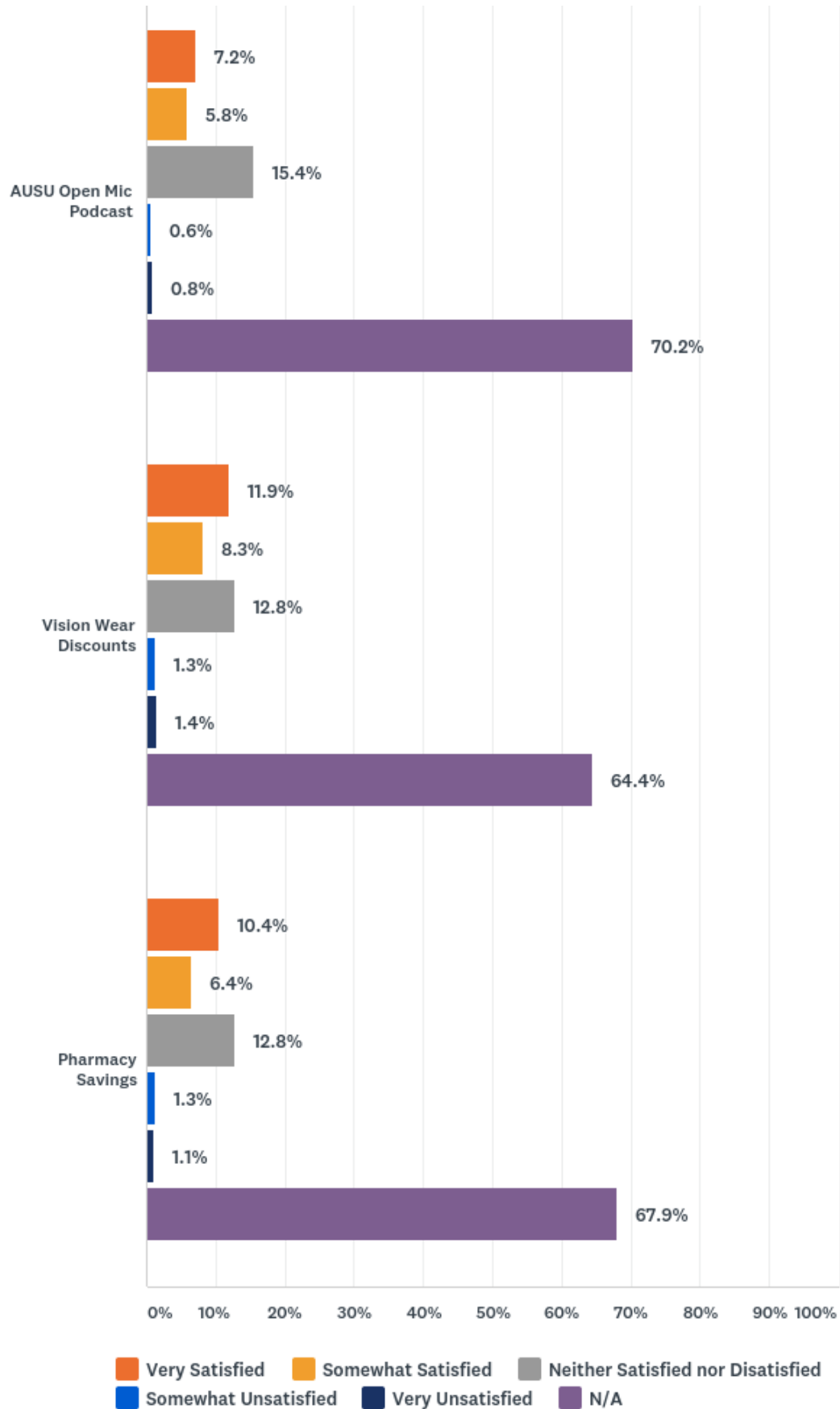


Current Services continued...



AUSU 2019 Services Survey Results

Current Services continued...

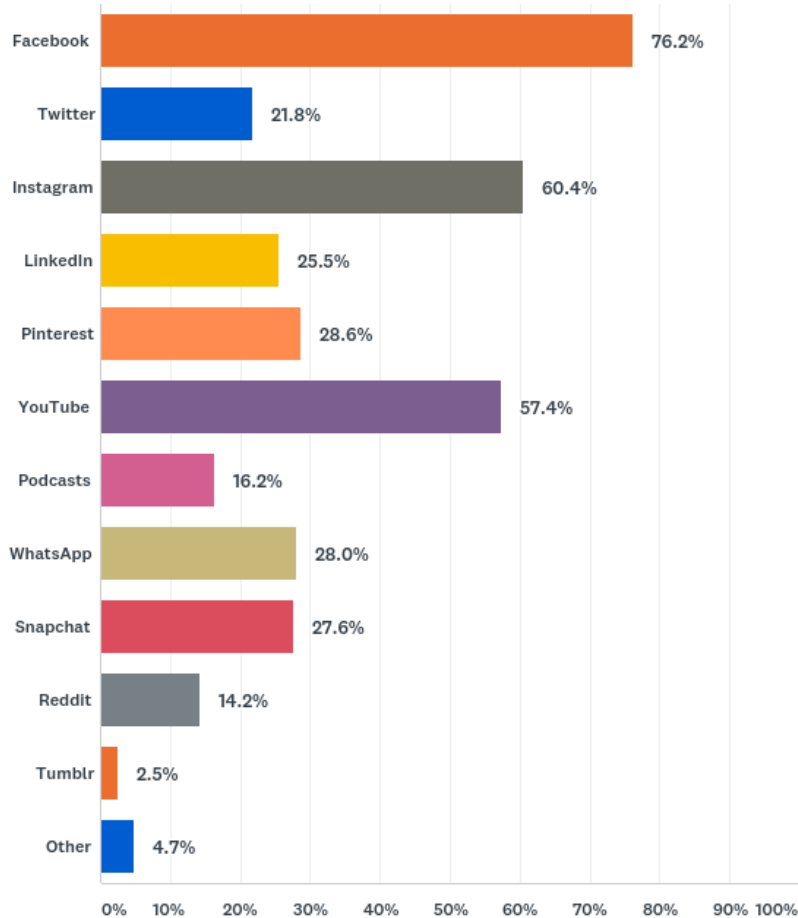


AUSU 2019 Services Survey Results

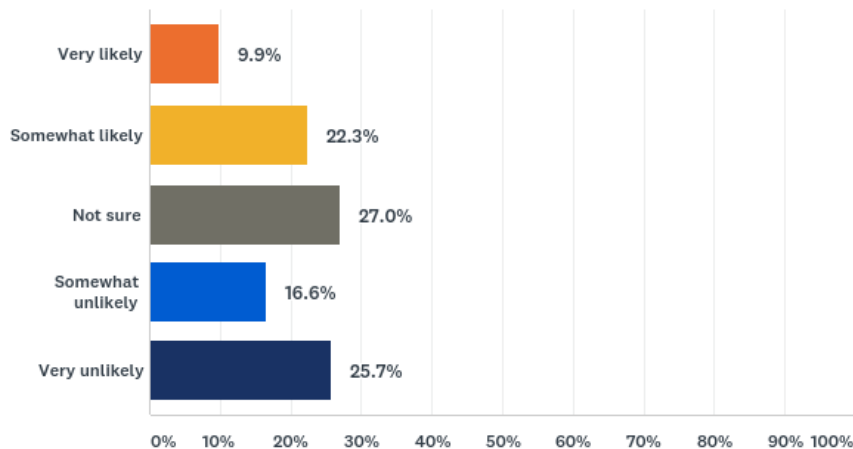
Current Services continued...

Q4 What social media channels do you use regularly? (Choose all that apply).

Pro-tip: You can follow AUSU at @austudentsunion on Facebook, Instagram, LinkedIn, or Twitter.

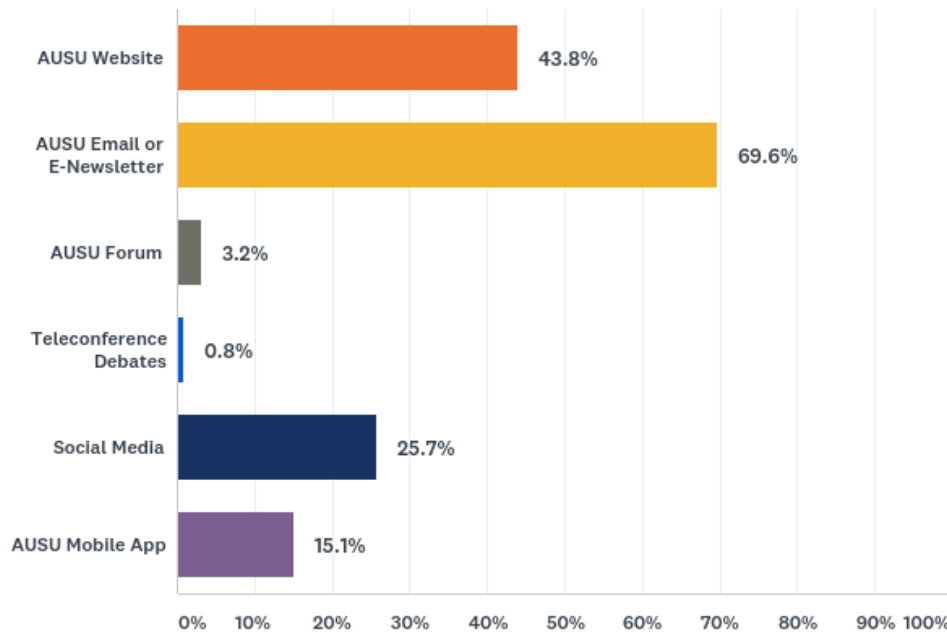


Q5 AUSU Open Mic Podcast is a new communication channel that AUSU introduced in 2019, featuring student interviews, tips and info for AU students, and other relevant topics. How likely are you to listen to the AUSU Podcast?

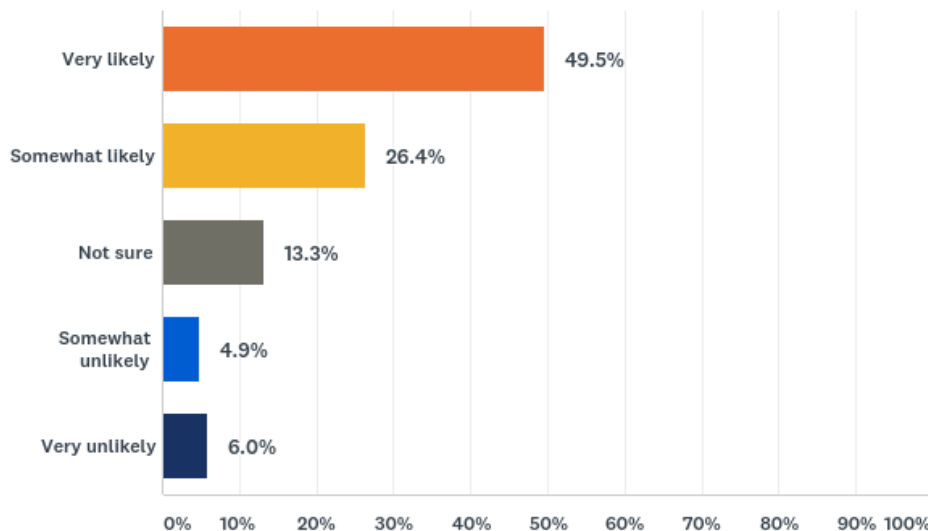


Upcoming Events and Services

Q6 The AUSU General Election to elect 13 new student councillors will take place in February/March 2020. What communications channel(s) are you most likely to use to get information about the election? Select all that apply.

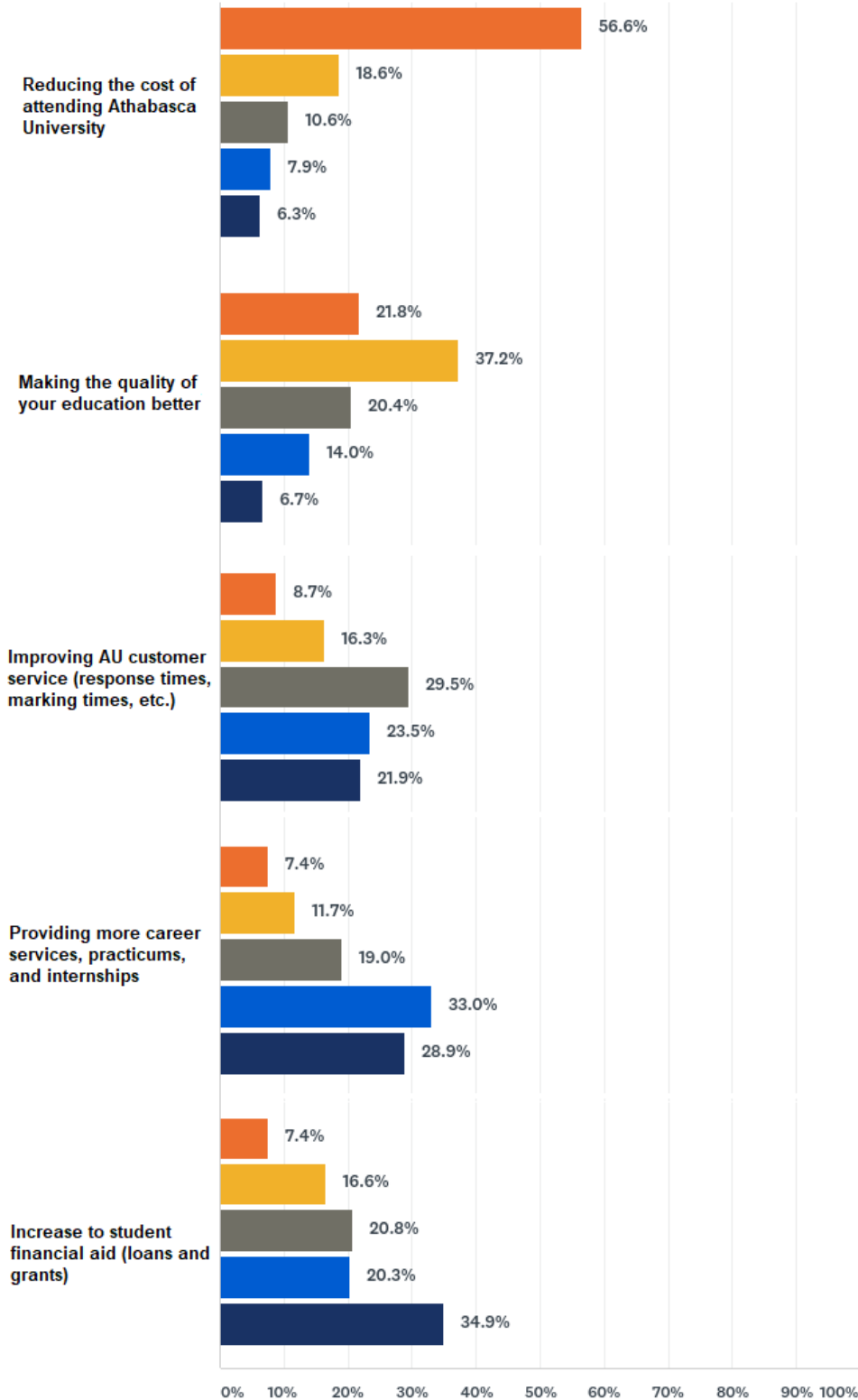


Q7 AUSU is looking into partnering with Athabasca University on a new student app, which would include student connection, information, course registration, and access to your AU student account. How likely are you to use this app?



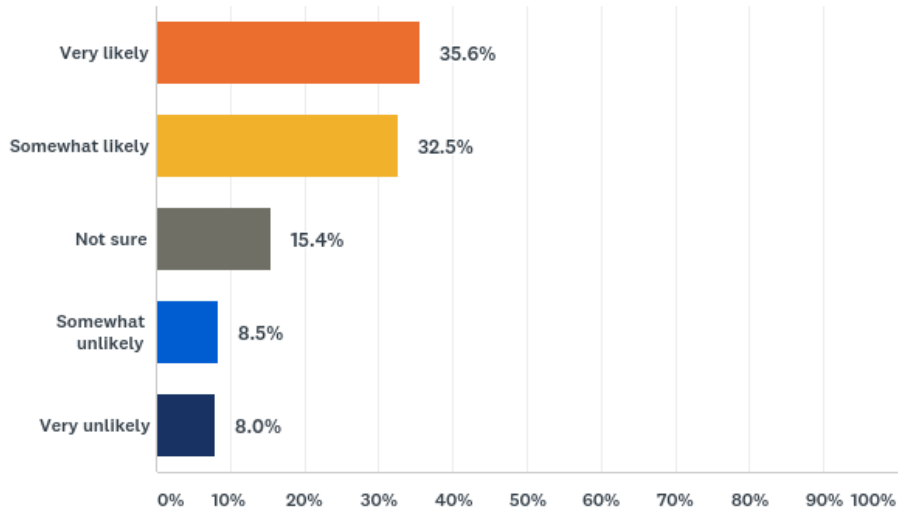
Upcoming Events and Services continued...

Q8 AUSU wants its advocacy efforts to reflect AU student priorities. What areas do you feel AUSU should be focusing its advocacy efforts on the most? Please rank the following advocacy topics in order of importance to you from 1 to 5 (where 1 is the most important to you):

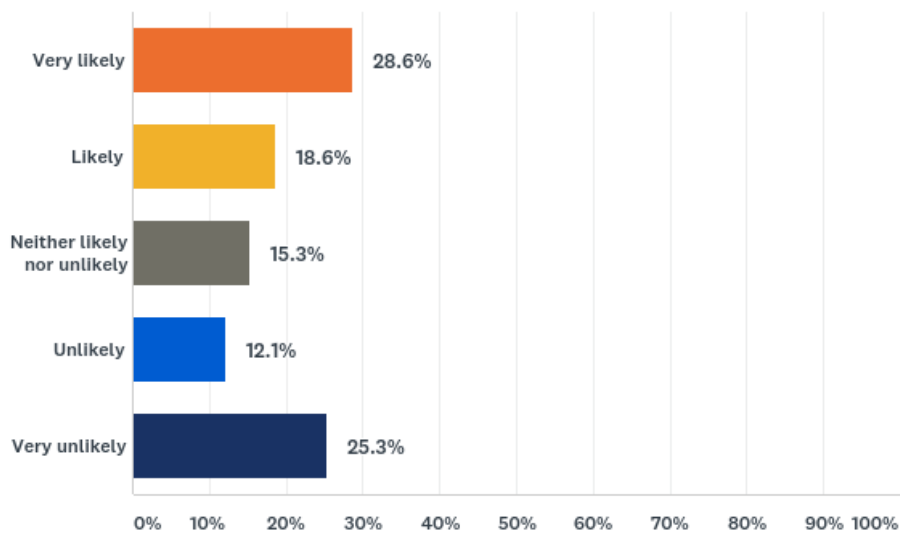


Upcoming Events and Services continued...

Q9 AUSU is working on enhancing our current offering of career services. This will include an online resume review tool. How likely are you to use this type of career service?



Q10 AUSU is currently looking into options to provide a student health and dental plan service. If AUSU were to partner with a provider to offer an opt-in, student-paid health and dental plan at group rates, how likely are you to opt-in for this service?



Comments

Q11 Do you have any ideas about how your AU Students' Union could serve you better?

Comments specific to AU, not AUSU*	67	Advocacy	8
Positive Feedback	23	Optional / Lower Fees / Not Useful	8
More Info from AUSU	23	Student Discounts	6
More Student Connections / Events	17	Survey / Newsletter Improvements	5
Student / Mobile App	11	Course Reviews	4
Health & Dental Plan	11	Online / Out of Province Support	3
More Students Awards & Bursaries	8	Other / One-Off Comments	3

**There were many comments pertaining to Athabasca University itself, so those are summarized below.*

*Comments Specific to AU / Advocacy Topics

Online Course Improvements	16	Labs / Clinicals / Internships	4
Lower Tuition / Fees	15	Physical Textbook Options	6
Improved Student Resources / Services	13	Course / Alumni Networking	6
AU Response Times	13	Loans / Grants Improvements	3
Tutor Access / Info	11	Website Improvements	2



If you have any questions about the 2019 AUSU Student Services Survey or any of the data presented in this report, please contact AUSU at services@ausu.org.