



Engagement and participation with Bucks Students' Union services and activities – a snapshot for November

At the halfway point of term one of academic year 2020-21 we have run a short report to analyse the demographic data of students who have engaged and participated in Union services and activities.

While we can't measure engagement with, or the impact of, such things as awareness campaigns, lobbying of the institution, consumption of our digital media and online provision and so forth, and we don't record individual student data for every transactional interaction through our bars, cafes, retail, freshers' fair and other such services, or individual instances of representation support and general advice, this does give us a quick snapshot into where we have traction with the student body.

While the first term's traditional Union offer such as freshers' events, sports and recreation, societies activities etc were significantly curtailed by our new ways of working within the Government guidelines, the 'rule of six' and a second lockdown, we have still recorded data for meaningful interactions with 1,331 individual students (a sample size equivalent to just over 23% of Bucks taught students) for us to work with. Many of these students used a range of Union services and engaged with multiple activities.

This data includes involvement from students on 185 different courses, at every level, across all schools and all modes of study.

From the data we have gathered the breakdown, using the University groupings, is as follows:

Gender

Engagement with Union services	Overall University gender split	Dif +/-
Female: 57%	Female: 61%	-4%
Male: 36%	Male: 39%	-3%
Unknown or other: 7%	Unknown or other: 0%	+8%

Ethnicity

Engagement with Union services	University ethnicity split	Dif +/-
White: 52%	White: 53%	-1%
BAME: 48%	BAME: 47%	+1%

Age

Engagement with Union Services	University age split	Dif +/-
Young: 44%	Young: 24%	+20%
Mature: 56%	Mature: 76%	-20%

What next?

In advance of our more detailed and wide-ranging research, in the form of the Annual Membership Survey later in the year, we have a range of mechanisms deployed to gather feedback on Union services and to help shape our work.

In the meantime, we will be drilling down into this information and asking questions about specific student groups and their relationship and engagement levels with particular services. We will be asking which areas of support and current challenges reported by students using our Advice Centre are effecting which body of students most commonly and why, and we will be re-examining our 'post-restrictions offer' and modes of service delivery and asking how we can make the digital programmes more accessible to our more mature members and what else we can provide for the wider membership.