



Satisfaction with Campus Life and Student Experience

	Okanagan		Vancouver	
	2011/12	2012/13	2011/12	2012/13
Satisfaction with Campus Life and Student Experience	81%	84%	81%	78%
Satisfaction with Service	92%	90%	86%	82%

Description

% of undergraduate students who are very satisfied, satisfied or somewhat satisfied with Campus Life and Student Experience (UES).

% of undergraduate students who are very satisfied, satisfied or somewhat satisfied with the overall quality of service at UBC service (UES).

Person with lead responsibility for this metric: Director, VPS Portfolio Initiatives; Director, Campus Research and Analysis

Data collection will be from: Undergraduate Experience Survey

Date: May 1 to April 30 (Academic Year)

Explanation of Results

While overall satisfaction levels remain fairly high, there has been a slight decline in students' overall satisfaction with student life and campus experience between 2010 and 2013, as well as satisfaction with the overall quality of service at UBC between 2012 and 2013.

More analysis is necessary to understand what is influencing this change. Initial analysis of the open-ended comments on the Undergraduate Experience Survey points to the challenges related to the recent construction activity on the Vancouver campus; however, more in-depth analysis and discussion with students is needed to understand what other factors may be influencing this decline.

On the Okanagan campus, overall satisfaction with service declined slightly but remains, overall, quite high. Satisfaction with campus life and student experience, however, has increased slightly over the previous year. There have been many new initiatives on the Okanagan campus to support student life on campus and enhance the overall student experience.

Recommended Action

The VPS will work with the AMS on furthering our understanding of what is driving undergraduate perceptions of overall campus life and student experience through focus groups, as well as further analysis of the Undergraduate Experience Survey results and additional student engagement as necessary. The VPS will also work with graduate students and the GSS on understanding the factors affecting the graduate student experience.

This will inform the development of the VPS strategic plan to improve the student experience at UBC, in partnership with students and faculties. Part of this strategic plan process will be a more fulsome and regularized consultation with students around the student experience and the identification of approaches to improve campus life and the student experience.

The AVP Students on the Okanagan campus continually evaluates all programs offered to students through the portfolio and solicits feedback bi-annually from students about the benefits of student initiatives. Each year student feedback is used to improve programming for students from orientation programs to graduation.