



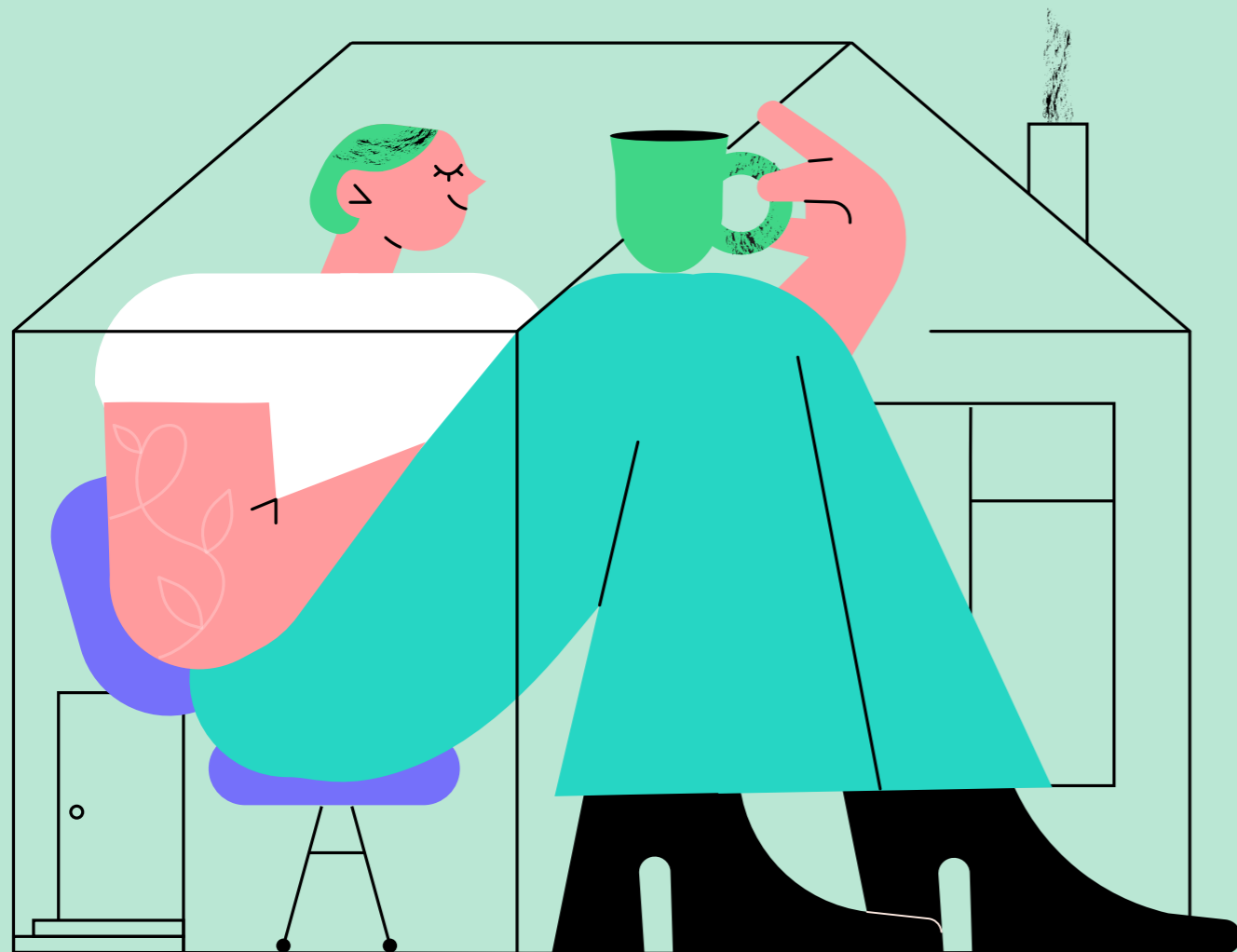
2021

Student Engagement Report



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About UMSU

Objectives

- ✓ Analyse student engagement and knowledge of UMSU's events and services.
- ✓ Assess remote services necessitated by COVID-19 lockdowns.
- ✓ Improve operations and identify strengths.

2021 has been a challenging year. Many UniMelb students and staff are continuing to face uncertain circumstances - be it remote study, working from home, protracted lockdowns or border restrictions. There has been an overall decrease in engagement and satisfaction with UMSU, our departments, events and initiatives.

This is likely due to students becoming less engaged with the University due to the transition to remote learning, online fatigue, the obstacles that arise in transitioning UMSU's events and services to a digital format, and the heightened needs of students during a period of crisis. As a union, UMSU's role is to support students throughout their time at UniMelb, and in times of crisis students' needs will naturally be greater.

An unexpected yet positive outcome of the pandemic has been the accelerated uptake of digital platforms, providing greater access to UMSU's events and initiatives. This report provides an excellent opportunity to assess how we can assist students throughout the remainder of the pandemic, and best shape our digital offerings to provide high quality, inclusive opportunities in the years to come.

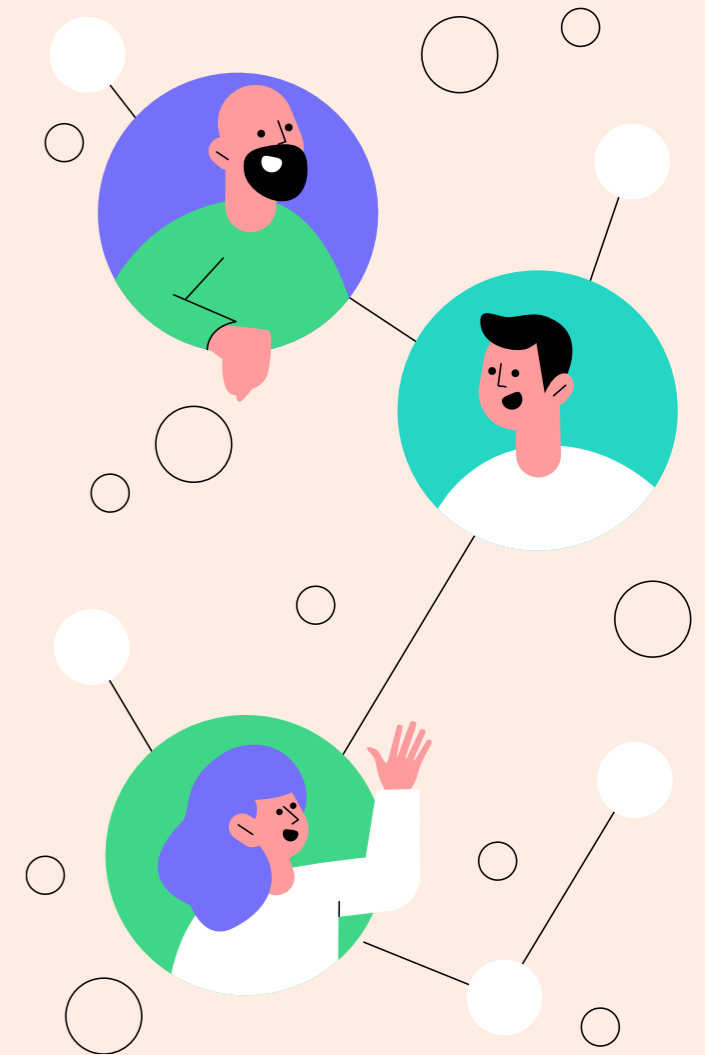
Demographics

| WHAT KIND OF STUDENT ARE YOU? | 2019 | 2020 | 2021 |
|-------------------------------|-------|-------|-------|
| Undergraduate | 83.2% | 65.4% | 61.3% |
| Graduate | 15.2% | 32% | 34.6% |
| RHD | 1.6% | 2.6% | 4.1% |

| CAMPUS | 2019 | 2020 | 2021 |
|-----------|-------|-------|-------|
| Parkville | 94.9% | 92.8% | 91.3% |
| Southbank | 4.6% | 5.1% | 5% |

| LOCATION | 2019 | 2020 | 2021 |
|------------------------|-------|-------|-------|
| Local | 54.1% | 48.6% | 57.5% |
| Southbank | 21.3% | 32.2% | 21.1% |
| Interstate (Australia) | 15.4% | 11.2% | 11.5% |
| Regional (Victoria) | 9.2% | 8% | 9.8% |

| HOW DO YOU IDENTIFY? | 2019 | 2020 | 2021 |
|----------------------|-------|-------|-------|
| Woman | 71.1% | 72% | 69.1% |
| Man | 25.8% | 25.3% | 25.4% |
| Non-Binary | 1.6% | 1.4% | 3.4% |



Expectations

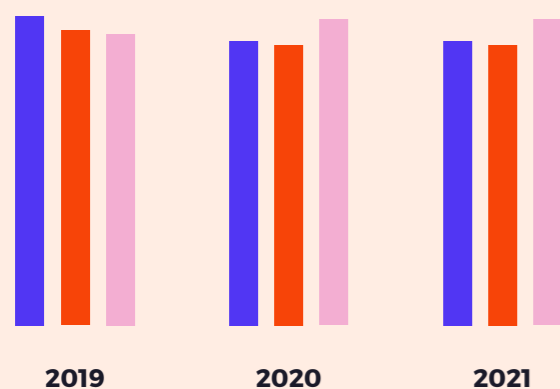
WHAT DO YOU THINK A STUDENT UNION SHOULD DO/HELP WITH?

| | 2019 | 2020 | 2021 |
|-------------------|-------|-------|-------|
| Wellbeing Support | 84.8% | 79.5% | 78.4% |
| Community/Social | 81.3% | 79.5% | 77.1% |
| Representation | 80.1% | 83.5% | 84% |

Wellbeing Support: Anxiety and study stress support, health-based events, mental health awareness campaigns.

Community/Social Opportunities: Meeting like-minded people and helping you connect with other students.

Representation: Standing up for students' rights on campus, ensuring a student voice is heard in university matters.



WOULD YOU RATHER AN OBJECT OR AN EXPERIENCE

| | 2019 | 2020 | 2021 |
|------------|-------|-------|-------|
| Experience | 73.2% | 68.9% | 64.2% |
| Object | 26.8% | 31.1% | 35.8% |

HOW EASY WAS IT TO GET INVOLVED?

| | 2019 | 2020 | 2021 |
|---------|------|-------|------|
| Easy | | 68.7% | 53% |
| Neutral | | 21.2% | 34% |
| Hard | | 10.1% | 12% |

DID YOU FEEL CONNECTED WITH FELLOW STUDENTS?

| | 2019 | 2020 | 2021 |
|--------------|------|-------|-------|
| Connected | | 45.4% | 26.3% |
| Neutral | | 31.9% | 46.8% |
| Disconnected | | 22.7% | 26.4% |

Special Events

Our special events and live gigs remain clear favourites. SummerFest '20, the last orientation festival held on campus, along with our Bands, Bevs and BBQ series and acts Lime Cordiale, Babba, Alt J, Japanese Wallpaper were named as stand outs.

Other favourites include...

- ✔ **Entertainment:** Virtual escape rooms, trivia and scavenger hunts.
- ✔ **Wellbeing:** Free food, Stress Less Festival and yoga.
- ✔ **Arts:** Mudfest, Union House Theatre and workshops.
- ✔ **Parties:** Union House Sleep Over, Oktoberfest and balls.
- ✔ **Orientation Events:** Host tours and speed friending.
- ✔ **Melbourne Cultural Events:** NGV, White Night and Melbourne Fringe.

Summary

DEMOGRAPHICS:

Since the pandemic began, UMSU's audience has seen a **21.9%** decrease in undergraduate students and an **11%** decrease in international students—possibly due to students putting off study while the university is operating in a remote learning model.

EXPECTATIONS:

While student expectations regarding what UMSU should do/help with remain consistent with prior years, feedback indicates there is a heightened need for UMSU's services:

- 😊 Representation (84%) to support students through the adversity of the pandemic,
- 😊 Wellbeing Support (78.4%) due to financial and mental health hardship, and
- 😊 Our Community/Social (77.1%) events have taken on increased importance due to the isolation of lockdowns.

FREEBIES VS EXPERIENCES:

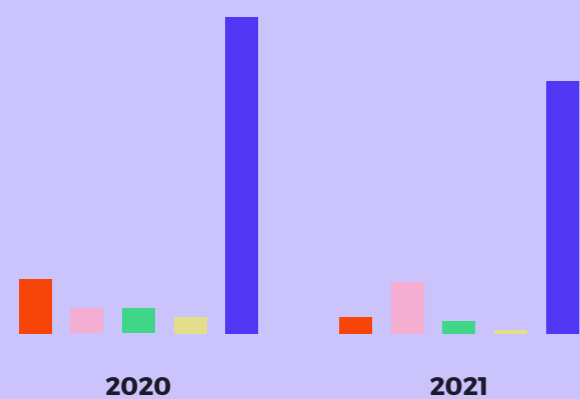
Student Feedback raves over experiences, particularly large in-person events like SummerFest '20 and UMSU's live music shows. However, freebies have a special place in their hearts. Stats show that objects are our most requested prizes.

This may be due to some objects having a broader appeal, and experiences becoming inaccessible due to lockdowns.

UMSU Events

Online & On Campus

| WHAT PLATFORM WAS USED ? | 2020 | 2021 |
|--------------------------|-------|-------|
| Facebook | 13.2% | 5.2% |
| Hopin | 6.4% | 16% |
| Instagram | 6.4% | 4.4% |
| Other | 4.2% | 0.3% |
| Zoom | 76.2% | 79.2% |



| DID YOU ATTEND ANY EVENTS? | Online | On Campus |
|----------------------------|--------|-----------|
| Yes | 31.5% | 35.3% |
| No | 68.5% | 64.7% |

| HOW EASY WAS IT TO GET INVOLVED? | Online | On Campus |
|----------------------------------|--------|-----------|
| Easy | 51.9% | 55.3% |
| Neutral | 37.1% | 39% |
| Hard | 11% | 5.7% |

| DID YOU FEEL CONNECTED TO FELLOW STUDENTS? | Online | On Campus |
|--|--------|-----------|
| Connected | 26.5% | 48.8% |
| Neutral | 46.2% | 43.2% |
| Disconnected | 27.2% | 8% |

Online & On Campus Summary

Online events have taken on a new importance during the pandemic. Feedback indicates an overall decrease in connection and a craving to return to in-person events.

On campus events had a **22.3%** increase in students feeling connected to others, and they were **17.7%** more likely to attend again. However, well run, highly structured events around areas of interests are valuable in helping students remain connected and feel less alone, particularly for those in lockdown or studying from overseas.

It is important to note when planning an online event, organisers are competing with online fatigue, short attention spans and distractions. However, feedback indicates online events with a focus on active participation are thoroughly enjoyed and better meet students' needs for socialising, connection, and novelty.

| WOULD YOU ATTEND AGAIN? | Online | On Campus |
|-------------------------|--------|-----------|
| Yes | 78.9% | 96.6% |
| No | 21.1% | 3.4% |

| ARE YOU HAPPY THESE ONLINE EVENTS EXIST? | Online | On Campus |
|--|--------|-----------|
| Yes | 92.8% | 96.2% |
| No | 7.2% | 3.8% |



Special Events

| HAVE YOU EXPERIENCED ANY UMSU SPECIAL EVENTS? | 2019 | 2020 | 2021 |
|---|-------|-------|-------|
| SummerFest | 49.7% | 48.2% | 39.6% |
| Night Market | 34.2% | | |
| Stress Less Week | 28.8% | 13.6% | |
| WinterFest | 25.6% | 16.2% | 15.3% |
| Nope | 24.8% | 37.3% | 48.8% |
| Festival of Nations | | 8.3% | |
| Clubs Expo | | | 21.5% |
| Other | | | 3.3% |

| HOW HAPPY WERE YOU WITH YOUR EXPERIENCE | 2019 | 2020 | 2021 |
|---|-------|-------|-------|
| Happy | 49.7% | 83.5% | 61.4% |
| Neutral | 34.2% | 14.1% | 34% |
| Unhappy | 28.8% | 2.3% | 4.6% |

| WOULD YOU ATTEND AGAIN? | 2019 | 2020 | 2021 |
|-------------------------|-------|-------|-------|
| Yes | 79.2% | 80.4% | 71.8% |
| Neutral | 15.9% | 14.8% | 19.2% |
| Nope | 4.8% | 4.8% | 9% |

| ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE? | 2019 | 2020 | 2021 |
|--|-------|-------|-------|
| Yes | 96.8% | 96.6% | 96.4% |
| No | 3.2% | 3.4% | 3.6% |

Special Events Summary

- 11.4% in attendance
- 22.1% satisfaction
- +71.8% would attend again
- +96.4% are happy these events exist

SummerFest remains UMSU's stand out event of the year, and a staple of the university experience. Students love the carnival atmosphere, friendly people and live music, praised the variety of stalls, food and freebies, as well as UMSU's Host Program. Students have a positive experience when events are easy to find and access, and when they attend with friends.

SummerFest and WinterFest were shifted online due to snap lockdowns, resulting in staff working quickly to adapt events. This year, some students stated the format of online calendars and the website made it difficult to get involved and found it challenging to find out what was on. Some found Hopin "clunky" to use and said it didn't facilitate the connection they were hoping for. They suggested formats like Zoom, more group activities, or a panel as alternatives.

Feedback indicates our online special events could be improved by exploring ways to increase the engagement, intimacy, and interactivity of events.

Feedback



"The best introduction to uni!"

"A lifeline for social interaction throughout the pandemic."

"Tour guides on campus were absolutely brilliant! The perf combo of banter and campus/course insights."

"It's so difficult to connect genuinely with people through a screen."

Entertainment

HAVE YOU ATTENDED ANY UMSU CIGS, OR OTHER ENTERTAINMENT?

| | 2019 | 2020 | 2021 |
|---------------------|-------|-------|-------|
| TUE/THR Bands | 61.9% | 37.3% | 9.3% |
| Ida Bar | 32% | | |
| Trivia Night | 11.2% | 16.2% | |
| Comedy Shows | 9.3% | 8.3% | |
| Movie Nights Online | | 13.6% | |
| Events In-person | | | 21.4% |
| Events Online | | | 11.3% |
| Workshops Online | | | 10.4% |
| None | 25.7% | 48.2% | 61.4% |

HOW HAPPY WERE YOU WITH YOUR EXPERIENCE

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Happy | 60.8% | 83.4% | 71% |
| Neutral | 21.9% | 13.1% | 24.2% |
| Unhappy | 10.1% | 3.5% | 4.8% |

WOULD YOU ATTEND AGAIN?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Yes | 54.3% | 77% | 74.2% |
| Neutral | 25.1% | 16.6% | 16.9% |
| Nope | 20.5% | 6.4% | 8.9% |

ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE?

| | 2019 | 2020 | 2021 |
|-----|-------|-------|-------|
| Yes | 91.6% | 94.3% | 94.2% |
| No | 8.4% | 5.7% | 5.8% |

Entertainment Summary

- 11.6% in attendance
- 12.4% satisfaction
- +20.1% would attend again
- 96.4% are happy these events exist

Students praised the variety, accessibility and strong organisation of our entertainment events. They described them as “exciting”, a “bonding university experience” and helpful in combatting lockdown blues. Freebies and food were highly appreciated. Students note it is harder to connect online, but nonetheless value the opportunity to meet other students.

Bands, Bevs and BBQs is a force unto itself! Strong acts and fun atmosphere make it a valuable fixture of campus life, with many students reflecting fondly on performances for years to come. Lime Cordiale and Babba are firm favourites, with many referring to the latter as the “highlight” of their university experience. Given the choice, students prefer to experience these events in-person.

Feedback



“Things like the night market. I really enjoyed the atmosphere! The bands were nice to hear while passing by.”

“Online I find it's harder to connect with people, regardless I had a nice time socialising and meeting new people.”

“BABBA SUPREMACY!”



Parties

HAVE YOU ATTENDED ANY UMSU SOCIAL EVENTS?

| | 2019 | 2020 | 2021 |
|-----------------------------------|-------|-------|-------|
| Nope | 76.2% | 79.2% | 90.8% |
| Start of Uni Party | 13.2% | 16% | |
| Oktoberfest | 6.4% | 5.2% | |
| Union House Sleep Over | 6.4% | | |
| Other | 4.2% | 0.3% | |
| UMSU International Movie Festival | | | 2.7% |
| Twilight Festival | | 4.4% | |
| Clash of Clubs | | | 1.5% |
| Farrago Launch | | | 2% |
| Arty Party | | | 2.1% |

HOW HAPPY WERE YOU WITH YOUR EXPERIENCE

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Happy | 88.3% | 83.2% | 61.4% |
| Neutral | 10.4% | 15.4% | 34% |
| Unhappy | 1.2% | 1.4% | 4.6% |

WOULD YOU ATTEND AGAIN?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Yes | 83.8% | 77% | 71.8% |
| Neutral | 14% | 14.8% | 19.2% |
| Nope | 2.1% | 4.8% | 9% |

ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE?

| | 2019 | 2020 | 2021 |
|-----|-------|-------|-------|
| Yes | 92.8% | 96.6% | 96.4% |
| No | 7.2% | 3.4% | 3.6% |

Parties Summary

- 13.2% in attendance
- 21.8% satisfaction
- +20.1% would attend again
- 94.2% are happy these events exist

Great music, venues, food and a friendly atmosphere are key to making our parties memorable. Students also appreciate novelty - from silent discos to games to entertainment, or exposure to unique cultural events.

There was particularly positive feedback for our Eid event, with student appreciating their culture being represented on campus. Students had less fun when parties were disorganised. Parties in an online or in-person format resonate strongly when organisers put in extensive planning to make their party eventful, unique and fun.



Departments and Services

Arts and Culture

HAVE YOU EXPERIENCED ANY UMSU ARTS AND CULTURE FACILITIES OR EVENTS?

| | 2019 | 2020 | 2021 |
|------------------------|-------|-------|-------|
| Rowden White Library | 44.4% | 19.6% | 11.7% |
| Farrago | 34.5% | 17.8% | 12.3% |
| Union House Theatre | 23.1% | 8.7% | 7% |
| Creative Arts Programs | | 5.1% | |
| George Paton Gallery | 9.6% | | |
| Other | | | 3.3% |
| Nope | 35.2% | 63% | 72.5% |

HOW HAPPY WERE YOU WITH YOUR EXPERIENCE

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Happy | 91.2% | 88.7% | 79.3% |
| Neutral | 7.4% | 10.2% | 18.8% |
| Unhappy | 1.4% | 1.1% | 1.9% |

WOULD YOU ATTEND AGAIN?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Yes | 91.6% | 86.9% | 82.8% |
| Neutral | 7.7% | 11.4% | 15.1% |
| Nope | 1.8% | 1.7% | 2.2% |

ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE?

| | 2019 | 2020 | 2021 |
|-----|-------|-------|-------|
| Yes | 96.9% | 96.7% | 96.7% |
| No | 3.1% | 3.3% | 3.3% |

Arts and Culture Summary

- 9.5% in attendance
- 9.4% satisfaction
- +82.8% would attend again
- 96.7% are happy these events exist

Arts and Culture events receive very strong feedback, with students valuing opportunities to stay connected with their creativity and community.

Rowden White Library received adoring feedback, with students appreciating the relaxed atmosphere, free amenities, and range of books, eBooks and movies. Farrago also got a lot of love as a platform for student voices, great stories, art and insightful articles. Union House Theatre was praised for their strong variety of plays, workshops, and events.

These events and services were described as organised and dynamic, allowing students engage, create, and learn new things. Keep up the great work!

Feedback



"The Rowden White library is the star in the union's crown. Perfection."

"Contributing to Farrago kept my spirits up and made me feel empowered and connected to other students in these especially isolating times."



Wellbeing

| HAVE YOU ATTENDED ANY UMSU WELLBEING PROGRAMS? | 2019 | 2020 | 2021 |
|--|-------|------|------|
| Stress Less Week | 32% | | |
| Yoga | 5.9% | 9.5% | |
| Meditation | 3% | 5.3% | |
| Anxiety Support Group | 2.4% | 2.9% | |
| UMSU International Peer Support Network | | | 2.5% |
| UMSU Women's Consent | | | 1.1% |
| UMSU International Peer Support Network | | | 2.5% |
| UMSU V-Hive Mentoring Picnic | | | 0.4% |
| UMSU Disabilities Mentorship | | | .2% |
| Other | | 0.8% | |
| Nope | 62.9% | 84.7 | 95.6 |

| HOW HAPPY WERE YOU WITH YOUR EXPERIENCE | 2019 | 2020 | 2021 |
|---|-------|-------|-------|
| Happy | 86.4% | 80.9% | 73.3% |
| Neutral | 12.5% | 14.2% | 23.3% |
| Unhappy | 1.1% | 5% | 3.3% |

| WOULD YOU ATTEND AGAIN? | 2019 | 2020 | 2021 |
|-------------------------|-------|-------|-------|
| Yes | 83.5% | 77% | 71.7% |
| Neutral | 12.5% | 16.6% | 21.9% |
| Nope | 4% | 6.4% | 6.7% |

| ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE? | 2019 | 2020 | 2021 |
|--|-------|-------|-------|
| Yes | 97.9% | 98.1% | 97.2% |
| No | 2.1% | 1.9% | 2.8% |

Wellbeing Summary

- 11.9% in attendance
- 7.6% satisfaction
- +71.1% would attend again
- 97.2% are happy these events exist

Our wellbeing initiatives are highly valued by students, particularly during the pandemic. Students described these services as a platform to meet friends, get support and comfort, and a huge help in coping with the stress of lockdown and study.

Peer mentorship is a valued source of community. Student feedback recommends UMSU offer students practical tools to increase their wellbeing, like our 2020 online yoga program, meditation and mental health workshops.

Wellbeing packages

These services are deeply appreciated and positively received. Students stated packages and free food 'made their day' and helped them feel supported.

Feedback



"I think it's so important to advocate for women's rights, and am happy to see the uni doing the same."

"I joined the peer mentoring program. My two mentors were sweet and so in finding the resources that I need. Amazing!"



Volunteering

HAVE YOU ATTENDED ANY UMSU WELLBEING PROGRAMS?

| | 2019 | 2020 | 2021 |
|-------------------|-------|-------|-------|
| Clubs | 50.1% | 39.2% | 30.6% |
| Host Program | 6.3% | 4.4% | 4.4% |
| Mentor Network | 5.5% | 6.9% | 4.4% |
| VCE Summer School | | 3.4% | |
| Other | 5.2% | | 3.1% |
| Nope | 44.3% | 53.8% | 62.7% |

HOW HAPPY WERE YOU WITH YOUR EXPERIENCE

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Happy | 84.7% | 83.8% | 73.3% |
| Neutral | 12.3% | 12.4% | 23.3% |
| Unhappy | 3% | 5% | 3.3% |

WOULD YOU ATTEND AGAIN?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Yes | 82.4% | 77% | 71.7% |
| Neutral | 12.5% | 16.6% | 21.9% |
| Nope | 4% | 6.4% | 6.7% |

ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE?

| | 2019 | 2020 | 2021 |
|-----|-------|-------|-------|
| Yes | 98.2% | 98.1% | 97.2% |
| No | 1.8% | 1.9% | 2.8% |



Volunteering Summary

- 8.9% in attendance
- 10.5% satisfaction
- +71.7% would attend again
- 97.2% are happy these events exist

Clubs

Students love clubs. These programs cater to diverse interests and are described as “empowering” and “transformative”. Many said their club provided something to look forward to in lockdown and was important in sustaining their mental health. Student enjoyment depends on inclusivity, frequent communications, varied opportunities and strong organisation during online delivery.

When communications or events are infrequent, students questioned the use of their membership fee. Students requested varied meeting times due to time zones, work and university commitments. Clubs that rely exclusively on Facebook for communications risk isolating students who do not have an account. Some noted that the clubs’ section of the website is difficult to navigate.

Clubs Committees

Some committee members find admin and regulations confusing, and their workload difficult to balance with study. They requested support and additional resources to make the process easier. Many expressed that they do not find Hopin effective for Online Clubs Expo.

Mentorship

Many noted how valuable they found the mentor or mentee experience, stating the program was inspiring and helpful. Volunteers described VCESS as well organised, fun and an important opportunity to give back to the community. Some had issues with mentees not turning up.

Feedback



“I enjoy connecting with younger students and being able to facilitate their educational journeys.”

“Clubs have a great sense of uni-hood, particularly during COVID when it is hard to meet others, this gives you a chance.”

“M-ASS changed my whole life for the better! Met all the people that are now my closest friends!”

Support

HAVE YOU USED ANY UMSU SUPPORT SERVICES?

| | 2019 | 2020 | 2021 |
|--------------------------------------|-------|-------|-------|
| Info Centre | 9% | | |
| Mentor Network | 6.1% | | |
| Advocacy | 4.8% | | 10.1% |
| Legal | 4.2% | 4.6% | 3.5% |
| Advocacy – Special Consideration | | 13.7% | |
| Welfare Food Bank | | 9.1% | |
| Union Mart | | | 4.1% |
| UMSU Welfare and POC Welfare Package | | | 4% |
| Other | | 0.3% | |
| Nope | 79.3% | 76.1% | 81.7% |

HOW HAPPY WERE YOU WITH YOUR EXPERIENCE

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Happy | 79.1% | 86.6% | 77.7% |
| Neutral | 15% | 9.2% | 18.2% |
| Unhappy | 5.9% | 5% | 4% |

WOULD YOU ATTEND AGAIN?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Yes | 76.9% | 85.1% | 81% |
| Neutral | 14.1% | 9.9% | 14.2% |
| Nope | 8.9% | 5% | 4.9% |

ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE?

| | 2019 | 2020 | 2021 |
|-----|------|-------|-------|
| Yes | 99% | 98.2% | 97.9% |
| No | 1% | 1.8% | 2.1% |

Support Summary

- 5.6% in attendance
- 8.9% satisfaction
- +81% would attend again
- 97.9% are happy these events exist

Advocacy/Legal

Feedback indicates students are relying more on our support services. They expressed gratitude for friendly and helpful Advocacy and Legal staff, describing them as kind and tactful in vulnerable situations, and as providing detailed information and resources. Michelle received a lot of shout outs from students, who describe them as a “boss babe”.

By the time students contact Advocacy, they are likely to be distressed. They become stressed by appointment delays and complexities of university processes. However, they have good experiences when staff provide information on all their options in a caring manner. Some international students appeared less aware of the options for support available to them. It is recommended UMSU International prepare a series of dedicated advocacy and support communications to help direct international students to this service.

Feedback



“Staff were so helpful and empathetic. They gave me the knowledge and the compassion I needed to advocate for myself. I recommend them to everyone I know.”

“It was helpful during covid pandemic times, especially to an international student.”



Campaigns and Committees

Campaigns

| HAVE YOU ATTENDED ANY UMSU CAMPAIGNS? | 2019 | 2020 | 2021 |
|---|-------|-------|--------|
| Climate Justice | 43.1% | | |
| Special Consideration | 38.5% | | |
| Student Friendly Public Transport | 17.2% | | |
| Protect our WAMS | | 74.4% | |
| Education Cuts | | 42.4% | |
| Greater Financial Support for Students | | 40.5% | |
| Special Consideration | | 40.1% | |
| Student Safety over University Reputation | | 19.4% | |
| WAM Adjustment | | 74.4% | 58.8% |
| Climate Action Petition | | | 28.1% |
| Zero Tolerance | | 21.2% | 17.74% |
| No Transphobia in our Tutes | | | 14.7% |
| Nope | 41.9% | | 34.3% |

Campaigns On Campus

| HOW HAPPY WERE YOU WITH YOUR EXPERIENCE? | 2020 | 2021 |
|--|-------|-------|
| Happy | 85.4% | 69.7% |
| Neutral | 13.3% | 26.7% |
| Unhappy | 1.2% | 3.6% |

| WOULD YOU GET INVOLVED AGAIN? | 2020 | 2021 |
|-------------------------------|-------|-------|
| Yes | 83.1% | 78.7% |
| Neutral | 14.7% | 17.7% |
| Nope | 2.2% | 3.6% |

| ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE? | 2020 | 2021 |
|--|-------|-------|
| Yes | 92.4% | 92.5% |
| No | 7.6% | 7.5% |

Campaigns Online

| WHAT PLATFORM WAS USED ? | 2020 | 2021 |
|--------------------------|-------|-------|
| Megaphone | 43.9% | 40.1% |
| Survey | 30.2% | 30.5% |
| Website Form | 24% | 26.7% |
| Other | 1.9% | 2.8% |

| HOW HAPPY WERE YOU WITH YOUR EXPERIENCE? | 2020 | 2021 |
|--|-------|-------|
| Happy | 83.6% | 64.5% |
| Neutral | 13.8% | 34.3% |
| Unhappy | 2.6% | 1.3% |

| DID YOU GET INVOLVED IN ANY CAMPAIGNS? | 2020 | 2021 |
|--|-------|-------|
| Yes | 34.1% | 29.4% |
| No | 65.9% | 70.6% |

| WOULD YOU GET INVOLVED AGAIN? | 2020 | 2021 |
|-------------------------------|-------|------|
| Yes | 96.7% | 95% |
| Neutral | | |
| Nope | 3.3% | 5% |

| HOW EASY WAS IT TO GET INVOLVED? | 2020 | 2021 |
|----------------------------------|-------|-------|
| Easy | 90.3% | 81.4% |
| Neutral | 8.1% | 17.1% |
| Hard | 1.7% | 1.5% |

| ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE? | 2020 | 2021 |
|--|-------|-------|
| Yes | 92.2% | 91.2% |
| No | 7.7% | 8.8% |

| DID YOU FEEL THE CAMPAIGNS WERE EFFECTIVE? | 2020 | 2021 |
|--|-------|-------|
| Yes | 78.2% | 51.6% |
| Neutral | 16.4% | 37.5% |
| Nope | 1.6% | 10.8% |



Campaign Summary

- 4.7% in attendance
- 8.9% easy to get involved
- 15.7% satisfaction
- 78.7% (on campus) and 95% (online) would get involved again
- 91.2% are happy these events exist

Students find campaigns empowering and community-building; they value the opportunity to stand up for marginalised groups and instigate change on important social issues. Campaigns feel effective when they produce tangible change.

Student hardship is placing additional importance on advocating for students' needs, as they feel the University isn't listening to them. Some expressed concern that UMSU had not campaigned sufficiently for WAMnesty, fee reduction and quality of teaching, or social issues like climate change, refugees, fossil fuels and education cuts in 2021. A few students complained that UMSU has a "left wing bias".

Students want consistent communications to demonstrate we are fighting for them. If they don't see posts, updates, and campaign results, they may assume we're not advocating on their behalf. For example, the WAMnesty campaign featured less frequently across UMSU's main Instagram and Facebook in Semester 1.

Feedback indicates many students think we didn't run the campaign that semester, implying they missed several key communications. A great solve for this issue is making sure to promote campaigns prominently and frequently across UMSU's central channels, as opposed to individual department pages.

WAM Amnesty Campaign

Our WAMnesty campaigns receive high levels of engagement.



Most feel the pandemic and reduced quality of learning make WAMnesty both necessary and fair. They describe its success as a "relief" and an empowering community achievement. Nonetheless, some remain confused about what it entails—whether they are being "forced" to discard their grades, if it will impact post graduate entrance or lower the value of their degrees. This will likely require ongoing communications to clarify.

Of note is the drop in engagement and perceived efficacy from the WAMnesty campaign in 2020 to that of 2021. This is likely to be due to a consistent, well timed and holistic campaign delivery in 2020, with prepared responses as part of the Comms plan. Execution of the campaign in 2020 used different approaches to capture a diverse audience across different platforms.

Feedback



"As a transgender person, knowing that there were others out there supporting my right to feel safe at uni was very reassuring."

"Made it easy to get involved in something that mattered to me."

"During Stage 4 last year you guys truly advocated for us all."



Regular Events and Committees

| HAVE YOU USED ANY UMSU SUPPORT SERVICES? | 2019 | 2020 | 2021 |
|--|-------|-------|-------|
| Queer Lunch Bunch | 4.9% | | |
| Committee | 4.6% | 5% | 5.3% |
| Queer Collective | 4.2% | 3.2% | |
| People of Colour | 3.9% | | |
| Farrago contributor | | 2.6% | 1.6% |
| A collective or Support Group | | | 2.1% |
| Other | | 3% | 2.7% |
| Nope | 81.5% | 85.8% | 90.3% |

| HOW HAPPY WERE YOU WITH YOUR EXPERIENCE | 2019 | 2020 | 2021 |
|---|-------|-------|-------|
| Happy | 85.9% | 83.3% | 66.4% |
| Neutral | 10.4% | 13.8% | 30.5% |
| Unhappy | 3.7% | 2.9% | 3.1% |

| WOULD YOU ATTEND AGAIN? | 2019 | 2020 | 2021 |
|-------------------------|-------|-------|-------|
| Yes | 80.9% | 80.5% | 70.2% |
| Neutral | 11% | 13.3% | 23.7% |
| Nope | 8% | 4.3% | 6.1% |

| ARE YOU HAPPY THESE OPTIONS ARE AVAILABLE? | 2019 | 2020 | 2021 |
|--|-------|-------|-------|
| Yes | 94.7% | 96.2% | 95.9% |
| No | 5.3% | 3.8% | 4.1% |

Regular events and Committees Summary

- 4.5% in involvement
- 16.9% satisfaction
- +70.2% would attend again
- 95.9% are happy these events exist

Students feel our regular events and committees are a great way to meet others and described involvement as empowering and rewarding. Overall, they note they are a great opportunity to build leadership skills, seek support or create meaningful experiences for other students.

Students who ran events or committees state management is made more difficult by a remote environment, complex administration, and less attendance. Students who participated noted leadership is important. Limited activities, or meetings without a structure or goal made collectives less enjoyable. Collectives were most appreciated when they were welcoming and relaxed.

People of Colour Anti-Racism Workshops

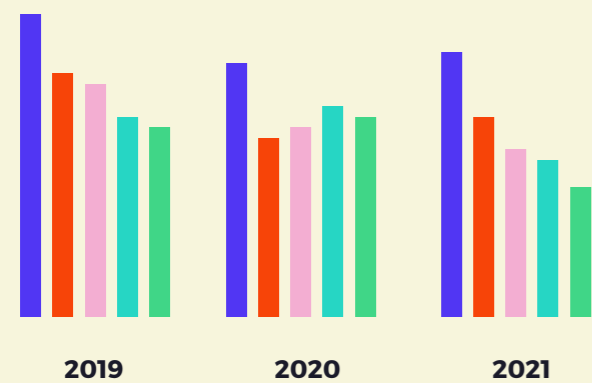
This non-autonomous initiative ran in semester 1 2021, covering a variety of issues from POC representation in the media to academic racism, and sparking much needed dialogue amongst the UniMelb community. These workshops are an example of a successful, well organised event that encourages active audience engagement, and would work in an online or in person format.

Summary

Organisation

HOW DID YOU FIND OUT ABOUT UMSU EVENTS OR SERVICES?

| | 2019 | 2020 | 2021 |
|---------------------------------|-------|-------|-------|
| Newsletter | 56.2% | 47.7% | 49% |
| Word of mouth | 45.5% | 33.7% | 37.9% |
| Facebook | 43% | 35.5% | 31.2% |
| SummerFest | 37.1% | 39.2% | 29.7% |
| University of Melbourne Website | 35.8% | 37.6% | 24.9% |



WHAT IMPACT DOES UMSU HAVE ON YOUR EXPERIENCE AS A STUDENT AT UNIMELB?

| | 2019 | 2020 | 2021 |
|----------------|-------|-------|-------|
| Notable Impact | 65.3% | 68.7% | 52.4% |
| Neutral | 29.6% | 26.7% | 31.8% |
| No impact | 5.2% | 4.7% | 15.8% |

DOES UMSU EFFECTIVELY REPRESENT YOU AND YOUR NEEDS AS A STUDENT?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Yes | 63.4% | 71.9% | 49.7% |
| Neutral | 27.4% | 23.4% | 39.8% |
| Nope | 9.3% | 4.7% | 10.5% |

HOW EASY IS IT TO ACCESS UMSU SERVICES OR EVENTS?

| | 2019 | 2020 | 2021 |
|---------|-------|-------|-------|
| Easy | 65.1% | 71.3% | 48.6% |
| Neutral | 26.1% | 22.4% | 42.6% |
| Hard | 8.9% | 6.4% | 8.8% |

Organisation Summary

- 16.3% impact
- 22.2% in effective representation
- 48.6% easy to access services

Our 'What would you like to see UMSU do more/less of?' questions help us identify the areas we need to work on. Many stated that they thought UMSU was doing a great job despite current circumstances.

Numerous students also expressed that while an event or initiative may not appeal to them, they were glad that they were available to others. This year, the answers for 'More' were abundant and diverse, whereas the 'Less' responses were more concentrated.



Students wanted more

Departments

ENTERTAINMENT AND PARTIES:

- 😊 Experiences
- 😊 In person events
- 😊 Social events and fun activities
- 😊 General access events where everyone is welcome

CAMPAIGNS:

- 😊 Representation on issues directly affecting students
- 😊 Campaigns for social issues
- 😊 Fee reduction
- 😊 Communication

ARTS AND CULTURE:

- 😊 Events
- 😊 Workshops
- 😊 Opportunities

WELLBEING:

- 😊 Services and events
- 😊 Support for mental health

SUPPORT FOR:

- 😊 International students
- 😊 Rural students
- 😊 Students from unrepresented groups
- 😊 Education and underfunded faculties

VOLUNTEER:

- 😊 Opportunities
- 😊 Awareness and advertising
- 😊 Expand the mentoring program

General

FREEBIES:

- 😊 Free food
- 😊 Prizes and Giveaways

OPPORTUNITIES:

- 😊 Educational workshops
- 😊 Employability workshops
- 😊 Internships
- 😊 Jobs

INTERNATIONAL STUDENTS:

- 😊 Support for students overseas
- 😊 Time-zone friendly events
- 😊 Inclusion in the community

COMMUNICATIONS:

- 😊 Advertising of events
- 😊 Clarity on what Umsu does
- 😊 Centralised promotion of campaigns
- 😊 Easier access to online events
- 😊 SSAF fee: Communication around how it is used while campus is shut

MATURE AGED STUDENTS:

- 😊 Events for mature aged students
- 😊 Graduate-specific resources



Students wanted less

ENEWS

Students find our emails too long, resulting in them disengaging from our content. The ability to segment to receive emails that align with their interests.

COPY

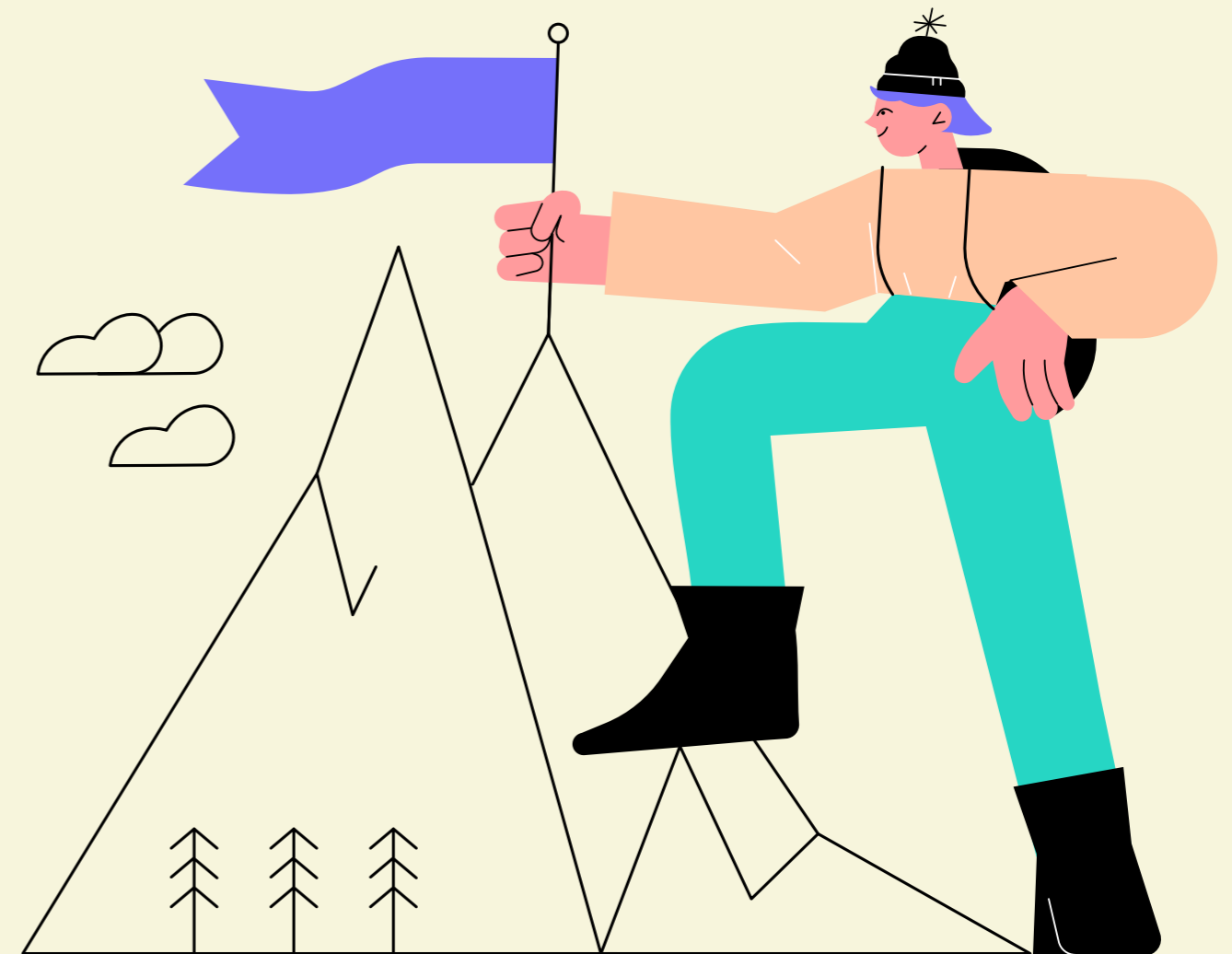
Student feedback indicates copy with less emojis that maintains a positive tone will make our communications more appealing.

EFFECTIVE REPRESENTATION

More communications and initiatives around representation, wellbeing and advocacy will help students feel supported and that we are campaigning on their behalf.

ELECTIONS

Less invasive campaigning during election periods, less stress for members and organisers, and less emails to students.





The information in this document was correct at the time of publication (November 2021).
UMSU reserves the right to alter this information should the need arise.