



PROPOSED
NEW
STUDENT
BUILDING

JULY 23

2012

SURVEY REPORT

Prepared by:

Federation of Students,
University of Waterloo

Authors:

Andrés Fuentes
Christina Romualdo
Elizabeth McFaul
Jesse McGinnis

CONTENTS

INTRODUCTION.....	Error! Bookmark not defined.
PROPOSED TIMELINE FOR THE NEW STUDENT BUILDING	Error! Bookmark not defined.
CONSULTATION PROCESS	Error! Bookmark not defined.
USE OF DATA.....	Error! Bookmark not defined.
BACKGROUND	6
METHODOLOGY.....	6
DATA	7
DEMOGRAPHICS	7
QUESTIONS.....	8
What would be required for students to be comfortable voting in a referendum?	8
What are students' preferences for the exterior of the building?	12
What are students' preferences for the interior of the building?	14
What services should be included in the building?	16
Would students be interested in the creation of an Entrepreneurial Centre?	20
How do students use existing space on campus?	21
What do students value in terms of food choices and availability?	23
How should changes to the use of student space be decided?	25
What elements of the building are students willing to pay for?	27
Do students value having an environmentally friendly building?	28
CONCLUSIONS.....	30
THE PROCESS	30
THE RESULTS	30
APPENDIX A: SURVEY QUESTION LIST.....	0
Preliminary Information.....	0
Referendum Question.....	0
General.....	0
Building Design:.....	0
Outside the Building	0
Inside the Building	1

Services	1
Space	2
Food	2
Management.....	2
Prioritize The Following	3
Last Questions.....	3
APPENDIX B: DATA.....	4
DEMOGRAPHICS	4
What would be required for students to be comfortable voting in a referendum?	5
What are students' preferences for the exterior of the building?	7
What are students' preferences for the interior of the building?	8
What services should be included in the building?	9
Would students be interested in the creation of an Entrepreneurial Centre?	10
How do students use existing space on campus?	11
What do students value in terms of food choices and availability?	13
How should changes to the use of student space be decided?	14
What elements of the building are students willing to pay for?	15
Do students value having an environmentally friendly building?	16

INTRODUCTION

The University of Waterloo (University) and the Federation of Students (Feds) have begun to actively investigate the need and desire for a new student building on campus. As part of this, Feds has begun an extensive consultation process to determine what undergraduate students are looking for, with regards to student space.

The proposed location is west of RCH and south of Physics, as approved by The Board of Governors on April 5, 2011.

The cost of the building is expected to be divided between undergraduates, graduates, and the University. Cost distributions will be dependent on what types of space are included, and will be determined through negotiations between the University, Feds, and the Graduate Students Association.

PROPOSED TIMELINE FOR THE NEW STUDENT BUILDING

All stages are dependent on student opinion and approval. Students will guide the entire process.

Phase 1 – Data Collection and Proposal Creation, June – July:

1. Quantitative and qualitative data collected through focus groups, a survey, and other consultation methods.
2. A draft proposal and two town halls the week of the July 23rd.
3. The completed proposal is expected to go to Students' Council on July 29th for their approval.

Phase 2 – Negotiations and Discussion, August – September:

1. Utilizing the Students' Council proposal, the Student Building Negotiating Team (SBNT) will negotiate, with the University administration, on behalf of students.
2. Subsequent phases are dependent on a signed preliminary agreement between students and the University.

Phase 3 – Secondary Consultations, October – November:

- Feds, the University, and the Graduate Students Association will refine the proposal, based on the signed preliminary agreement, and consultations with students on campus during the Fall term.

Phase 4 – Feds' Facilitated Referendum, February 2013:

- The expected date for a Feds' facilitated referendum is February 2013, aligned with the annual Feds election. This referendum will not be held if the proposed agreement is not meeting student needs.

CONSULTATION PROCESS

Consultations occurred throughout the month of July 2012. The consultation process encouraged undergraduate students to voice their opinions on the various topics surrounding the potential new building proposal, along with any concerns around student space and student services in general. The methods were:

- **Focus Groups:** small group discussions for all undergraduate students, with a few special sessions for event planners.

- **Unconference:** a participant-driven conference on Grad House Green, where topics of discussion about the building were decided by students.
- **Build Your Own Building:** participants at the focus groups and the unconference were provided with an exercise to complete about space allocation in their ideal student building.
- **Online Survey:** a 15-20 minute survey sent to all undergraduate students and linked on the Feds website, covering student opinions on a wide variety of topics relating to student space and the new building.
- **Town Halls:** a large-scale, question and response style, informal public meeting where students will have an opportunity to provide feedback and guide our new student building proposal.

USE OF DATA

The data was compiled and analyzed by the SBCC and released in the form of several reports:

- Proposed New Student Building: Focus Group Report
- Proposed New Student Building: Unconference Report
- Proposed New Student Building: Build Your Own Building Report
- Proposed New Student Building: Survey Report
- 2010 Services Survey Report
- Feds Study Space Report

These reports are based on the direct expressions and opinions of the consultation participants. As such, we cannot guarantee the accuracy of some of the statements received during the consultations. Data for the first four reports was generated from the recent consultations. The Study Space Survey Report and the 2010 Student Service Building Survey Report were based on previous reports by Feds. This data was used to create the initial proposal, and will drive the SBNT negotiation between the University, Feds, and the Graduate Student Association.

BACKGROUND

We asked full-time undergraduate students to complete a survey around student space and the new building. Our intent was to determine what spaces and services are essential in the new building. The survey provided:

- a larger selection of responses, including from student on co-op;
- more quantitative, in-depth analysis on the results;
- individual opinions that are not affected by other students, like during a focus group;
- results on very specific aspects of the new building and student space

Results and opinions expressed in the survey, and those expressed in other consultations, will guide the direction of the proposal.

METHODOLOGY

The target population for the survey was all undergraduate students. The study population, or the group of potential respondents, was all full-time, undergraduate students who were on campus during the Spring 2012 term. We received 1627 completed results.

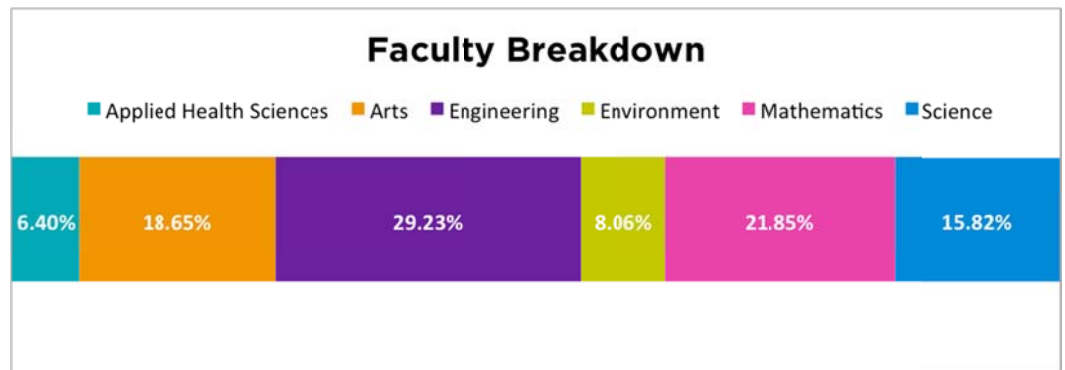
This survey was available on the Feds website from July 10th to July 20th. The survey was advertised through social media, SBCC members, and an email to potential respondents. The email was sent out July 11th to all on-stream and co-op students. There was also a pop-up on the Feds website with a link to the survey, to provide an additional reminder to visitors of the site.

The survey included a combination of yes/no, priority scale, and short answer questions. Questions asked for student opinions about the exterior and interior of the building, the use of student services on campus, food options, and what students would require to approve a referendum for the new building. For a complete list of the questions included in the survey, see Appendix A.

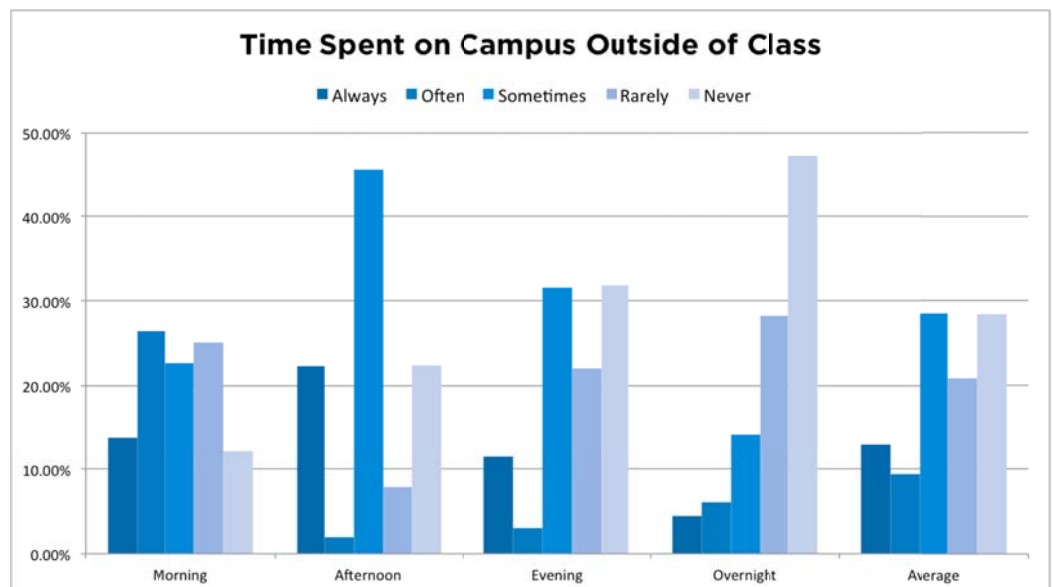
DATA

DEMOGRAPHICS

We received 1627 completed results. Given there are 26 520 Full-Time Undergraduate students as of January 2012 [\[data\]](#), this represents 6.13% of undergraduate students. Of the respondents, 830 or 51.08% were in Mathematics or Engineering, likely due to the composition of students on campus this term. 75.00% of respondents indicated that they were in coop.



Students spend a range of time on campus. 40.25% of students indicated that they are always or often on campus in the morning, outside class time. In the afternoon, 24.24% of students indicated that they are often or always on campus. 14.57% of students in the evening and 10.45% of students overnight are always or often on campus. 49.15% of students indicated that they are rarely on campus outside of classes. From this we can conclude that there is, at minimum, 10% of the student population on campus at any given time.



QUESTIONS

What would be required for students to be comfortable voting in a referendum?

RATIONALE

This question was asked to determine how likely a referendum would pass, based on current student perceptions of a new student building. It helps to determine what information must be included in the referendum and the preliminary agreement that is signed between the University and Feds. This question was also asked in order to determine what would make students reject the proposal and the referendum in order to guide the proposal creation and the negotiations.

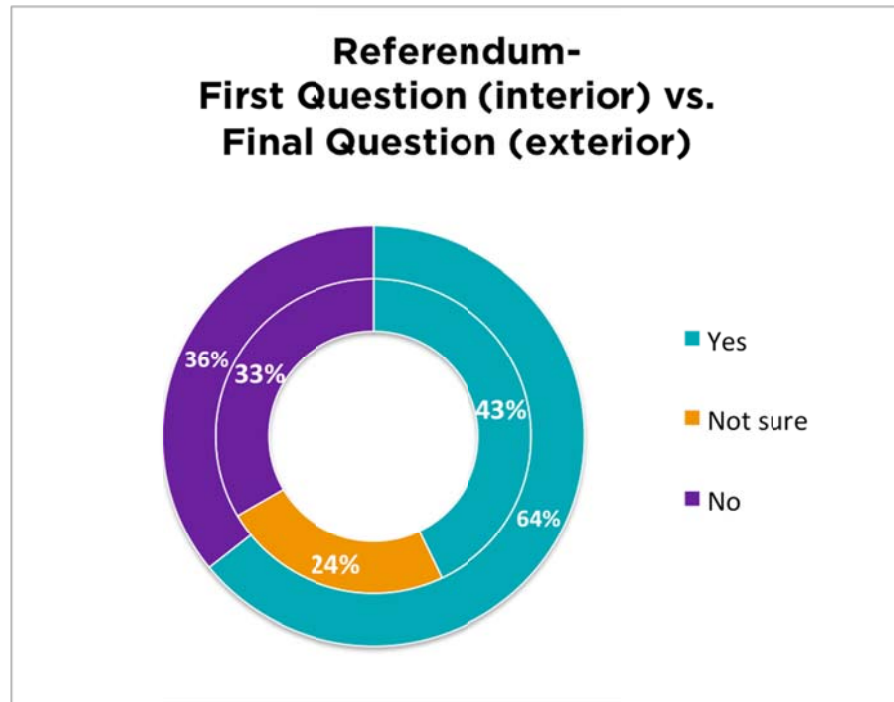
Data to answer this question was generated from the following survey questions:

- Would you support a fee of approximately \$40 a term to be placed on future students (once the building is near completion) to fund a new student building? The environmentally-friendly facility would include study space, social & event space, collaborative work space, food outlets, and University & Feds services. This question was the first question in the survey after the demographic information.
- In order for you to personally feel comfortable voting on a referendum for a new student building, how important are each of these options? This question included a list of options, including floor plans, models, budgets, and communication methods.
- What would make you vote “no” on a referendum for a new student building?
- Would you support building a new student building, which is environmentally friendly, and includes study space, social & event space, collaborative work space, food outlets, and University & Feds services for a fee of approximately \$40 a term? This question was the last question of the survey.

RESPONSES

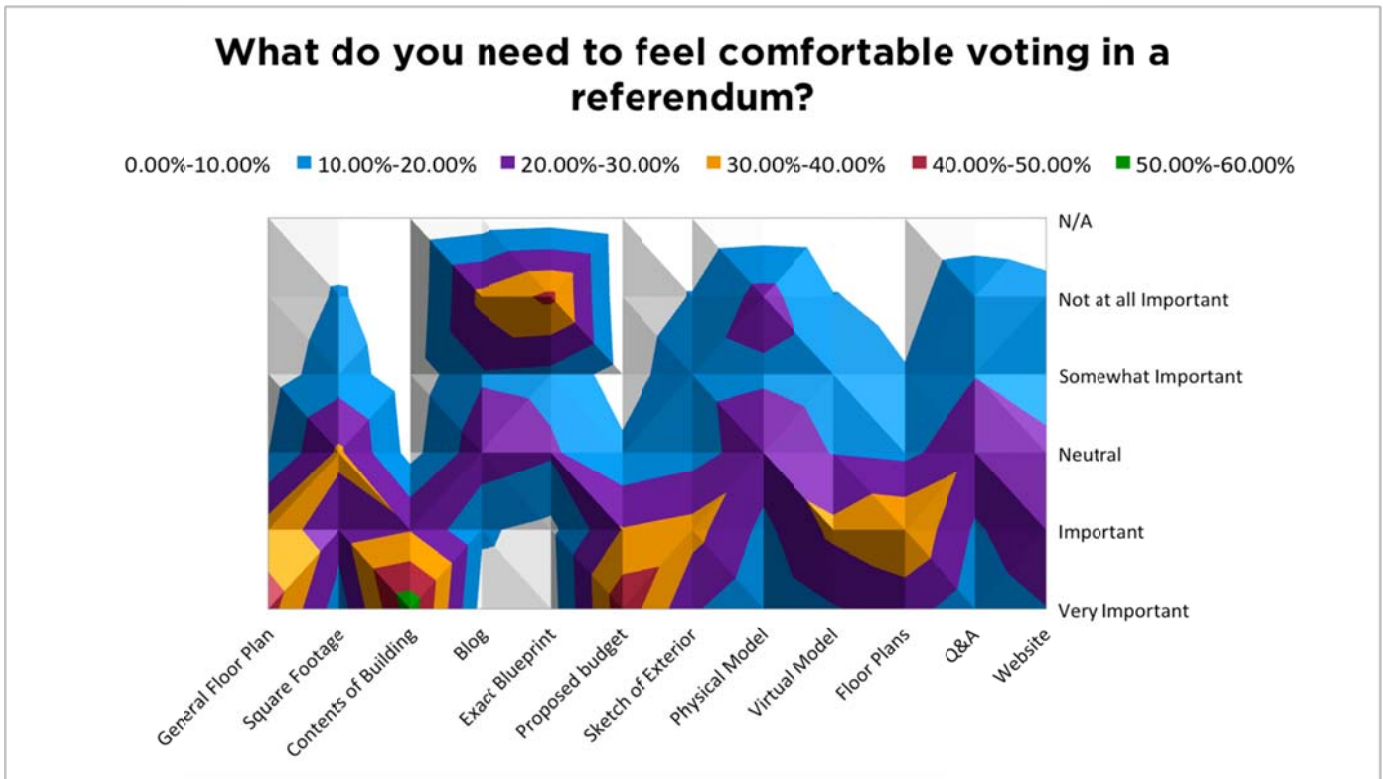
The survey included two questions about whether or not students would support a fee of approximately \$40 a term to be placed on future students (once the building is near completion) to fund a new student building, one at the beginning and one at the end of the survey. The initial question was prefaced with the fact that the question may be similar to the eventual wording of the referendum regarding the new student building, but that the specific fee amount, timeline of the referendum, and the space allocation would be decided through consultation with students.

In the initial question, 33.39% of students responded that they would not support the referendum, and 35.75% students responded no at the end of the survey. 42.88% of students responded that they would support the referendum at the beginning of the survey, and 64% responded yes at the end of the survey.



Students provided the following breakdown of responses on what they would require in order to feel comfortable voting in a referendum:

- The top three requirements of students (ranked as very important to important) are:
 - ▯ 85.83%: Contents of the Building
 - ▯ 79.39%: General Floor Plan
 - ▯ 77.96%: Proposed Budget
- The three least important requirements of students (ranked as somewhat important to not at all important) are:
 - ▯ 59.71%: Exact Blueprint
 - ▯ 51.73%: Blog
 - ▯ 42.24%: Physical Model



NO VOTE

Students were asked to provide a list of items that would make them say no in the referendum. Common responses included:

- taking away green space on campus;
- lengthy construction times;
- a building that is not student-oriented;
- high costs to students;
- lack of perceived value;
- repeat of Fed Hall;
- lack of information surrounding the proposal;
- a building that is the same as the SLC;
- redundant or impractical design;
- lack of planning and design of the the building.

Of the students who originally said no to supporting the referendum, 20.00% switched to supporting the referendum by the end of the survey.

RESULTS

Students placed an importance on knowing the contents of the building, having a general floor plan, and having the Proposed Budget in order to feel comfortable voting in the referendum. Despite an apparent lack of desire for a blog, a large portion of students (46.99%) still appreciated having a website about the new building.

What are students' preferences for the exterior of the building?

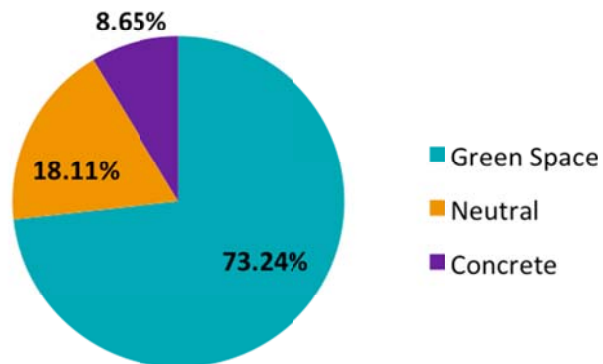
RATIONALE

This question was asked directly in the survey in order to assess student priorities for the exterior of the building, including the amount of shaded space, seating options, and other exterior features students would like to see as part of the building. Students were also asked what they did not want to see in a new building.

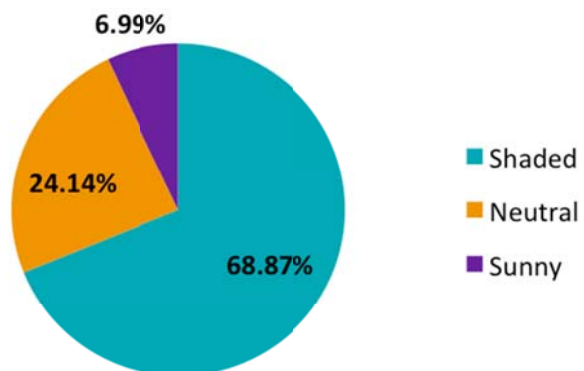
RESPONSES

73.24% of students ranked recreational green space very important or important over paved recreation space. 68.87% of students ranked shaded areas very important or important over unshaded areas.

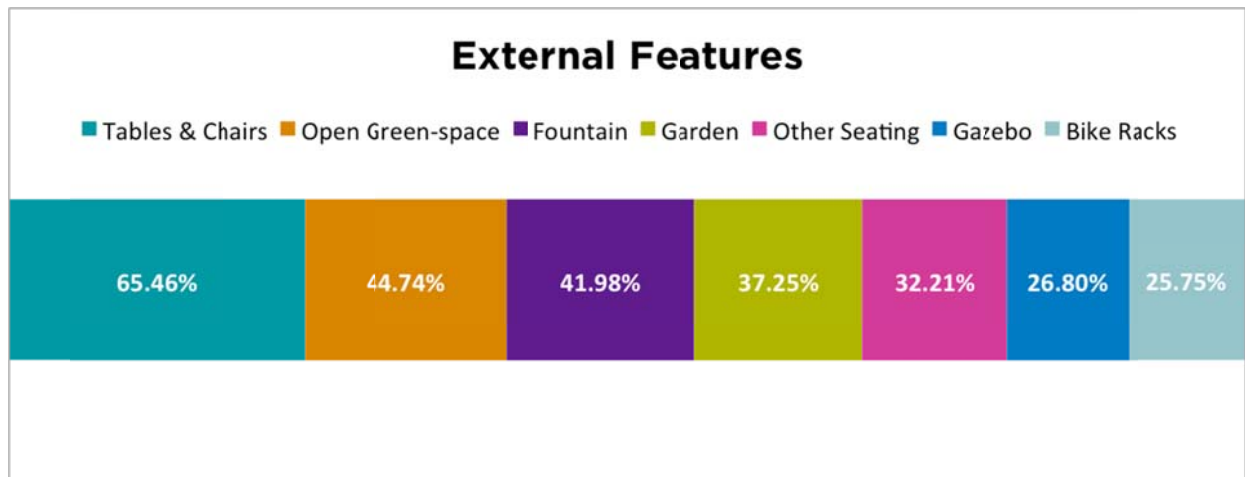
External Space: Green vs Concrete



External Space: Shaded vs Sunny



When asked to choose three outdoor features that were important, items with the most desire were tables & chairs (65.46%), open green space (44.74%), and a fountain (41.98%) as their top priorities. Bike Racks (25.75%) was the least desired external feature.



Students who answered other to external features (5% of students) mentioned having outdoor power outlets, seating with shade, trees, outdoor recreation items (like a basketball hoop), and drinking fountains as important elements to include around the building. Students identified that they would not want a building with a brutalist design or a lot of concrete.

RESULTS

Students value the existing green space on campus. They do not want the building to take up a large portion of Grad House Green, and would prefer green recreation spaces over paved ones. Students want outdoor seating outside the new building.

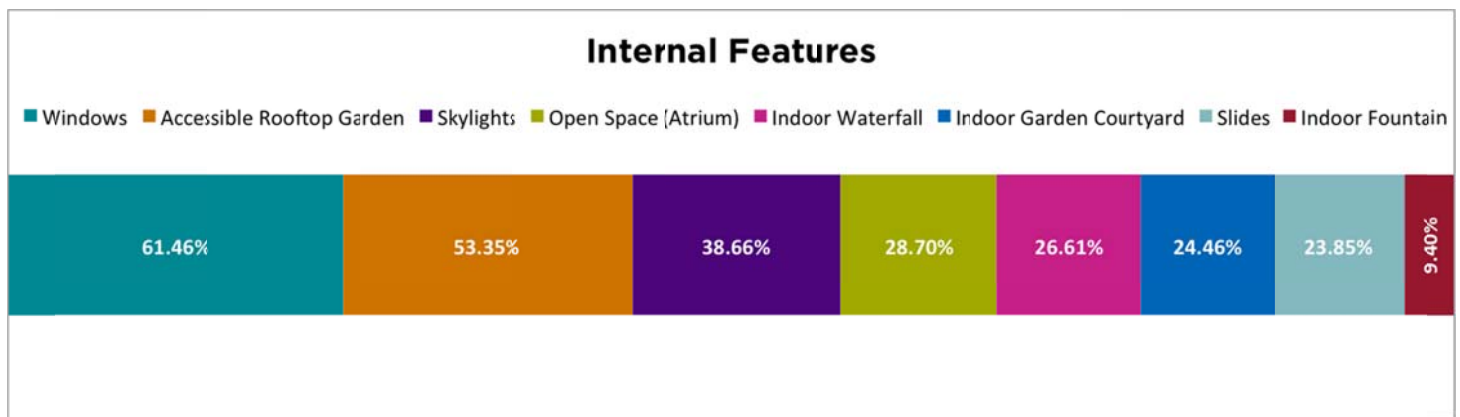
What are students' preferences for the interior of the building?

RATIONALE

This question was asked directly in the survey in order to assess student priorities for the interior of the building, including skylights, windows, and open space. Students were asked whether the building should be connected to other buildings. Students were also asked what they did not want to see in a new building.

RESPONSES

When asked to choose three indoor features that were important, items that received the most wants were Windows (61.46% want), Accessible Rooftop Garden (53.35% want), and Skylights (38.66% want) as their top priorities. An Indoor Fountain (9.40% want) was the least desired internal feature.



92.164% of students believe that the building should be connected to other buildings through indoor routes. 76.18% of students indicated that having accessible power outlets was important. Students who responded other (9% of students) to interior features mentioned comfortable seating, electrical outlets, lounge areas, a green wall, and meeting rooms as important elements to include in the building. The other category also included students with the perspective that not all of the standard elements in the question were useful.

When asked what they would not want in the building, students indicated:

- lack of windows;
- office spaces for non-student groups;
- wasted open spaces;
- overcrowded spaces;
- Food Services, especially Tim Hortons;
- uncomfortable furniture;
- vendors, like the SLC vendor's alley;
- expensive food;
- academic elements, such as classrooms.

RESULTS

Students consider windows and an accessible rooftop garden to be important internal features. Based on the top three features, it is clear students want natural light in the new student building. There are a number of students who expressed concerns about placing office space or academic elements in the building, as it would impact the social atmosphere of the building.

What services should be included in the building?

RATIONALE

The survey asked a number of questions about service use on campus in order to determine which services students use and how often. These questions also assessed student perceptions of service usage. This question was asked in order to determine which services, if any, should be moved to the new building. It also helps to answer what services students believe are missing on campus, which could drive the creation of new services that would be included in the building.

Data to answer this question was generated from the following survey questions:

- What services, if any, do you feel are needed on this campus?
- When was the last time and how frequently have you used the following services? The question was separated into two types of services:
 - University Services, such as Success Coaches, Counseling Services, International Student Advising, Writing Centre, Office for Persons with Disabilities, Career Services, Registrar's Office, and Student Accounts
 - Feds Services, including the Food Bank, The Women's Centre, GLOW Centre, Off-Campus Dons, International Student Connection, and clubs
- Do you think any of the above services are underutilized? If so, why?

RESPONSES

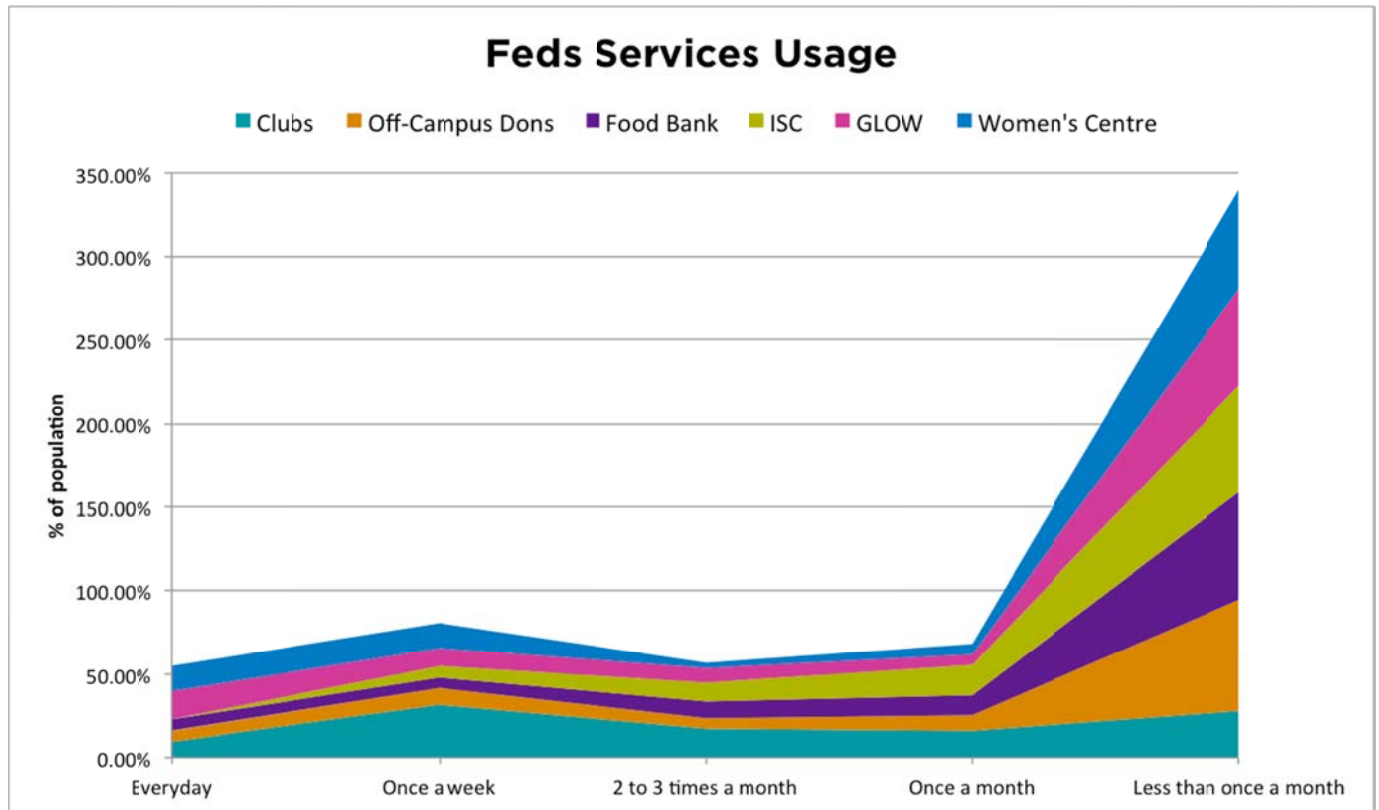
FEDS SERVICES

Students were asked about their usage of Feds Services. Most students (58.55%) indicated that they have used Feds clubs. The usage rates for the other services ranged between five and seven percent. Specifically:

- Off-Campus Dons: 7.07% (115)
- Food Bank: 6.64% (108)
- International Student Connection: 6.40% (104)
- GLOW: 5.78% (94)
- Women's Centre: 4.98% (81)

Subsequent information in this section is based only off those individuals who indicated that they have used the services in the past.

This diagram represents how often students use each of these services. As the area increases, the percentage of the student population who falls under this usage level increases. Here, a significant portion of students use Feds services once a week, but the majority of students have used these services use them less than once a month. The amount of students that use clubs at each usage level remains approximately even.



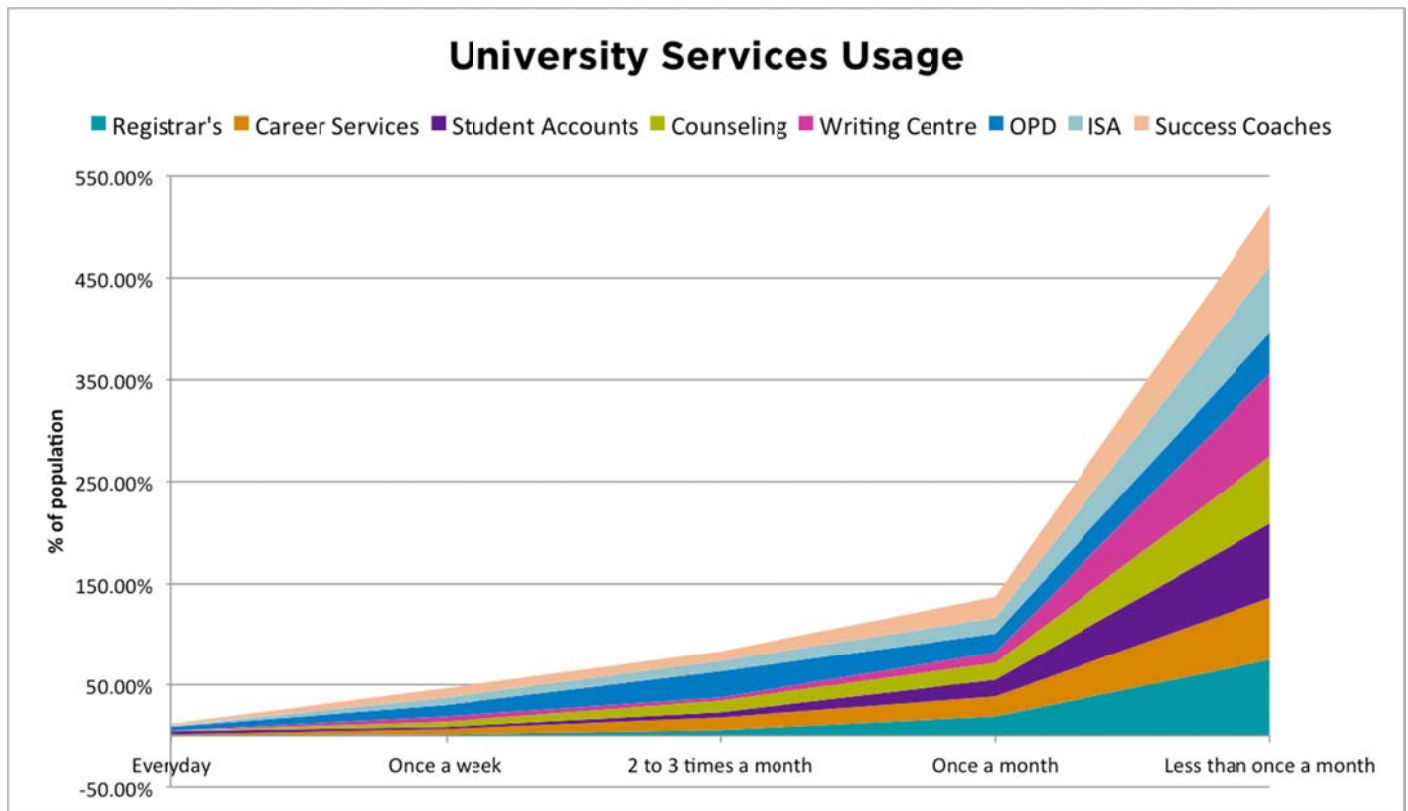
UNIVERSITY SERVICES

Students were asked about their usage of complementary University Services. Most students indicated that they have used the Registrar's Office (74.72%), Career Services (53.51%), and Students Accounts (51.23%) before. The usage of the other services ranged between seven and twenty-five percent. Specifically:

- Registrars: 74.72% (1215)
- Career Services: 53.51% (870)
- Student Accounts: 51.23% (833)
- Counseling: 24.91% (405)
- Writing Centre: 12.36% (201)
- OPD: 9.72% (158)
- ISA: 7.32% (119)
- Success Coaches: 6.95% (113)

Subsequent information in this section is based only off those individuals who indicated that they have used the services in the past.

This diagram represents how often students use each of these services. As the area increases, the percentage of the student population who falls under this usage level increases. Although the overall number of students who have ever used one of University services is higher than those of the Feds services, these services are rarely used more often



than once a month.

MISSING AND UNDERUTILIZED SERVICES

Students identified a need for the following services on campus:

- a walksafe program
- bike rental as well as storage and repair
- a movie theatre
- help desk
- post office
- Starbucks

They wanted expanded counseling services, more ATMs, better career services, and better access to transit. Students suggested more coffee shops, study space, and places to network. Students also expressed a need for a greater variety of food, healthier food, and better hours for food establishments.

When students were asked about which services on campus were under-utilized, students were largely unaware of services on campus. Many choose not to answer or stated that they were unsure as they had not heard of a service or they did not feel that services applied to them. From those who listed a service, Career Services, Counseling Services, and the Writing Centre were the three most identified as being under-utilized.

Students provided the following reasons as to why they felt that these services were underused:

a lack of awareness, hours that were not responsive to the lifestyle of a student, and long waits for service discouraged students from accessing the service.

RESULTS

Most students tend to use services on campus less than once a month. Certain Feds Services have a higher everyday and once a week usage than University Services. University Services reach more students at least once, on average.

Students identified a need for services such as copy centres and counseling, which already exist on campus. Improving student awareness of these services is crucial. Students also believe that the development of career services and counseling would be beneficial to the student population. These services could be located in the new building, or use the space of other services who may move to the new building.

Services that are underutilized on campus often experience a lack of awareness, poor hours, and long waits, which discourage students from using the service.

Would students be interested in the creation of an Entrepreneurial Centre?

RATIONALE

This question was asked in order to determine student opinions on the creation of an entrepreneurial centre on campus, which would provide collaborative workspace and experts in entrepreneurship including individuals involved in start-ups. Students were asked in the survey about their interest in the creation of an entrepreneurial centre, and were also asked to prioritize this service in relation to other services and options for use of the space in the building. This question was established to address the fact that various University administrators would be interested in the response to this question.

RESPONSES

When asked about their interest in the creation of an entrepreneurial centre, 41.55% considered its creation as a detractor for the building, while 36.07% were a promoter of the service.

When asked to prioritize this service in relation to other uses for space in the building, such as study space or large social space, and in relation to other services, such as counseling support services or career development support, 31.78% of students ranked the entrepreneurial centre as the least important element, while only 5.68% ranked it at the most important element.

RESULTS

Students do not consider the creation of an entrepreneurial centre to assist students in running and creating start-up companies as an element that should be included in the new building.

How do students use existing space on campus?

RATIONALE

This question was asked to determine how students currently use the space that is available on campus, through an assessment of when students last used the space, and how frequently they use it. The survey asked about study space, collaborative workspace, event space, social space, prayer space, and multi-purpose space. Students were also asked to prioritize a variety of spaces and services, such as study space, large social space, counseling support services or career development support. These questions were developed in order to determine which types of space students use the most, and which types of spaces students believe are missing or lacking on campus and could be included in the new building.

RESPONSES

Space Usage

Students were asked about their usage of space. All spaces are used by a majority of students with the exclusion of Prayer Space (10.70%). Specifically:

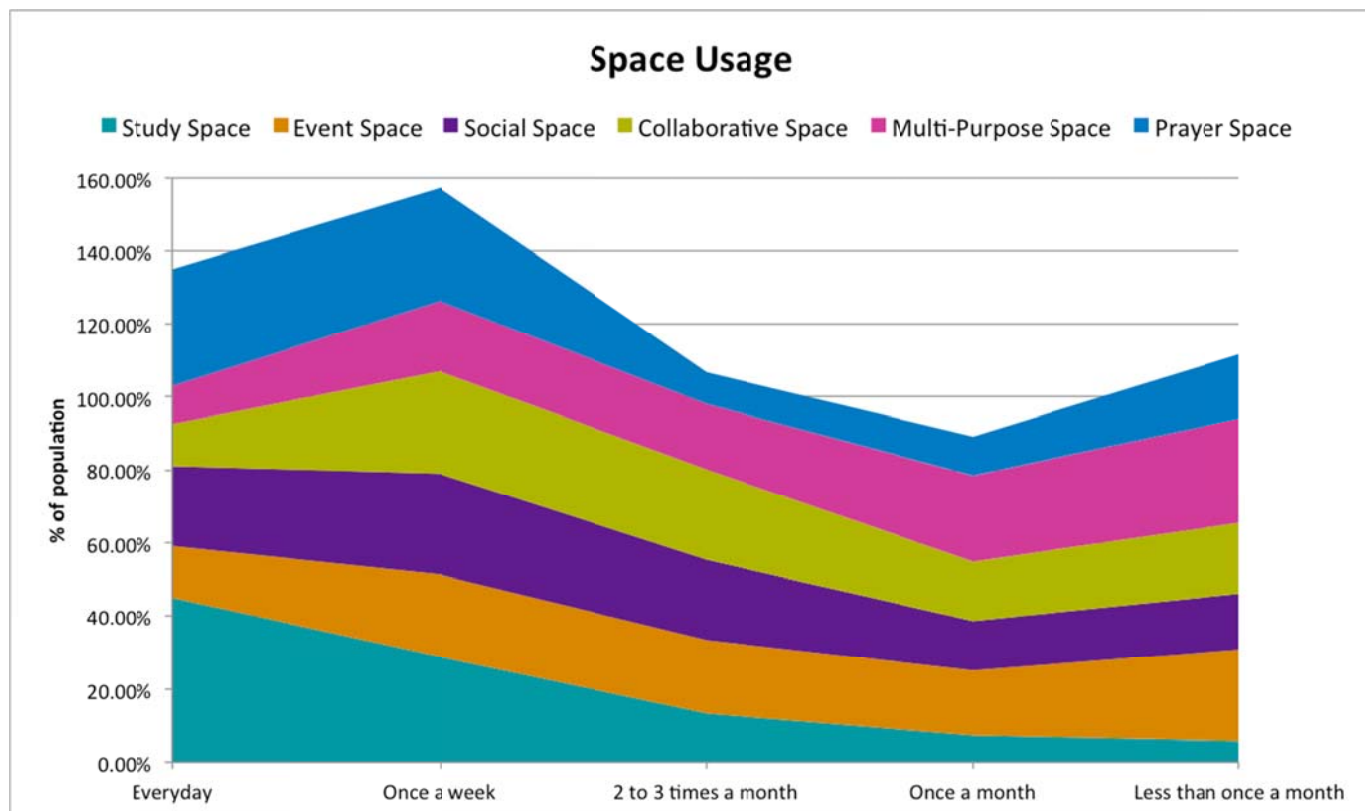
- Study Space: 92.37% (1502)
- Event Space: 73.99% (1203)
- Social Space: 73.43% (1194)
- Collaborative Space: 62.18% (1011)
- Multi-Purpose Space: 46.99% (764)
- Prayer Space: 10.70% (174)

Subsequent information in this section is based only off those individuals who indicated that they have used the space in the past.

This diagram represents how often students use each of these types of space. As the area increases, the percentage of the student population who falls under this usage level increases. Here, the majority of students who use study space do so daily (44.88%) to once a week (28.89%). Very few students (5.75%) use study space less than once a month.

63.11% of students who have used prayer space on campus use the space at least once a week.

Half of the students surveyed used multi-purpose space once a month or less. 25.11% of students use event space does so less than once a month. Half of the population uses social space once a week or more.



Space Prioritization

Students were asked to prioritize various services and spaces, such as study space, large social space, counseling support services, and career development support. In order of priority, students valued:

1. Study Space
2. Open Group Space
3. Bookable Whiteboard Rooms
4. Large Social Space
5. Garden
6. Atrium
7. Career Development
8. Counseling Services
9. Entrepreneurship Support Centre

(See Appendix A for the breakdown of the rankings and the calculations surrounding these rankings).

RESULTS

Students both value and use study space on campus. A large portion of students use study space daily to once a week. Very few students use study space less than once a month. The usage for collaborative space peaks at once a week, and students do prioritize open group space over other spaces and services. Students prioritize student space in the building over adding services.

What do students value in terms of food choices and availability?

RATIONALE

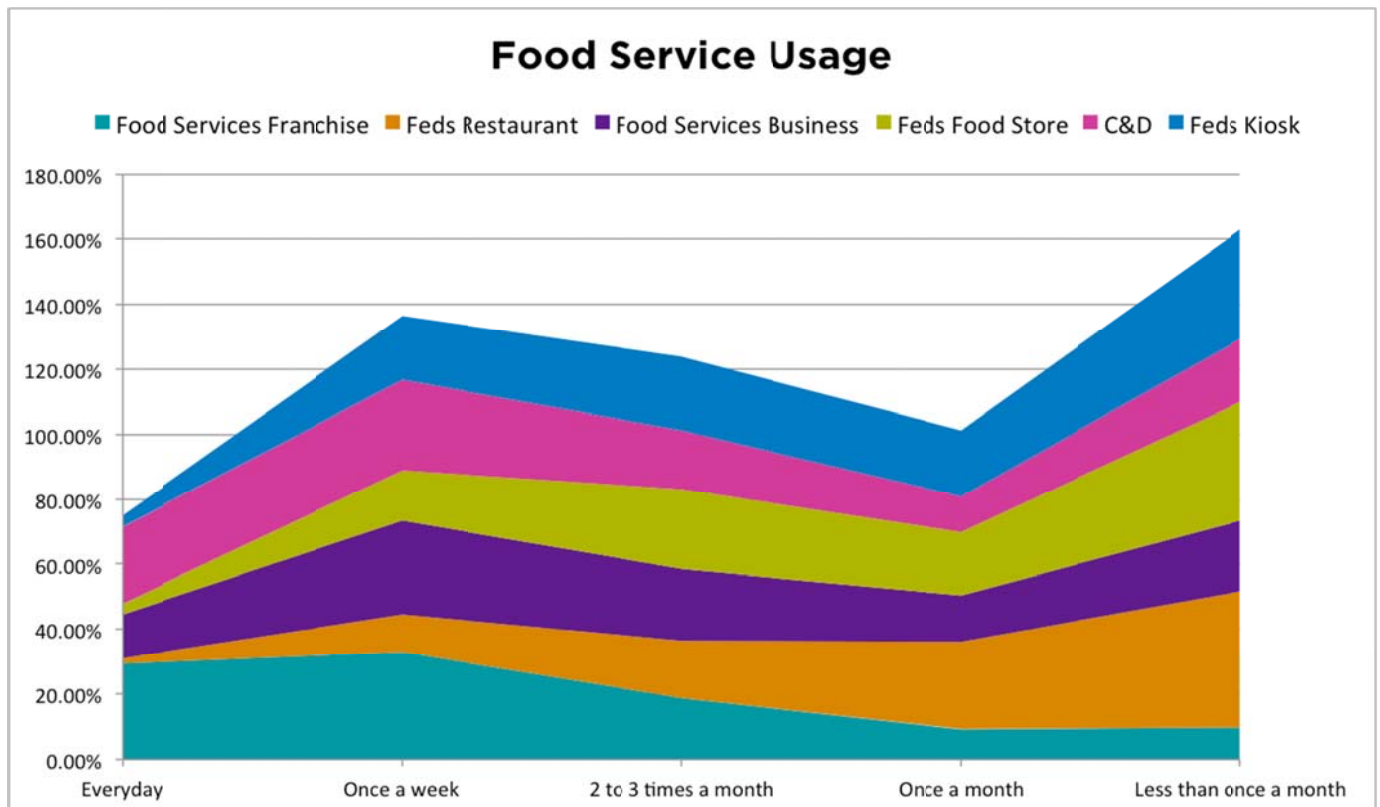
In order to develop a preliminary proposal, it is important to know what students consider important in term of food choices to determine the approximate amount of space food vendors should take up in the building. Students were asked in the survey about how often they purchase from the various types of food vendors on campus. They were also asked about the factors they consider in choosing a food vendor. This data will eventually be used to determine the exact food vendors that end up in the new building.

RESPONSES

Students were asked about their usage of food venues on campus. The usage rates these venues services ranged between 48 and 91 percent. Specifically:

- Food Services Franchises: 90.90%
- Feds Restaurant: 66.24%
- Food Services Business: 65.87%
- Feds Food Store: 63.47%
- C&Ds: 61.69%
- Feds Kiosks: 48.46%

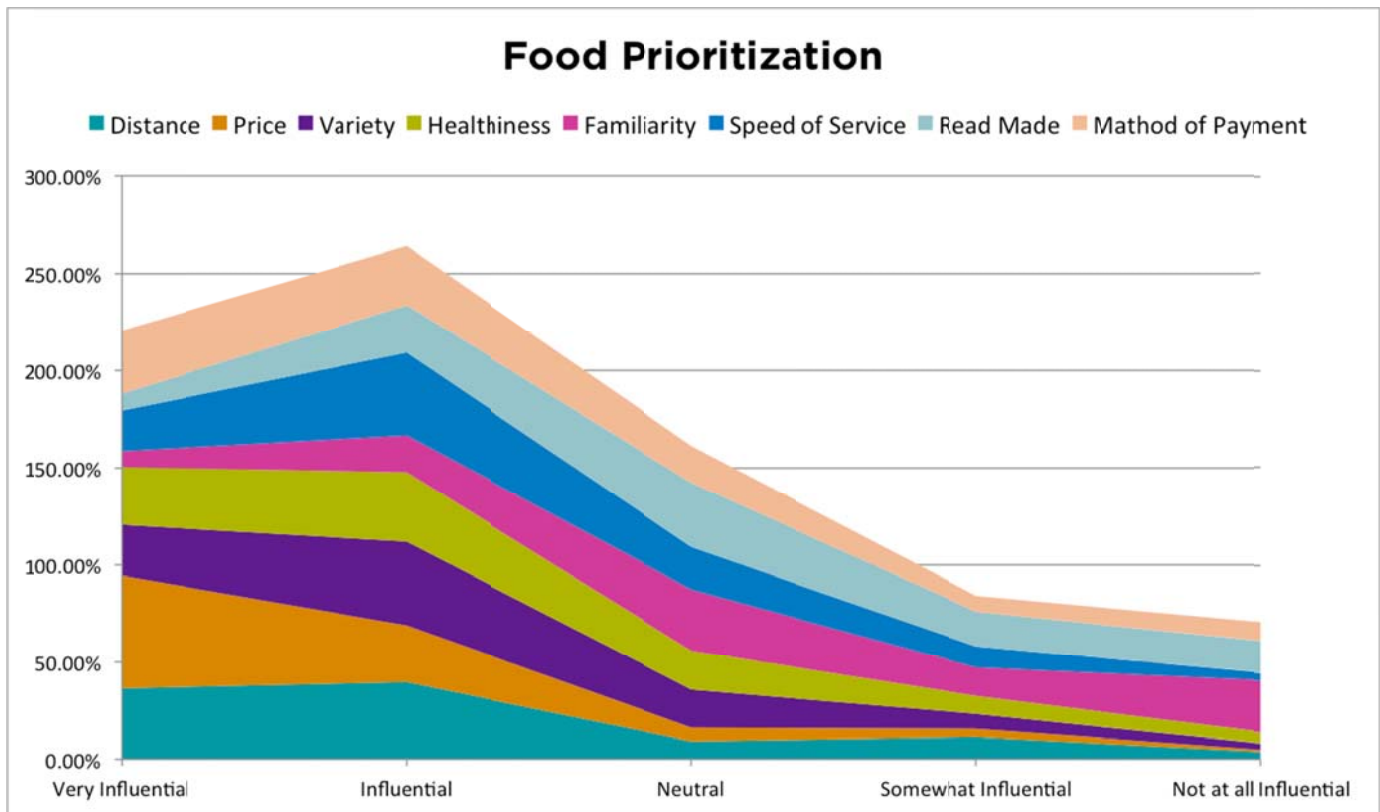
Subsequent information in this section is based only off those individuals who indicated that they have used the services in the past.



62.48% of students use Food Services franchises (like Subway or Tim Hortons) at least once a week, followed by student-run C&D's at 51.25%.

Food Services outlets are located across campus, and represent a greater market share, which could lead to this increased usage. C&D's, second in frequency of use, are also located across the campus, and students have indicated that distance is a considerable factor in deciding on a food outlet.

62.80% of students have indicated that method of payment is an important consideration when choosing food venues (influential or very influential). Food Services currently offers the most availability for Watcard and many students on campus use Watcard as payment. They also are the only provider on campus that can accept meal plans.



Students consider distance, price, and method of payment influential in choosing a food vendor.

RESULTS

Students use Food Services frequently, likely to the proximity to students across campus and ease of payment for Watcard users. Students care about price, distance, and method of payment when selecting a food venue. Students care less about the familiarity of the location.

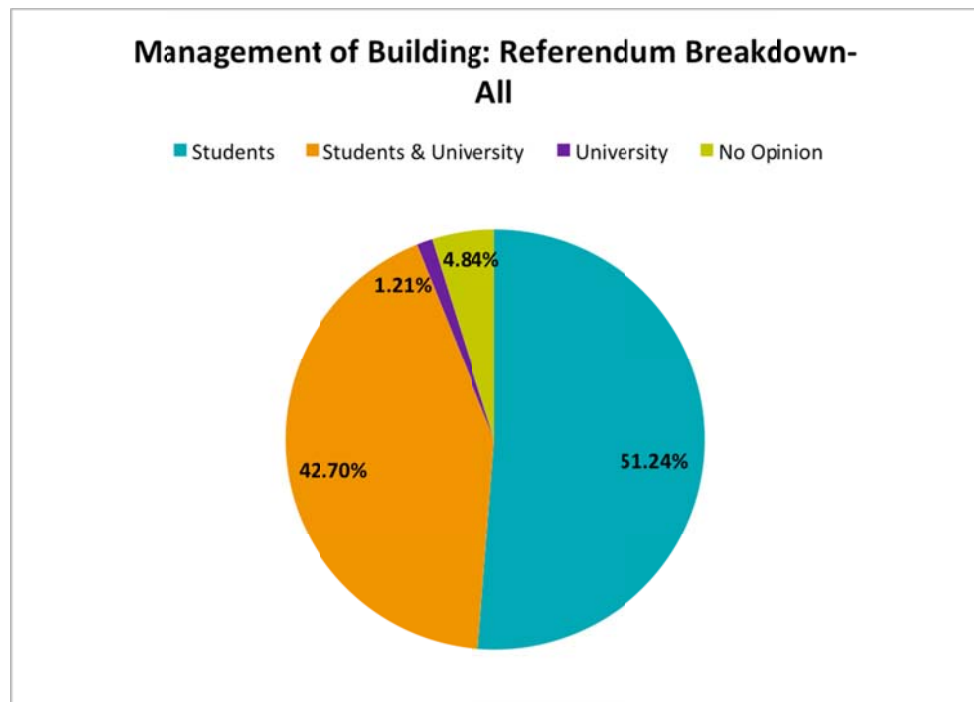
How should changes to the use of student space be decided?

RATIONALE

This question was asked directly in the survey in order to determine student perceptions on the management of existing buildings on campus. This will guide a proposal in negotiations on how the new building should be managed.

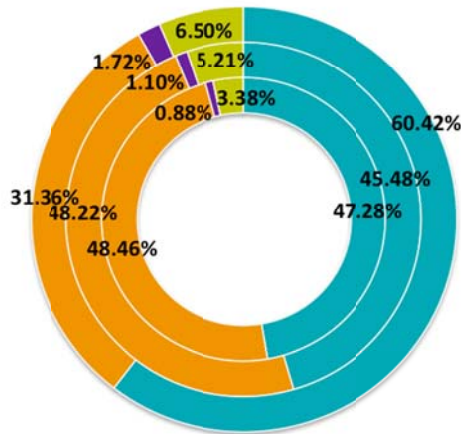
RESPONSES

42.70% of students believe that changes to student space should be decided by a joint committee of students and university administration, where 51.24% of students believe only students should be involved in the decision.



Management of Building: Referendum Breakdown- Yes (inside), Unsure (middle), and No (outside)

■ Students ■ Students & University ■ University ■ No Opinion

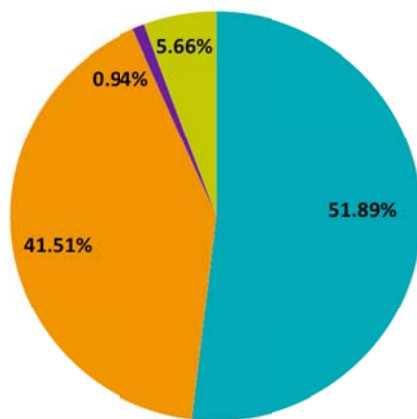


Of the individuals who said they would support the potential referendum, 47.28% believe that solely students should decide changes to student space, whereas 60.42% of individuals who said they would not support the potential referendum hold this opinion.

For students whose vote changed from no to yes for the referendum, 51.89% believe that solely students should decide changes to student space.

Management of Building: Referendum Breakdown- No -> Yes

■ Students ■ Students & University ■ University ■ No Opinion



Results

Large portions of students believe that students must be involved in the management decisions of student spaces. Students who do not support the referendum place an increased importance on student control and management of spaces on campus.

What elements of the building are students willing to pay for?

RATIONALE

Although students may be interested in the idea of a new building on campus, their preferences may change based on what students must pay for in the building. In the survey, students were asked how much they would be willing to pay for elements of a potential building, from none of the cost to all of the cost. The elements included study space, social space, food space, recreation space, and green space.

RESPONSES

Almost half of the students surveyed are not willing to pay for study space or food space on campus. 46.39% of students are not willing to pay for green space on campus. Students are more willing to pay part of the costs for social space and recreational space on campus.

How much should students pay?

	Study Space	Social Space	Food Space	Recreation Space	Green Space
0%	41.74%	25.02%	40.61%	25.89%	46.39%
10%	4.67%	3.85%	6.24%	4.68%	7.22%
20%	8.32%	7.58%	9.52%	8.73%	10.32%
30%	8.26%	8.15%	10.15%	9.56%	8.86%
40%	5.55%	6.76%	6.18%	6.39%	5.44%
50%	16.46%	20.53%	17.47%	22.66%	13.35%
60%	3.72%	7.77%	3.28%	8.54%	2.97%
70%	4.04%	9.35%	3.15%	6.58%	2.85%
80%	3.53%	5.18%	1.32%	3.61%	1.14%
90%	0.88%	0.95%	0.50%	1.01%	0.32%
100%	2.84%	4.86%	1.58%	2.34%	1.14%

RESULTS

Students believe that it is the University's responsibility to provide student space on campus.

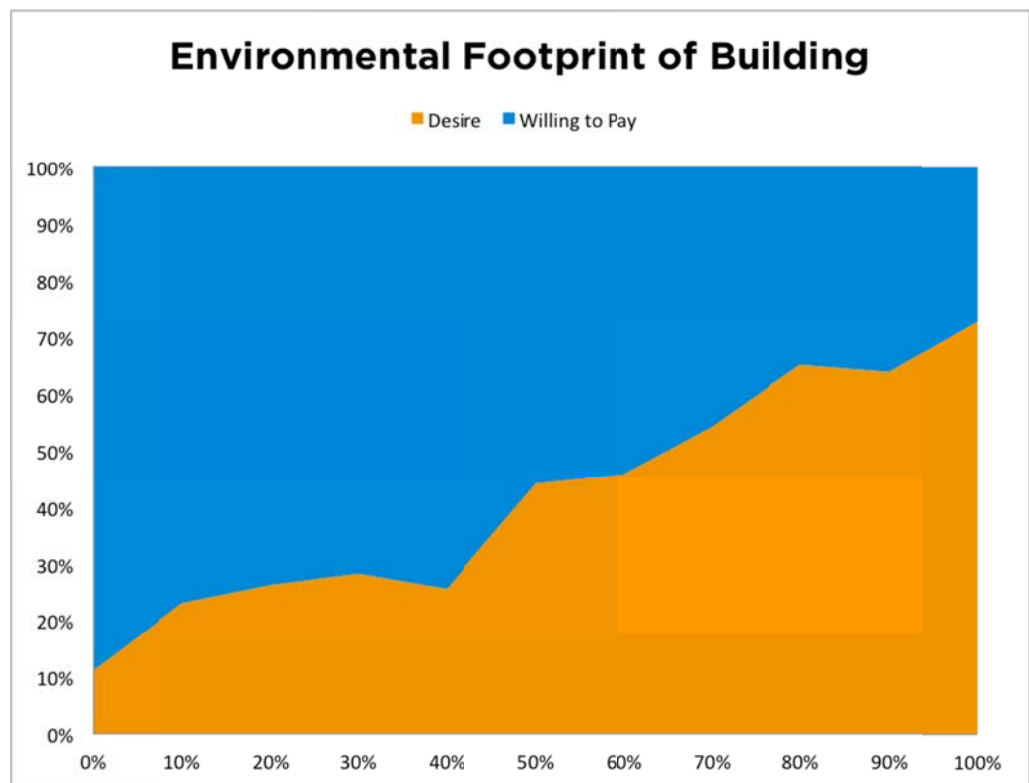
Do students value having an environmentally friendly building?

RATIONALE

Two questions were asked in the survey in order to determine whether or not students value an environmentally friendly building. Students were asked in the survey if an environmentally friendly building was important, and whether they would be willing to pay a premium for this type of building.

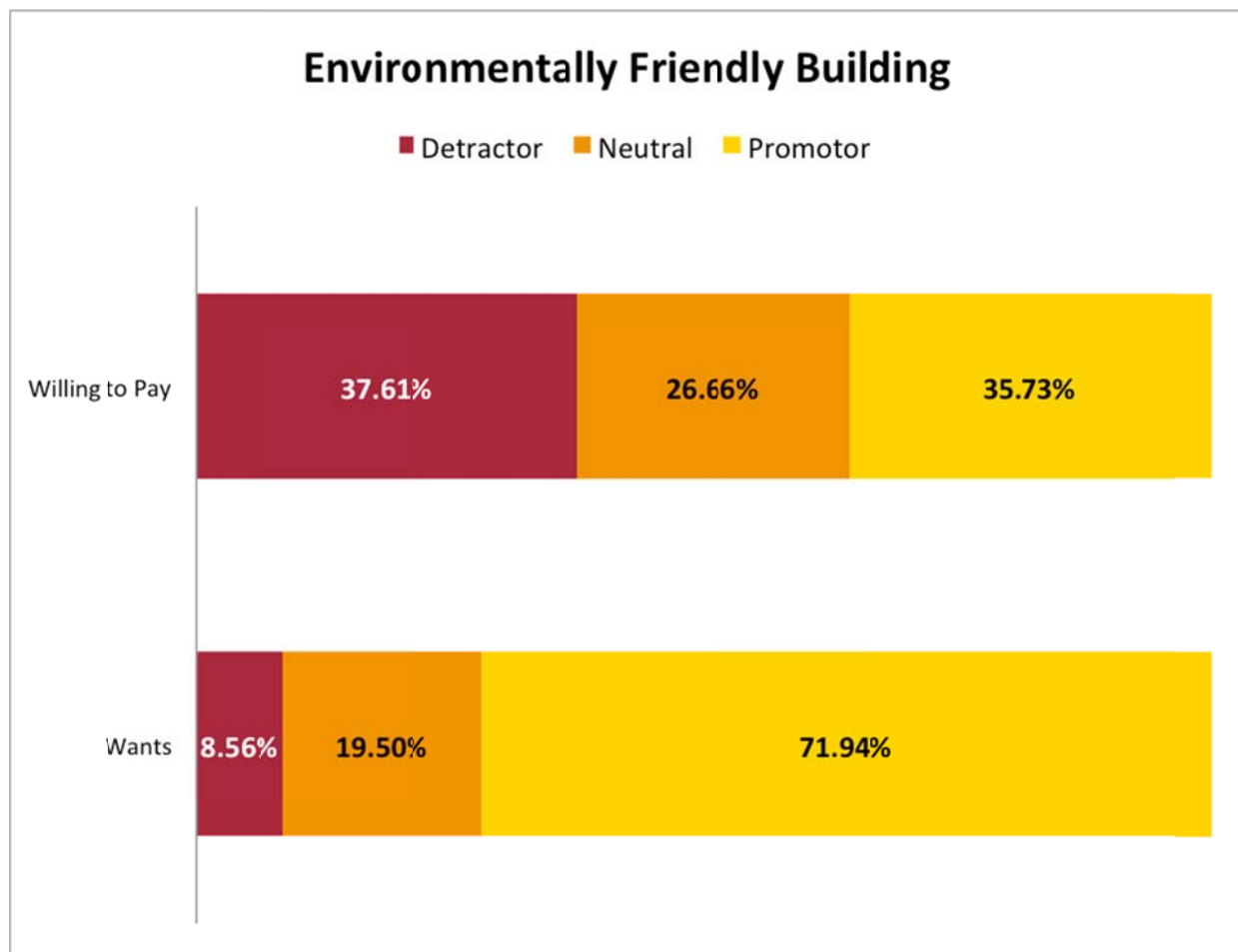
ALL RESPONSES

71.94% of students ranked having an environmentally friendly building as a positive aspect,



and 19.50% were neutral.

However, only 35.73% of students were willing to pay a premium for this type of building. Of these students, 98.25% were students who positively ranked having an environmentally friendly building.



RESULTS

Most students support the idea of an environmentally friendly building, but are not willing to incur an additional expense in order to make this a reality. Funding from other sources would be required in order for students to support an environmentally friendly building.

CONCLUSIONS

THE PROCESS

The survey provided a larger selection of responses, including students who were not able to attend focus groups. It provided more quantitative, in-depth analysis about very specific aspects of the new building and student space.

This survey was only pushed to students currently on campus and on coop this term through an email, leaving out students who were on summer holidays. These students were made aware of the survey through social media, but this indirect contact had more limited reach. Most of the survey responses came immediately following the email.

The slight change in the wording of the two referendum questions yielded interesting results. Since we only provided the option to choose a definitive answer (yes/no) in the second referendum question, students were required to make a decision.

When we asked students what they would require in order to be comfortable voting in a referendum, we included a cost of \$100,000 for the building blueprints. As there were no other costs associated with the other options, this may have biased students to not select this option.

THE RESULTS

Students want as much information as possible in order to make an informed decision during the referendum. At a minimum, they want to know the contents of the building, a general floor plan, and have the proposed budget.

Students value the existing green space on campus. They do not want the building to take up a large portion of Grad House Green, and would prefer green recreation spaces over paved ones.

Students want windows and natural light in the new student building. There are a number of students who expressed concerns about placing office space or academic elements in the building, as it would impact the social atmosphere of the building.

Most students tend to use services on campus less than once a month. Certain Feds Services have a higher every day and once a week usage than University Services, but University Services reach more students at least once, on average. Students identified a need for some services that already exist on campus. Services that are underutilized on campus often experience a lack of awareness, poor hours, and long waits, which discourage students from using the service.

Large portions of students believe that students must be involved in the management decisions of student spaces. Students who do not support the referendum place an increased importance on student control and management of spaces on campus.

Students believe that it is the University's responsibility to provide student space on campus. Almost half of the students surveyed are not willing to pay for study space or food space. Students are more willing to pay part of the costs for social space and recreational space. Students prioritize student space in the building over adding services.

Most students support the idea of an environmentally friendly building, but are not willing to incur an additional expense in order to make this a reality. Funding from other sources would be required in order for students to support an environmentally friendly building. Students do not consider the creation of an entrepreneurial centre to assist students in running and creating start-up companies as an element that should be included in the new building.

APPENDIX A: SURVEY QUESTION LIST

PRELIMINARY INFORMATION

The Federation of Students is seeking feedback regarding your perspective on a new student building. This survey, in addition to the focus groups and other consultation methods, will directly affect the direction that Feds takes in developing a new student building proposal. The location for this building has been approved by the Board of Governors to be near Physics & RCH.

- Year (dropdown)
- Faculty (dropdown)
- Program (in-line text)
- Coop? (yes/no radiobox)
- Where do you live (radiobox: off-campus, on-campus)
- Waterloo Email Address (example@uwaterloo.ca)

REFERENDUM QUESTION

This question may be similar to the eventual wording of the referendum regarding the new student building. Please note that the specific fee amount, timeline of the referendum, and space allocation will still be decided through consultation with students.

- Would you support a fee of approximately \$40 a term to be placed on future students (once the building is near completion) to fund a new student building? The environmentally-friendly facility would include study space, social & event space, collaborative work space, food outlets, and University & Feds services. (yes, no, not sure)

GENERAL

- Favourite place on campus? (Fill in, with N/A option & Why is beside inline text)
 - Fall
 - Winter
 - Spring
- Least favourite place on campus? (Fill in, with N/A option & Why is beside inline text)
 - Fall
 - Winter
 - Spring
- Outside of class, how much time do you spend on campus per week? (slidy: little to a lot + check boxes: morning, afternoon, evening, and overnight)
- How do you feel about the student space currently available on campus? (paragraph)
- What, if anything, is missing on campus? (paragraph)

BUILDING DESIGN:

Outside the Building

- Which do you prefer?
 - Slidy: Grass recreation to paved recreation
 - Slidy: Shaded areas to unshaded areas
- Which outdoor features would you most like to see included in a student space? (Choose 3)
 - Tables/chairs
 - Other seating (eg. Benches)
 - Garden
 - Gazebo
 - Fountain/pond
 - Bike racks
 - Open green-space
 - Other with fill-in box

Inside the Building

- Which indoor features would you most like to see included in a student space? Choose 3)
 - Slide(s)
 - Indoor waterfall
 - Indoor fountain
 - Accessible rooftop garden
 - Indoor garden courtyard
 - Skylights
 - Lots of windows
 - Open space (atrium)
 - Other with fill-in box
- Should the building be connected to other buildings via indoor routes? (yes/no radiobox)
- What **don't** you want to see in a new student building? (paragraph)

SERVICES

- What services, if any, do you feel are needed on this campus? (paragraph)

[page-break]

- When was the last time and how frequently have you used the following services: (slider: today to not-at-all for Frequency + dropdown for Last Used) (randomize order)
 - University Services:
 - Success Coaches
 - Counseling Services
 - International Student Advising (formerly International Student Office)
 - Writing Centre
 - Office for Persons with Disabilities
 - Career Services
 - Registrar's Office
 - Student Accounts
 - Feds Services:
 - Food Bank
 - The Women's Centre
 - GLOW Centre
 - Off-Campus Dons
 - International Student Connection
 - Clubs
- Do you think any of the above services are underutilized? If so, why? (paragraph)

- How interested would you be in the creation of an Entrepreneurial Centre, which would facilitate interaction across faculties, provide collaborative workspace, and staffed by experts in entrepreneurship including individuals involved in start-ups? (slidy: a little to a lot)

SPACE

- Rate the last time and how frequently you have used the following space: (slider: today and not-at-all for Frequency + dropdown for Last Used) (randomize order)
 - Student Space:
 - Study space
 - Collaborative workspace (whiteboards, glass tables, projectors, etc)
 - Event space (e.g. SLC Great Hall, Fed Hall, lounge areas, or SLC Atrium)
 - Social space (e.g. Poets, MC Comfy, or ENV Coffeeshop)
 - Prayer Space
 - Multi-purpose space
- How important are accessible power outlets to you? (slidy: a little to a lot)

FOOD

- Rate the last time and how frequently you have visited the following food vendors: (slider: today and not-at-all for Frequency + dropdown for Last Used) (randomize order)
 - Food Services Business (like Brubakers)
 - Food Services-run Chains (i.e. Tim Hortons, Pizza Pizza, etc)
 - Feds-run kiosks (like Campus Bubble)
 - Feds-run food store (Feds Xpress)
 - Feds-run Sit-in Restaurants (like Bomber)
 - C & D's
- how influential are each of the following factors when choosing a food vendor? (slidy: low influence to high influence) (randomize)
 - Distance
 - Price
 - Variety
 - Healthiness
 - Familiarity (chain vs independent)
 - Speed of service
 - ready made (eg. grab & go)
 - Method of payment

MANAGEMENT

- How should changes to the use of student space be decided? (choose one)
 - By Students
 - By University Administration
 - By Joint Committee of Students and Administration
 - No opinion
- Should students pay for: (slidy: none to all)
 - Study space
 - Social space
 - Food space
 - Recreation space
 - Green space
- Do you agree that an environmentally friendly building is important (slider yes-no)?
- Are you willing to pay a premium to have a more environmentally-friendly building? (slider yes-no)

PRIORITIZE THE FOLLOWING

- Which would you like to see more in the building? (rank, randomize order)
 - study space
 - open work/group space
 - large social space
 - private bookable rooms with whiteboards
 - entrepreneurship support centre
 - counselling support services
 - career development support
 - garden (indoor or rooftop)
 - atrium

LAST QUESTIONS

- In order for you to personally feel comfortable voting on a referendum for a new student building, how important are each of these options? (slider: very important to not important)
 - General floor plan of building
 - Square Footage of building
 - Exact Blueprint of building (note - could cost more than \$100,000)
 - Sketch of the exterior of the building
 - Physical model
 - Virtual model
 - Floor plans
 - Proposed budget
 - Bi-weekly blog
 - Contents of building
 - Website
 - Multiple Q&A sessions
 - Other [Written-in]
- What would make you vote “no” on a referendum for a new student building?
- What other comments do you have regarding a new student services building on campus?

[page-break]

- Would you support building a new student building, which is environmentally friendly, and includes study space, social & event space, collaborative work space, food outlets, and University & Feds services for a fee of approximately \$40 a term?

APPENDIX B: DATA

DEMOGRAPHICS

Faculty Breakdown

	Total
Applied Health Sciences	6.40%
Arts	18.65%
Engineering	29.23%
Environment	8.06%
Mathematics	21.85%
Science	15.82%

Time Spent on Campus Outside of Class

	Morning	Afternoon	Evening	Overnight	Average
Always	13.83%	22.24%	11.52%	4.41%	13.00%
Often	26.42%	1.99%	3.05%	6.04%	9.38%
Sometimes	22.62%	45.55%	31.57%	14.16%	28.47%
Rarely	25.05%	7.85%	21.98%	28.19%	20.77%
Never	12.09%	22.37%	31.88%	47.20%	28.38%

Time Spent on Campus Outside of Class Summary

	Morning	Afternoon	Evening	Overnight	Average
Lots	40.25%	24.24%	14.57%	10.45%	22.38%
Some	22.62%	45.55%	31.57%	14.16%	28.47%
Little	37.13%	30.22%	53.86%	75.39%	49.15%

WHAT WOULD BE REQUIRED FOR STUDENTS TO BE COMFORTABLE VOTING IN A REFERENDUM?

Referendum

	Ref #1	Ref #2
Yes	42.88%	64.25%
Not sure	23.72%	
No	33.39%	35.75%

What Do You Need to Feel Comfortable Voting in a Referendum

	General Floor Plan	Square Footage	Contents of Building	Blog	Exact Blueprint	Proposed budget
Very Important	44.45%	14.25%	56.35%	6.54%	5.75%	47.41%
Important	34.94%	24.47%	29.48%	11.15%	7.47%	30.54%
Neutral	10.02%	31.95%	6.64%	26.28%	21.39%	11.95%
Somewhat Important	5.64%	15.21%	3.96%	18.78%	17.24%	5.24%
Not at all Important	3.30%	11.31%	2.23%	32.95%	42.46%	2.94%
N/A	1.65%	2.81%	1.34%	4.29%	5.68%	1.92%
	Sketch of Exterior	Physical Model	Virtual Model	Floor Plans	Q&A	Website
Very Important	21.42%	11.22%	19.28%	24.07%	13.82%	19.76%
Important	33.68%	17.44%	32.44%	38.95%	18.72%	27.24%
Neutral	15.65%	26.09%	19.60%	17.62%	26.99%	23.79%
Somewhat Important	16.81%	18.65%	15.90%	10.66%	19.63%	12.98%
Not at all Important	10.65%	23.59%	10.54%	6.51%	17.11%	13.87%
N/A	1.80%	3.01%	2.23%	2.17%	3.74%	2.37%

What Do You Need to Feel Comfortable Voting in a Referendum Summary

	General Floor Plan	Square Footage	Contents of Building	Blog	Exact Blueprint	Proposed budget
Needed	79.39%	38.72%	85.83%	17.69%	13.22%	77.96%
Neutral	10.02%	31.95%	6.64%	26.28%	21.39%	11.95%
Unnecessary	8.94%	26.52%	6.19%	51.73%	59.71%	8.18%
	Sketch of Exterior	Physical Model	Virtual Model	Floor Plans	Q&A	Website
Needed	55.10%	28.65%	51.72%	63.03%	32.54%	46.99%
Neutral	15.65%	26.09%	19.60%	17.62%	26.99%	23.79%

Unnecessary	27.45%	42.24%	26.44%	17.18%	36.73%	26.85%
--------------------	--------	--------	--------	--------	--------	--------

WHAT ARE STUDENTS' PREFERENCES FOR THE EXTERIOR OF THE BUILDING?

External Space: Percentages

	Green vs Concrete	Shaded vs Sunny
5 (Left)	41.13%	29.88%
4	13.57%	13.23%
3	12.51%	16.84%
2	6.04%	8.92%
1	1.87%	4.49%
0 (Neutral)	15.43%	18.84%
-1	0.81%	0.81%
-2	2.24%	1.75%
-3	2.55%	2.00%
-4	1.49%	0.87%
-5 (Right)	2.36%	2.37%

External Space

	Green vs Concrete
Green Space	73.24%
Neutral	18.11%
Concrete	8.65%

External Space

	Shaded vs Sunny
Shaded	68.87%
Neutral	24.14%
Sunny	6.99%

External Features

	Tables & Chairs	Open Green-space	Fountain	Garden	Other Seating	Gazebo	Bike Racks
Want	65.46%	44.74%	41.98%	37.25%	32.21%	26.80%	25.75%

WHAT ARE STUDENTS' PREFERENCES FOR THE INTERIOR OF THE BUILDING?

Internal Features

	Windows	Accessible Rooftop Garden	Skylights	Open Space (Atrium)	Indoor Waterfall	Indoor Garden Courtyard	Slides	Indoor Fountain
Want	61.46%	53.35%	38.66%	28.70%	26.61%	24.46%	23.85%	9.40%

WHAT SERVICES SHOULD BE INCLUDED IN THE BUILDING?

Feds Services: Used vs Not Used

	Clubs	Off-Campus Dons	Food Bank	ISC	GLOW	Women's Centre
Used	58.55%	7.07%	6.64%	6.40%	5.78%	4.98%
Not Used	41.45%	92.93%	93.36%	93.60%	94.22%	95.02%

Feds Services: Usage

	Clubs	Off-Campus Dons	Food Bank	ISC	GLOW	Women's Centre
Everyday	9.20%	6.67%	6.78%	0.00%	16.67%	15.63%
Once a week	31.22%	10.00%	6.78%	6.82%	10.42%	15.63%
2 to 3 times a month	16.67%	6.67%	10.17%	11.36%	8.33%	3.13%
Once a month	15.42%	10.00%	11.86%	18.18%	6.25%	6.25%
Less than once a month	27.49%	66.67%	64.41%	63.64%	58.33%	59.38%

University Services: Used vs Not-Used

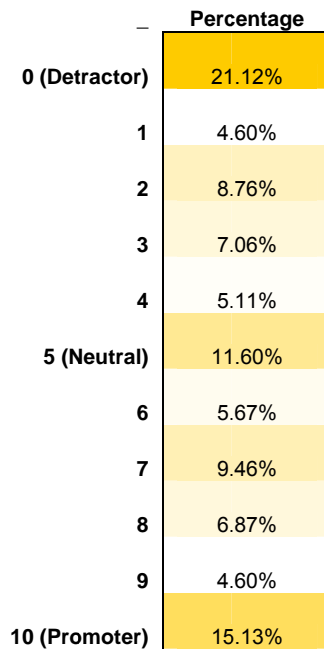
	Registrar's	Career Services	Student Accounts	Counseling	Writing Centre	OPD	ISA	Success Coaches
Used	74.72%	53.51%	51.23%	24.91%	12.36%	9.72%	7.32%	6.95%
Not Used	25.28%	46.49%	48.77%	75.09%	87.64%	90.28%	92.68%	93.05%

University Services: Usage

	Registrar's	Career Services	Student Accounts	Counseling	Writing Centre	OPD	ISA	Success Coaches
Everyday	0.11%	1.06%	3.29%	0.33%	0.00%	3.49%	1.72%	1.85%
Once a week	0.96%	5.29%	2.64%	4.65%	5.36%	11.63%	6.90%	9.26%
2 to 3 times a month	4.93%	12.99%	5.27%	11.30%	3.57%	25.58%	10.34%	9.26%
Once a month	19.29%	19.64%	16.31%	16.61%	10.71%	18.60%	15.52%	20.37%
Less than once a month	74.71%	61.03%	72.49%	67.11%	80.36%	40.70%	65.52%	59.26%

WOULD STUDENTS BE INTERESTED IN THE CREATION OF AN ENTREPRENEURIAL CENTRE?

Entrepreneurship



Entrepreneurship Summary

	Percentage
Detractor	41.55%
Neutral	22.38%
Promotor	36.07%

HOW DO STUDENTS USE EXISTING SPACE ON CAMPUS?

Space: Used vs Not-Used

	Study Space	Event Space	Social Space	Collaborative Space	Multi-Purpose Space	Prayer Space
Used	92.37%	73.99%	73.43%	62.18%	46.99%	10.70%
Not Used	7.63%	26.01%	26.57%	37.82%	53.01%	89.30%

Space: Usage

	Study Space	Event Space	Social Space	Collaborative Space	Multi-Purpose Space	Prayer Space
Everyday	44.88%	14.24%	21.86%	11.53%	10.59%	32.04%
Once a week	28.89%	22.57%	27.51%	28.11%	19.21%	31.07%
2 to 3 times a month	13.32%	20.25%	21.75%	24.87%	17.77%	8.74%
Once a month	7.16%	17.83%	13.65%	16.19%	23.70%	10.68%
Less than once a month	5.75%	25.11%	15.25%	19.30%	28.73%	17.48%

To determine an overall ranking, we applied a weight to each rank and summed the total. To ensure the weighting we were applying gave us an accurate result, we applied both a linear weight and a parabolic weight and compared the resulting rankings.

Space Prioritization: Ranking Breakdown

	Study Space	Open Group Space	Large Social Space	Bookable Rooms	Entrepreneurship Support Centre	Counseling Services	Career Development	Garden	Atrium
Rank 1	43.50%	12.43%	10.25%	9.79%	5.68%	3.93%	2.84%	8.67%	3.96%
Rank 2	16.61%	25.00%	11.49%	15.89%	4.79%	4.14%	5.60%	9.83%	7.85%
Rank 3	11.16%	20.40%	14.44%	17.60%	4.93%	5.33%	7.19%	11.97%	8.55%
Rank 4	7.62%	14.90%	14.92%	15.14%	5.96%	7.16%	8.37%	13.89%	13.06%
Rank 5	5.51%	9.20%	14.37%	12.53%	7.60%	9.75%	11.89%	13.55%	17.37%
Rank 6	4.97%	6.66%	13.14%	10.41%	8.63%	13.19%	13.62%	13.07%	16.12%
Rank 7	3.47%	5.01%	8.32%	8.08%	14.25%	17.75%	20.68%	10.39%	12.23%
Rank 8	2.65%	4.74%	6.60%	6.51%	16.37%	19.93%	20.26%	7.98%	11.61%
Rank 9	4.49%	1.65%	6.46%	4.04%	31.78%	18.81%	9.54%	10.66%	9.24%

Space Prioritization: Ranking Breakdown

	Study Space	Open Group Space	Large Social Space	Bookable Rooms	Entrepreneurship Support Centre	Counseling Services	Career Development	Garden	Atrium
Curved Weight	3.13	2.07	1.33	1.56	-0.65	-0.13	0.25	0.97	0.64
Linear Weight	1.22	1.01	0.60	0.73	-0.09	-0.07	0.03	0.45	0.25
Ranking	1	2	4	3	9	8	7	5	6

Weights

Curved Weight	Linear Weight
5.5	1.8
3.1	1.6
1.9	1.4
1.3	1.2
1	0
0.7	-0.2
0.1	-0.4
-1.1	-0.6
-3.5	-0.8

WHAT DO STUDENTS VALUE IN TERMS OF FOOD CHOICES AND AVAILABILITY?

Food Service: Used vs Not-Used

	Food Services Franchise	Feds Restaurant	Food Services Business	Feds Food Store	C&D	Feds Kiosk
Used	90.90%	66.24%	65.87%	63.47%	61.69%	48.46%
Not Used	9.10%	33.76%	34.13%	36.53%	38.31%	51.54%

Food Service: Usage

	Food Services Franchise	Feds Restaurant	Food Services Business	Feds Food Store	C&D	Feds Kiosk
Everyday	29.38%	1.55%	13.56%	3.40%	23.65%	3.57%
Once a week	33.08%	11.44%	28.78%	15.76%	27.80%	19.69%
2 to 3 times a month	18.69%	17.88%	21.88%	24.59%	18.24%	22.58%
Once a month	9.18%	27.18%	14.15%	19.42%	11.07%	20.37%
Less than once a month	9.68%	41.95%	21.64%	36.82%	19.25%	33.79%

Food Influence

	Distance	Price	Variety	Healthiness	Familiarity	Speed of Service	Read Made	Method of Payment
Very Influential	36.15%	58.49%	25.96%	29.63%	8.10%	21.00%	8.26%	32.64%
Influential	39.50%	29.46%	43.02%	35.56%	19.11%	42.32%	24.54%	30.16%
Neutral	9.34%	6.88%	19.58%	20.18%	31.33%	21.83%	32.99%	19.01%
Somewhat Influential	11.48%	3.91%	8.09%	8.76%	15.13%	10.53%	17.99%	8.43%
Not at all Influential	3.53%	1.26%	3.35%	5.86%	26.33%	4.31%	16.21%	9.76%

HOW SHOULD CHANGES TO THE USE OF STUDENT SPACE BE DECIDED?

Management: Referendum (All)

	Percentage
Students	51.24%
Students & University	42.70%
University	1.21%
No Opinion	4.84%

Management: Referendum (No -> Yes)

	Percentage
Students	51.89%
Students & University	41.51%
University	0.94%
No Opinion	5.66%

Management: Referendum (Mixture)

	Yes	Unsure	No
Students	47.28%	45.48%	60.42%
Students & University	48.46%	48.22%	31.36%
University	0.88%	1.10%	1.72%
No Opinion	3.38%	5.21%	6.50%

WHAT ELEMENTS OF THE BUILDING ARE STUDENTS WILLING TO PAY FOR?

How much should students pay?

	Study Space	Social Space	Food Space	Recreation Space	Green Space
0%	41.74%	25.02%	40.61%	25.89%	46.39%
10%	4.67%	3.85%	6.24%	4.68%	7.22%
20%	8.32%	7.58%	9.52%	8.73%	10.32%
30%	8.26%	8.15%	10.15%	9.56%	8.86%
40%	5.55%	6.76%	6.18%	6.39%	5.44%
50%	16.46%	20.53%	17.47%	22.66%	13.35%
60%	3.72%	7.77%	3.28%	8.54%	2.97%
70%	4.04%	9.35%	3.15%	6.58%	2.85%
80%	3.53%	5.18%	1.32%	3.61%	1.14%
90%	0.88%	0.95%	0.50%	1.01%	0.32%
100%	2.84%	4.86%	1.58%	2.34%	1.14%

DO STUDENTS VALUE HAVING AN ENVIRONMENTALLY FRIENDLY BUILDING?

Environmental Building

	Wants	Willing to Pay
0%	2.56%	20.78%
10%	1.25%	4.19%
20%	2.19%	6.13%
30%	2.56%	6.51%
40%	1.50%	4.38%
50%	11.25%	14.27%
60%	6.75%	8.01%
70%	11.06%	9.39%
80%	15.69%	8.45%
90%	5.63%	3.19%
100%	39.56%	14.71%

Environmental Building Summary

	Wants	Willing to Pay
Detractor	8.56%	37.61%
Neutral	19.50%	26.66%
Promotor	71.94%	35.73%