

INVESTOR IN STUDENTS INSIGHTS | ISSUE 2

# BALANCING BUDGET & BLISS



INVESTOR IN  
STUDENTS

360°



# AGENDA

## **Brief Overview of Investor in Students Insights**

How IIS works

## **Introducing Balancing Budget and Bliss**

Context of our latest research report

## **Working 9-5?**

The impact of well trained staff

## **Working 9-5?**

The LGBTQ+ student experience



# INVESTOR IN STUDENTS



Investor in Students provides 360° assessment of the success of your student experience.



# OUR PURPOSE



Celebrate the role student accommodation plays in providing a positive student experience.



Increase the visibility, participation and investment in student experience initiatives.



Provide a transparent and benchmarked industry award for creating successful student outcomes.



# OUR SCALE



**106,841**  
STUDENT PARTICIPANTS



**29.66%**  
RESPONSE RATE



**20**  
IIS MEMBERS



**315**  
PROPERTIES



**59**  
TOWNS/CITIES



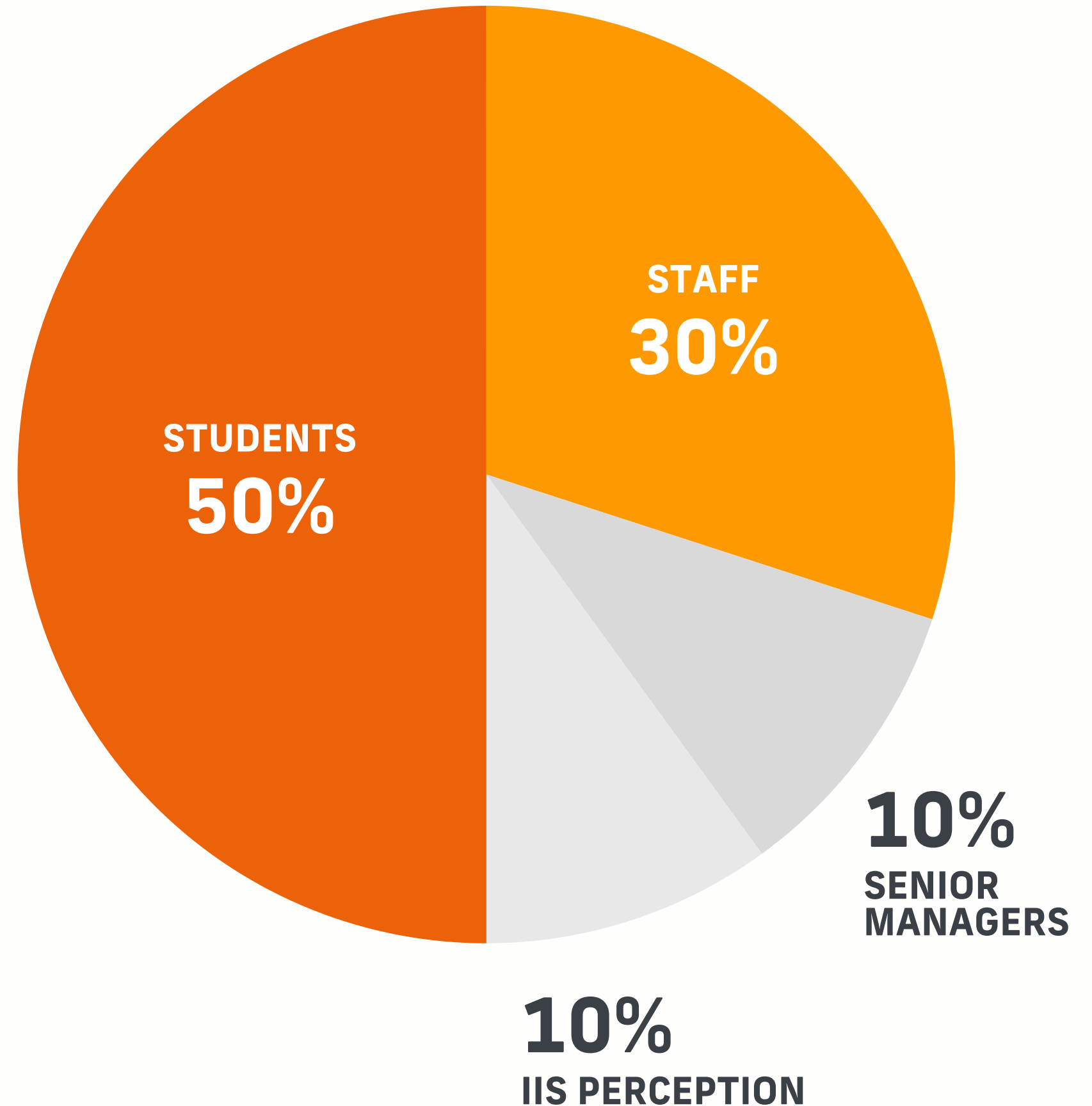
SOME OF OUR MEMBERS



# 360° ASSESSMENT OF STUDENT EXPERIENCE

**Our Accreditation Survey measures sentiment across your student customers, your front line staff and your senior management team to capture the most in depth perspective on the success of your student experience.**

To paint the whole picture, we also conduct a Student Satisfaction Survey circa six weeks post check in. This survey is more focused on the facilities, check in experience and safety. Whilst still benchmarkable across the membership, this survey does not count towards your accreditation.



# AT OUR CORE



**MEETING MY  
EXPECTATIONS**



**PERSONALISING  
MY EXPERIENCE**



**DELIGHTING ME**



**PROTECTING ME**

Our question sets follow four core principles. The results are collated into a single view against which your accreditation is awarded.





# THE ACCREDITATION



Based on the aggregated score across all groups and segmentation, members are awarded with a Gold, Silver or Bronze Investor in Students accreditation.

Members are also provided with a detailed analysis of the results along with a 12 month action plan designed to either consolidate your position or highlight the optimisations required to improve the following year.



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# BALANCING BUDGET & BLISS



INVESTOR IN  
STUDENTS

360°



# WORKING 9-5?

- IT'S NOT  
HOW WE MAKE  
OUR LIVING



# THE BLIGHT ON BLIGHTY



# MIND THE GAP



# THE PRICE IS RIGHT

SO COME  
ON DOWN!



# RESPONSES



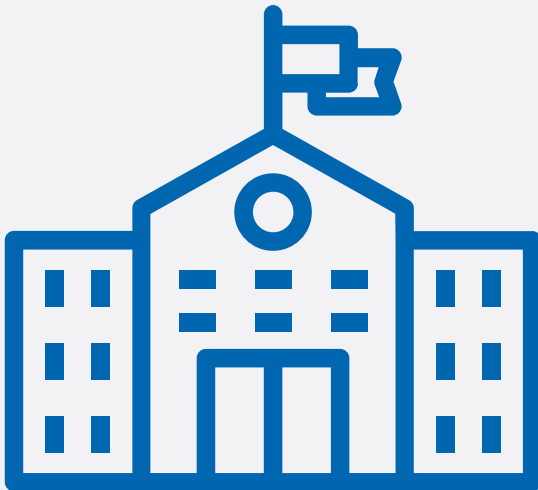
# RESPONSES

## PROPERTY TYPE



**54.5%**

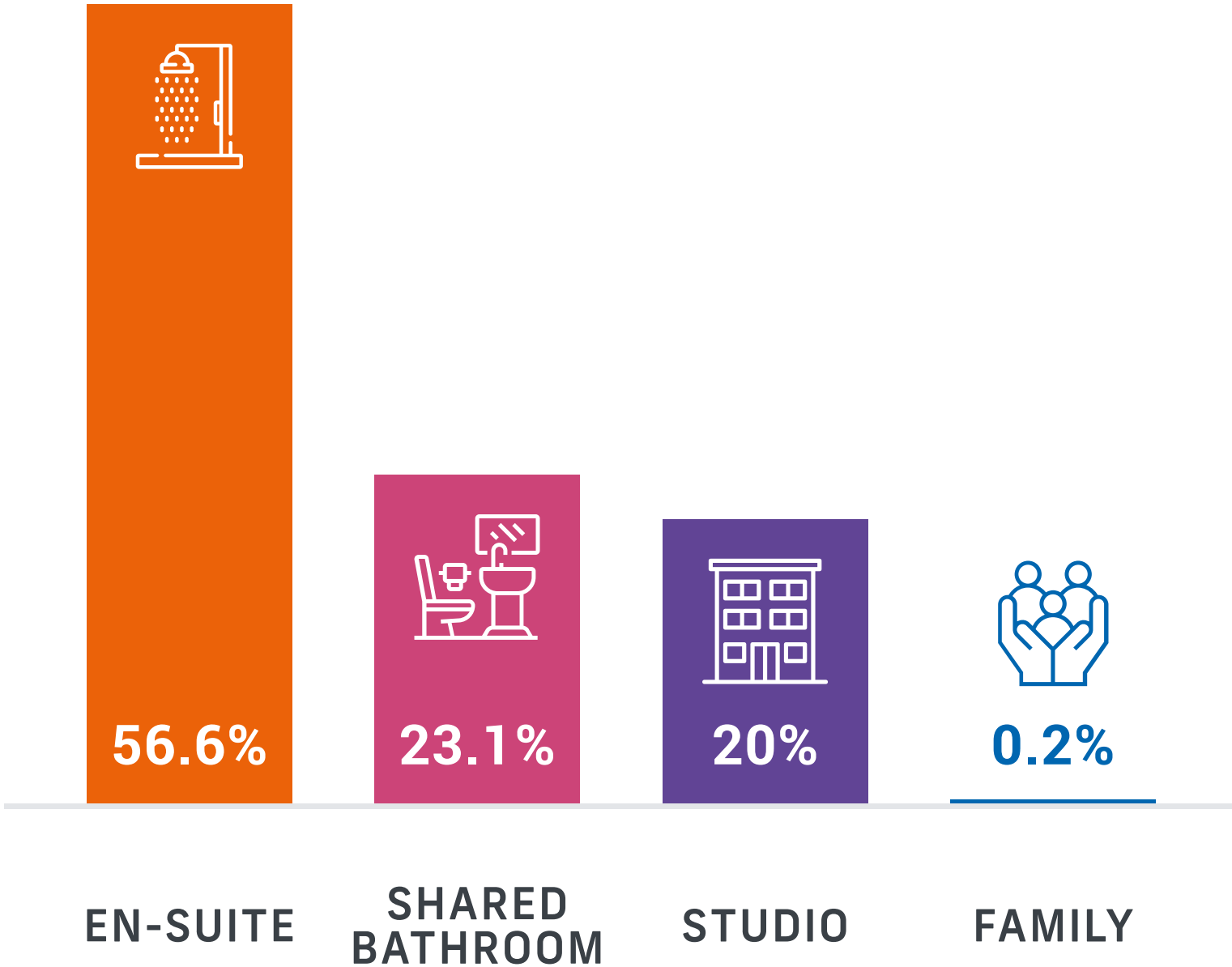
PBSA



**45.5%**

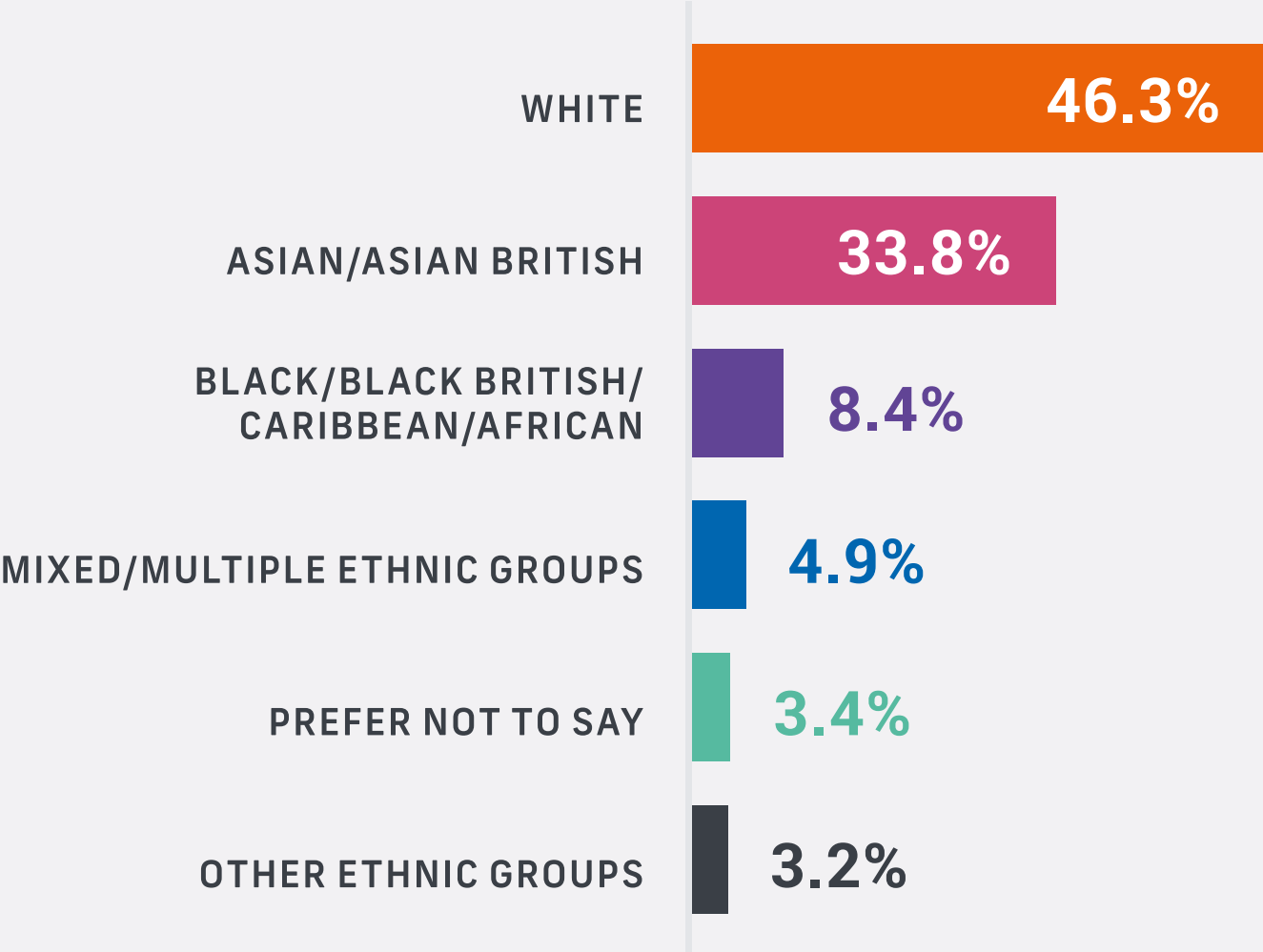
UNIVERSITY

## ROOM TYPE



# SEGMENTATION

## ETHNIC GROUPS



## DOMICILE

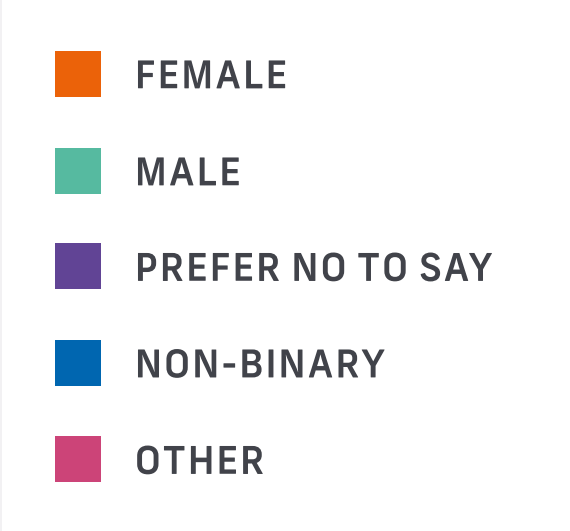
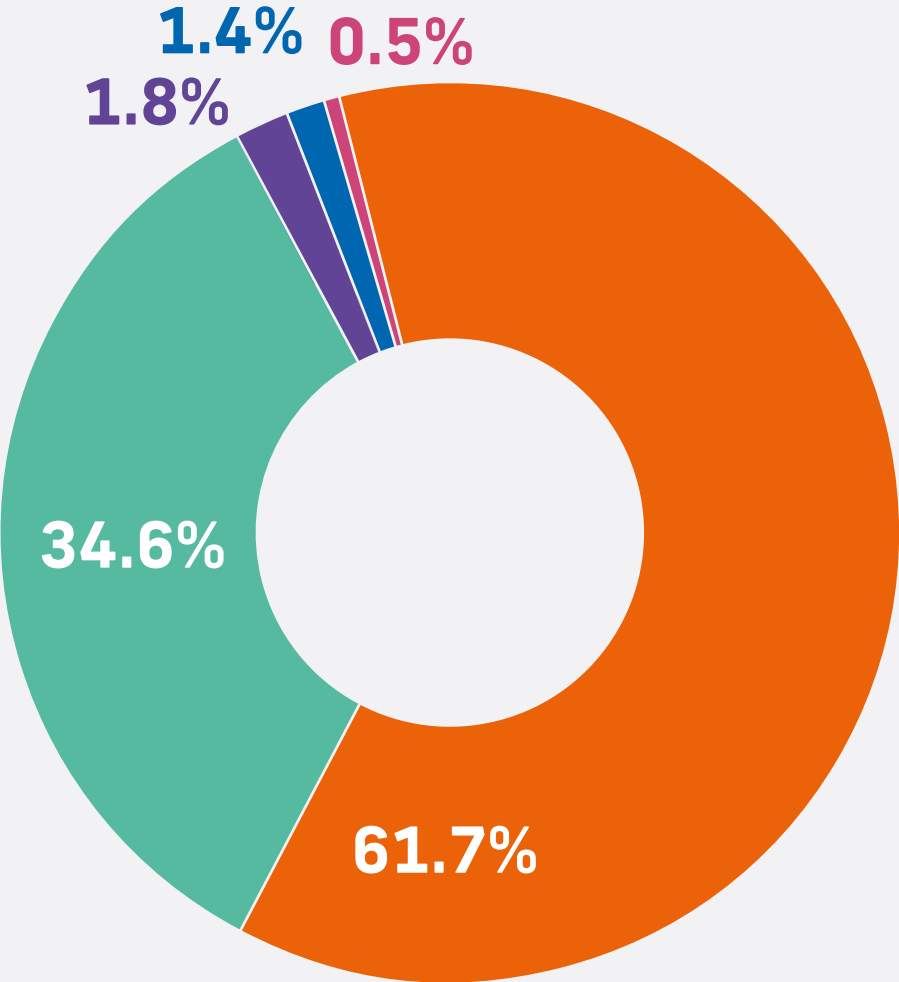


48.2% UK    23.8% NON-EU    10.6% CHINA    9.2% INDIA    8.1% EU

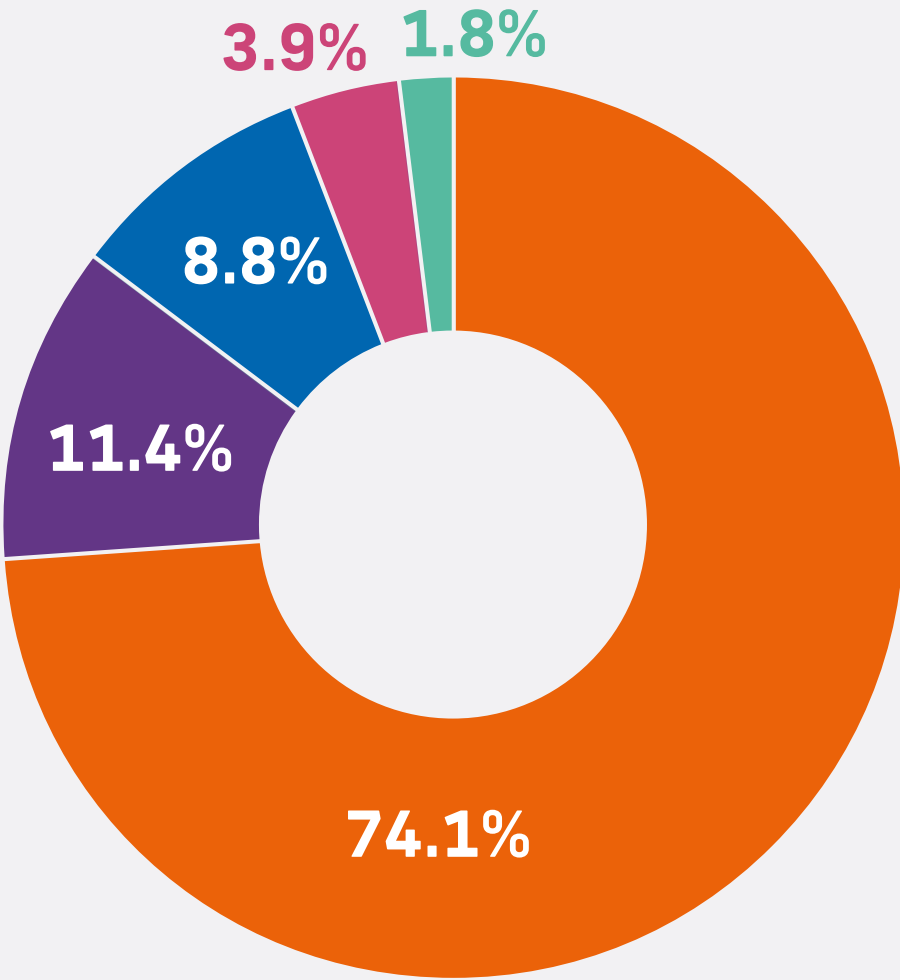


# SEGMENTATION

## GENDER



## SEXUAL ORIENTATION



INVESTING IN STAFF

# WORKING

# 9-5?

- IT'S NOT  
HOW WE MAKE  
OUR LIVING





## INVESTING IN STAFF

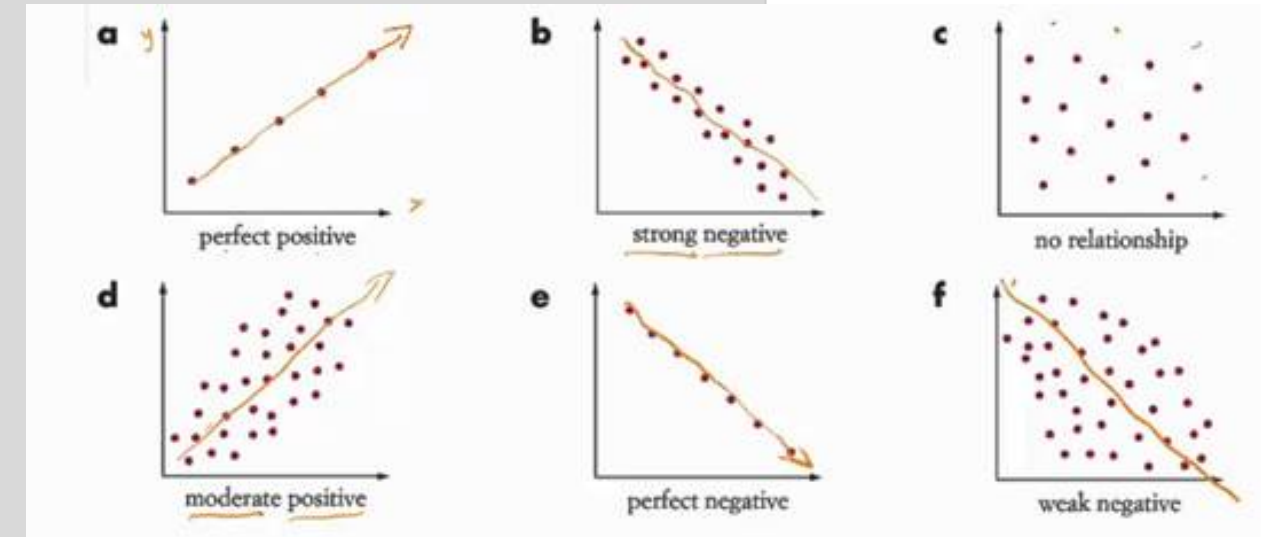
Working in student accommodation isn't just a 'job', it's a vocation. To work in this world, you need to care about this world, dedicating yourself to the improvement of the student experience– and this dedication shows...

...of the ten most positively influential questions, eight were staff related.

**Meaning, if you score well on these, you'll score well on the rest**

# PEARSON CORRELATION COEFFICIENT

	MME 1	MME 2	MME 3	MME 4	MME 5	MME 6	PME 1	PME 2	PME 3	PME 4	PME 5	PME 6	DM 1	DM 2	DM 3	DM 4	DM 5	DM 6	PM 1	PM 2	PM 3	PM 4	PM 5	PM 6	NPS 1	NPS 2	NPS 3	NPS 4	NPS 5	NPS 6	
MME 1	1																														
MME 2	0.58	1																													
MME 3	0.74	0.58	1																												
MME 4	0.73	0.58	0.78	1																											
MME 5		0.75			1																										
MME 6	0.57	0.54	0.56	0.60		1																									
PME 1	0.72	0.57	0.67	0.67		0.58	1																								
PME 2	0.75	0.57	0.68	0.69		0.56	0.82	1																							
PME 3	0.76	0.57	0.70	0.71		0.57	0.80	0.84	1																						
PME 4	0.75	0.55	0.70	0.73		0.57	0.73	0.75	0.75	1																					
PME 5	0.77	0.54	0.71	0.69		0.56	0.69	0.71	0.72	0.74	1																				
PME 6	0.79	0.54	0.72	0.70		0.56	0.68	0.71	0.72	0.71	0.79	1																			
DM 1	0.76	0.58	0.71	0.73		0.65	0.71	0.74	0.75	0.74	0.70	0.70	1																		
DM 2	0.66	0.62	0.61	0.63	0.54	0.56	0.65	0.68	0.68	0.64	0.61	0.61	0.77	1																	
DM 3	0.61	0.70	0.59	0.59	0.63	0.62	0.61	0.62	0.61	0.59	0.58	0.57	0.67	0.71	1																
DM 4	0.71	0.57	0.67	0.71		0.59	0.65	0.68	0.68	0.69	0.67	0.68	0.74	0.69	0.66	1															
DM 5	0.77	0.55	0.71	0.69		0.56	0.69	0.72	0.73	0.70	0.71	0.73	0.77	0.69	0.62	0.76	1														
DM 6	0.64	0.66	0.64	0.67	0.59	0.72	0.66	0.64	0.66	0.63	0.62	0.63	0.68	0.63	0.68	0.65	0.65	1													
PM 1	0.74	0.60	0.70	0.69		0.53	0.60	0.71	0.75	0.75	0.71	0.69	0.69	0.79	0.74	0.66	0.72	0.78	0.72	1											
PM 2	0.74	0.53	0.70	0.67		0.56	0.69	0.71	0.72	0.70	0.69	0.71	0.74	0.65	0.59	0.70	0.79	0.67	0.80	1											
PM 3	0.66	0.64	0.63	0.66	0.58	0.61	0.66	0.68	0.68	0.65	0.62	0.63	0.72	0.71	0.67	0.67	0.67	0.74	0.78	0.71	1										
PM 4	0.58	0.62	0.58	0.59	0.59	0.65	0.60	0.58	0.59	0.57	0.56	0.56	0.62	0.57	0.62	0.60	0.59	0.80	0.65	0.62	0.72	1									
PM 5	0.76	0.57	0.72	0.71		0.59	0.69	0.73	0.73	0.72	0.71	0.71	0.78	0.70	0.64	0.72	0.79	0.68	0.81	0.80	0.73	0.66	1								
PM 6	0.66	0.57	0.63	0.64		0.56	0.63	0.66	0.67	0.64	0.62	0.63	0.70	0.66	0.62	0.65	0.68	0.66	0.73	0.69	0.71	0.64	0.73	1							
NPS 1	0.60	0.63	0.59	0.63	0.55	0.70	0.63	0.62	0.63	0.60	0.58	0.58	0.64	0.58	0.63	0.60	0.60	0.81	0.65	0.61	0.68	0.74	0.64	0.64	1						
NPS 2	0.53	0.51	0.52	0.55		0.63	0.55	0.54	0.55	0.53	0.51	0.52	0.59	0.54	0.55	0.55	0.54	0.66	0.58	0.55	0.60	0.62	0.57	0.61	0.73	1					
NPS 3	0.53	0.74	0.53	0.55	0.79	0.55	0.54	0.55	0.54	0.53			0.59	0.62	0.68	0.55	0.52	0.66	0.59	0.59	0.65	0.65	0.56	0.57	0.62	0.52	1				
NPS 4	0.54	0.62	0.52	0.54	0.54	0.51	0.53	0.55	0.54	0.51	0.52	0.51	0.58	0.66	0.74	0.63	0.58	0.58	0.61	0.54	0.61	0.54	0.58	0.55	0.54	0.58	0.58	1			
NPS 5	0.73	0.56	0.67	0.67		0.56	0.63	0.65	0.65	0.65	0.69	0.72	0.65	0.60	0.57	0.63	0.65	0.61	0.64	0.63	0.61	0.55	0.65	0.62	0.57	0.52	0.52	0.52	0.52	1	
NPS 6	0.60	0.58	0.58	0.60	0.53	0.63	0.60	0.60	0.61	0.59	0.57	0.58	0.65	0.62	0.63	0.61	0.60	0.72	0.66	0.61	0.70	0.69	0.65	0.67	0.72	0.70	0.60	0.55	0.58	0.58	1



Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	negligible correlation

# 10 MOST INFLUENTIAL QUESTIONS

**0.69**

Accommodation staff understood what was important in creating a positive living experience for me

**0.69**

Accommodation staff were prepared to go the extra step to help me from the outset

**0.68**

Whenever I needed advice and support, staff have been helpful and friendly

**0.67**

I felt that my accommodation experience supported my mental health

**0.67**

Staff were friendly, willing to help and kept me informed

**0.67**

Accommodation staff looked after their students

**0.67**

In my experience, accommodation staff were knowledgeable

**0.66**

Accommodation staff had a good idea of the advice and support students needed

**0.66**

Accommodation staff behaved with fairness, integrity and honesty

**0.65**

It was easy for me to resolve issues I may have had with my accommodation

# IT ALL CORRELATES...

..well informed, empowered, motivated and trusted teams allow students to thrive.

*"The manager and his staff are amazing, always go the extra mile without question"*

*"The staff went above and beyond to ensure my comfort and satisfaction"*

*"Their professionalism and attention to detail truly elevated my overall experience"*



The Provider values its students as people rather than numbers

0.84

Whenever I needed advice and support, staff have been helpful and friendly

Accommodation staff had a good idea of the advice and support students needed

0.84

Accommodation staff looked after their students

Accommodation staff understood what was important in creating a positive living experience for me

0.82

Accommodation staff had a good idea of the advice and support students needed

I was easily able to inform accommodation staff of any issues or concerns I may have had

0.78

It was easy for me to resolve issues I may have had with my accommodation

Accommodation staff were prepared to go the extra step to help me from the outset

0.77

I believe accommodation staff played an active role in building a strong community within my accommodation

The Provider values its students as people rather than numbers

0.73

Accommodation staff cared about my wellbeing

**GENDER & SEXUALITY**

# MIND THE GAP

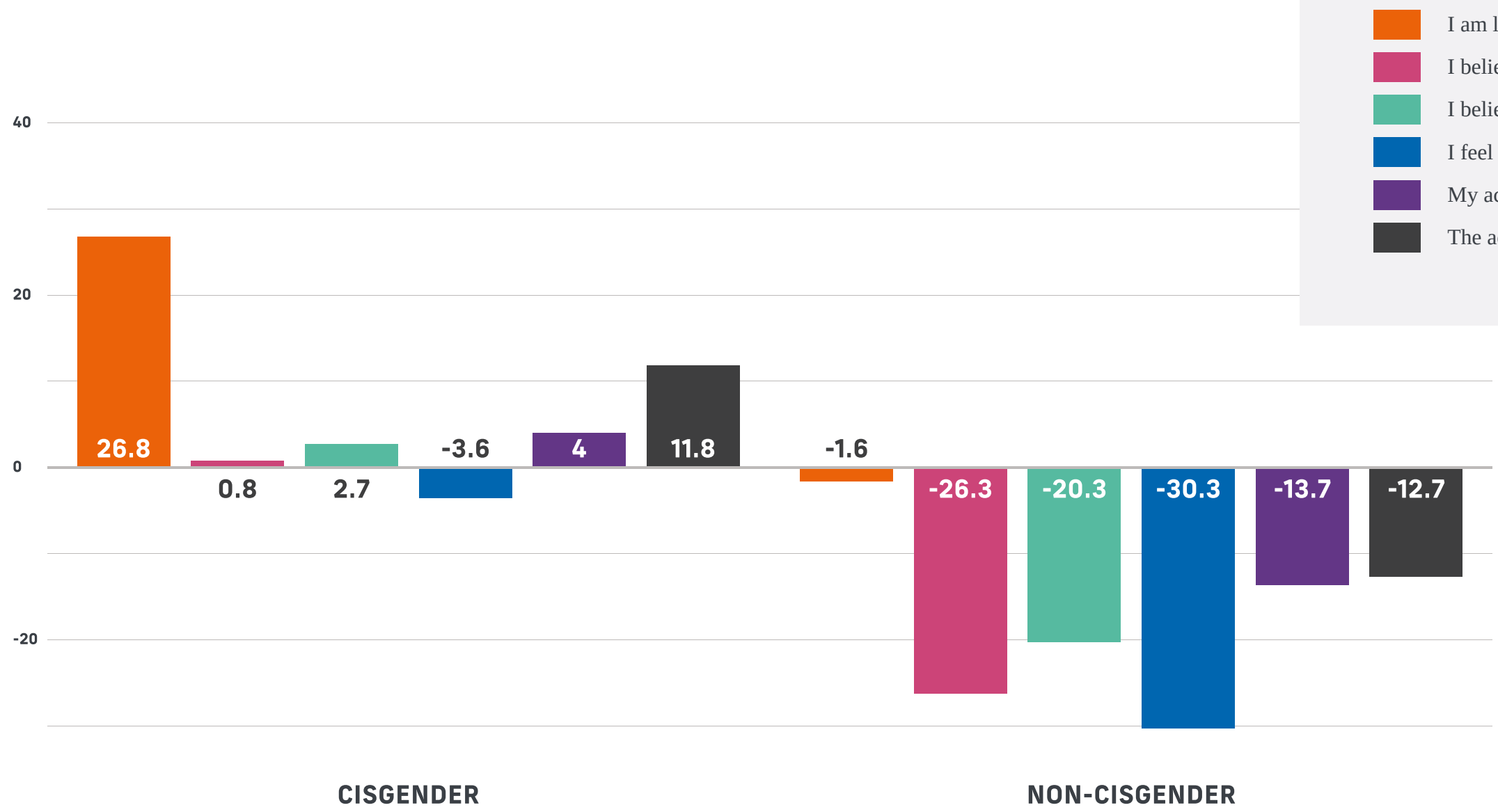


Last time, we said this story needs to be fully developed.

**Not for a second are we suggesting we have done this, we are however, sticking to our promise of continuing the conversation.**



# ONE SIZE STILL DOESN'T FIT ALL



- I am likely to recommend my accommodation to other students
- I believe living in this accommodation has helped me achieve my academic outcomes
- I believe my accommodation is good value for money
- I feel part of a community here
- My accommodation offered a greater range of events
- The accommodation systems I use make everything as straightforward as possible

 **RESPONSE RATES**

**19,415**  
CISGENDER

**746**  
NON-CISGENDER



# HOW DOES THAT COMPARE YOY?

SPRING 2022

0.7

NPS

6.9

IIS SCORE

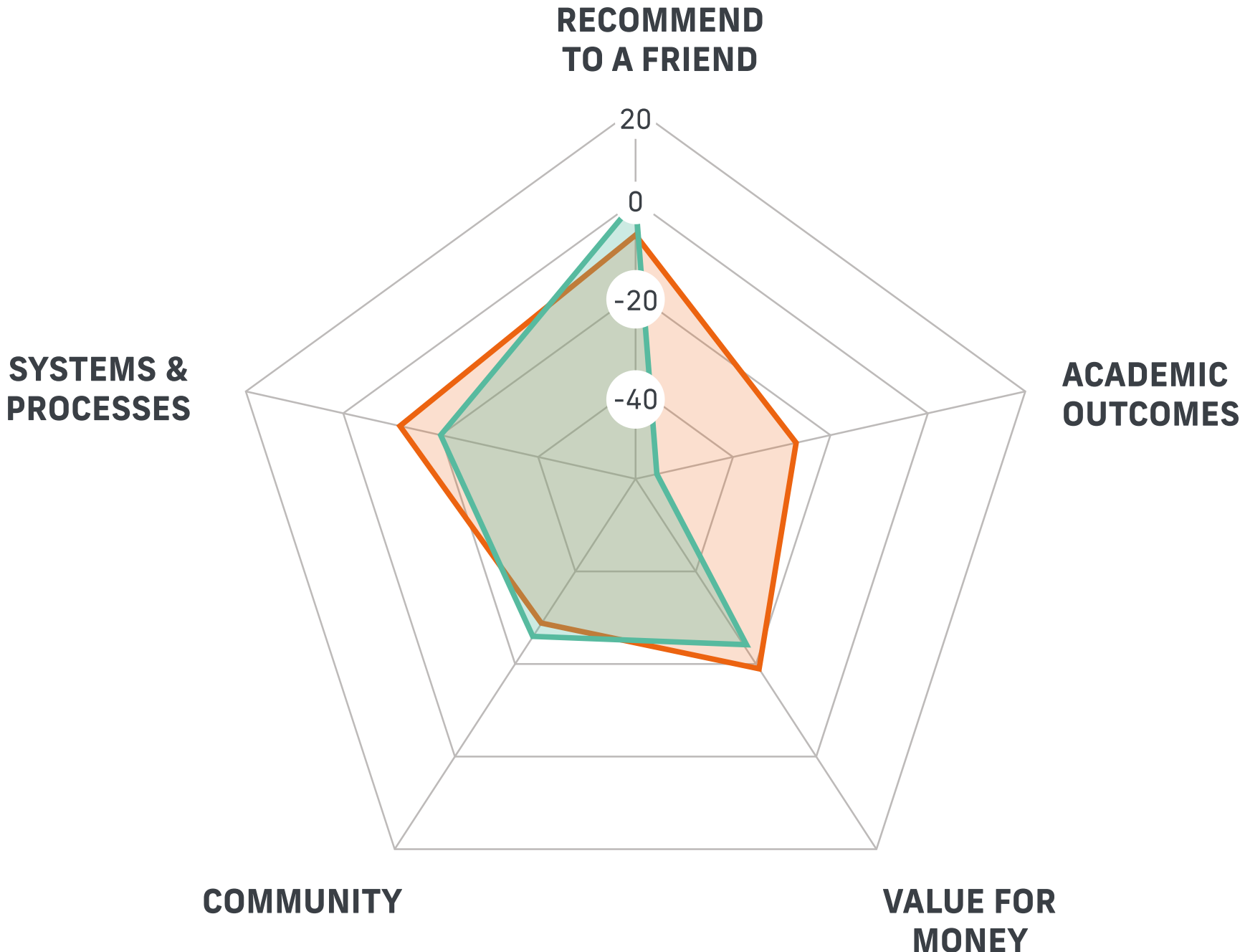
SPRING 2023

-2.2 ↓

NPS

6.3 ↓

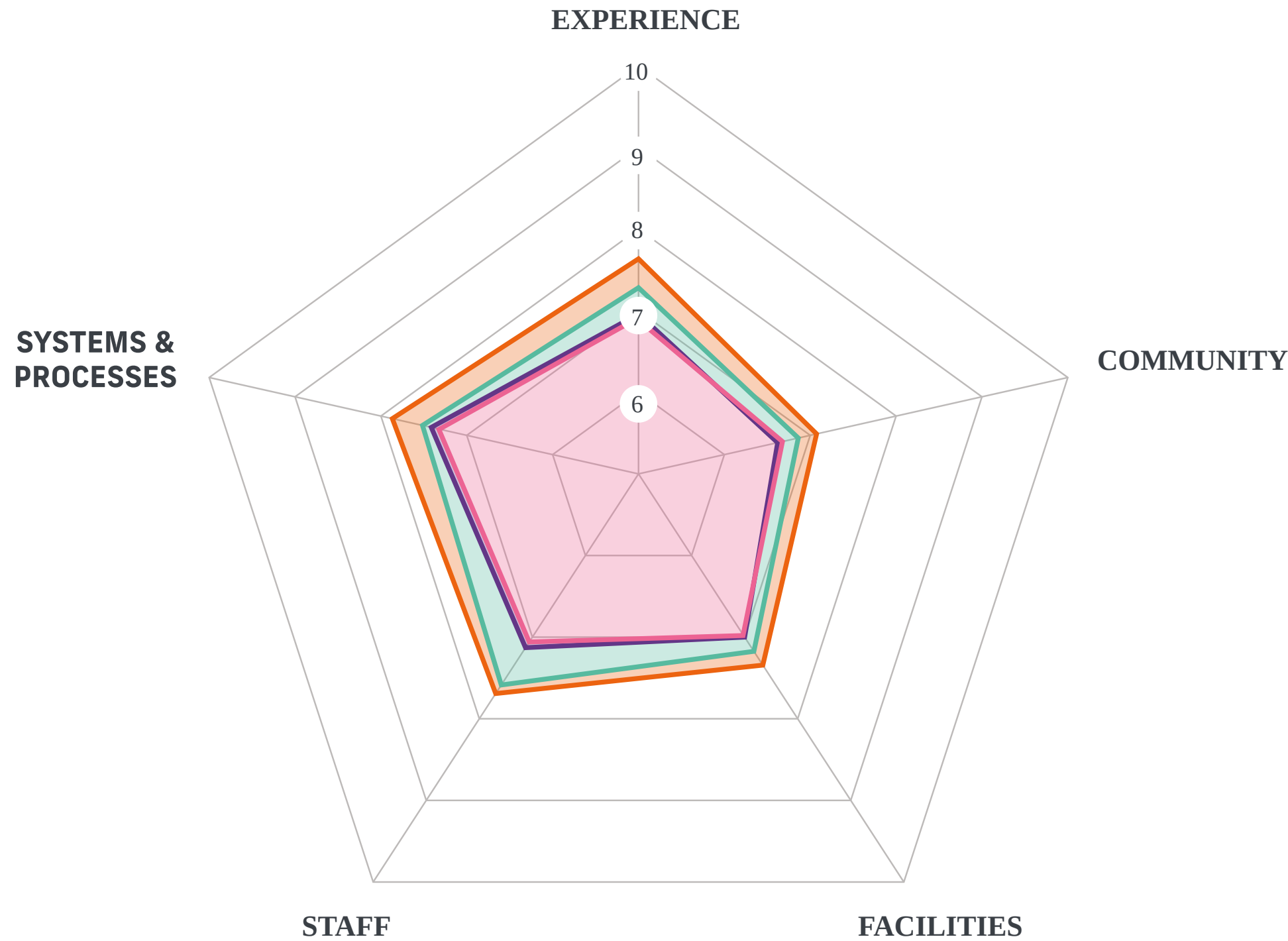
IIS SCORE





# SEXUALITY

- HETEROSEXUAL
- BISEXUAL
- PREFER NO TO SAY
- GAY/LESBIAN
- OTHER



## RESPONSE RATES

**11,122**  
HETEROSEXUAL

**270**  
OTHER

**1,715**  
BISEXUAL

**588**  
GAY/LESBIAN

**1,318**  
PREFER NOT TO SAY



# POLICY GROUP

## OBJECTIVES

1. Conduct further research into the perspectives and needs of non-cisgender students
2. Provide a cross-sector view on how operators can better address these needs
3. Curate and publish a set of guideline policies for operators to adopt



# WANT TO FIND OUT MORE?

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STUDENTS 360°

