



## Experiences of using Student Union Surveys



### **A review by Aaron Mannings – Media Sales & Research Co-ordinator, Kent Union**

At Kent Union we conduct a variety of surveys throughout the year in order to find out our students views on the services we provide. By doing this we aim to use the information gathered to make changes, improve our service and build year on year to provide the students with what they feel a Student Union should offer.

Surveys we have conducted so far are:

- Student Satisfaction
- Jobshop
- Freshers
- Licensed Trade Satisfaction.

Two more will be launched this month. These will be follow-up surveys to monitor trends and measure the effectiveness of actions taken previously.

This process has been quite time consuming in the past. Since using the survey service provided by Student Union Surveys, the process has been simplified and the ease of use of the system has reduced the workload greatly.

Designing a questionnaire using the system has been a great help to me as the options provided make you think about the questions in a different way in order to get the desired response. This helps to make the questionnaire more efficient by asking one question that will answer two.

Launching surveys has never been easier. Links are provided in no time at all and the surveys can be made available at the click of a button once you are happy with the questionnaire.

We have seen a huge response so far this year to the surveys we have conducted through this system. Time has been saved as inputting has been reduced as we now conduct less paper surveys.

Results are displayed in an easy to understand format and can also be downloaded into spreadsheet format at the click of a button.

The help provided has been invaluable. In the short time I have been using the system, the coaching I have been given by Hedley Basford, of Student Union Surveys, has helped me to understand the importance of good questionnaire design, asking the right questions, asking probing questions when required and how to get the best results in a fast and efficient manner.

The design aspects and layout of the surveys also make our union look more professional to our students who are happy to complete a survey on the system at their leisure.

At Kent Union we plan to conduct over 15 research projects throughout the year. The survey system is now an invaluable tool in this schedule.

**Aaron Mannings** – *Media Sales & Research Co-ordinator, Kent Union, November 2005*

**[www.studentunionsurveys.com](http://www.studentunionsurveys.com)**