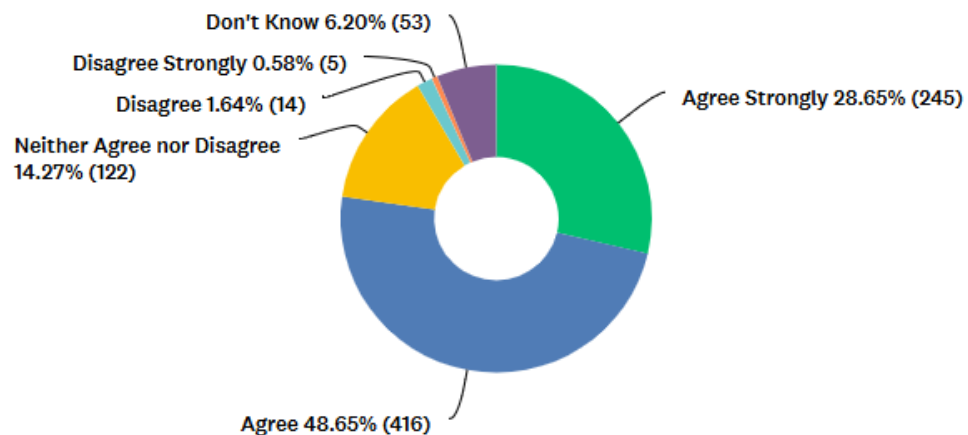


Vision

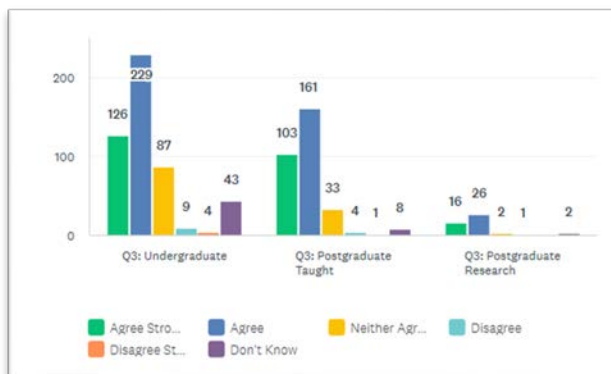
That you will have an outstanding experience that will live with you forever.

To what extent do you agree that this is an appropriate 'Vision' for GCU Students' Association?

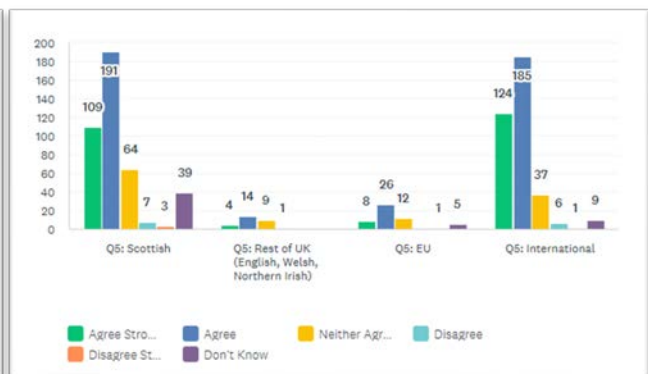
Answered: 855 Skipped: 393



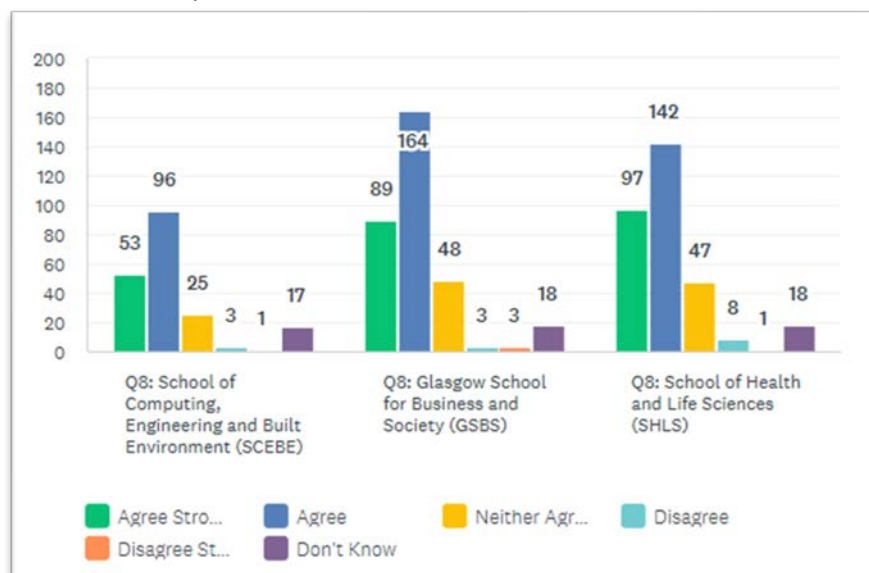
Breakdown by Level of Study



Breakdown by Residency Status



Breakdown by School



Overview:

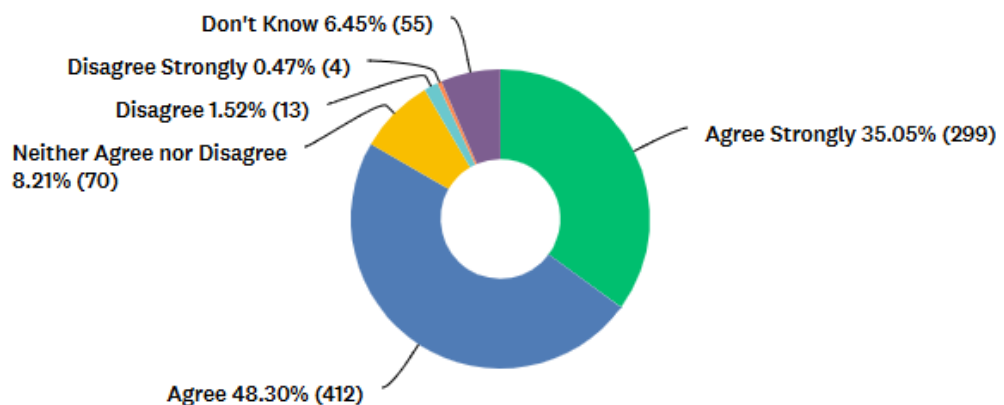
- Of the 69% who did not skip the question completely, 77% of respondents agreed or strongly agreed with the Vision statement. Only 2% disagreed or strongly disagreed.
- In 2021, we asked a similar question about the vision for the Strategic Plan 2025 – 75% agreed and 4.5% disagreed.
- Agreement and disagreement rates are relatively similar across Scottish and International students. However, Scottish students are more likely to be on the fence (Neither/nor) or “don’t know”. When asked about Vision, almost 10% of Scottish students selected “don’t know,” while only 2% of international students selected this option. This pattern is present across all three areas (vision, mission and goals).

Mission

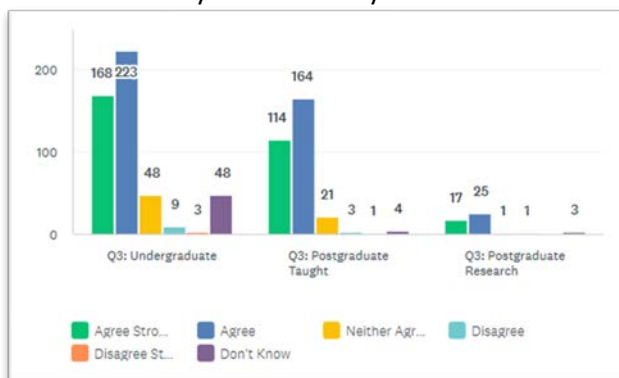
To represent and support GCU students to have the best university experience.

To what extent do you agree that this is an appropriate ‘Mission’ for GCU Students’ Association?

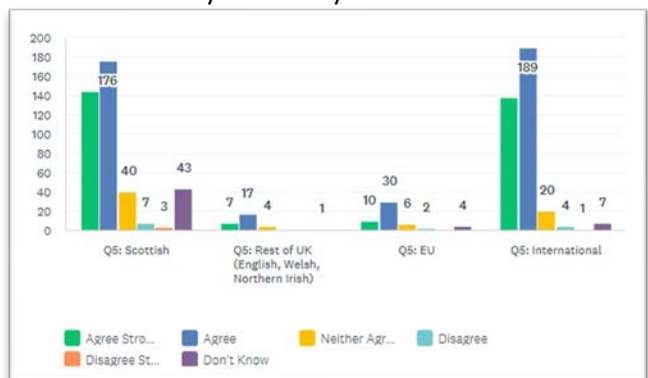
Answered: 853 Skipped: 395



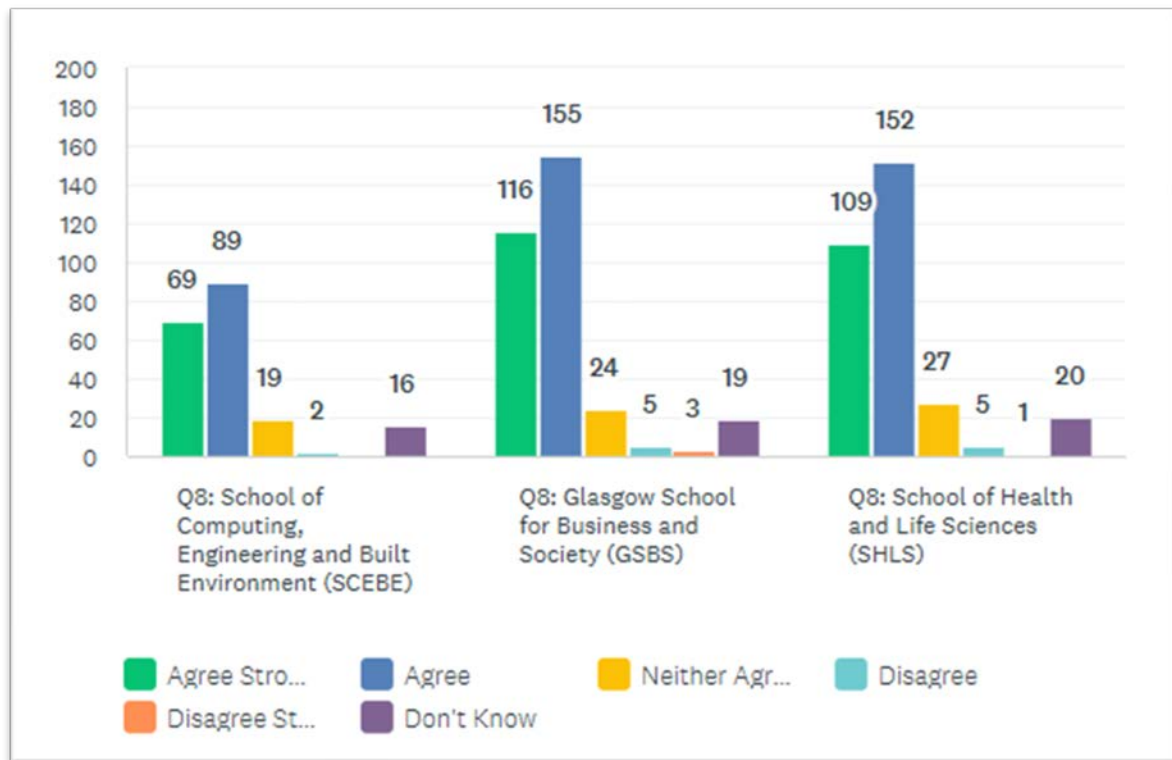
Breakdown by Level of Study



Breakdown by Residency Status



Breakdown by School



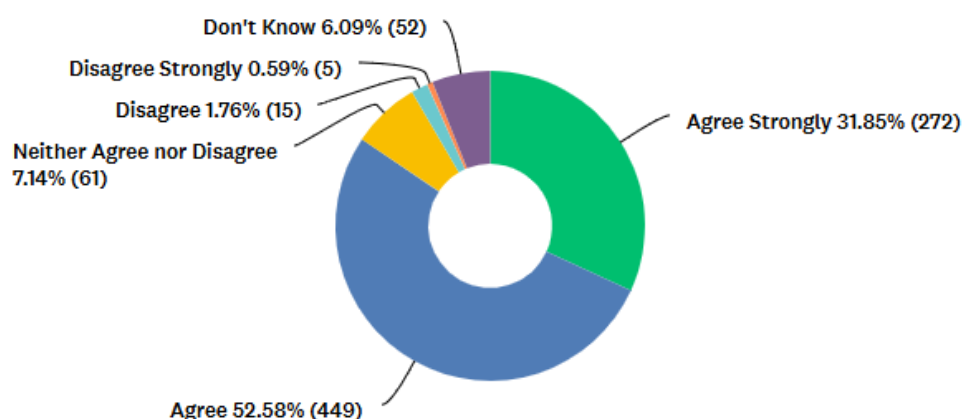
Overview:

- The mission resonated with more respondents than the Vision with 83% in agreement with the statement. 2% continue to disagree with Mission, similar to the Vision
- This compares to 2021's score of 84% in agreement and 3% disagreeing
- While minimal, Scottish-domiciled students have higher disagreement rates than international, Rest of the UK or EU students. For example, when considering the Mission, ten Scottish students either disagreed or strongly disagreed compared to five international students.

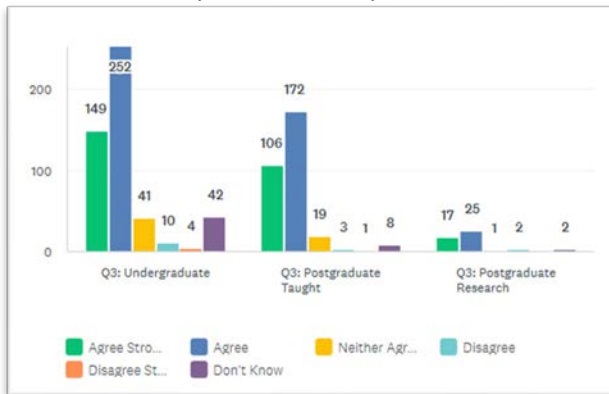
Strategic Areas

To what extent do you agree that the Students' Association has chosen the right strategic areas for our next four year strategic plan?

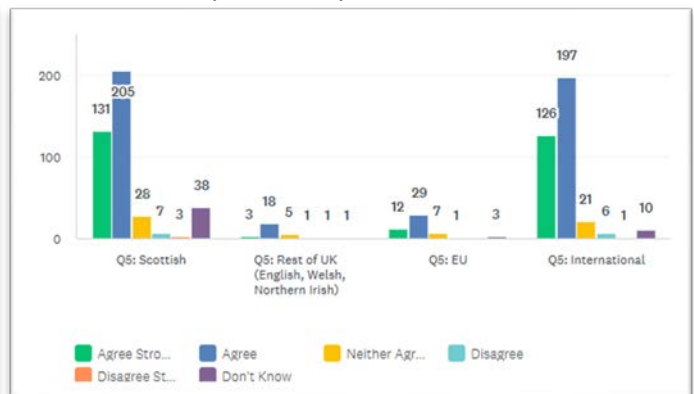
Answered: 854 Skipped: 394



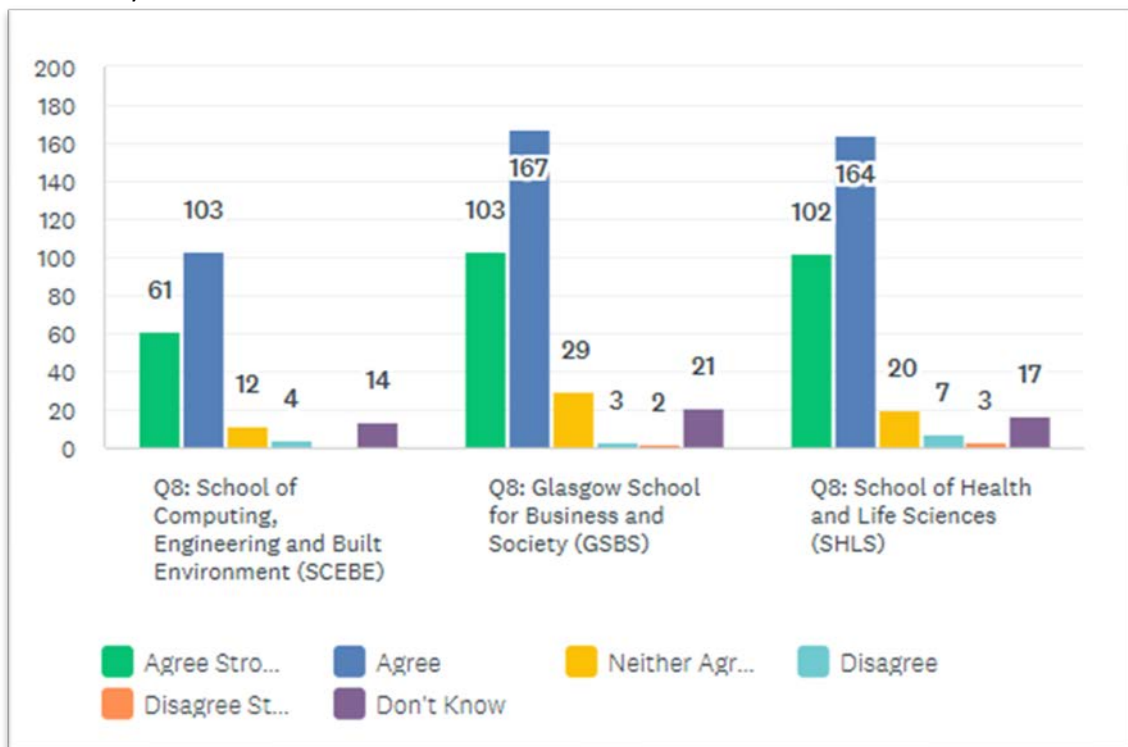
Breakdown by Level of Study



Breakdown by Residency Status



Breakdown by School



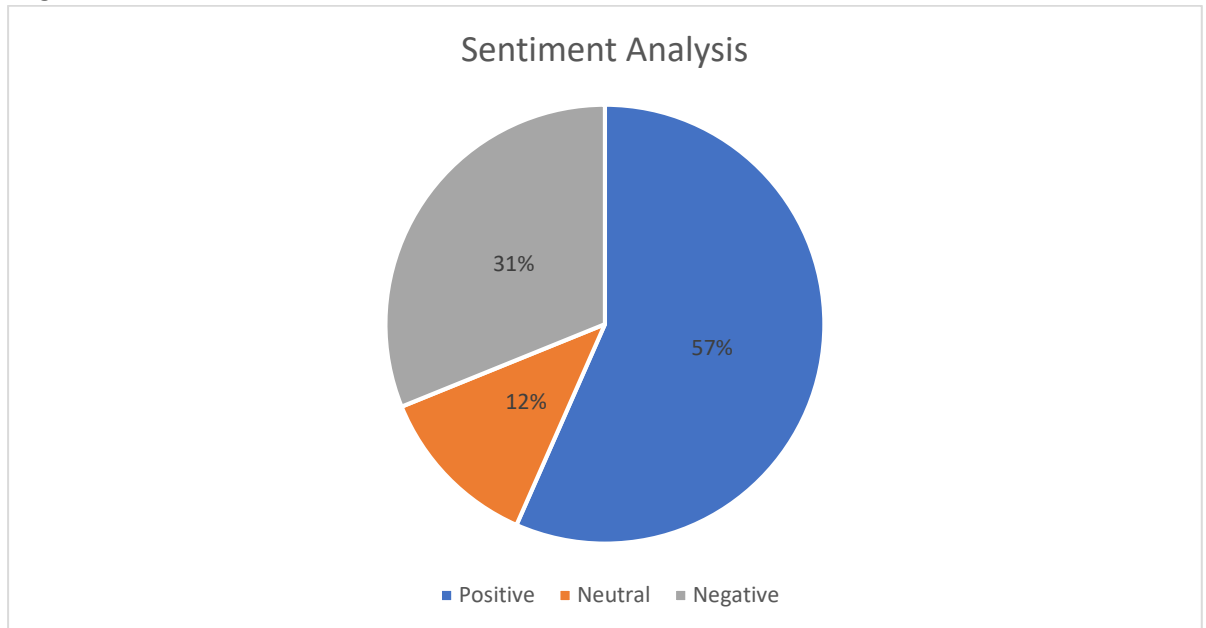
Overview

- Agreement rates for the Strategic Goals were 84% with 2% disagreeing. This is the highest approval rating of the three questions (Vision, Mission and Goals).
- This year's agreement rate is 3% lower than 2021 (87%). The disagreement rate in 2021 was 1.5%
- SHLS has the highest rate of disagreement (consistent across all three areas)

Comments Analysis – Findings

- Of the 855 students who answered the question, 106 left comments (not including N/A and “No” comments)

- 60 comments were positive in nature; 13 were deemed neutral and 33 had a general negative sentiment



A thematic analysis was undertaken, supported by Artificial Intelligence (AI). Here are the key findings:

Mission, Vision and Goals are Credible and Resonate

All of the above has clearly been thoroughly thought out and simplified for easy understanding, while providing enough detail to convey the message

I am satisfied and strongly agree with our mission, vision and strategic goals.

I believe what I have read so far is very strong and positive.

Ideal plan and message. Well visualised

It's positive and far-reaching

Moving in the right direction

Supporting fellow students to achieve and enjoy their time while in school is an amazing thing

The mission to "represent and support GCU students to have the best University experience" is concise, student-focused, and sets a strong foundation for the organization's purpose

They are honourable and worthy goals!

You are doing great for students

They are very accurate and the Students' Association does represent itself in all of these ways

Importance of Inclusion

The Vision and Mission and Strategic Goals are excellent to be honest. They are relevant and useful and shows diversity and inclusion.

It's pretty amazing. Everyone should be given equal volunteering chances, with no discrimination against anybody.

Focus on Mental Health and Wellbeing is Valuable

I am glad that physical and mental health and wellbeing are key aspects

In terms of supporting mental health, that'd be great for nursing students. My mental health has never been worse

Lack of Awareness

Everything is great. But students are not aware about these.

I wish more students were more aware of the opportunities that is available to them

Maybe bring this to students, as this is the first I'm hearing this

Students are not well-informed enough about decisions that they have a voice with and how to raise that voice

Vague

It's all a bit vague no proof of actual intention to do something

The vision is not very clear, nor goal-oriented, and is very vague

Not Inclusive

It's great if you are a single, young student with disposable income.

Again, so much less of the opportunities and communication relate to London campus

Focus on Tangible Change

Focus less on trying to make sure you live with me forever, if thats what you want, then achieve it by providing value, not parroting the line. Free gym for students was great, that's an amazing thing to be lauded, more of that, adding value to the students, and I'll remember the association as long as you want

No strategic goal on accommodation issues

Should be a greater focus on Employability and tangible real-life outcomes for students, rather than intangible concepts of 'Inclusion', 'Sustainability' and 'Positive Change'. We are here for a short time only, it should lead directly to a tangible positive outcome.

Gap Between Words and Action

GCU has a long way to go with the implementation of their strategic goals

These are just beautiful words, I don't see that all this is implemented in practice. In my entire life I have never met such unfriendly people as in this university.

They're fine. But they're not being satisfied.

Would actually be nice if they could be implemented and not just stated.

Most Useful Comment of the Survey

The strategic goals are good, the problem is that there is not visibility from the student association, there is no creativity (take it as feedback) in the activities, are always the same (and it's ok to have that activities) but you engage with the same student targets, and in this way there is not a real inclusion in my point of view. Lack of point of view and experience, target the same group of students. No creativity and no inclusion It's kind of an automatic result. Especially inclusion, like the university, you expect that every student that have needs come to you (and should be a way, not a standard or the only option) when sometimes it's good to already know what challenges can have someone with disabilities, or mental problems, social problems, or in a minority etc., and face it before or go to this kind of students and ask. I'll put my name, I'm open to talk more about it. Redacted (3D animation and visualization) senior student. This is feedback, hope you can use it to improve