WHAT ARE STUDENTS LIKE???

Josh Hurrell – President

Andy Parsons – Union Director

Typical students

Classic Image

- Young
- Middle class
- Happy
- Colourful binders and shirts

We all know better than that

Diversity

- Post grads
- International
- Home based
- Distance learners
- Religious and cultural minorities
- Sexual orientation
- Etc.

Student Stereotypes

Other student images

Individuals and segments

- All students are complex and developing individuals
  - Important
  - But not very manageable
- Demographic groups
  - International, mature, post grads, Home-based
  - Better but based on stereotypes
- Segmenting based on needs and attitudes
  - Still imperfect
  - Allows for planning
  - Allows for better communication
  - Allows for slicing and dicing with demographics

Needs and attitudes

- Developed our survey based around needs
- Maslow
  - Adapted to students
- Hertzberg
  - Hygiene factors

Data

- Ents attendance
- Demographic data
- Nationality
- Address
- Club and activity participation
- Offices held
- Voting

Found the clusters

- Multidimensional clusters
- 4 tribes
- Then 5
- Archetype workshops

Loughborough Student “Tribes”

- **Leading Lights -24%**– very confident, self assured, social, joiners, very positive about LSU and University.
- **Party People -20%** – very widely engaged particularly in sport and social activities. Drinkers. Very Positive about LSU and University.
- **Conscientious Carers -12%** – social conscience, like things done properly, transparently, aesthetically. Mixed views on Student experience, don’t like “lad culture”.
- **Flow goers -14%** – Not found their place in the community and somewhat discontent. Less assertive, less positive and not so high achieving. Tend to take line of least resistance.
- **Academic Individualists – 30%** – Intellectuals, doing the course for the subject. Lower extra-curricula participation. No/low drinkers. Higher proportion are dissatisfied with course and experience.

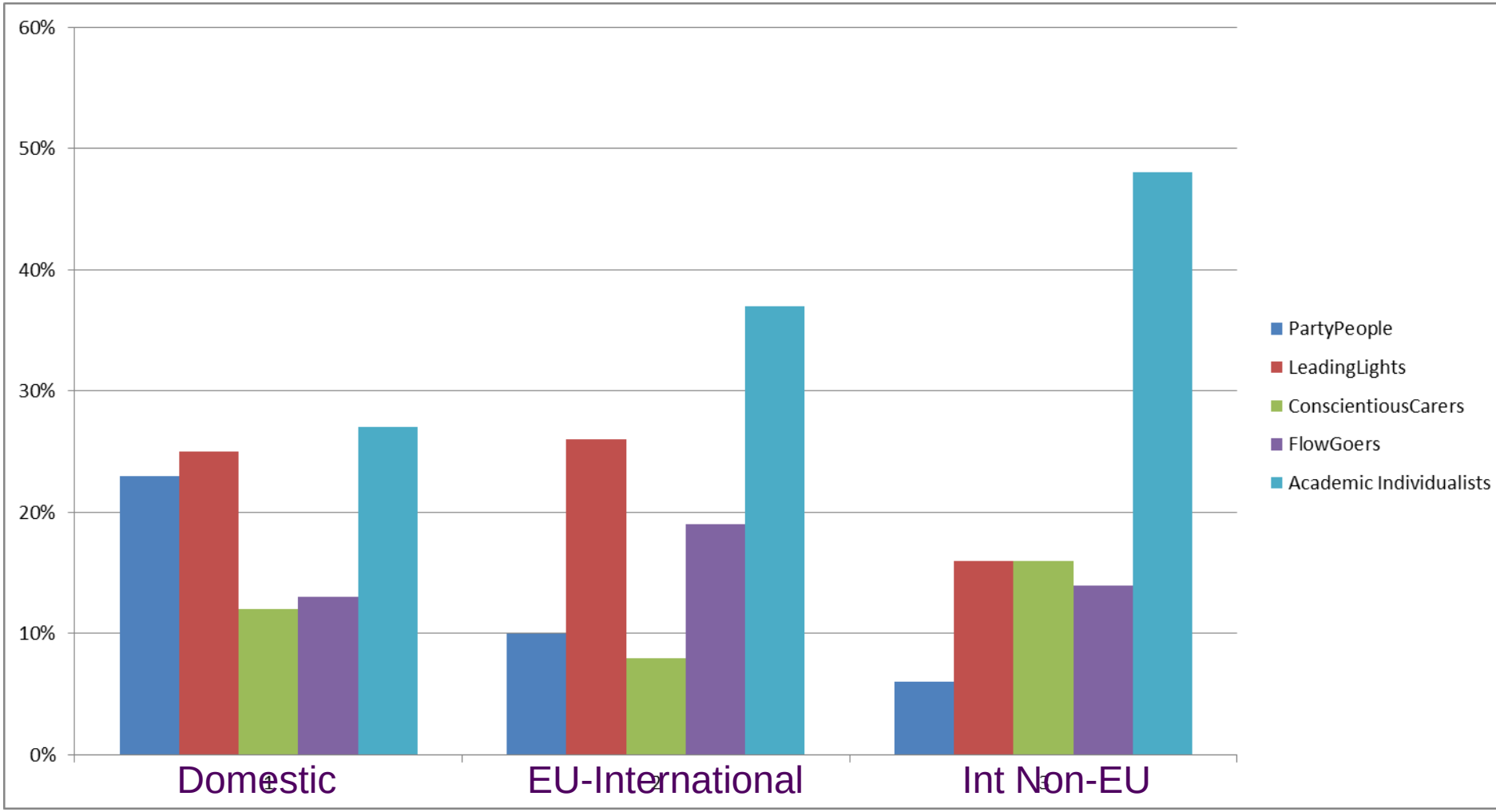
Who are these?

- I often drink more than I intended to, agree
- I often feel uncomfortable around people who are drunk, disagree
- I want my accommodation to be a centre of social activity, agree
- I like to have a big night out, agree
- The thought of debt doesn’t bother me, I just want to enjoy myself!, agree

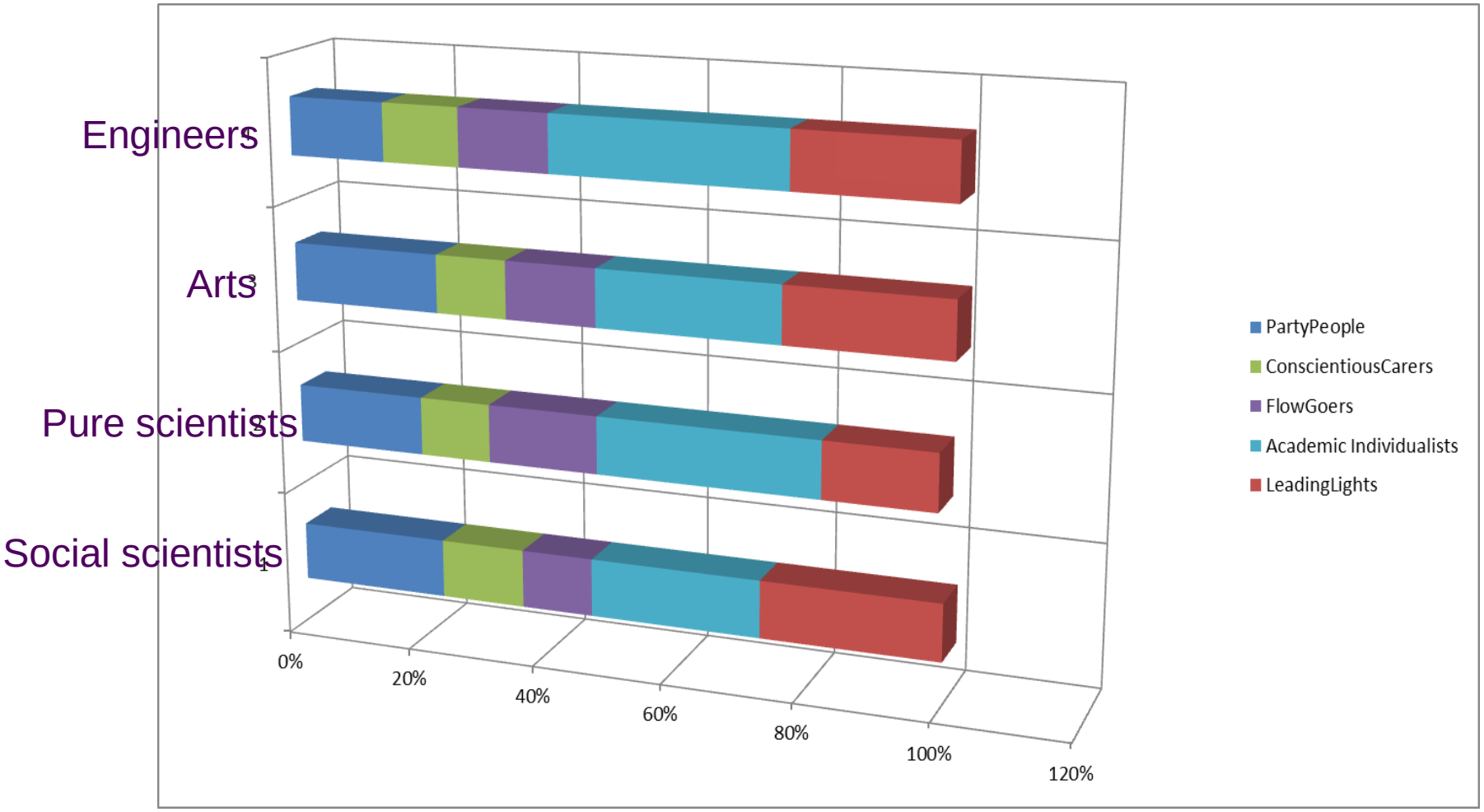
And these?

- I keep fit to look good, agree
- I worry about the damage rumours can do, agree
- I actively seek the respect of others, agree
- How I look is an important part of who I am, agree
- Being away from my family sometimes makes me unhappy, agree
- It’s very important I achieve things I can put on my CV, agree

Checking the clichés



Faculty


Engineers
Arts
Pure scientists
Social scientists
4
3
2
1
0%
20%
40%
60%
80%
100%
120%
PartyPeople
ConscientiousCarers
FlowGoers
Academic Individualists
LeadingLights

Golden Questions

- 5 quick questions that allow us to tribe our students into an active database
- Transparent and optional
- About half our students have participated so far
- Annual update

How have we used it?

- Planning
  - Looking to satisfy tribes by offering different things
    - Alternative Freshers
    - More intellectual extra-curricular activity
  - Raising the profile of academic representation
  - Understanding that Erasmus students want opportunities to lead
- Communication
  - Focusing the right messages on the right tribes
  - Not pestering AIs with drink offers that eclipse our other activities
- Some social engineering
  - Housing allocation by tribe

Does it work?

- Communication – click through, about 5 times better response
- Branding too soon to say
- Social engineering – very encouraging
- Still early days…

Comments and questions