WELCOME WEEK 2020
STUDENT CONSULTATION REPORT

July & August 2020
hi, students!
How is everyone doing?

We are currently working very hard planning Welcome Week (also known as "freshers", but we call it "welcome" because it's not just for new students, it's for those who are coming back too).

Your Students' Union is here to listen to you and amplify your voice as a student, which is why we have made this report to show you how we take your feedback and make it happen!

Galina Skvortsov, Welcome Project Manager
Information about how we collected data and who participated in the data collection

Survey results: Your Welcome Week, Shaped By You
  - New Students
  - Returning Students
  - Student Leaders

Key Findings

Information about how we are using the results to shape your Welcome Week experience

What you can expect to see at Welcome Week

Thank you!
The Welcome project exists to help transition or welcome students to our institution, whether they are newly arrived or returning after the end of their previous year of study. With this in mind, we want our students to lead and shape our conversations and planning around the Welcome Project. The desired relationship we want to build with students in this process is one of co-creators rather than consumers (hello, down with the marketisation of education!).

This report outlines some of the feedback and data from a month-long consultation period that consulted over 1,000 students (that’s 10% of our student body).

Rather than simply collecting this feedback and then moving forward, the project manager has made a decision-making matrix based on the results. This matrix is a tool for making decisions as a core project group, as well as a reference point for our student co-creators as they work with the Union on individual projects.

The intention is for this report to be accessible and readable. We want a transparent approach to our planning that involves students, amplifies their collective voice and builds a foundation of accountability for staff.
how was the data collected?

Our survey, called ‘Your Welcome Week, Shaped By You’, was created by University and Students’ Union staff, student leaders and elected student representatives.

All of our questions were written with multiple choices of answers, with options to write in individual responses where students felt their view was not represented.
how much data and from whom?

We collected responses from 1,000 students, so roughly 10% of the student populus (10,410 students in 2018/19, last available data).

The survey was divided into three categories: New Students, Returning Students and Student Leaders.

We asked about identity. Students could leave the question blank if they wished. Therefore, it may not present a fully accurate demographic picture i.e. some students may have decided not to share their race, ethnicity, fee status, sexual orientation, gender orientation or disability status.
overview of results
do you self-identify as any of the following?

- 61.7% Women Student
- 35.6% International Student
- 33.2% LGBTQ+ Student
- 19.6% Minority Ethnicity Student
- 15.1% Black Student
- 8.5% Disabled Student
- 28.4% Left blank
- 1.3% Other
are you a new or returning student?

- 71.7% New Student
- 28.3% Returning Student
new students

These are the answers that new students (71.7%) gave when we asked these questions.

How safe do you feel about attending socially distanced, regulated events on campus?
1 - Very safe 33.5%
2 - Safe 23.1%
3 - Neutral 17.8%
4 - Unsafe 13.3%
5 - Very Unsafe 12.2%

What are you most keen to experience as part of Welcome Week?
Making friends and socialising 81.4%
Finding a community 57.7%
Joining clubs and societies 63.4%
Finding my way around the campus 62.8%
Other 0%

Which of the following would you prefer to see for Welcome Week?
A mix of online events and physical events with social distancing and limited numbers 77.8%
Online events only 22.2%
new students

These are the answers that new students (71.7%) gave when we asked these questions.

If Welcome Week was moved partially online, which of the following events or experiences would you be most interested in?

- Virtual pub quizzes, drag nights: 48.8%
- Live sport and exercise sessions: 38.4%
- Tour videos of the campus, local area and London beauty spots: 64.2%
- Research events, poetry nights, theatre performances: 43.1%
- Book clubs, talks, workshops: 48.2%
- Virtual activism and campaigning: 39.8%
- Events for parents and carers: 2.6%
- Recurring events such as a club or community craft session: 35.3%
- Radically different or unusual events: 43.3%
- Other: 3.0%

What time of the day would you prefer online activities took place?

- Morning: 8.4%
- Afternoon: 30.1%
- Evening: 17.1%
- Varied: 20.3%
- I don’t mind: 24.2%
Would you prefer one virtual event per day over a week long period, or one bigger virtual event a week spread out over a month long period?

- One per day over a week: 62.0%
- One per week over a month: 38.0%

For virtual Welcome Week activities, would you be interested in taking part in them solo, alongside your department or accommodation/halls?

- Solo: 32.9%
- Department: 41.9%
- Flatmates: 25.3%

Do you want information in print, online, or a mix of both?

- Print: 2.8%
- Online: 49.3%
- Mix of both!: 47.9%

How much would you potentially be willing to pay to attend a virtual event?

- £1: 5.0%
- £2: 13.5%
- £5: 7.3%
- Pay What You Can / Flexible: 43.1%
- Free: 31.2%
Which of the following would you prefer to see for Welcome Week?

A mix of online events and physical events with social distancing and limited numbers **70.2%**

Online events only **29.8%**

How safe do you feel about attending socially distanced, regulated events on campus?

1 - Very safe **31.8%**
2 - Safe **18.4%**
3 - Neutral **22.0%**
4 - Unsafe **13.7%**
5 - Very Unsafe **14.1%**

What are you most keen to experience as part of Welcome Week?

Making friends and socialising **78.8%**
Finding a community **65.9%**
Joining clubs and societies **60.4%**
Finding my way around the campus **40.8%**
Other **2.8%**

These are the answers that returning students (28.3%) gave when we asked these questions.
What time of the day would you prefer online activities took place?

- Morning: 5.1%
- Afternoon: 35.7%
- Evening: 12.5%
- Varied: 28.2%
- I don’t mind: 18.4%

If Welcome Week was moved partially online, which of the following events or experiences would you be most interested in?

- Virtual pub quizzes, drag nights: 62.0%
- Live sport and exercise sessions: 54.1%
- Tour videos of the campus, local area and London beauty spots: 59.6%
- Research events, poetry nights, theatre performances: 47.5%
- Book clubs, talks, workshops: 56.9%
- Virtual activism and campaigning: 53.3%
- Events for parents and carers: 15.3%
- Recurring events such as a club or community craft session: 50.6%
- Radically different or unusual events: 55.3%
- Other: 2.8%

These are the answers that returning students (28.3%) gave when we asked these questions.
Would you prefer one virtual event per day over a week long period, or one bigger virtual event a week spread out over a month long period?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One per day over a week</td>
<td>72.5%</td>
</tr>
<tr>
<td>One per week over a month</td>
<td>27.5%</td>
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</tbody>
</table>

For virtual Welcome Week activities, would you be interested in taking part in them solo, alongside your department or accommodation/halls?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solo</td>
<td>22.4%</td>
</tr>
<tr>
<td>Department</td>
<td>35.3%</td>
</tr>
<tr>
<td>Flatmates</td>
<td>42.4%</td>
</tr>
</tbody>
</table>

Do you want information in print, online, or a mix of both?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>42.4%</td>
</tr>
<tr>
<td>Online</td>
<td>7.1%</td>
</tr>
<tr>
<td>Mix of both</td>
<td>50.6%</td>
</tr>
</tbody>
</table>

How much would you potentially be willing to pay to attend a virtual event?

<table>
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<tr>
<th>Option</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>£1</td>
<td>8.6%</td>
</tr>
<tr>
<td>£2</td>
<td>10.6%</td>
</tr>
<tr>
<td>£5</td>
<td>1.6%</td>
</tr>
<tr>
<td>Pay What You Can / Flexible</td>
<td>40.4%</td>
</tr>
<tr>
<td>Free</td>
<td>38.8%</td>
</tr>
</tbody>
</table>

These are the answers that returning students (28.3%) gave when we asked these questions.
If the Welcome Fair had to be moved online, what alternatives do you think would best suit Goldsmiths?

- Chat rooms and live online Q&As: 43.5%
- A week of separate events: 48.2%
- Each society has a video on the website: 45.3%
- Virtual fair-style platform: 42.5%

If Welcome Week was moved partially online, which of the following events or experiences would you be most interested in?

- Virtual pub quizzes, drag nights: 42.5%
- Live sport and exercise sessions: 38.8%
- Tour videos of the campus, local area and London beauty spots: 23.1%
- Research events, poetry nights, theatre performances: 31.5%
- Book clubs, talks, workshops: 31.4%
- Tour videos of the campus, local area and London beauty spots: 29.6%
- Radically different or unusual events: 2.8%
- Other: 38.8%

Are you interested in co-hosting an event for Welcome Week?

- Yes: 38.1%
- No: 17.5%
- Maybe: 44.4%
key findings

The majority of students feel unsure about returning to campus, with 33% feeling "very safe" and 12% feeling "very unsafe".

Across the board, the most popular example virtual events were: pub quizzes, drag nights, virtual tours of the campus and surrounding area, live sport and workout sessions, workshops and performances. Students also suggested film nights, games and information on part-time job opportunities.

Students want events with their department and their flatmates, taking place across one week (67%) and at varied times, mainly in the afternoon.

Put your money where your mouth is: 80% of students favoured cost-effective events that are either free or PWYC (pay what you can) to attend.

The most important part of Welcome Week for most (80%) is "making friends and socialising".

Despite feeling unsure of the safety of on-campus events, 73% of students requested a mix of in-person and online events rather than online-only offerings.
what are we going to do with these results?

We want you to know that your opinion directly changes and shapes your Union, so we put your opinions in something called a Decision Matrix. Every decision the Welcome Project Team makes about Welcome Week is run through these factors and weights to make sure we are putting your voice at the heart of our process.
what are we planning?

Based on your feedback, we are now planning a Welcome Week with a focus on making friends and feeling safe. Here are some of the events you can expect to see when you arrive (virtually, or physically) at Goldsmiths.

Grab your hand sanitiser and running shoes for safe, socially-distanced outdoor running clubs and socials hosted by our very own GoldRunners Society in collaboration with Adidas.

Our always popular Welcome Fair will be hosted on a premium online platform. Students can meet and join clubs and societies, find out about what's available in the local area and more.

Our legendary quiz, Trashy Tuesdays, returns. This time, it's virtual! Test your brain, sing your heart out, and dance the night away, all in one place. What more could you want on a Tuesday?
THANK YOU

To the students who gave us your time and opinion, we hope Welcome Week is everything you've hoped for and your first week (or first week back) at Goldsmiths is perfect.

If you have any questions or feedback about this report, you can send us an email at welcome@goldsmithssu.org. We will be happy to help. 😊