

The story behind today's student experience

Expectations, satisfaction and aspirations in 2013

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, and students becoming more interrogative of their educational journey.

In early 2013, 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...



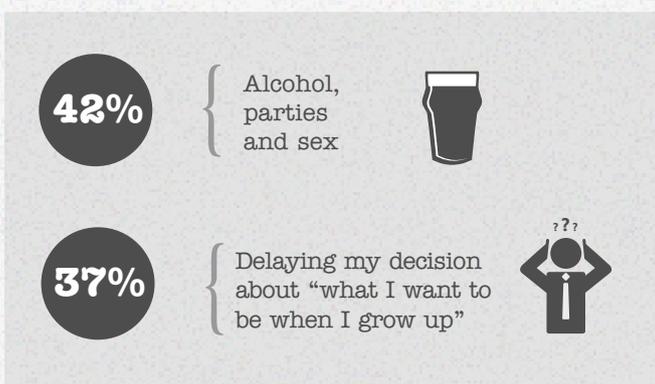
50%
would not
recommend
their experience

Student life

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

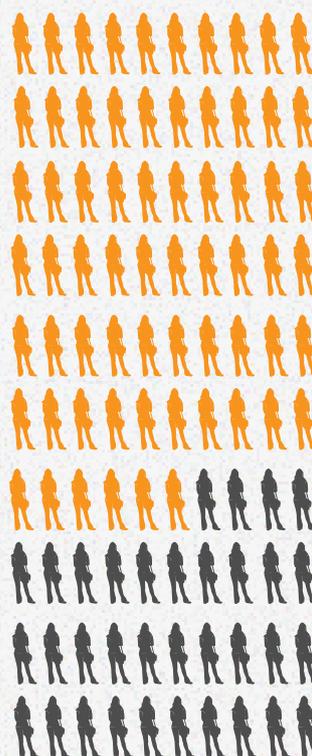


It's no longer about...



Students' Expectations

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



2/3 of students:

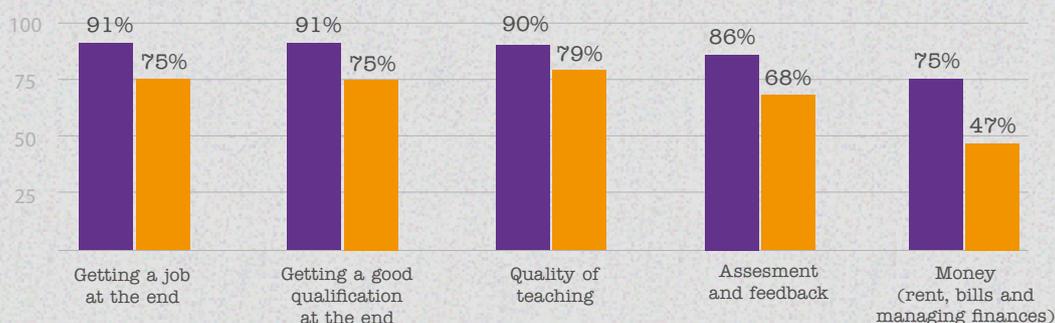
didn't know what to expect when coming to university (26%)

or

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

Importance vs Satisfaction

Importance is not equal to 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
 challenging informative good
 engaging friendly exciting learning
 rewarding friends enjoyable social
 worthwhile happy **inspiring** educational cheap
 independence stimulating different

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