# T3 2024 STUDENT SURVEY REPORT

Introduction

The T3 2024 student survey gathered 2,535 responses over 20 days (Oct 10th to 29th, 2024) revealing high membership penetration (95%) but identifying key areas for strategic enhancement. Arc demonstrates strong initial engagement but faces challenges in sustained participation beyond the first year. The organization excels in community building while showing opportunities for growth in specialized services and international student engagement which will be discussed in this report.

Access to the Dashboard Link:
(Do open in Desktop)
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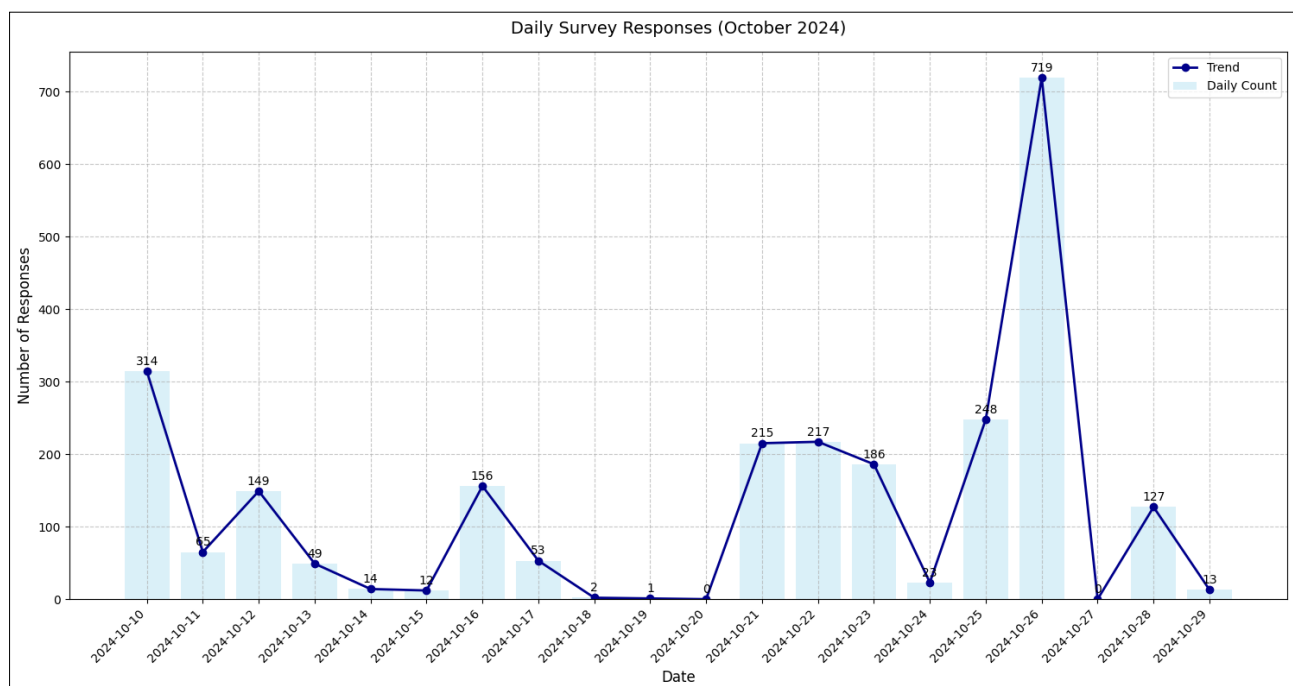
Response rate Performance

- Oct 26th saw the highest engagement (719 responses), nearly 3x the average daily responses.
- This outlier warrants investigation into what drove such high participation.
- Weekdays consistently outperform weekends.
- Mid-week periods (Tue-Thu) show most stable response rates.
- Weekend responses drop to near-zero, suggesting work/education-related survey.

Marketing Recommendation

Question what caused this major spike on a Saturday without any advertising? Study and replicate the Oct 26th campaign elements/style that drove 719 responses within a day.

Arc programs analysis

The following insights provide clear direction for Arc programs optimization and resource allocation decisions.

1. Sustainability Focus

The moderate success of Stationery Reuse (6.2%) and eReuse (1.3%) indicates student interest in sustainability, though engagement varies significantly between specific initiatives

2. Service Utilization Pattern

Support services like Arc Legal (1.1%) and AD Space (0.6%) show notably low engagement, indicating potential awareness issues or misalignment with student needs

3. Community Programs Performance

Social and community-focused initiatives (Culture Cafe 4.7%, Roundhouse 3.6%) maintain steady but modest engagement, suggesting room for growth in student community building

4. Strategic Implications

- Success of high-engagement programs (>10%) warrants investigation for replicable elements
- Programs with <1% engagement need immediate review or restructuring
- Mid-range programs (3-6%) show potential for growth with targeted enhancement

Student Interactions with Arc Programs (as Percentage of Total)
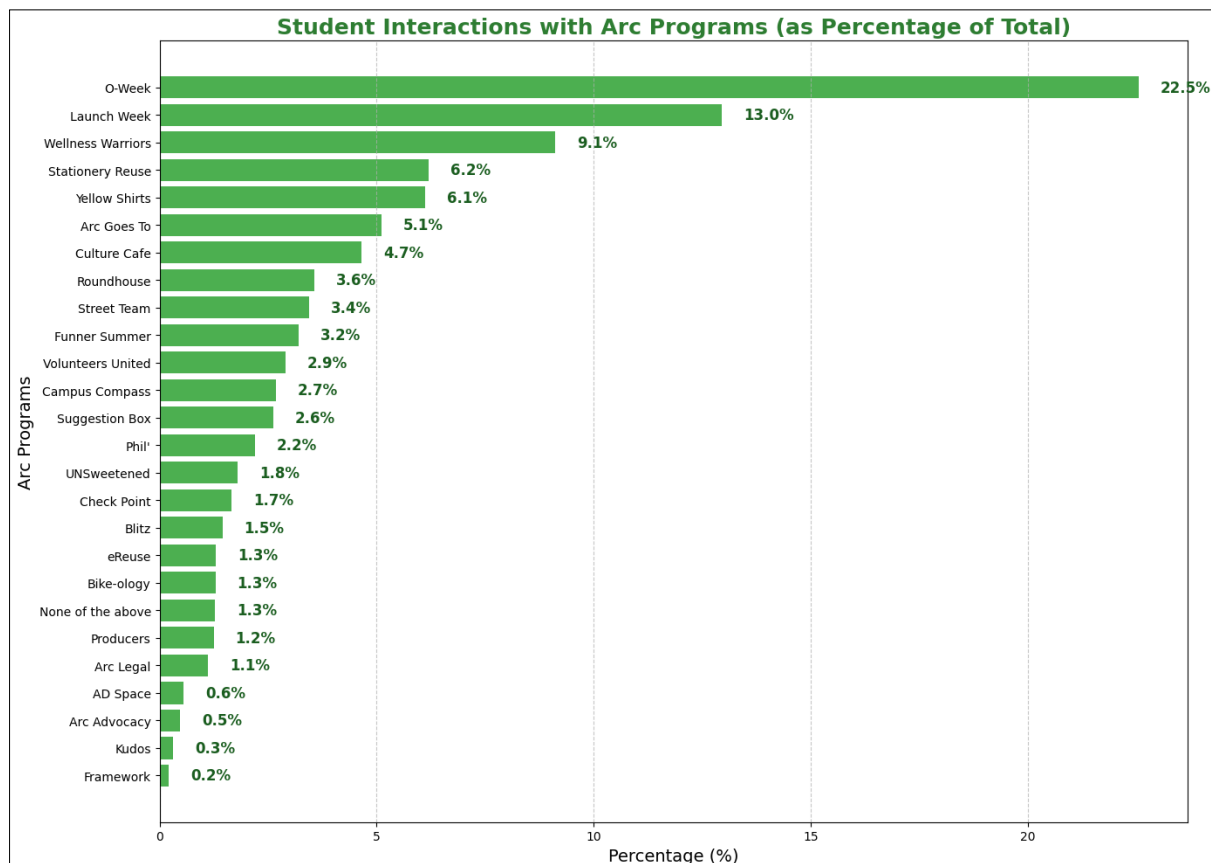
2024 Arc Membership Analysis

This analysis reveals a highly engaged student membership base at UNSW Arc, with significant representation across various demographic segments. The membership demonstrates strong penetration (95% of surveyed students), with distinct patterns in study level, enrollment status, and residential distribution that provide clear direction for strategic service delivery.

Membership Profile & Key Demographics

Arc membership shows robust engagement across the UNSW student population, with 95% of surveyed students actively participating as members. This exceptional penetration rate suggests highly effective membership recruitment and retention strategies. The small percentage of non-members (5%) represents a minimal but targeted opportunity for growth.

The membership composition heavily favors undergraduate students, who constitute 77% of the total membership base. Postgraduate students, comprising 23% (20% coursework and 3% research), represent a secondary but significant demographic requiring tailored engagement strategies. This distribution clearly indicates where Arc should focus its primary programming while maintaining inclusive support for postgraduate members.

Enrollment Patterns & Student Life

The overwhelming majority of Arc members (97%) are full-time students, with part-time students representing just 3% of the membership. This striking imbalance has significant implications for service delivery and programming schedules. While full-time students clearly drive primary service needs, the small but notable part-time cohort warrants consideration in accessibility planning.
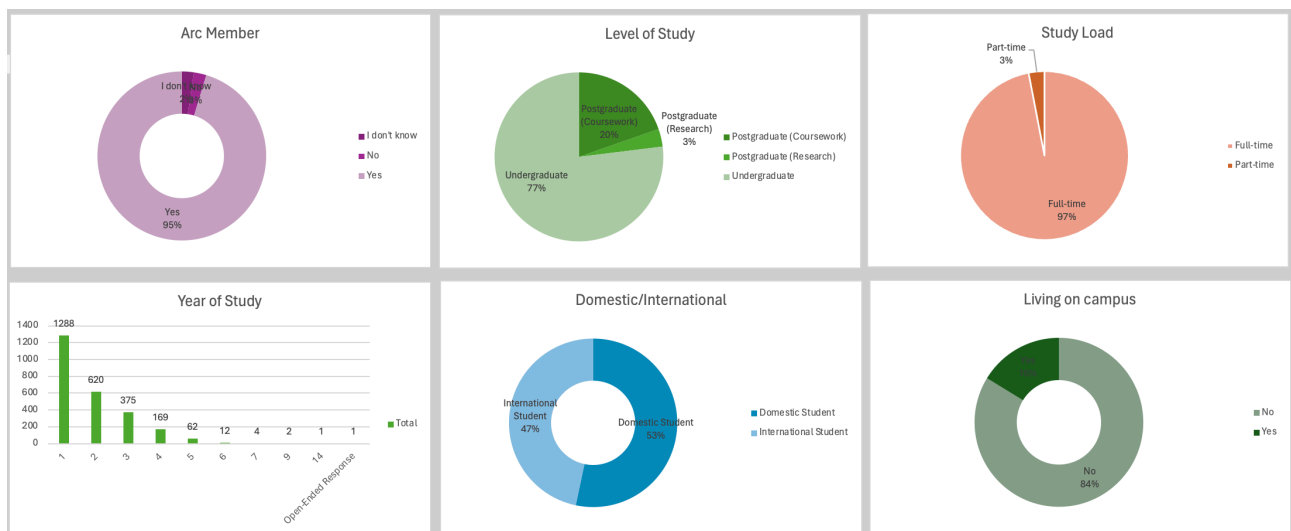
One of the most significant findings is the near-equal distribution between domestic (53%) and international (47%) students. This balanced representation demands a culturally nuanced approach to programming and services, ensuring equal consideration of diverse student needs and experiences.

Residential Distribution & Implications

The residential pattern shows a clear off-campus majority, with 84% of members living away from campus and only 16% in campus residences. This distribution has crucial implications for service timing and accessibility planning. Events and programs must consider commuter patterns and transportation constraints to ensure equitable access for the majority off-campus population.

Notable pain point

The ARC membership demonstrates strong initial engagement but faces challenges in maintaining involvement beyond the first year. The nearly equal domestic-international split

Arc Member — I don't know, No, Yes 95%

Level of Study — Postgraduate (Coursework) 20%, Postgraduate (Research) 3%, Undergraduate 77%

Study Load — Part-time 3%, Full-time 97%

Year of Study — Total: 1288, 620, 375, 169, 62, 12, 4, 2, 1, 1 (1, 2, 3, 4, 5, 6, 7, 9, 14, Open Ended Response)

Domestic/International — International Student 47%, Domestic Student 53%

Living on campus — No 84%, Yes

presents both opportunities and challenges for cultural integration. The predominantly full-time, off-campus student population requires careful consideration in service delivery and event planning. This is an opportunity to strengthen upper-year student involvement

Recommendations

1. *Membership Retention Strategy*
• Develop targeted programs for second-year students to address the sharp decline in participation

Example Low-Cost Solution: Create "Second-Year Ambassador" leadership volunteer program: Give ambassadors leadership experience and small perks (free event entry, ARC merchandise) and a responsibility for organizing one small event per semester. Cost: Minimal, mainly coordination and basic perks

2. *Academic Support*
• Tailor support services to undergraduate majority while maintaining specialized postgraduate services and consider specific support programs for the transition from first to second year

3. *Engagement Enhancement*
• Create targeted engagement strategies for upper-year students
• Develop specific initiatives to maintain involvement beyond the first year

Future Research Suggestions
1. Investigate factors contributing to the drop in participation after first year
3. Study the specific needs of the part-time student and upper year population
4. Examine the effectiveness of current cultural integration initiatives
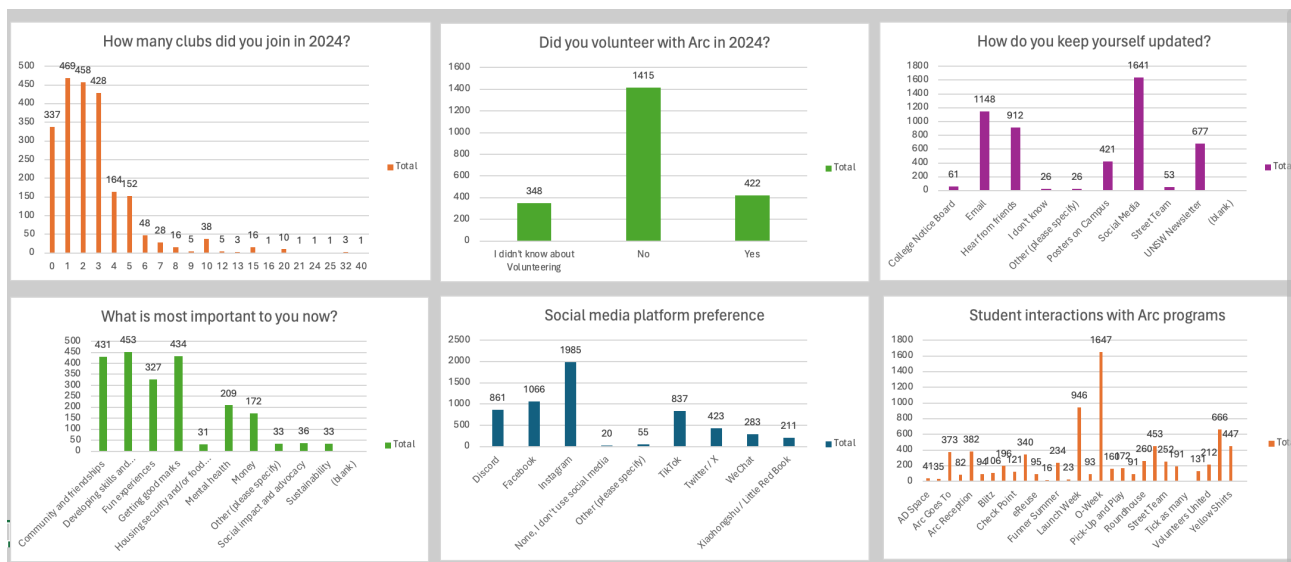
Students who volunteer are more likely to join multiple clubs. But we're currently promoting clubs and volunteering separately. If we connected these two, we could increase both.

Simple Fix:

- Ask club leaders to highlight volunteering opportunities to their members
- Create special "volunteer + club" events
- Share success stories of students who both volunteer and join clubs
-

The Social Media Mix-Up

What We Found:

- Instagram: 59.6% (1,985 students)
- Facebook: 32% (1,066 students)
- WeChat: 8.4% (283 students)
- But 47% of our students are international

The Real Problem: We're missing out on good number of our students because we're not using diverse social media. Many international students do not necessarily prefer Instagram or Facebook, but we're putting most of our content there.

Revealing Insights: International vs Domestic Student Priorities

International students are more concerned with fundamental needs and making meaningful impact while Domestic students, having basic needs met, focus on personal development and social connections and see food as social ("getting snacks") as indicated in the visuals.

Practical Recommendations
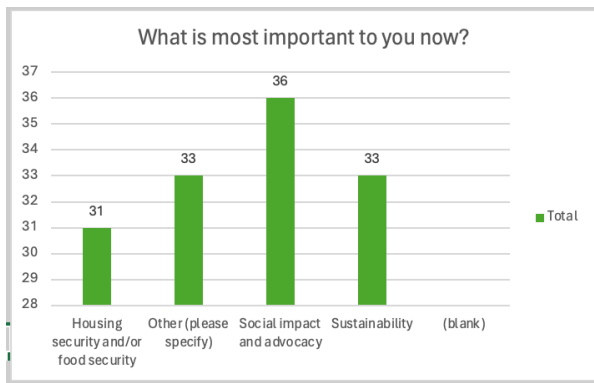
International Students
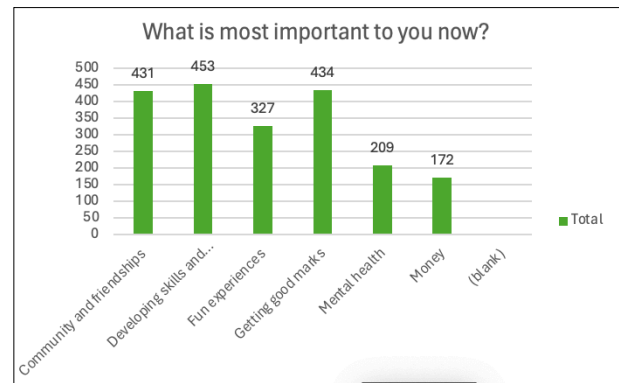
Domestic Student Needs

1. *Food-Based Integration Programs*
   - Convert existing snack events into international food sharing
   - Use food events to discuss housing solutions
   - Create sustainability-focused cooking clubs
2. *Skills-for-Impact Program*
   - Pair domestic students' desire for skills with international students' impact focus
   - Create projects where both groups benefit
3. *Community Through Purpose*
   - Use sustainability as common ground
   - Create mixed teams for advocacy projects

Satisfaction metrics

Arc's student engagement programs demonstrate remarkable success in fostering community connection and social integration, with over 80% satisfaction rates in core services. While community programs excel, opportunities exist to strengthen pathways into leadership and creative initiatives. This report analyzes current performance and outlines strategic directions for growth.

Community Impact & Core Services

Arc's foundation rests firmly on its ability to welcome and integrate new members effectively. With over 1,700 students expressing satisfaction with their joining experience, the organization has established itself as a cornerstone of campus life. This strong initial engagement translates impressively into social connections, where more than 800 members report positive experiences in making new friends through Arc's programs.

The clubs and societies program serves as the beating heart of Arc's engagement strategy, boasting nearly 1,000 satisfied participants. These groups provide structured environments where students can pursue their interests while building lasting connections. The minimal dissatisfaction rate in this area underscores the program's effectiveness in meeting diverse student needs.

Growth Opportunities & Challenges
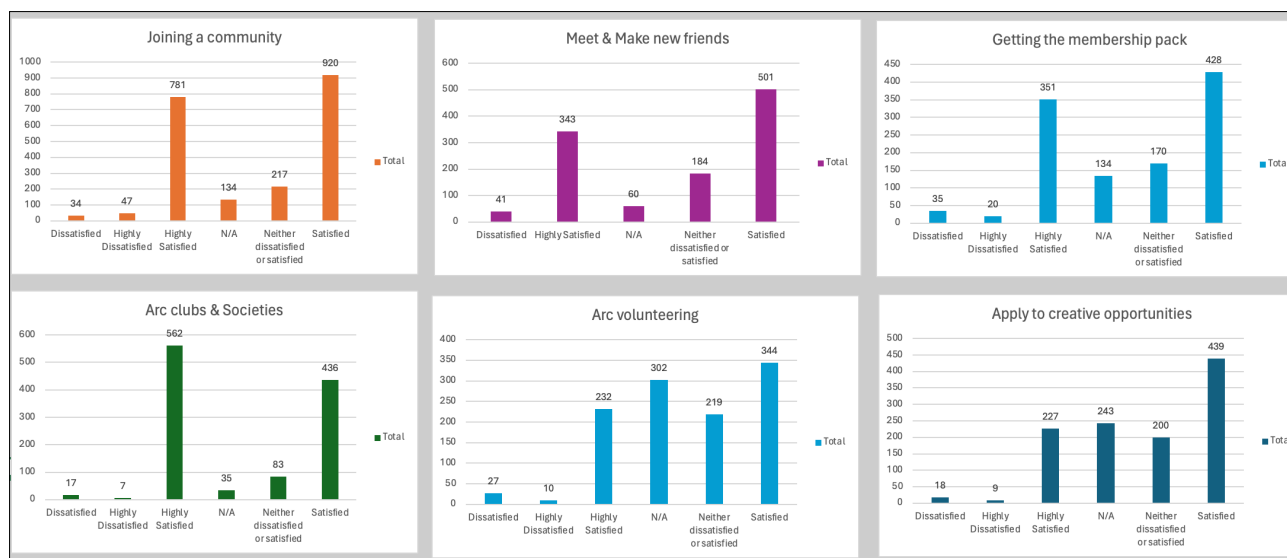
While Arc excels at initial engagement, the transition to deeper involvement through volunteering and creative opportunities presents both a challenge and an opportunity. The volunteering program, though highly rated by participants, shows significant untapped potential with 302 members indicating low participation. Similarly, creative initiatives garner strong satisfaction but could benefit from increased visibility and engagement.

The membership pack, serving as students' first tangible connection to Arc, receives positive feedback from 779 members. However, the presence of neutral responses suggests room for enhancing this crucial touchpoint's effectiveness in communicating Arc's full value proposition.

Strategic Direction

Arc's path forward should focus on leveraging its strong community foundation to build more robust pathways into leadership and creative engagement. This involves:
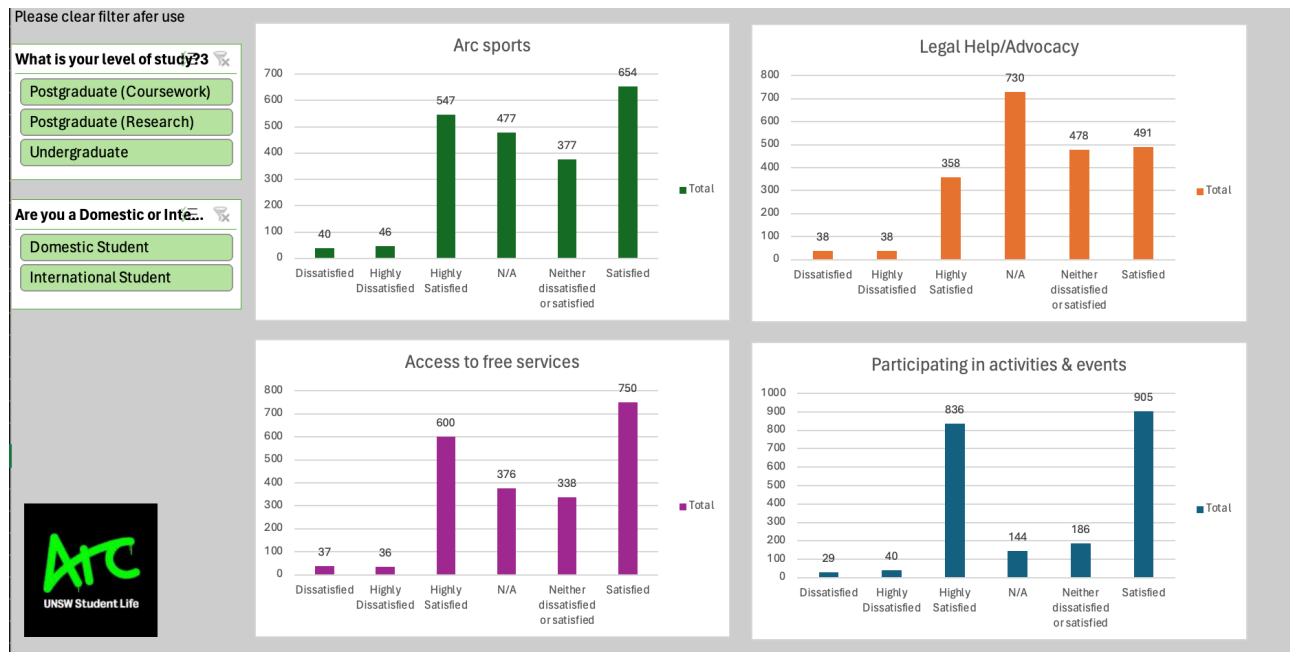
1. Strengthening the bridge between social participation and leadership opportunities, particularly through the volunteering program.
2. Enhancing the membership experience to better showcase Arc's full spectrum of opportunities, helping students envision their journey from members to leaders.
3. Developing clearer progression pathways that guide students from initial engagement through to active leadership roles.

Up next, study examined four key areas: Arc sports, Legal Help/Advocacy, Access to free services, and Participation in activities & events.

Overall Satisfaction Analysis

The data demonstrates strong satisfaction levels across all services, with approximately 30-40% of respondents indicating they are satisfied with the services they use. However, the analysis reveals a significant portion of students (ranging from 15-35% depending on the service) who marked "N/A," suggesting they aren't engaging with these services at all.

Notably, dissatisfaction rates remain consistently low across all categories, with less than 5% of students expressing dissatisfaction.

Arc sports

Category	Total
Dissatisfied	40
Highly Dissatisfied	46
Highly Satisfied	547
N/A	477
Neither dissatisfied or satisfied	377
Satisfied	654

Legal Help/Advocacy

Category	Total
Dissatisfied	38
Highly Dissatisfied	38
Highly Satisfied	358
N/A	730
Neither dissatisfied or satisfied	478
Satisfied	491

Access to free services

Category	Total
Dissatisfied	37
Highly Dissatisfied	36
Highly Satisfied	600
N/A	376
Neither dissatisfied or satisfied	338
Satisfied	750

Participating in activities & events

Category	Total
Dissatisfied	29
Highly Dissatisfied	40
Highly Satisfied	836
N/A	144
Neither dissatisfied or satisfied	186
Satisfied	905

Filters:
- What is your level of study?3: Postgraduate (Coursework), Postgraduate (Research), Undergraduate
- Are you a Domestic or Inte...: Domestic Student, International Student
- Please clear filter afer use

Service-Specific Insights

Legal Help/Advocacy services show an interesting pattern where nearly 35% of responses were "N/A," the highest among all categories. This suggests a potential awareness gap regarding available legal support services. In contrast, participation in activities and events shows the strongest engagement, with only about 7% of students marking "N/A" and approximately 43% expressing satisfaction. Arc sports services maintain a healthy satisfaction rate of around 31%, though the relatively high "N/A" rate of 23% indicates room for improved engagement.

Areas for Improvement

The most pressing concern emerging from this analysis is the substantial number of students not utilizing available services, particularly legal help and sports facilities. This could indicate either a lack of awareness about these services or potential barriers to access. Additionally, while dissatisfaction rates are low, the significant proportion of neutral responses (averaging 15-20% across services) suggests room for enhancement in service quality and student engagement.

Recommendations

To address these findings, focus should be placed on improving service visibility and accessibility, particularly for legal services and sports programs. A comprehensive communication strategy could help reduce the number of "N/A" responses by ensuring students are aware of available services. Additionally, gathering feedback from students who provided neutral responses could offer valuable insights for service improvement.The data indicates that while UNSW student life services are generally meeting student needs, there

are opportunities to enhance engagement and awareness, potentially leading to even higher satisfaction rates across all service areas.

Sentiment Analysis (Open Ended Responses)

1)Overall, are you satisfied with your 2024 Arc membership?

Community & Social Impact Student feedback emphasizes Arc's crucial role in fostering social connections and creating a vibrant campus atmosphere. International students especially value Arc's contribution to their university integration, with many citing it as instrumental in building friendships and understanding Australian culture.

Events & Activities Regular campus activities, particularly wellness programs, cultural events, and stress-less weeks, maintain consistent student engagement. Free food offerings, Funner Summer programs, and society events emerge as highly valued aspects of the membership. The frequency and diversity of events contribute significantly to positive campus culture.

Membership Benefits The free membership model, combined with discounted access to events and club memberships, drives high participation rates. Students appreciate practical benefits like facility access, volunteering opportunities, and career development programs.

Key challenges include:

- Limited accessibility for campus students (Paddington, Canberra)
- Timing conflicts for part-time and working students
- Communication gaps regarding full benefit awareness
- Competition for popular event participation

2)What made you first sign up to Arc? (Tick up to 3)

Social & Community Connection emerges as the strongest driver, with 45% of responses mentioning social factors like "meeting new friends" and "joining a community." This is particularly significant among international students seeking campus integration.

Club & Society Access represents the single most cited individual reason (40% of responses), often paired with social motivations. This suggests students view clubs both as formal structures and social vehicles.

Tangible Benefits & Events drive immediate membership value, with 30% citing "freebies and free food" and 25% mentioning event participation. While these attract initial sign-ups, they typically appear alongside longer-term engagement motivations.

3)Would you recommend Arc to a friend?

Positive Sentiment: The dominant positive sentiment manifests through enthusiastic endorsements and personal testimonials, with students frequently using superlative language like "amazing," "fantastic," and "essential" to describe their Arc experiences. This positive sentiment is deeply rooted in the perception of Arc as a no-downside proposition, with many students emphasizing the free membership and extensive benefits. The recurring phrase "It's free, why not?" encapsulates the pragmatic appreciation that complements more postive emotional endorsements.

Neutral and Negative Sentiment: A small portion of responses (approximately 4%) express neutral sentiment, primarily from students with limited engagement or awareness of Arc's full offerings. These responses tend to come from part-time students, distance learners, or those at satellite campuses. The minimal negative sentiment (about 1%) focuses on specific operational aspects rather than fundamental criticisms, centering on administrative processes, event timing conflicts, and accessibility issues for non-main campus students.

4) What would make your student life better?

Financial Pressure emerges as the primary concern, with strongest negative sentiment around:

- Living costs and food expenses
- Transport fees (especially for international students)
- Need for more campus work opportunities

Social Connection shows mixed but mostly positive sentiment:

- Strong appreciation for existing community programs
- Desire for more inclusive and flexible event timing
- Need for better satellite campus integration

Academic Support receives predominantly constructive feedback:

- Request for enhanced study resources
- Desire for better mental health support
- Need for more flexible event scheduling around trimester demands

Final Key Takeaways

1. Strong initial engagement but significant drop after first year
2. Social connection drives membership (45% of sign-ups)
3. Support services underutilized due to low awareness
4. Need for better integration of volunteering and club activities

Conclusion

The T3 2024 student survey (2,535 responses) shows Arc successfully attracts members with a 95% membership rate, but struggles to keep students engaged beyond their first year or unaware of their membership status. While students are highly satisfied with community programs, many are unaware of essential support services. The data reveals two critical

challenges: maintaining long-term student engagement and effectively reaching our diverse student population, particularly international students (47%) and off-campus residents (84%).