

The story behind today's student experience

Expectations, satisfaction and aspirations

There's a gap between what students expect from university and what they experience. The world of higher education is changing fast, with student experience now top of the agenda for many institutions' agendas, and students becoming more interrogative of their educational journey.

We surveyed over 1,100 students from a selection of universities across the country, and here's some of what we learnt.

Satisfied



But...



And...



Student life

Today's students are serious, and the old stereotypes no longer hold true. Students said university life is all about ...

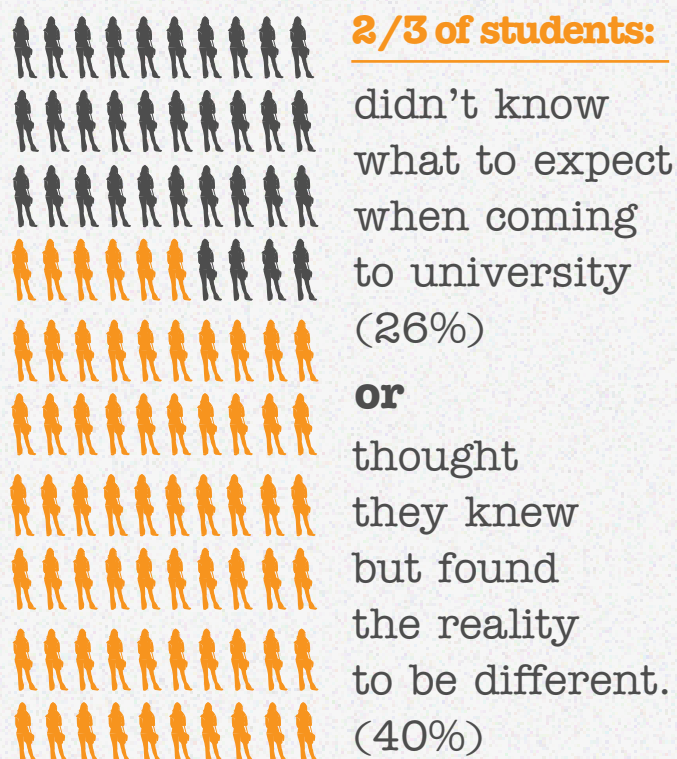


It's no longer about...



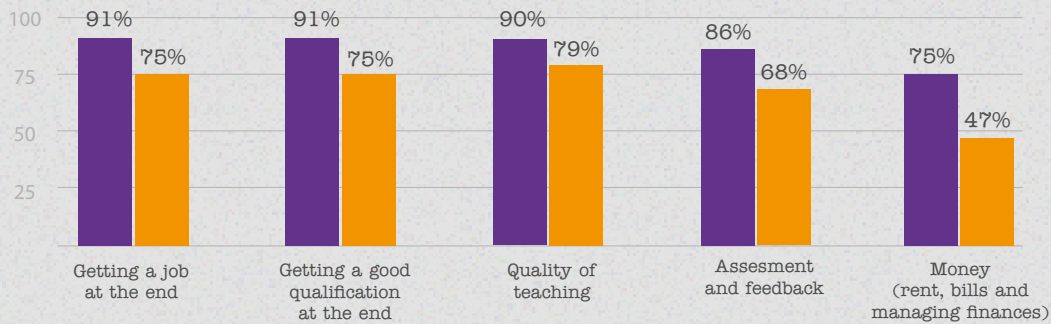
Students' Expectations

Expectations matter, they're linked to how we perceive satisfaction with an experience.



Importance vs Satisfaction

Importance is not met by satisfaction in many key areas.



Students or customers

Whether university students are customers or not is a hot debate, but while most students see themselves as customers, they don't feel like they are treated in this way.

I am a paying customer of the university

77% agree

I am treated like a paying customer

39% agree

But students do recognise university is a partnership and most agreed that...

University is like a gym

They can provide the facilities but it is up to me to put in the hours and get the most out of it.

87% agree

What does a great student experience look like?

"I'd like to say I had fun, learnt a lot, and got a successful job at the end of it."

"Opportunities that allow students to develop their interests and learn more about themselves and the world around them"

education interesting memorable fun support good challenging friendly exciting social engaging friends enjoyable new rewarding friends enjoyable new worthwhile happy inspiring educational cheap independence stimulating different



alterline

www.alterline.co.uk

Nick Carley Managing Director // 0207 183 9758 // nick.carley@alterline.co.uk

Ben Hickman Research Director // 0161 605 0862 // ben.hickman@alterline.co.uk