JUBILEE CAMPUS

FIONA MORRISON, INSIGHT AND MARKETING

"HOW CAN WE HELP", "DASHBOARD OF DREAMS", AND CROWDICY

Only the issues that represent a statistically significant difference between University Park and Jubilee Students have been displayed in the graphs, but a lot more information is available.

SEGMENTS

University Park
- Segment 1: 18%
- Segment 2: 15%
- Segment 3: 15%
- Segment 4: 14%
- Segment 5: 11%
- Segment 6: 11%
- Segment 7: 11%
- Segment 8: 7%

Jubilee
- Segment 1: 18%
- Segment 2: 18%
- Segment 3: 15%
- Segment 4: 10%
- Segment 5: 10%
- Segment 6: 5%
- Segment 7: 5%
- Segment 8: 12%

CROWDICY

Jubilee Issues:
- Want more SU presence at Jubilee campus.
- Don’t want people to assume that Jubilee is so close to University Park that they do not need their own identity.
- Didn’t feel that they heard very much about Student Leader Elections.
- Want more communication and advertisement.
- More recreational activities, social events and publicity on Jubilee.
- More accessible shop hours.
- Bar on Jubilee.
- More representation for Jubilee.
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SEGMENTS

<table>
<thead>
<tr>
<th>University Park</th>
<th>Jubilee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment 1: 18%</td>
<td>Segment 1: 13%</td>
</tr>
<tr>
<td>Segment 2: 27%</td>
<td>Segment 2: 39%</td>
</tr>
<tr>
<td>Segment 3: 35%</td>
<td>Segment 3: 15%</td>
</tr>
<tr>
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</tr>
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CROWDICITY

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JUBILEE VS UNIVERSITY PARK

- Engagement with the SU
- Knowledge of the SU
- Age, gender, and country of origin
- How 'at home' students feel
- Satisfaction with the SU
- How the SU impacts upon student experience
- Wednesday afternoons off
- Alcohol consumption
- Time spent per week (studying, socialising, working, extra-curricular)
- Confidence with future employability
- Segments
Engagement with the SU
How often do you engage with the SU during term time: Physically visit SU space

- Once a week or more
- Once or twice per month
- Once a term
- Once a year
- Never

Campus:
- UP
- Jubilee
How often do you engage with the SU during term time: Browse SU social media or the website

Campus

UP
Jubilee
How often do you engage with the SU during term time: Volunteer, fundraise or work for the SU
How often do you engage with the SU during term time: Attend a session or meeting for clubs/societies
Knowledge of the SU

![Bar chart showing knowledge of the SU: The SU is a charity. The chart compares the number of students who believe the SU is true, false, or not sure between UP and Jubilee campuses.](chart.png)
Age, gender, and country of origin

![Charts showing age, gender, and country of origin data.](image-url)
What is your age?

- Under 18
- 18-21
- 22-25
- Over 25
- I'd rather not say
How 'at home' students feel

![Graph 1: How 'at home' do you feel at the University of Nottingham?](image1)

![Graph 2: How satisfied are you with the people you live with?](image2)
How 'at home' do you feel at the University of Nottingham?
Satisfaction with the SU

To what degree are you satisfied / unsatisfied with your students' union?
SU impact on student experience

How has the SU impacted upon your University experience

Campus

UP

Jubilee
Wednesday afternoons
Alcohol consumption

How many days a week do you drink more than 6 units of alcohol?
Time spent per week...
The bar chart shows the percentage of time spent in teaching, academic meetings, and academic contact across different time intervals for two campuses: UP and Jubilee. The chart compares the distribution of time spent in various categories, such as 'Less than one hour,' '1-3 hours,' '4-6 hours,' '7-10 hours,' '11-15 hours,' '16-20 hours,' '21-25 hours,' and 'Over 25 hours.'
How are you feeling about securing a paid, graduate level role (should you be seeking one)?
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- Segment 8: 12%

Segment 8
- Potential advocates!
- Into a lot of SU activities
- Opinionated about the SU and how it could improve
- Want to be consulted
- Confident and enthusiastic

Segment 7
- Also do a lot of activities
- High achievers
- Want recognition
- Want more opportunities
- Not as aware of the aspects of the SU related more to academia rather than 'fun'
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