



Understanding students' lives,
improving student experience

alterline



www.alterline.co.uk



@AlterlineAction



0161 605 0862

ABOUT ALTERLINE

We help universities and students' unions to solve problems, innovate and develop strategies to improve student experience.

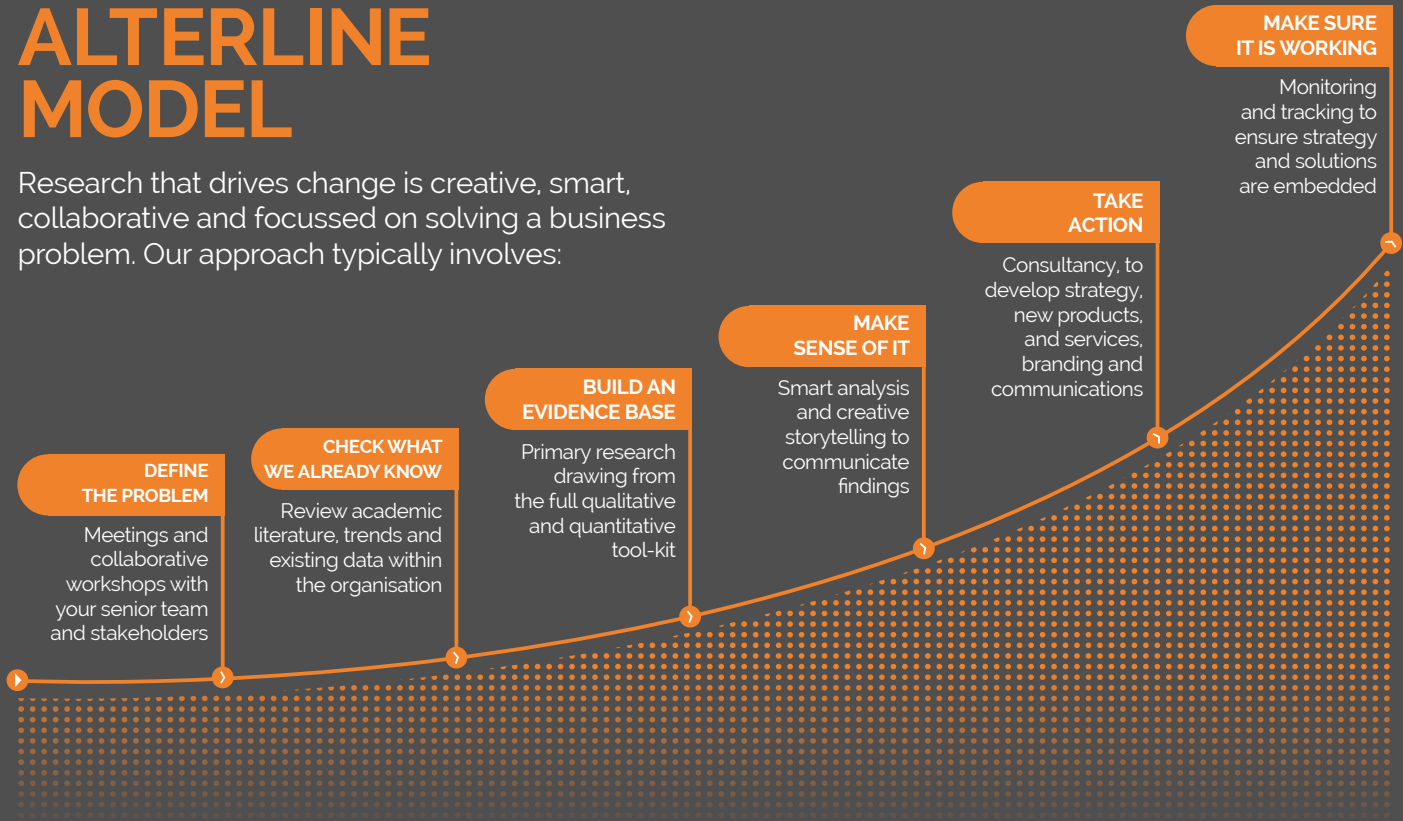
We believe research is a powerful driver of change, and our work centres around better understanding students' lives, experiences and needs.

We have worked on campuses across the UK



THE ALTERLINE MODEL

Research that drives change is creative, smart, collaborative and focussed on solving a business problem. Our approach typically involves:





CASE STUDIES

The following offer a flavour of the projects we have been involved in, visit our website for more:

www.alterline.co.uk

CASE STUDY 01

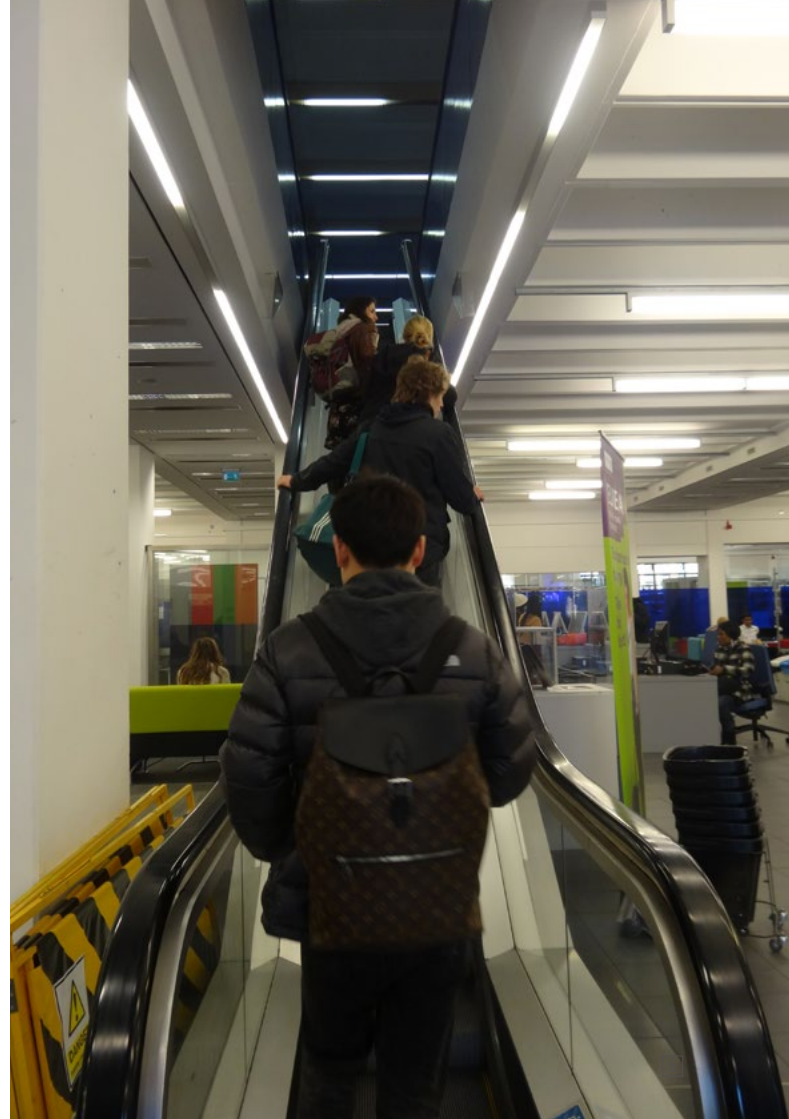
LIBRARY USER EXPERIENCE

Whilst developing their new strategic plan in 2013, the University of Manchester Library commissioned Alterline to help them gain a better understanding of who their customers are and how they use Library services.

The 'Know Your Customer' project combined a quantitative survey with focus groups, ethnographic observation and video customer journeys.

As well as informing longer-term changes, such as the development of the digital environment and capital investment in buildings, the project is also driving short-term actions to make the Library service more student-friendly.

We have continued to support the Library over the past three years to measure their progress, and identify new ways to improve student experience.



CASE STUDY 02

ALUMNI ENGAGEMENT

With a renewed focus on the University's mission of improving the social mobility of its students and to help re-position Alumni Relations as an important contributor to the University, Alterline were commissioned to run an extensive research project with internal stakeholders and alumni.

A quantitative study explored how alumni see the institution, how they view their student experience and what they are prepared to do to help - crucial questions for any future strategy. The report laid out a clear, evidence-led strategic direction and the research findings, analysis and recommendations have been, and continue to be, widely circulated.

They have informed a business case for increased resources and proved instrumental in reshaping the department's positioning, visual identity and the editorial content of its communications.

London South Bank
University

[READ MORE ON OUR WEBSITE](#)

New thinking. Lasting connections. Real opportunities.

We're matching your drive and determination with connections and support from within our alumni community.

Christina Kunze
(MSc International Marketing, 2014)

[@LSBU](#) | alumni.lsbu.ac.uk



CASE STUDY 03

ASSESSMENT AND FEEDBACK

"Follow That Student!" is a University of Greenwich initiative focused on continuing to improve the student experience, by deepening understanding of their journey.

Our first project with the University focused on assessment and feedback – using qualitative research tools to interview and film a group of students, tracking them over a six-week period to hear first-hand what it's like for them at this vital time of year. The findings were presented as a 30 minute video which picked out key themes such as support, revision, exams vs. assignments, feedback and emotional responses.

The video report has been used as a tool for reflexive learning with staff across the faculties to drive improvements in the assessment and feedback given.



[READ MORE ON OUR WEBSITE](#)



CASE STUDY 04

DEVELOPING A NEW BRAND

Bristol Students' Union commissioned Alterline to help develop a new brand which would help them connect more effectively with their student audience.

The project began with us building an evidence base about who students are, what they care about, and what makes them tick.

To say there's just one type of student at the University of Bristol would be a simplistic view, and we ended up breaking the audience down into five key segments, based on their attitudes, motivations and beliefs.

The development of the brand was a co-creative process, bringing together union staff, officers and students - led by our creative team.



[READ MORE ON OUR WEBSITE](#)

5 key student segments

Developed by measuring attitudes, motivations and beliefs

TRADITIONAL STATUS SEEKERS

I am quite a quiet person and enjoy keeping up with the latest trends. I think it's important to follow fashion and I like the respect and admiration which comes from doing this. I came to university because it was expected of me and I know that it will help me get into a high paid job.

INDEPENDENT SOCIALITE

I spend a lot of time with my friends and I'm really pleased with all the new and interesting people I have met. I tend to get quite nervous, so I spend a lot of time just enjoying myself and relaxing. It was important to come to university to break away from my parents and gain independence.

THE 'GO-GETTERS'

I would describe myself as very focused and goal under pressure. I know exactly what I want to do for my career and I'm at University to make sure that happens. In my free time, I enjoy playing and watching sport.

THOUGHTFUL, CREATIVE ACADEMICS

I'm an original person who values my independence. I enjoy art and travel and anything that means I am learning something new. I came to university to pursue a career in academia, but I also wanted to stay close to home with my family.

THE EXPLORER

I would describe myself as a people person. I really enjoy spending time with my friends and doing new and different things. I don't really like to sit still, so you would rarely find me watching television in my flat. I'm naturally curious and came to university to develop myself and my interests.



**STUDENTS #BREXIT
OR #REMAIN**



**GROWING UP WITH CYSTIC FIBROSIS:
MY STUDENT EXPERIENCE**

We spend a great deal of time with students understanding their lives. For more of our insights from ironing to cooking, Brexit to ethics visit:



**DO BRAND ETHICS
MATTER TO STUDENTS?**



**IRONS
UNPLUGGED**



**STUDENT
RECIPE BOOK**



**STUDENT
TO GRADUATE**

OUR TEAM

Alterline was founded by Nick Carley and Ben Hickman in 2011. Our growing team brings together researchers, creatives and consultants from a range of backgrounds. We work together with clients to understand - students' lives and translate that into new ideas, solutions and strategies that drive growth and change.



Nick Carley
Managing Director



Ben Hickman
Research Director



Beth Carley
Head of Research Impact



Nina Copping
Head of Research



Laura Hotchkiss
Research Manager



Ed Grimley
Research Manager



Zara Lawson
Senior Research Executive



Jessica Flavell
Senior Research Executive



Ellie Edgar
Research Executive



Rhiannan Tweats
Marketing Coordinator



Ben Gallagher
Creative Executive



Tami Donic
Creative Executive



Danielle Lancaster
Research Assistant



Ellie Marcus
Research Assistant



Susanna Jenkins
Research Assistant



Tom Davis
Research Assistant



Fancy a coffee? 

Ben Hickman - Research Director
ben.hickman@alterline.co.uk
www.alterline.co.uk
[@AlterlineAction](#)

The Flint Glassworks
64 Jersey Street
Manchester
M4 6JW
0161 605 0862