
COMMUNITY WORKSHOP

UNIPOL

THE
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MARKETING
STRATEGISTS

INTRODUCTIONS



YOUTH FORUM DATA



WHAT % OF OUR SURVEYED STUDENTS CONSIDERED 'COMMUNITY' WHEN APPLYING FOR UNIVERSITY?

- a) 23%
- b) 66%
- c) 74%

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66%

66% considered 'community' when
applying for University

But what does community mean?

WHAT % OF OUR SURVEYED STUDENTS SAID THEY'VE FELT LONELY AT SOME POINT DURING THEIR TIME AT UNIVERSITY?

- a) 82%
- b) 55%
- c) 97%

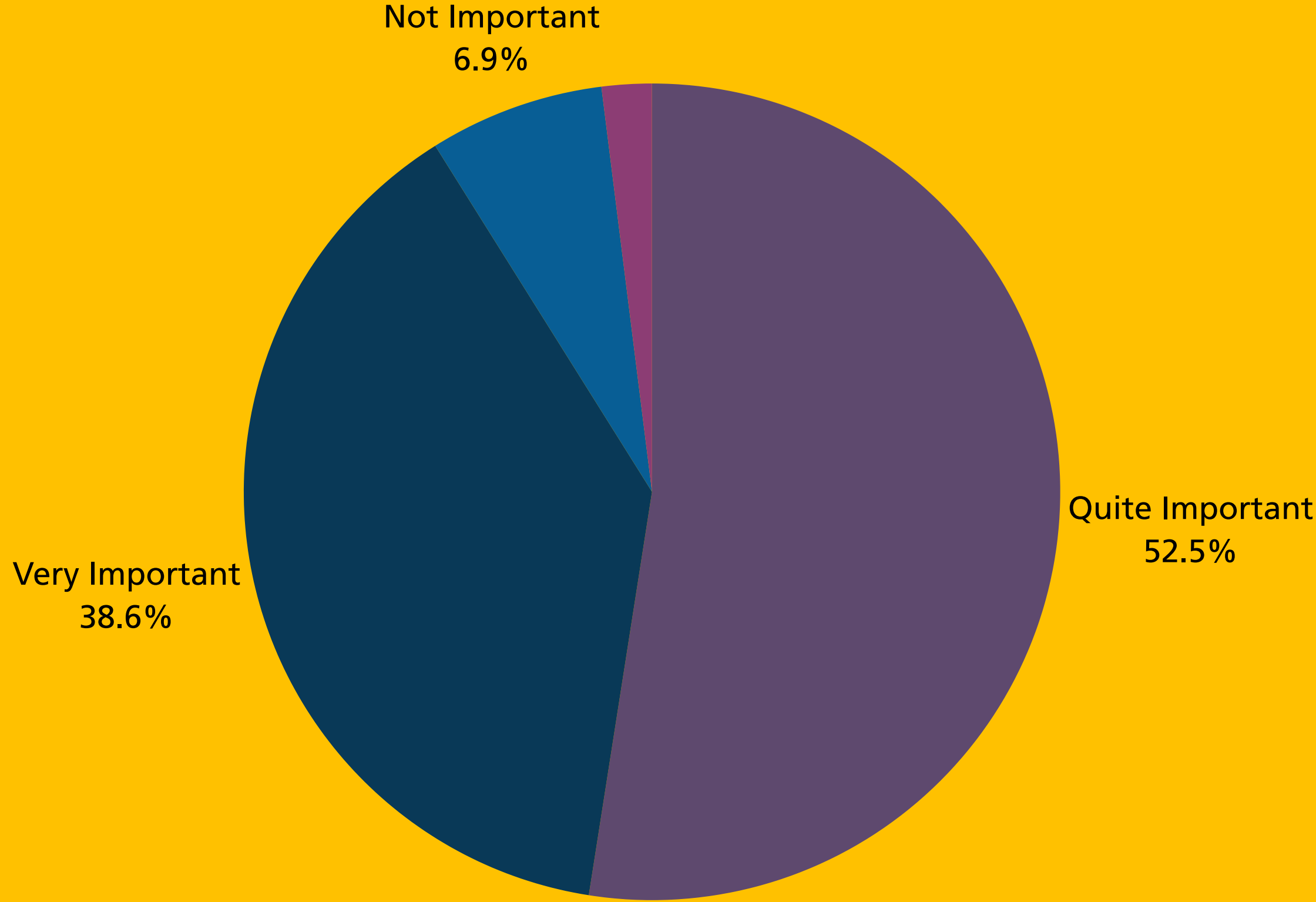
97% of students admitting to feeling lonely at some point whilst at uni.
Considering 75% of respondents live away from their family with other people, this points towards students feeling lonely despite living with others.

WHAT % OF OUR SURVEYED STUDENTS SAID THEY WOULD LIKE SOCIAL ACTIVITIES TO BE ORGANISED FOR THEM?

- a) 39%
- b) 42%
- c) 27%

39% of our students surveyed said that they liked some social activities to be organised for them. However 46% stated they like organising things themselves.

IMPORTANCE OF BEING PART OF A COMMUNITY



Over 90% of respondents feel that community is important to them.

I chose a smaller uni because it makes me feel like I can actually get to know the people I study with and it makes me feel a better part of the community. I think I prefer a smaller community because of what I'm used to and it feels more personal to me. - Focus Group Participant

Having a connection to the city and location, as well as merging with existing communities was a key theme in our focus group sessions.

WHO DO YOU CONSIDER TO BE IN YOUR COMMUNITY (IN ORDER OF IMPORTANCE)

1. Sports team
2. Other social group of friends
3. Family
4. Old school friends
- 5&6. Work friends/accommodation friends
7. University friends

Only 39% said that they like to socialise in communal facilities with 49% preferring their own home/flat.

COMMUNITY

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FOSTERING COMMUNITY IN PBSA



**GROUP 1
FLAT COMMUNITY**

**GROUP 2
BUILDING COMMUNITY**

**GROUP 3
CITY COMMUNITY**

In your groups, come up with 5 tangible ways you can nurture community to enrich the student experience.

THANK YOU

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