

## 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

 85%  
are satisfied  
with their  
experience

#### But...

 57%  
don't think  
it's value  
for money

#### And...

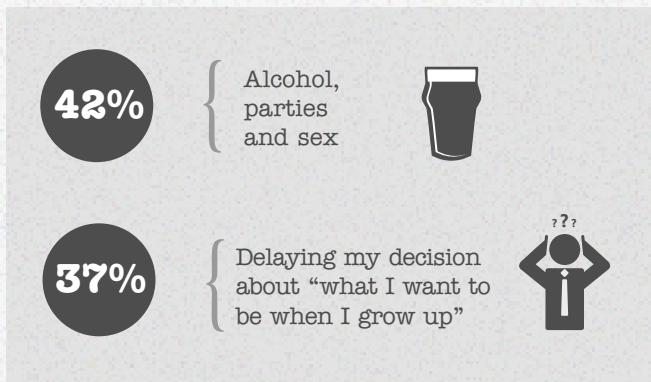
 50%  
would not  
recommend  
their experience

#### 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

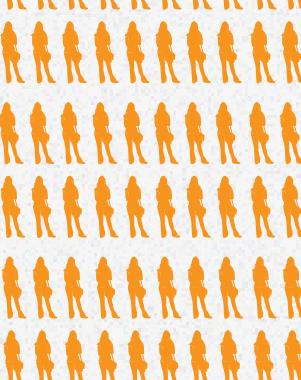
Expectations matter, they're linked to how we perceive satisfaction with an experience.



#### 2/3 of students:

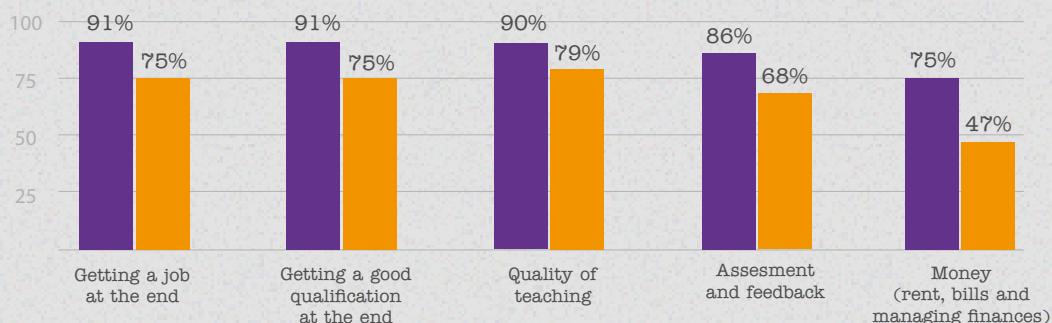
 didn't know  
what to expect  
when coming  
to university  
(26%)

or

 thought  
they knew  
but found  
the reality  
to be different.  
(40%)

## Importance vs Satisfaction

Importance is not met by satisfaction in many key areas.



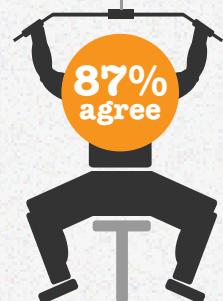
## Students or customers

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.



**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.



## 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 informative good  
challenging support learning  
engaging friendly exciting social  
rewarding friends enjoyable new  
worthwhile happy inspiring educational cheap  
independence stimulating different



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