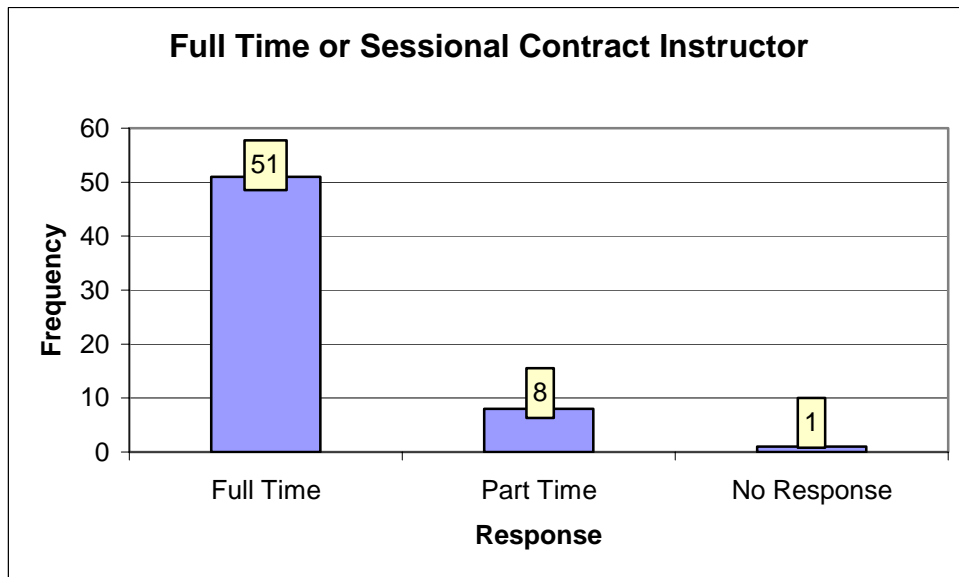


## Faculty Survey Responses

This is the 2<sup>nd</sup> preliminary report, which summarizes the responses to the faculty survey that was distributed in early March 2005. In early May, a final summary will be compiled.

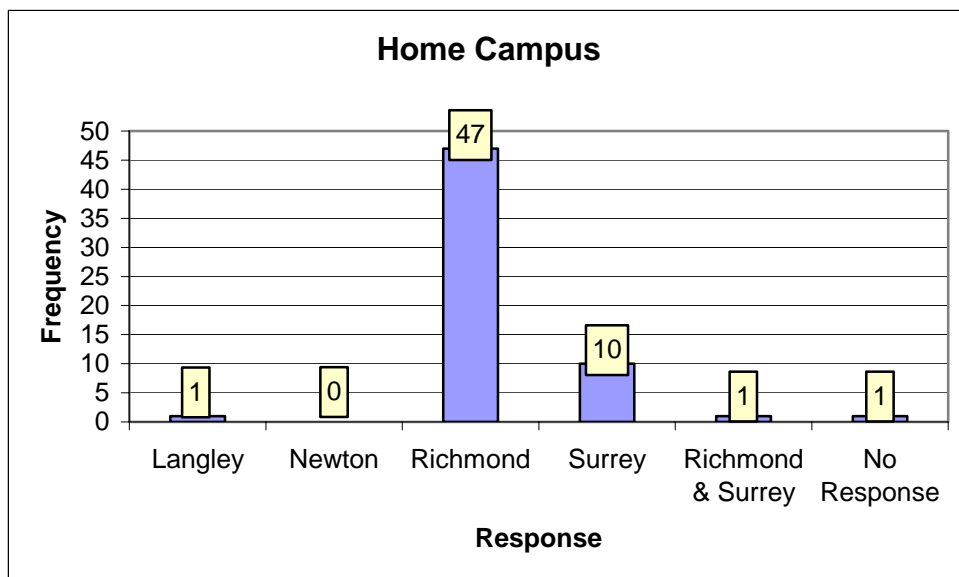
As of Friday, April 22, 2005, 60 of the 198 distributed surveys had been returned. One survey was found in the recycling bin and represents our first non-response. Overall, this represents a 30.30% response rate to date.

1. Are you a full time or sessional / contract instructor (respondents were asked to check “yes” or “no”)?



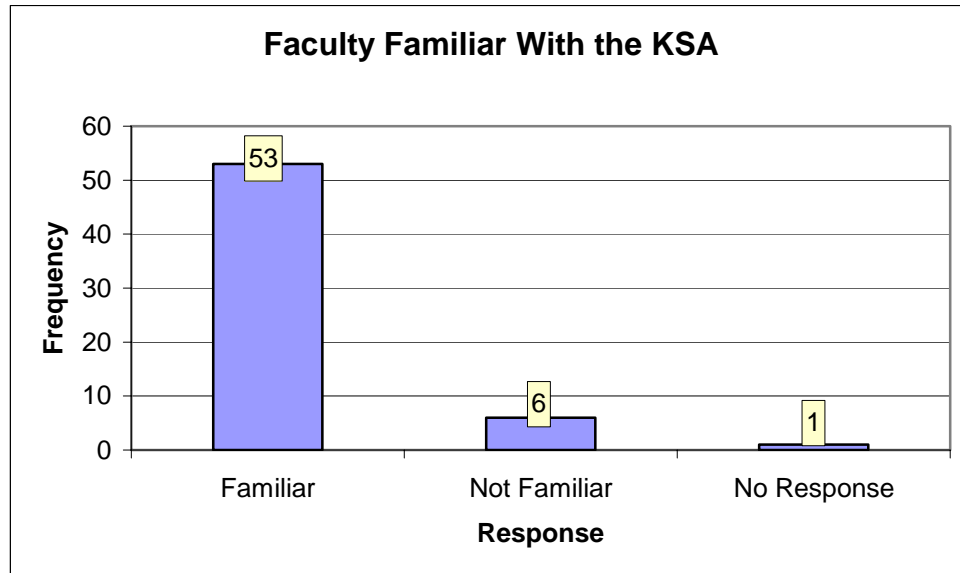
2. What is your home campus? That is, where do you do the majority of your teaching (respondents were asked to check either “Langley,” “Newton,” “Richmond,” or “Surrey”)?

The target audience for the survey was all Kwantlen faculty teaching at the Richmond Campus during the Spring 2005 (January – April 2005) semester.



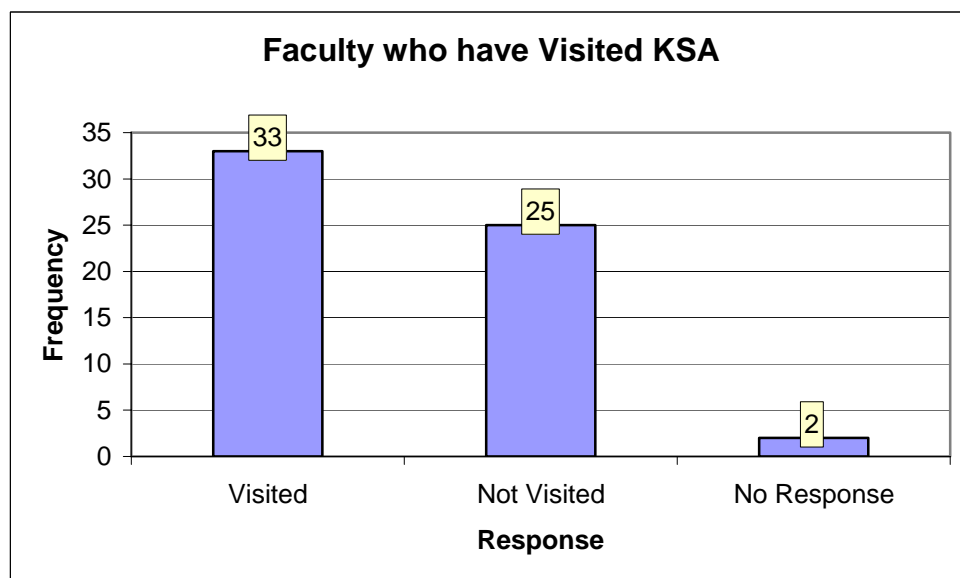
**3. Are you familiar with the Kwantlen Student Association (respondents were asked to check “yes” or “no”)?**

88.33% of the respondents indicated that they were familiar with the KSA.



**4. Have you ever visited the Kwantlen Student Association?**

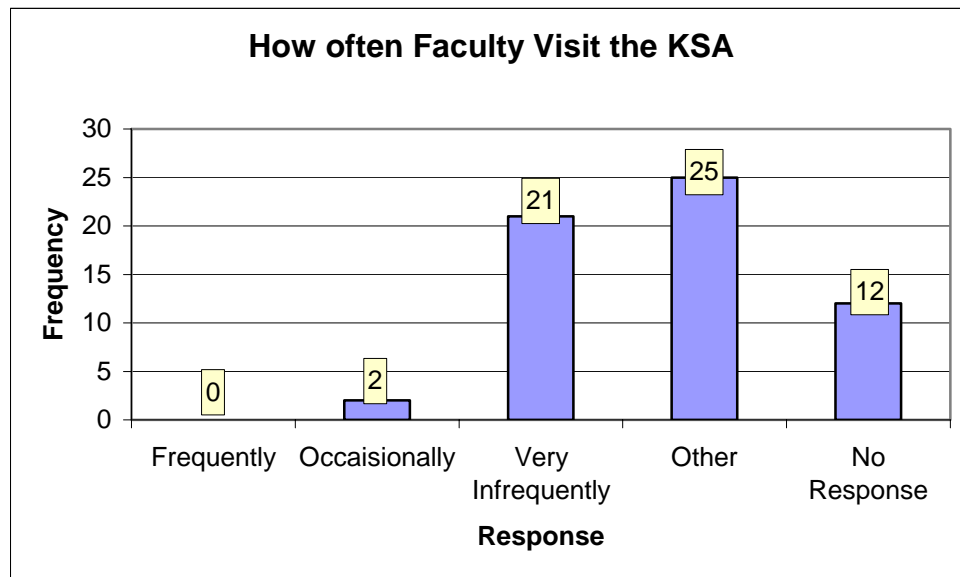
55.00% of the respondents indicated that they had visited the KSA at some point in the past.



## 5. How often would you say that you visit the Kwantlen Student Association?

Although 55.00% of faculty indicated they had visited the KSA, more than 76% indicated they had done so on a very infrequent basis. The possible set of responses a respondent could choose from were defined in the following manner:

- Frequently – several times per week
- Occasionally – several times per month
- Very Infrequently – several times per semester
- Other (Specify)



For those respondents who indicated “Other,” there were 18 responses that are specified as follows:

1. “N/A.”
2. “Have not visited.”
3. “A few times only.”
4. “Rarely.”
5. “Less than once a year.”
6. “Once or twice / semester.”
7. “Never.”
8. “Rarely.”
9. “As above – never.”
10. “Few times over many years.”
11. “1 – 2x / yr.”
12. “Never.”
13. “Once / year.”
14. “Once or twice a year.”
15. “Few times per semester.”
16. “Never had a need to.”
17. “On an as needed basis.”
18. “Twice in 8 years.”
19. “Almost never – I go in to buy movie tickets.”
20. “Needed one piece of info once – 2 years ago?”
21. “Once / year, if that”

## 6. How long have you taught at Kwantlen?

Some basic descriptive statistics regarding the 59 responses to this question:

Mean = 9.84 years  
Median = 9 years  
Mode = 5 years  
Minimum = 4 months (1 semester)  
Maximum = 27 years

There were three (3) non-responses to this question. The complete data set of responses to this question, in years (including the non-responses), is as follows:

1/3		13
2/3		13
1		13
2		13
2		14
2		14
4		14
4		14
4		14
4		14
4		15
5		15
5		15
5		15
5		15
5		15
5		15
5		16
5		16
6		18
6		18
6		20
7		26
7		27
7	N/R	
7	N/R	
7	N/R	
8		
8		
9		
9		
9		
10		
10		
10		
10		
13		

**7. Considering your current personal knowledge and perceptions regarding the Kwantlen Student Association, how would you describe your feelings regarding the Kwantlen Student Association?**

All 50 respondents completed this part of the survey. Comments have been subjectively divided into three general response areas:

- A. Positive-Leaning Critical Responses
- B. Neutral Responses
- C. Negative / Ambivalent-Leaning Critical Responses

Responses collected so far are as follows:

**A. POSITIVE-LEANING CRITICAL RESPONSES**

1. "Very positive, but I have limited knowledge in what they do. This is my own fault for not informing myself before."
2. "A very good thing to have – organizes student interests, politicizes concerns, and provides activities relevant to college life, social and cultural issues."
3. "Very vital to the life of the college, and an essential organization to bring students together for social events, I would say."
4. "Very helpful."
5. "It is an organization full of dedicated people. I have always enjoyed talking to KSA members. They have to, however, put up with much apathy."
6. "The KSA has an important role as the voice of students. The KSA has a role and an influence on major committees and boards at Kwantlen."
7. "The KSA does a very good job at publicizing needs of students. I am very happy the KSA is as active as it is."
8. "I think it is a valuable association. Very important to the students for a sense of belonging among other things."
9. "Getting better all the time – definite improvement in spirit, activities and political involvement – it's come a long way – but still a long way to go."

10. "Big improvements – over the last three years with public role, visibility on campus, advocacy role."
11. "Generally positive; I think it was very good to see the KSA actively promoting political things (demonstrating against budget cuts, etc.)."
12. "I think it's a very good advocacy group with excellent research and information for students."
13. "I think the KSA is good for students and faculty alike."
14. "Admiration."
15. "Positive."
16. "Positive."
17. "Positive."
18. "Positive."
19. "I'm encouraged by current efforts to get students more involved."
20. "Good union representing the students and addressing student concerns."
21. "I believe that such an association can serve an important purpose; and has indeed served important purposes."
22. "I think the KSA is overall a good organization and an important feature of student life. Unfortunately the KSA does not do enough to get students actively involved."
23. "They were supportive of staff during the strike which I liked. They also seem to have 'pizza nights' which seem like fun."
24. "Supportive."
25. "Good feelings and the KSA must be encouraged to work within the KUC community."
26. "Good resources for students although not all students are aware of its resources, services or mandate."
27. "I'm glad you exist. Wish you were more activist."

## **B. NEUTRAL CRITICAL RESPONSES**

28. "Neutral."
29. "Neutral."
30. "Represents students."
31. "Indifferent."
32. "No feelings."
33. "Neutral."
34. "Neutral."
35. "Although I have heard of the KSA, I know nothing about what it does."
36. "Neutral."
37. "Ok."
38. "My feelings are neutral as I have not had any direct interaction with the KSA."
39. "Neutral."
40. "I've had no involvement with the KSA."
41. "No comment."
42. "Neutral."
43. "I don't know much about it, but it is necessary to serve students."
44. "I am quite neutral – I see their tables around occasionally."
45. "Neutral."
46. "N/A."
47. "Neutral."

## **C. AMBIVALENT / NEGATIVE-CRITICAL RESPONSES**

48. "Only organizes social activities."

49. "Very little knowledge. Once borrowed the battery charger which was a very nice service. Was asked by candidates in last election to come talk to my class – did not feel this was a reasonable intrusion unless all candidates were speaking or it was a general message to students to get out and vote."
50. "I would like to see much more student involvement (bigger turnouts with voting, etc.)"
51. "Do not hear much about the association through the students. When I do it seems they do not really know what you are all about."
52. "Ambivalent."
53. "At this time, rather ambivalent. Too much controversy over the years appears to have led to a rather benign or ineffective association."
54. "Ambivalence, I guess. I don't know all that much about it."
55. "It is largely invisible and appears to be generally ineffective."
56. "The KSA could extend its services to more students. Over the years that I've taught here, involvement in the KSA has been limited to a few students."
57. "The KSA presents a very negative image of faculty, which I find discouraging."
58. "I have little interest in, or concern about the KSA."
59. "Not helpful. Promises made to the KPS (Kwantlen Psychology Society) were not kept. Questions regarding student travel to conferences were deflected."

**8. When thinking about the Kwantlen Student Association, what aspects of the Kwantlen Student Association that come to mind? That is, what do you think the Student Association does for the Kwantlen community?**

The answers to this qualitative, open-ended response question are provided below. The responses have been subjectively broken into three main areas of KSA activity:

- A. Advocacy
- B. Events & Campus Life Enhancement
- C. Operations & Services

Responses have been broken apart to fit into the specific roles of KSA activity. Where this has occurred it has been noted with references to where more thoughts from that respondent can be found.

A fourth category, "Other," presents opinions and suggestions that do not fit into the above categories.

When a response was general in referring to the KSA as an organization that provides "information," without specifying what kind of information, it was placed in the "Other" category as the KSA has always tried to provide information on all of its activities.

### **A. Advocacy Role**

1. "Social and political concerns, activities."
2. "Bring the community of students together."
3. "The KSA speaks for students."
4. "Student advocacy, locally and nationally."
5. "Often it appears to do nothing but cause dissent. Last year, however, it did become more activist and I consider that to be a good thing."
6. "Student advocacy"
7. "Advocacy for students, particularly those suffering the effects of governance and administration policies. In the past couple of years it has become more effective, in my mind. I'm under the impression that the KSA may have financial challenges. I liked the federal all-candidates debates – that was a useful service."
8. "Lobbies for lower tuition?"
9. "They lobby government for lower tuition rates, they help students to navigate the administrative system here and provide a voice for students."
10. "The KSA was very supportive of the BCGEU strike. This was very appreciated by the KUC faculty and support staff community. I was very appreciative of the KSA representatives attending our KFA meeting in Richmond in February. I was impressed by the level of

involvement and intelligent response on matters re: the strike.  
Thank-you.”

11. “Helps the students;” (continued in numbers 29 and 46 below)
12. “Offers information to students from the (militant) student point of view; an alternative to KUC information.”
13. “Advocacy.”
14. “...activities, political activism.” (continued in number 47 below)
15. “From posters on campus... I have also noted that the Association’s executive occasionally liaises with the faculty and administration on issues of mutual interest...” (continued in number 39 below)
16. “Provides resources for students and student representation within the university.”
17. “Help students bring their interests to KUC – resolve student concerns with KUC.”
18. “Shoot from hip without thinking – strike support.”
19. “I think they provide services for the student body – as well as events of interest. I don’t think they have as strong a political voice as some other student associations do, perhaps due to the college – university different time scales.”
20. “...advocacy – internal / external; campus representatives; – media role.” (continued in numbers 41 and 54 below)
21. “...awareness raising; standing up for student rights.” (continued in numbers and below)
22. “Provides a voice, of sorts, for the student population...” (continued in number 43 below)
23. “...social activism, taking on a few social issues, I don’t know much about this area of KSA activity – but its key!! Political activism – a fair amount of media coverage – keep up the good work!” (continued in numbers 44 and 56 below)
24. “Represents student voice, even if that is sometimes confused.”

25. "Publicize the needs of students, make new and returning students feel welcome; appeal for human status in the eyes of admin."
26. "The KSA helps bring awareness of community developments and important issues regarding student needs, etc. and student contributions."
27. "Represents the students."

## **B. Events & Campus Life Enhancement Role**

28. "Social events & BBQ."
29. "Social life."
30. "Programming by and for students; student recreation." (continued from number 5 above)
31. "...provide lounge space; sometimes have special events; sometimes serve food." (continued from number 7 above)
32. "...organizes pizza / BBQ days; brings in guest speakers; runs pub nights; runs clubs..." (continued from number 11 above; continued in number 46 below)
33. "I think of the KSA as promoting a sense of community."
34. "They organize many social events."
35. "Beyond planners and the odd BBQ or sponsored event, the KSA seems not to be much of a presence."
36. "Social events for students."
37. "Support students; organizing events (BBQ)."
38. "Fosters sense of community and collegiality."
39. "Better food than the cafeteria; a good lounge for hanging out at the end of the semester."
40. "As a 'social club.'"
41. "BBQ."

42. "From posters on campus, I note that the Association is active in organizing extra-curricular events." (continued from number 15 above)
43. "...building sense of Kwantlen community – media role." (continued from number 20 above and continued in number 53 below)
44. "Takes money for dental / medical plans, rents lockers, hosts the occasional event."
45. "... Also a place for them to 'hang out!'" (continued from number 22 above)
46. "Student activities – to build student spirit, enjoyment and involvement..." (continued from number 23 above and continued in number 55 below)
47. "...social events / recreational events; awareness raising; standing up for student rights..." (continued from number 21 above and continued in number 54 below)
48. "1) Facilitates outings, special events, municipal groups; 2) reminds students they need to do fun activities besides work and study; 3) provides opportunities for dialogue and meeting friends."
49. "Organizing events to help students feel a sense of belonging; advocating for student rights within Kwantlen in the larger community; bringing awareness to the Kwantlen community (Eg. organizing cultural events, gay / bi stuff, etc.)."

### **C. Operational & Services Role**

50. "...publishes the mini-calendar / date book at the beginning of the year... publishes a newspaper;" (continued from numbers 11 and 27 above)
51. "...and services for KUC (i.e. recent pub night in Surrey, dental plan, etc.)."
52. "Services..." (continued from number 14 above)
53. "Better food than the cafeteria; a good lounge for hanging out at the end of the semester."
54. "Takes money for dental / medical plans, rents lockers, hosts the occasional event."

55. "Not very sure, not very well publicized."
56. "Games, parties, free food."
57. "Medical / Dental for students..." (continued from numbers 20 and 38 above)
58. "Student centered services (discounts)..." (continued from numbers 21 and 42 above)
59. "...The KSA designs and executes great market research surveys!" (continued from numbers 23 and 41 above)

**D. Other**

60. "Information."
61. "Provides information for the students."
62. "Has the students' best interests in mind."
63. "Elections."
64. "N/A."
65. "I'm only aware of the KSA during elections."
66. "I immediately associate KSA with alumni – as well as periodic events. In answer to your second question, I'm not sure what the Association is doing for Kwantlen students other than above."
67. "No comment."
68. "None."
69. "Do not know at this time."
70. "??"
71. "Most of all serve students to benefit from their education at KUC, both academically and socially."
72. "? – lack of first hand experience due to short time @ Kwantlen."
73. "I don't know, I'm not a student."

**9. Thinking about your past visits to the Kwantlen Student Association, what were your main reasons for visiting?**

Thirty-one (31) faculty responded to this qualitative, open-ended response question.

This represents one (1) response less than the thirty-two (32) that actually said they visited the KSA in response to question four (4)

Twelve (12) surveys had no responses to this question; while twelve (12) responded with “N/A” or “haven’t visited.”

These responses are essentially presented as is, with the “N/A” type responses being grouped at the end. No further subjective re-organization of these responses has been made.

1. “Organizing events with KSA; permission to put up posters; information gathering.”
2. “To post a for-sale ad; to check out reading material (Georgia Straight); to heck out information posters, etc.”
3. “Association sponsorship of some student events.”
4. “Never visited.”
5. “Once to ask permission to do a photo shoot in the KSA lounge; send students to ask permission to post announcements; used to pick up the Georgia Straight.”
6. “To start up a club.”
7. “To buy bus tickets or use the bank machine.”
8. “Support for student events.”
9. “Purchased some movie tickets.”
10. “Permission to post material.”
11. “I use the ATM.”
12. “I only visited to find transit information, and that was only once.”
13. “BBQ.”

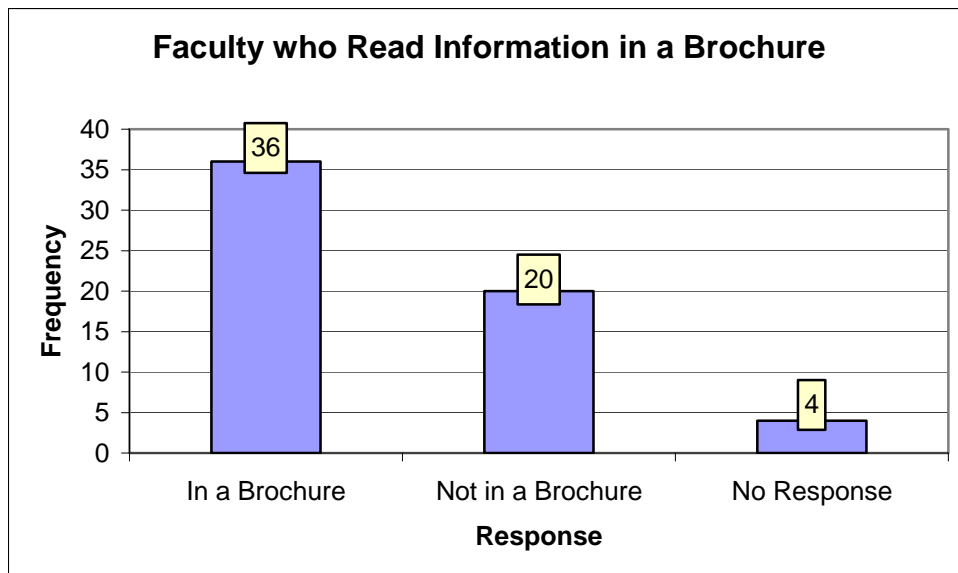
14. "Bus Schedule."
15. "To get tapes of all-candidates debates. Normally, I don't go to the Surrey campus."
16. "Use the bank machines, maybe buy some chocolate covered almonds."
17. "Coffee, pick up a traveler's guide."
18. "Buy basketball tickets (many moons ago)."
19. "Request their help to volunteer in a college-wide activity."
20. "Contact with specific KSA members. Bank machine."
21. "Bank machine, candy dispensers, borrowing ice (pop) coolers."
22. "Information."
23. "(1) I was curious and visiting; 2) I wondered where the offices were located at Richmond."
24. "Directing students there (promoting awareness). Asking about the rights of students to use KSA photocopies."
25. "To facilitate requests on behalf of my students."
26. "To invite speakers to my classes to inform about KSA."
27. "To collect information. Invite to class."
28. "Bought Playland tickets."
29. "Looking for Laura or Rigel; asking KSA to post a KFA notice."
30. "It was just for a piece of info."
31. "Sorry, haven't visited."
32. "Honestly... I hate to say it but I can't remember; I actually haven't visited this year at all."
33. "Pick up a calendar."
34. "N/A."

- 35. "N/A."
- 36. "N/A."
- 37. "N/A."
- 38. "No past visits."
- 39. "N/A."
- 40. "N/A."
- 41. "N/A."
- 42. "No comments."
- 43. "N/A."
- 44. "N/A."
- 45. "N/A."

**10. Have you ever read any information put out by the Kwantlen Student Association about its organization, services or events? If so, where did you read this information? Did you read it...**

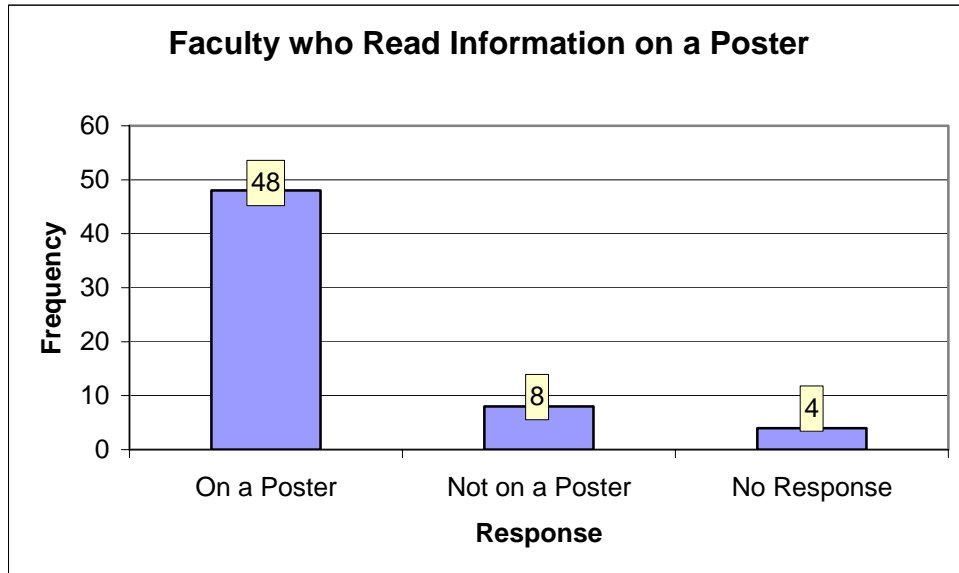
**A. In a brochure, pamphlet or leaflet?**

60.00% of respondents note that they have read information about the Kwantlen Student Association in a brochure, pamphlet or leaflet.



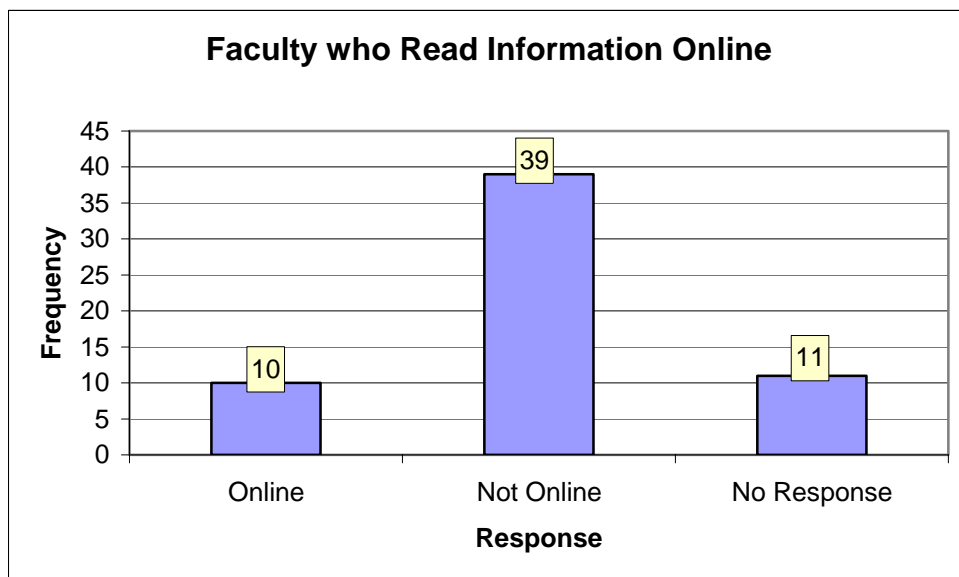
**B. On a poster posted on campus?**

80.00% of respondents indicated that they had read information about the Kwantlen Student Association on a poster posted on campus.



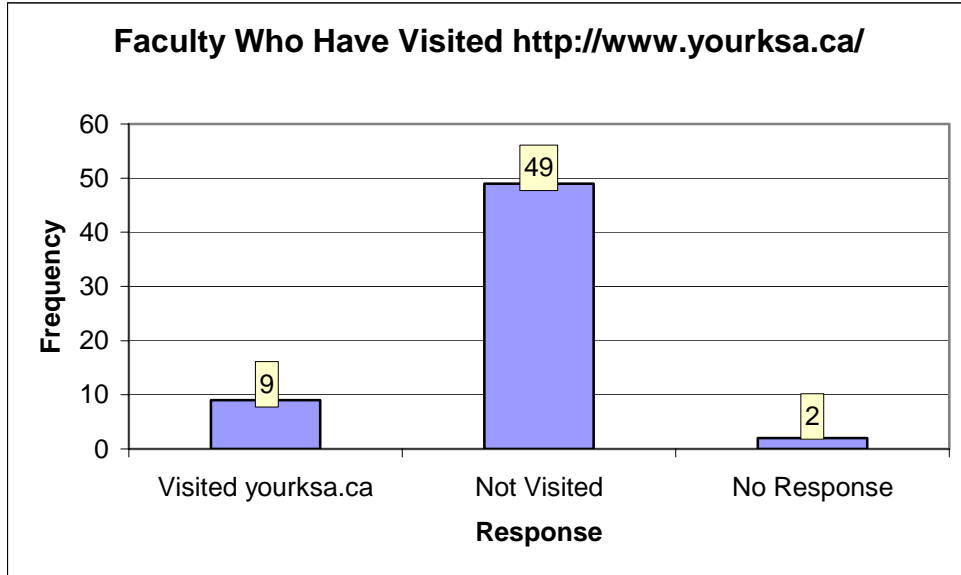
**C. On the Internet at <http://www.yourksa.ca/> or at <http://www.mykwantlen.ca/> ?**

16.67% of respondents indicated that they had read information about the Kwantlen Student Association online.



**D. Have there been other ways you have received information about the Kwantlen Student Association?**

31.67% of respondents indicated that they had received information about the Kwantlen Student Association via other means.



**E. If there have been other ways, what are they?**

Responses included:

“KSA members visiting my classes to speak directly to students.”

“Info from student participants and volunteers.”

“From students.”

“Through contact with individual students.”

“Word of mouth.”

“Being approached in person; newspaper articles.”

“Flyers handed out in lobby.”

“From students.”

“Election candidates visiting classrooms.”

“Word of mouth.”

“Directly told by members.”

“I have had many KSA students in my classes over the years. I always inquire about KSA activities.”

“Word of mouth.”

“Contact with elected KSA members.”

“Sometimes, a student representative would visit for a specific purpose, such as on the issue of a tuition increase.”

“Voicemail message.”

“Students – word of mouth.”

“Students.”

“Strike info.”

“Through students in my class who have been involved.”

“A student visited my class one day to let us know about KSA elections.”

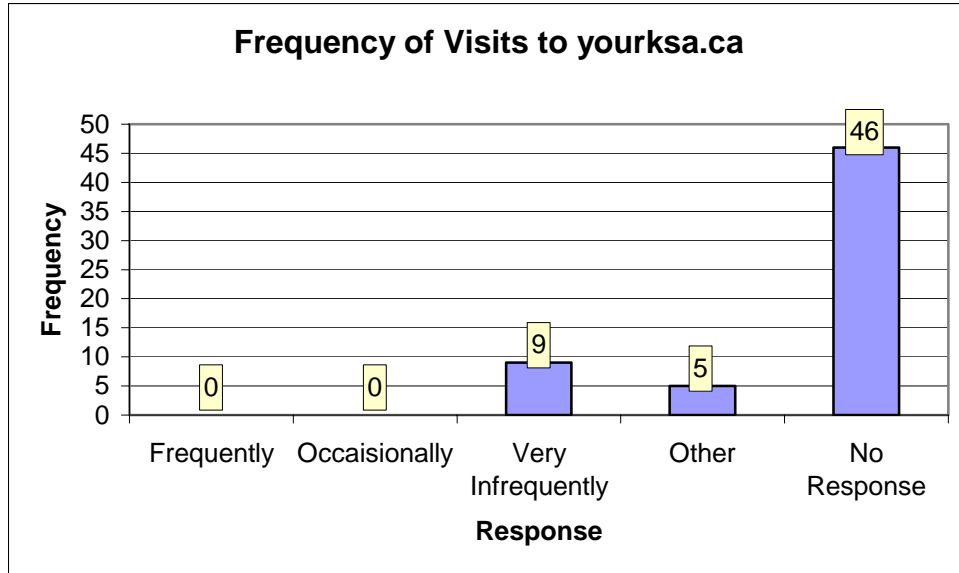
“Personally delivered info from KSA reps.”

“Phone message.”

“Student class visits. Rallies.”

11. Have you ever visited the Kwantlen Student Association Website, <http://www.yourksa.ca/> ? (If no, skip to question 14)

15.00% of respondents have visited <http://www.yourksa.ca/> .

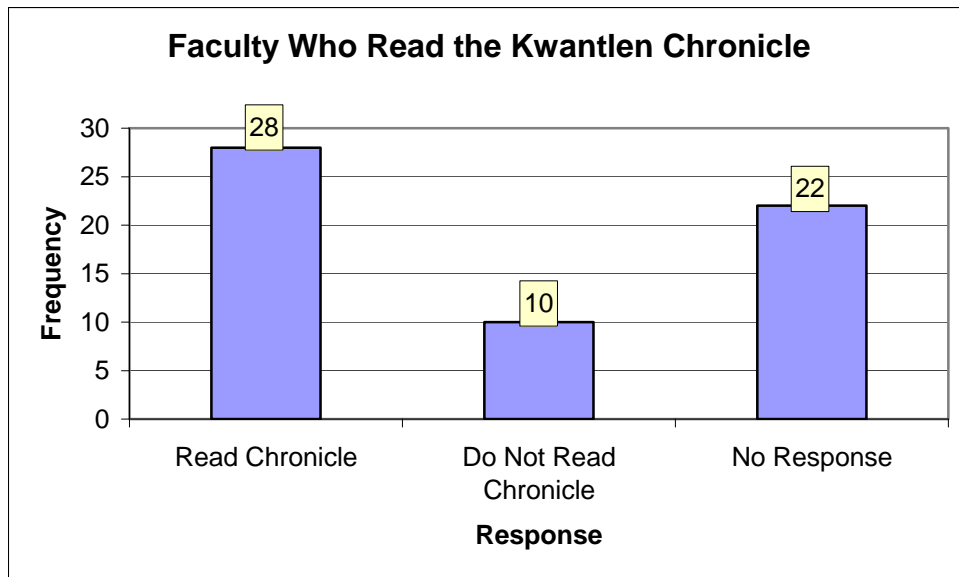


**12. How often would you say that you visit the Kwantlen Student Association website?**

The response rate for this question was low, for question 11 stated: “(If no, skip to question 14)”.

The possible set of responses a respondent could chose from were defined in the following manner:

- Frequently – several times per week
- Occasionally – several times per month
- Very Infrequently – several times per semester
- Other (Specify)



For those respondents who indicated “Other,” there were five (5) responses that are specified as follows:

1. “Never.”
2. “Never.”
3. “Never.”
4. “Rarely.”
5. “Never.”

Obviously, three (3) of these respondents didn’t read: “(If no, skip to question 14)” that appeared with question eleven (11).

**13. Thinking about your past visits to the Kwantlen Student Association website, what were your main reasons for visiting? Please list any that come to mind right now.**

Eight (8) respondents indicated exactly why they had visited the Kwantlen Student Association website with the following qualifying points:

1. "General interest."
2. "Information / attitudes re: BCGEU dispute."
3. "Contact info."
4. "Learn about support action that KSA was planning in order to inform my students."
5. "Information."
6. "Just browsing the Kwantlen website."
7. "To find information on events; to get contact info for KSA officials."
8. "Just to look."
9. "N/A."
10. "N/A."

## 14. Do you...

In the original draft of the survey, which went out to approximately 100 respondents, there was a mistake on question 11 that asked respondents to skip to question 15 if they answered no to question 11. It should have read as follows:

(If no, skip to question 14)

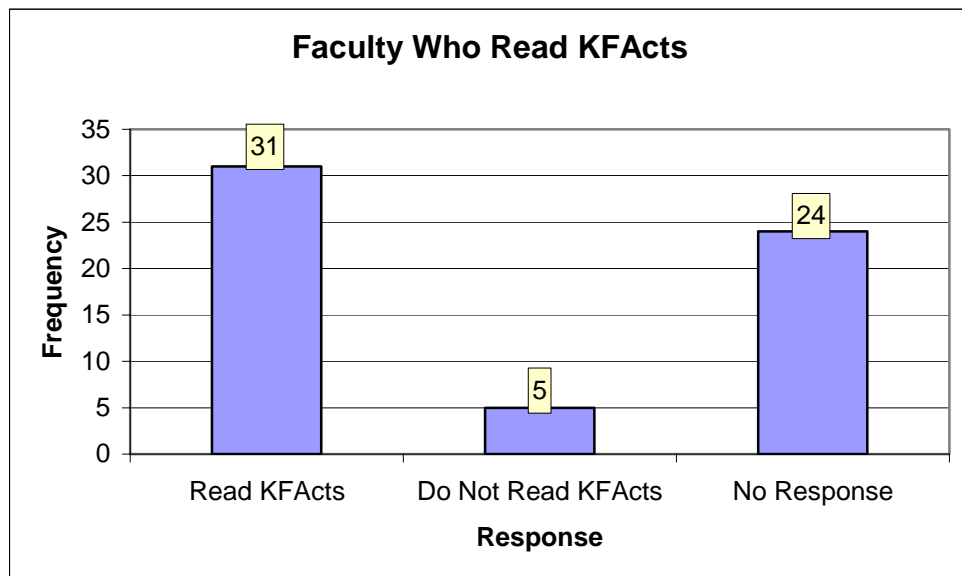
This mistake was noticed and hand-written corrections were made on the remaining surveys before they were delivered.

As such, the response rate for question 14 is lower than it should have been.

An attempt to re-poll this question may be made at a later date by contacting those faculty members who did not respond to the question and did identify that they had completed the survey by leaving us with their contact information.

### A. Read the Kwantlen Chronicle?

46.67% of respondents read the Chronicle.

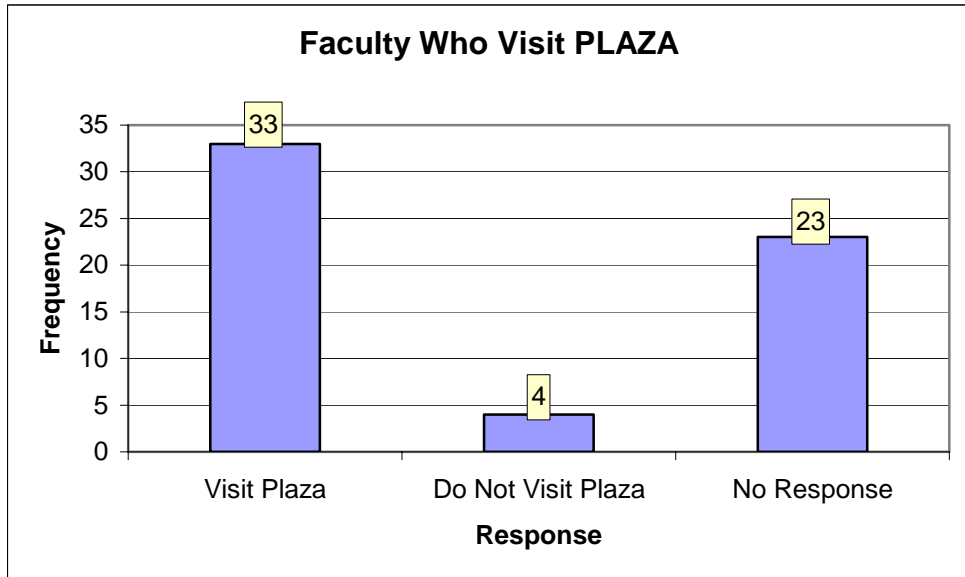


One respondent noted:

"It looks like students do not either, as there is an excess of papers on campus."

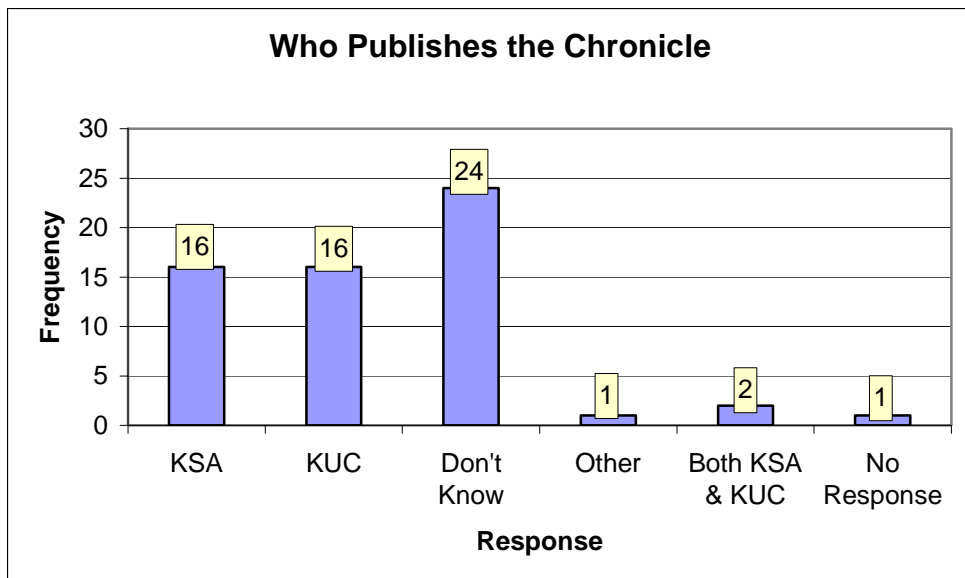
### B. Read KFAcTs?

51.67% of respondents read K-Facts, the monthly newsletter published by the Kwantlen Faculty Association.



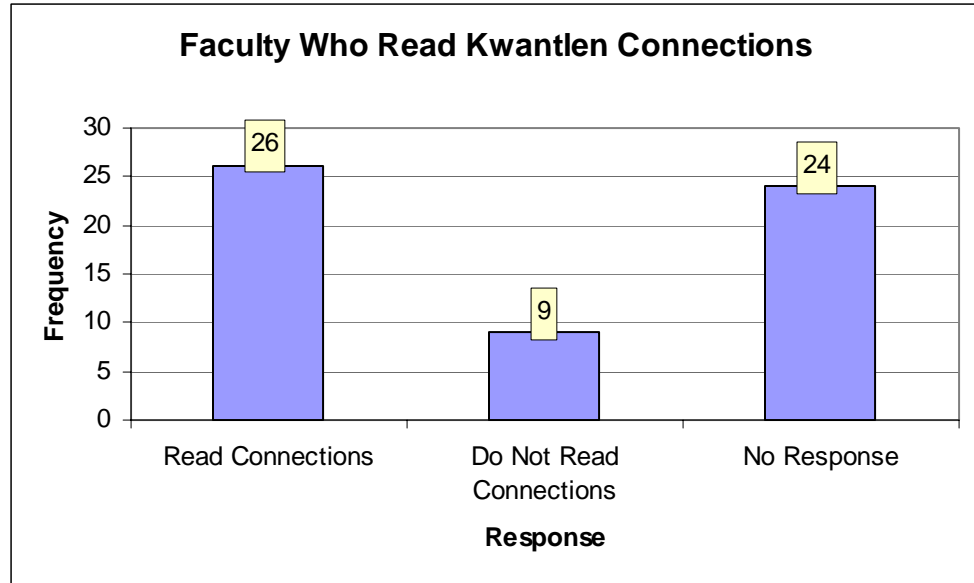
### C. Visit the Kwantlen Employee Plaza website?

55.00% of respondents visit PLAZA, the Kwantlen Employee website.



#### D. Read Kwantlen Connections?

43.33% of respondents read Kwantlen Connections, the newsletter published by Kwantlen University College.



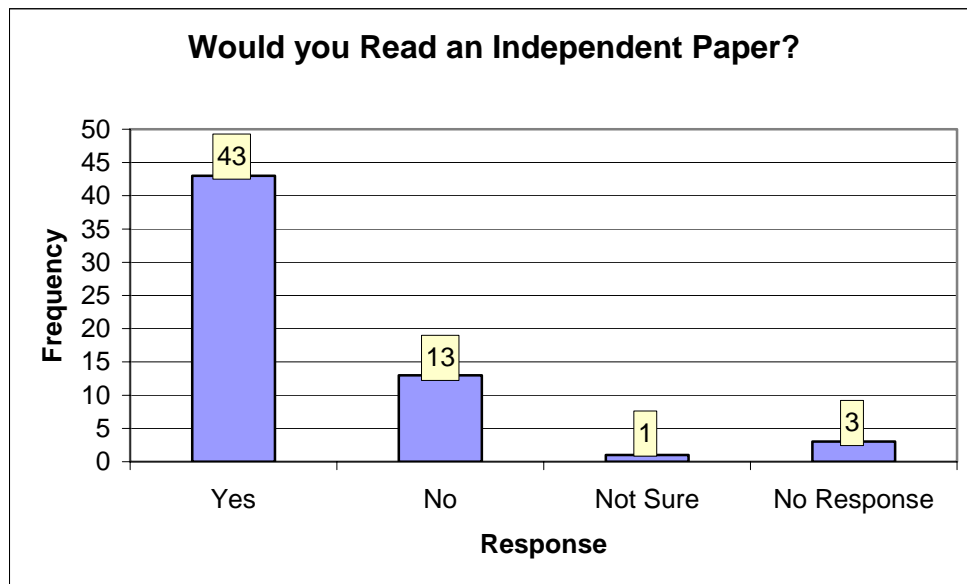
## 15. Who do you think publishes the Kwantlen Chronicle?

There were three possible responses for respondents to choose from, as follows:

The KSA  
Kwantlen University College  
Don't Know

26.67% of respondents correctly know that Kwantlen University College publishes the Chronicle.

Where respondents indicated another answer, their response was recorded. In some cases, as shown, their response was represented in the graph.



As noted above, some respondents did indicate another answer, often by simply writing their comments directly onto the survey. The comments are as follows:

“KSA I think, but I believe it’s KUC.”

“KSA and journalism students?”

“Don’t know – thought it was journalism students.”

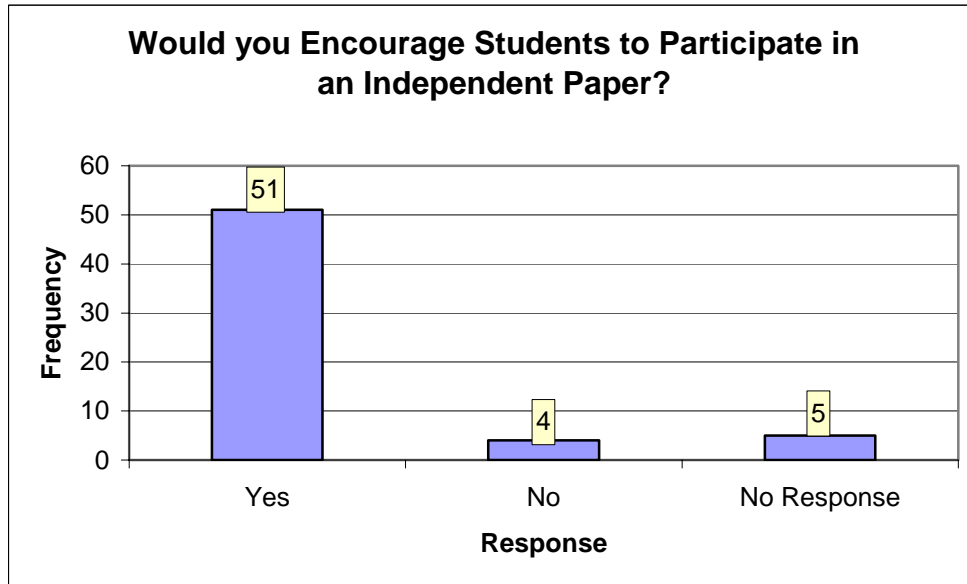
The following respondents correctly identified Kwantlen University College and emphasized their knowledge through the following comments:

“Journalism program.”

“Journalism students.”

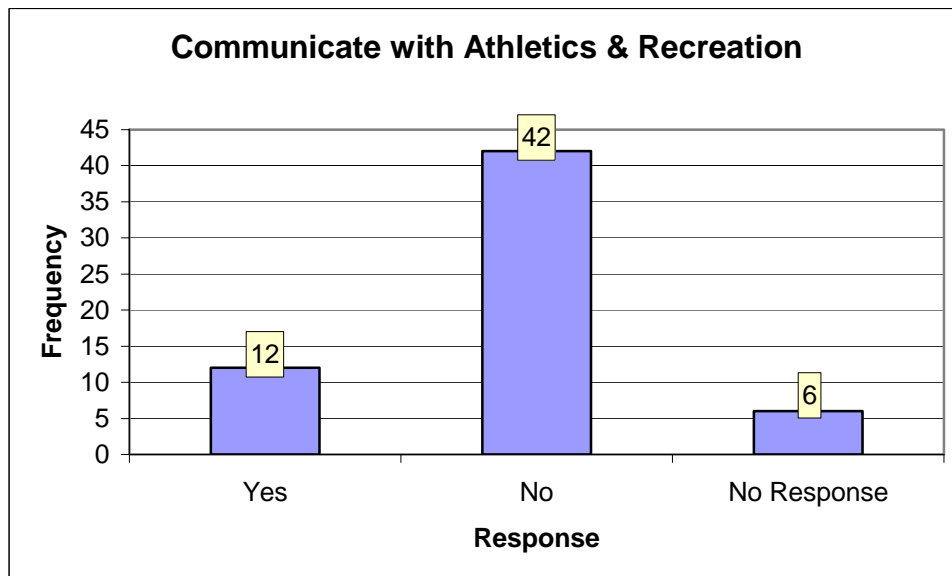
**16. Would you read an independent newspaper, published and produced separately from the Kwantlen Chronicle, with articles written by students for students?**

71.67% of respondents indicated that they would read an independent student newspaper.



**17. Would you encourage students to participate in an independent newspaper, published and produced separately from the Kwantlen Chronicle, with articles written by students for students?**

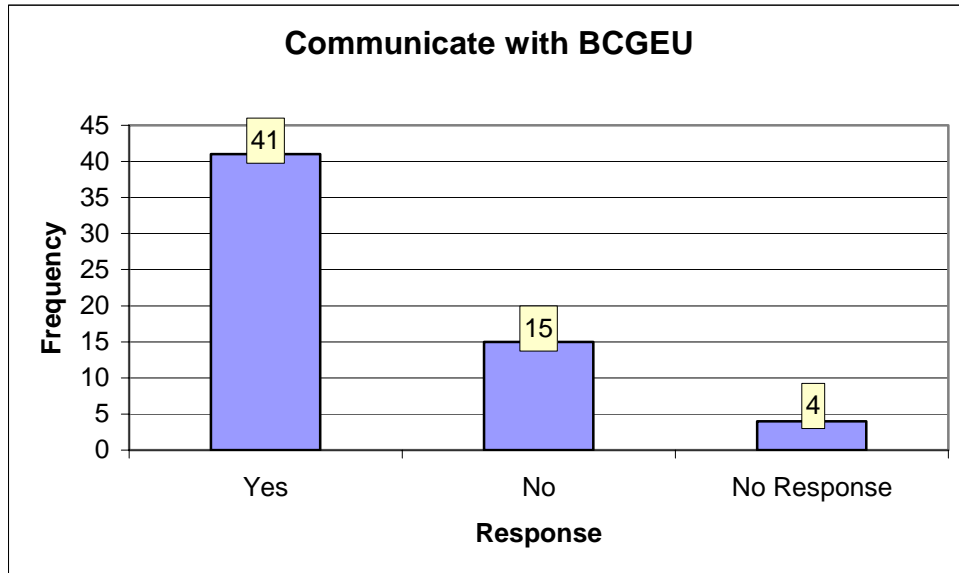
Question 17 presented a slight difference from Question 16 in that it asked if faculty would promote an independent paper to students. 85.00% of respondents indicated that they would help promote such a paper.



**18. Do you communicate with, or keep up to date about, the following on campus / groups organizations and services...**

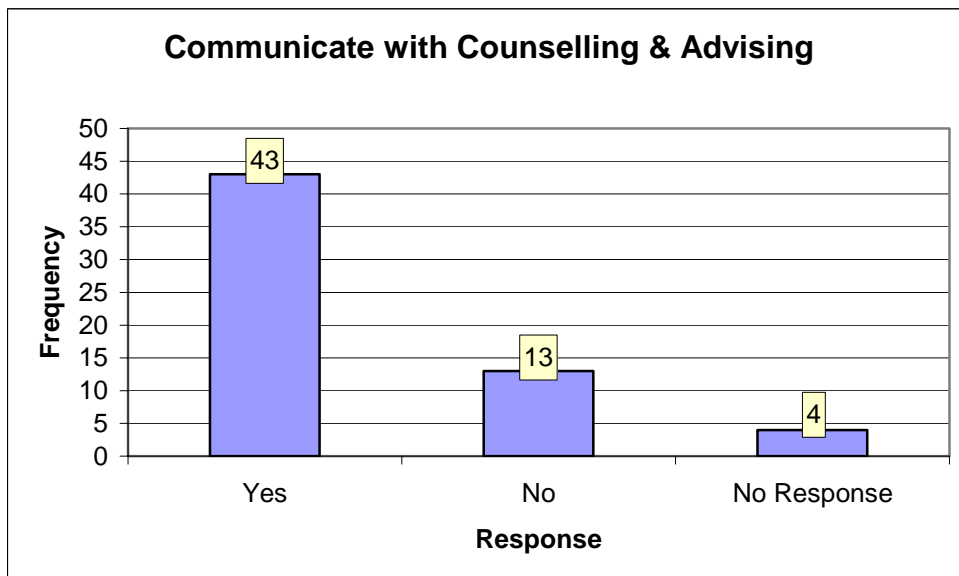
**A. Athletics & Recreation**

20.00% of respondents indicated that they communicate with Athletics.



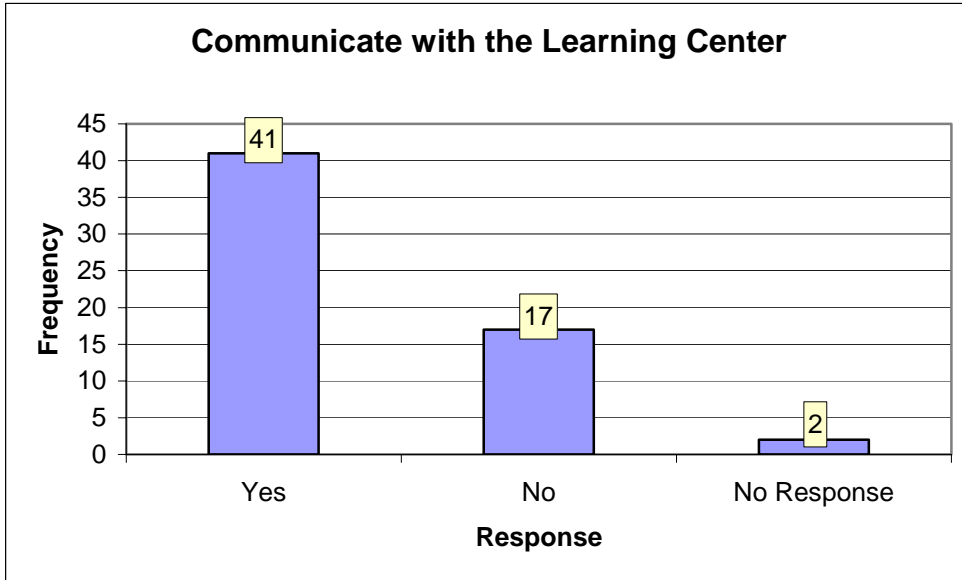
**B. the B.C.G.E.U. (BC Government Employees Union)**

68.33% of respondents communicate with the BCGEU.



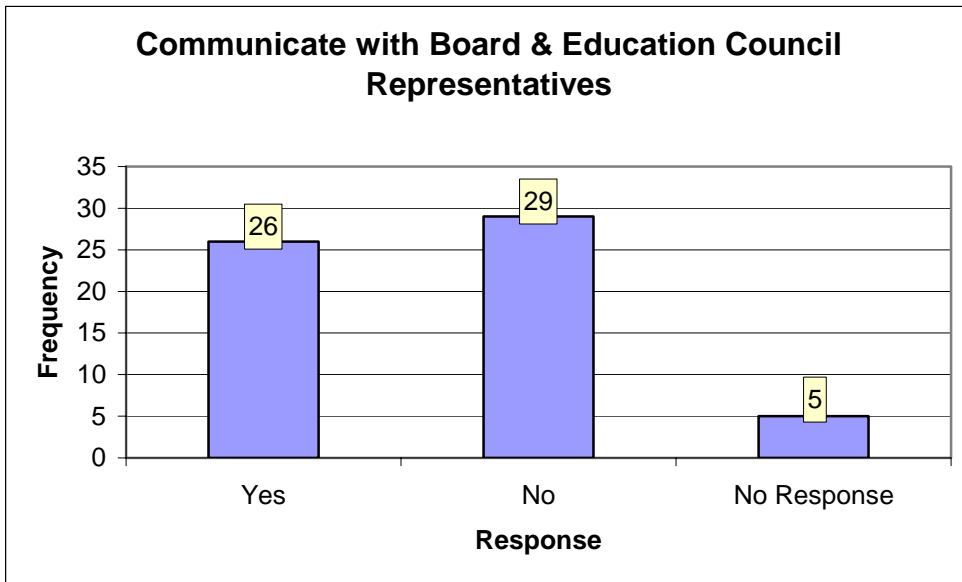
### C. the Bookstore

86.67% of respondents communicate with the Bookstore.



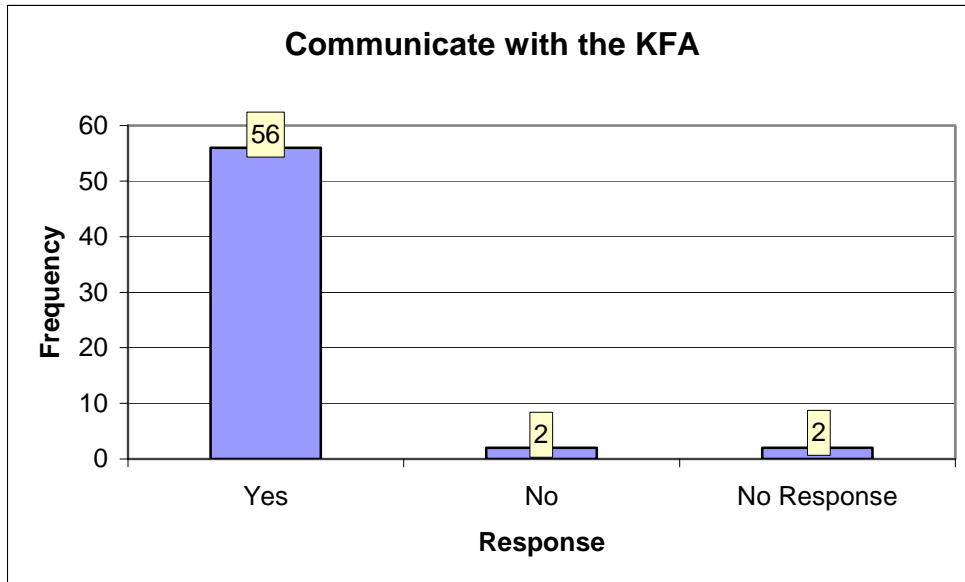
### D. Counseling & Advising

71.67% of respondents communicate with Counseling & Advising.



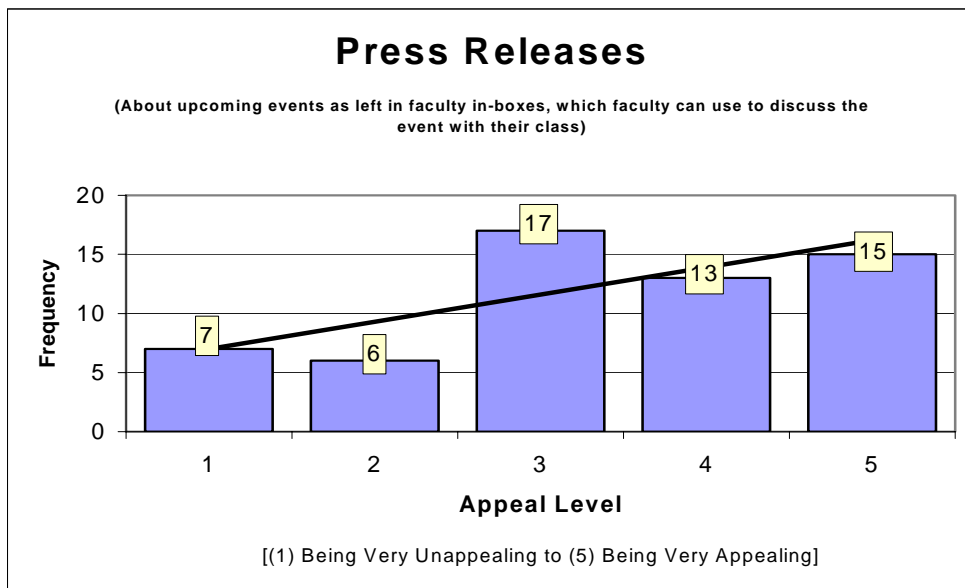
### E. the First Year Experience Program

45.00% of respondents communicate with the FYE program.



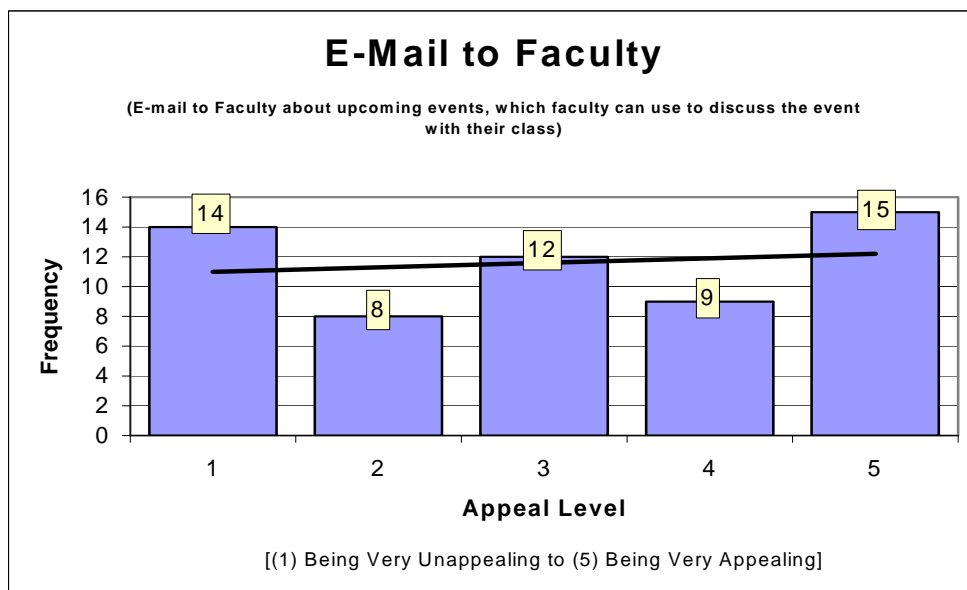
### F. the Learning Center

68.33% of respondents communicate with the Learning Center.



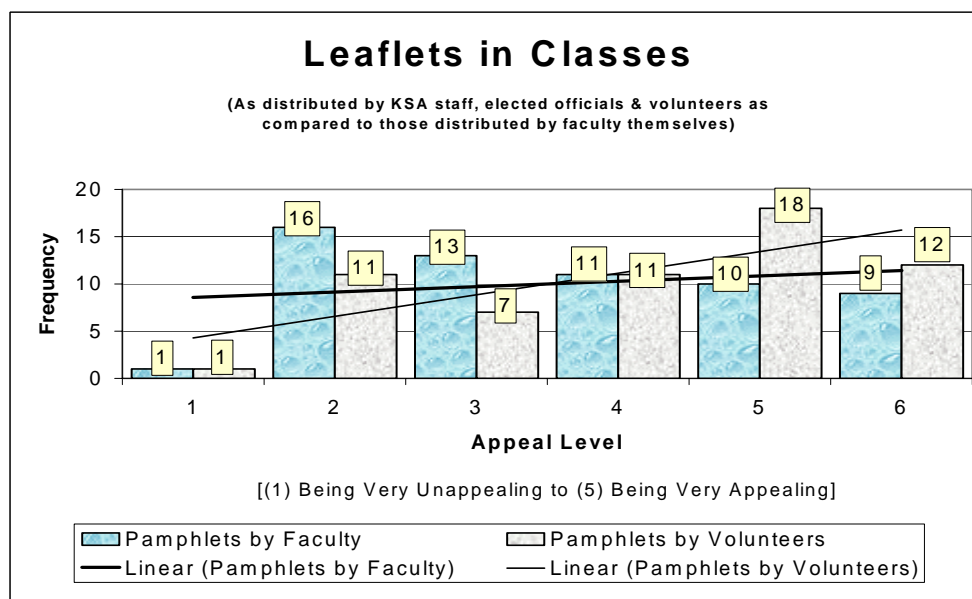
### G. Kwantlen Board & Education Council Reps

43.33% of respondents communicate with their faculty Board & Education Council Representatives.



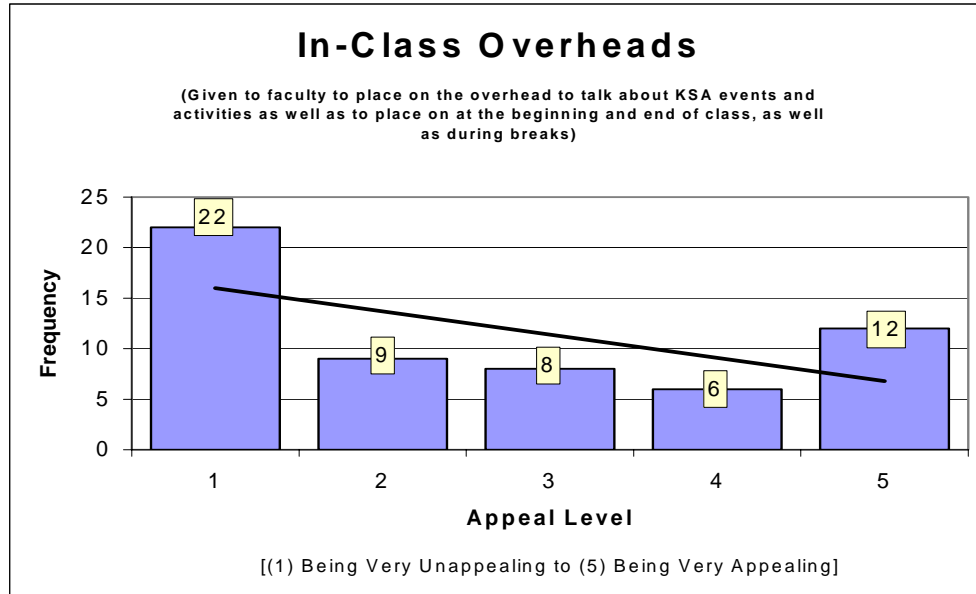
#### H. the KFA (Kwantlen Faculty Association)

93.33% of respondents communicate with their union, the KFA.



## I. the Kwantlen Alumni Association

8.33% of respondents communicate with the Kwantlen Alumni Association.



Technically, this was a trick question. Kwantlen does not formally have an Alumni Association, however it does have an Alumni Relations Department.

As such, respondents cannot be faulted for responding in the affirmative to this question as they most likely keep in touch with the Relations Department.

Information on the department can be found here:

<http://www.kwantlen.ca/alumni.html>

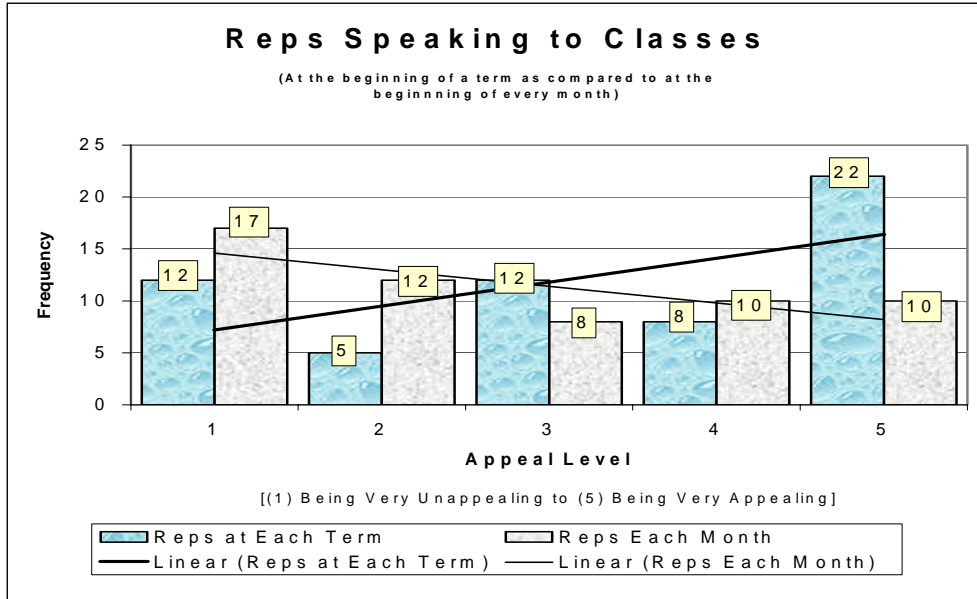
Last summer, a series of focus groups were organized to discuss the possibility of setting up a formal Alumni Association, however, nothing has formally been setup in regards to this endeavor.

Only one respondent correctly identified the following fact:

“Does not exist now.”

## J. Kwantlen Job Placement

15.00% of respondents communicate with Job Placement.



## K. Other Groups? (Please Specify)

There were three (3) responses to the open-ended question of whether or not there are other groups on campus that respondents communicate with:

1. "Various other committees I sit on."
2. "Kwantlen Psychology Students Association"
3. "?"
4. "N/A."

**19. The Kwantlen Student Association is looking for ways to better reach and keep in touch with the Kwantlen Community. Thinking now about your own interests and your own willingness to support and use the following communication tools, as well as the interests of students, how would you rate the appeal of each of these following communication tools, on a SCALE OF (1) to (5) from (5) BEING VERY APPEALING TO (1) BEING VERY UNAPPEALING...**

One respondent rightly remarked that:

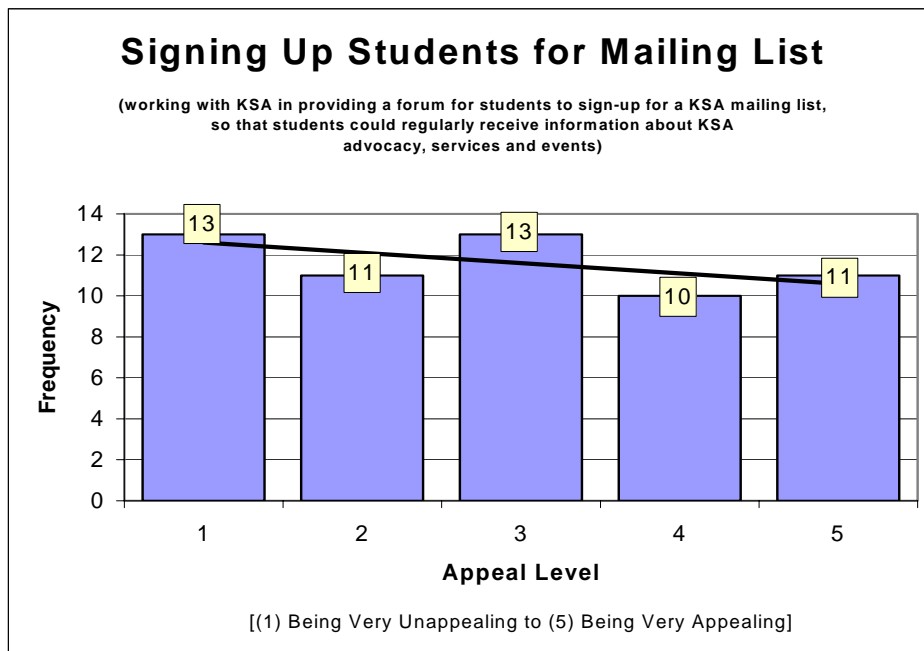
“Reversing numerical order is an invitation to disaster on a survey.”

The respondent was referring to “on a SCALE OF (1) to (5)” and noted that it should have read, “from (1) BEING VERY UNAPPEALING TO (5) BEING VERY APPEALING.” The advice was well taken and the future student surveys have been adjusted accordingly. Fortunately, no confusion seems to have arisen due to the wording of the question.

**A. Press releases / brochures to faculty about upcoming events as left in faculty in-boxes, which faculty can use to discuss the event with their class.**

Of the nine (9) options presented to respondents for rating, option (A) proved to be the most popular. The linear trend-line for this option clearly trends towards the positive.

There was only one (1) non-response to this option.



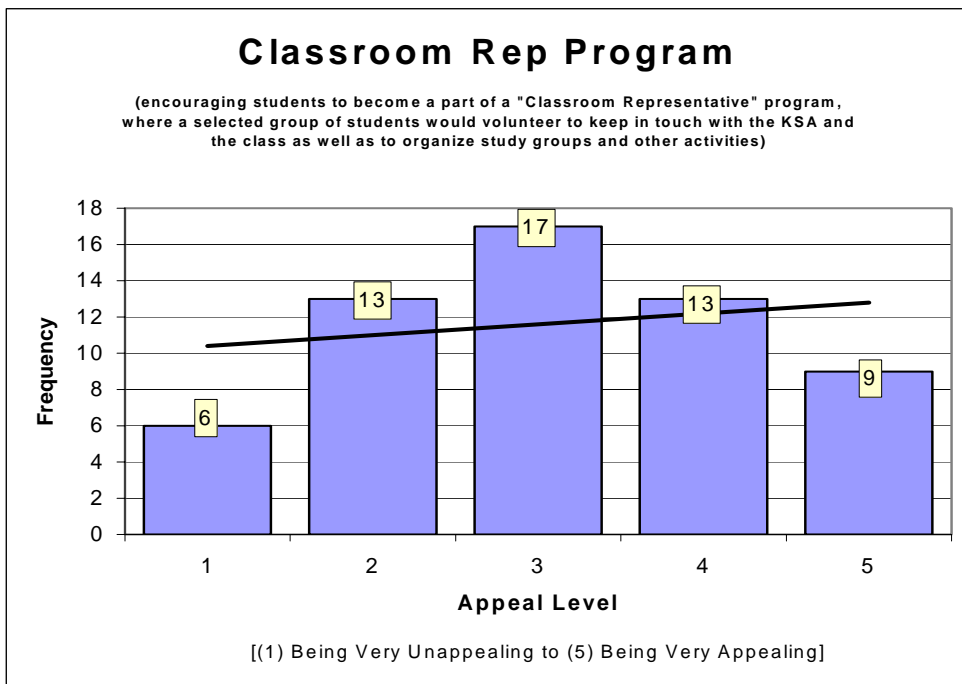
One faculty noted:

“The KSA should look at other venues to communicate their events to students other than the classroom – i.e. online postings.”

**B. E-mail sent to faculty with information about upcoming events, which faculty can use to discuss the event with their class.**

Response to this option was fairly flat across the scale, with the trend-line for this option trending only slightly towards the positive.

There was only one (1) non-response to this option.

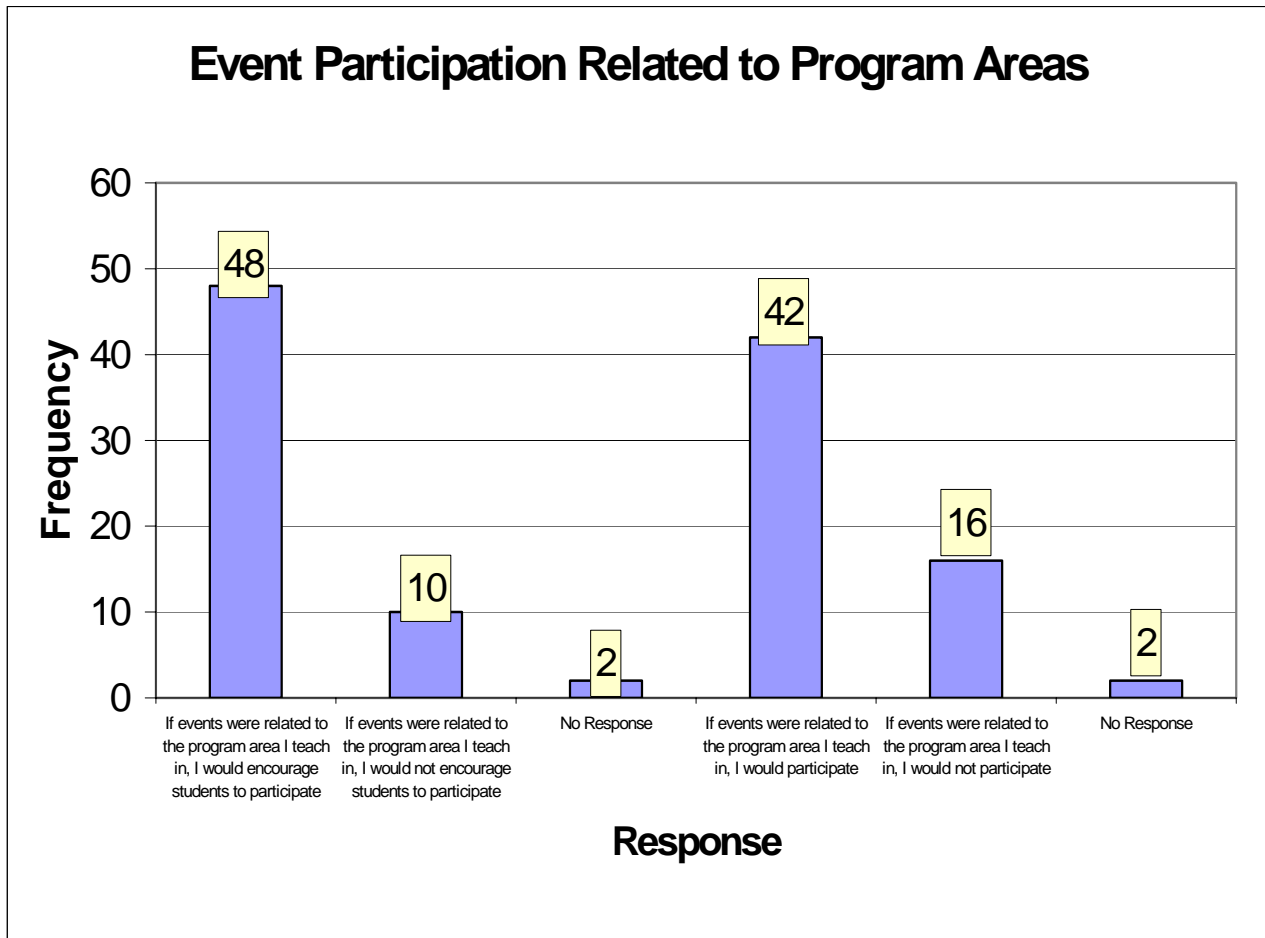


**C. Pamphlets and leaflets left in classrooms by Student Association members and volunteers leading up to an event (faculty has no control over the distribution of leaflets).**

*As compared to...*

**D. Pamphlets and leaflets about upcoming events left with faculty to distribute to their classes (faculty has control over the distribution of leaflets).**

Although both options trend positive, faculty clearly prefers pamphlets and leaflets as left in classrooms by Student Association members and volunteers. There was only one (1) non-response to these options.



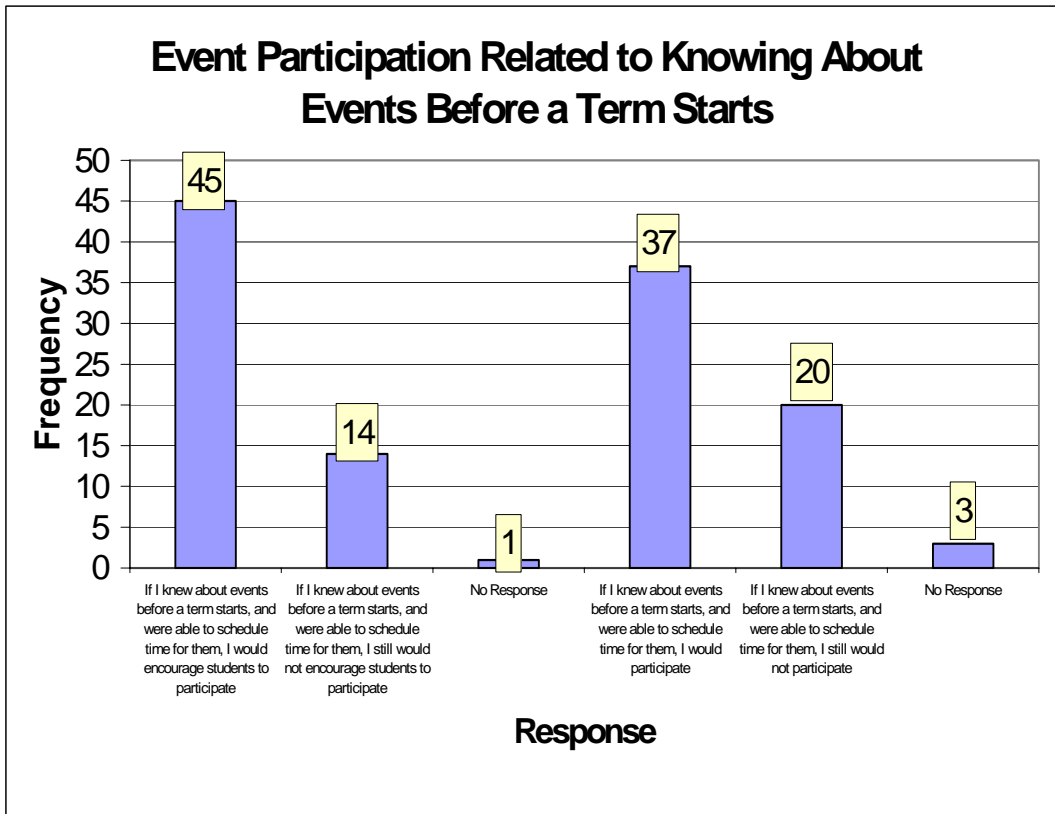
Two (2) respondents noted that:

1. "Leaflets get very messy in classroom."
2. "I worry about all the paper though."

**E. Overheads about upcoming events left with faculty that can be put up at the beginning & end of classes as well as during breaks for students to see.**

Of all options, option (E) appears to be the least favourable to respondents with the trend-line clearly trending towards the negative.

There were three (3) non-responses to this option.



One (1) respondent noted:

1. "Too much plastic."

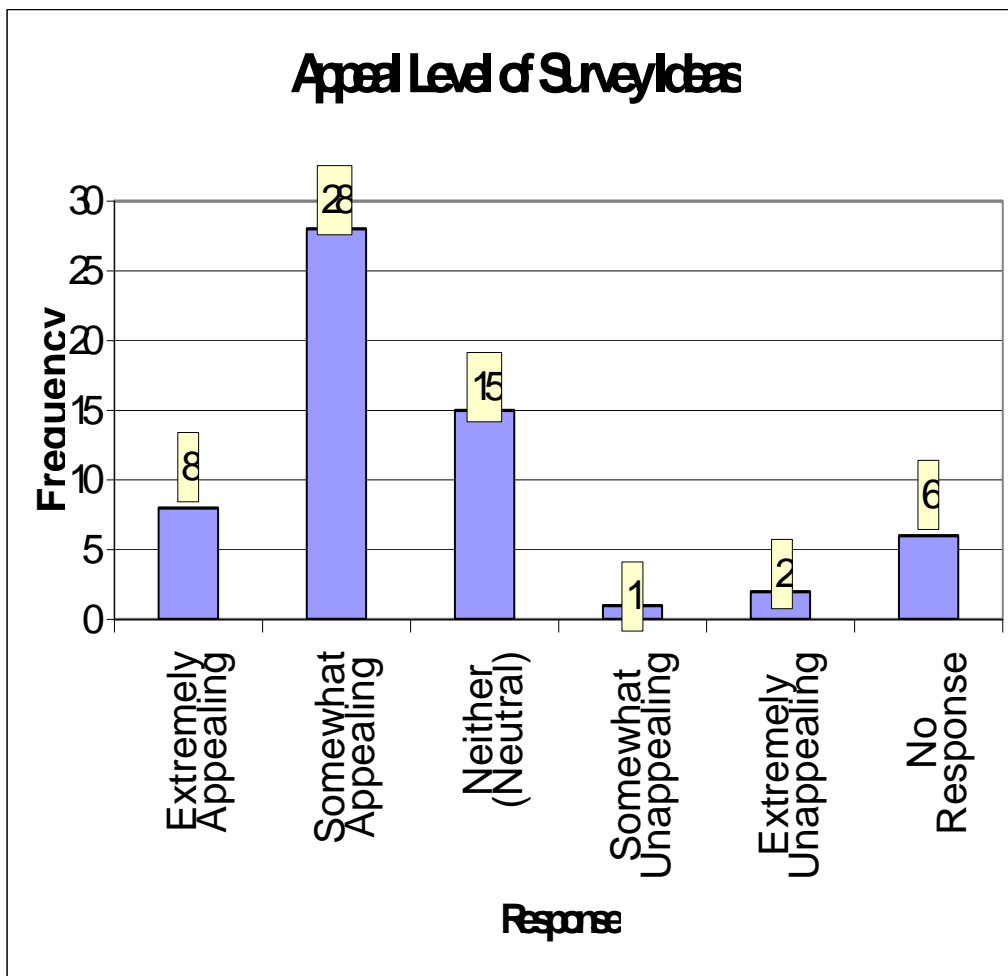
- F. Allowing representatives from the Student Association to speak with classes for five to ten minutes at the beginning of the semester about the advocacy, events and services of the Student Association.

*As compared to...*

- H. Allowing representatives from the Student Association to speak with classes for five to ten minutes at the beginning of each month about the advocacy, events and services of the Student Association.

Clearly, respondents prefer representatives of the Student Association speaking to classes at the beginning of a term as opposed to at the beginning of each month.

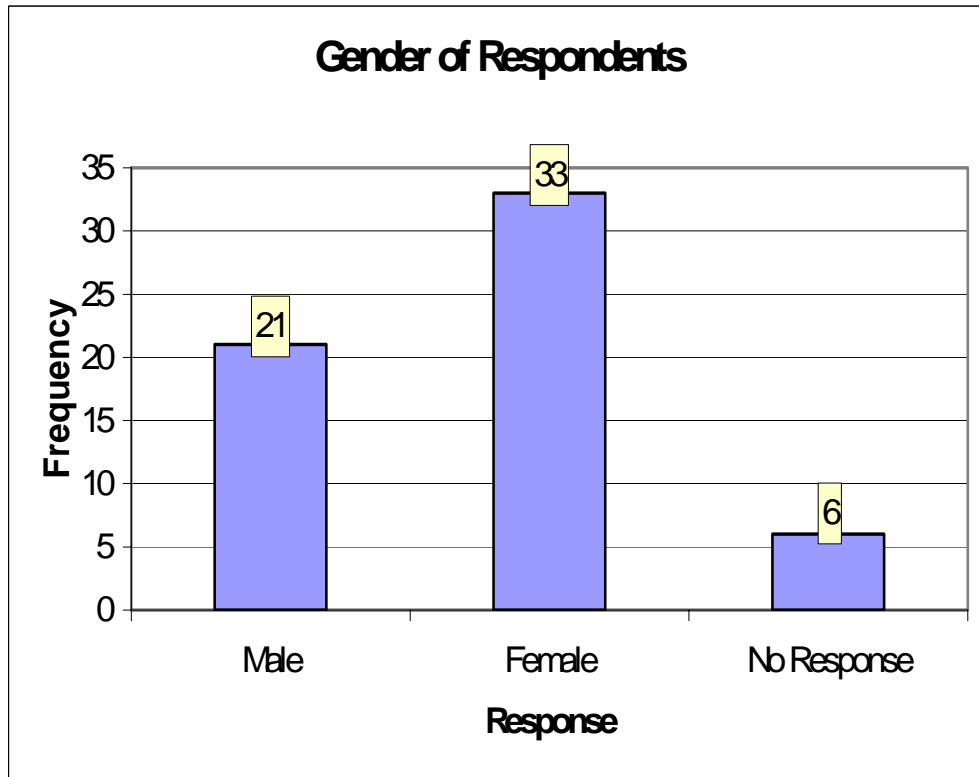
There was only one (1) non-response to option (F) and two (2) non-responses to option (H).



**G. Working with the Student Association in providing a forum for students to sign up for a Student Association mailing list, so that they could regularly receive information about Student Association advocacy, services and events.**

Respondents found option (G) to be unfavourable.

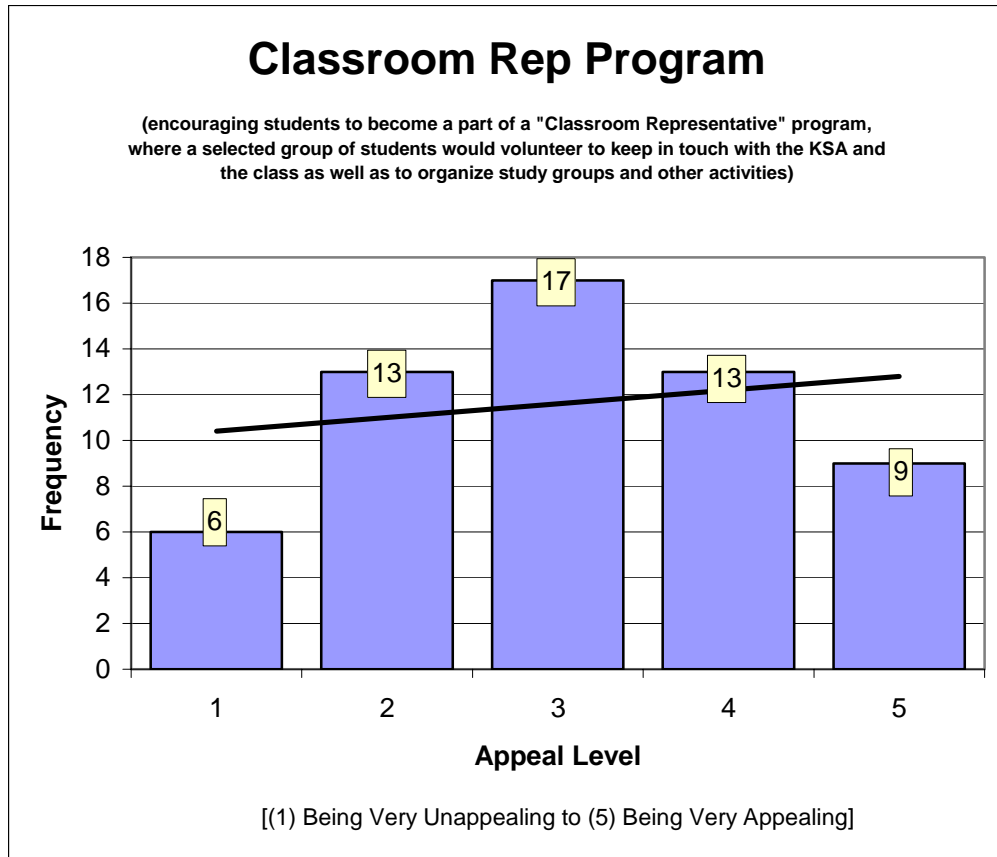
There were only two (2) non-responses to this option.



- I. Encouraging students to become part of a “Classroom Representative” program where a select group of students would volunteer to keep in touch with the KSA and the class, as well as to organize study groups and other class related activities.

Respondents were somewhat favourable to the program, with the trend-line for this option trending towards the positive.

There were only two (2) non-responses to this option.

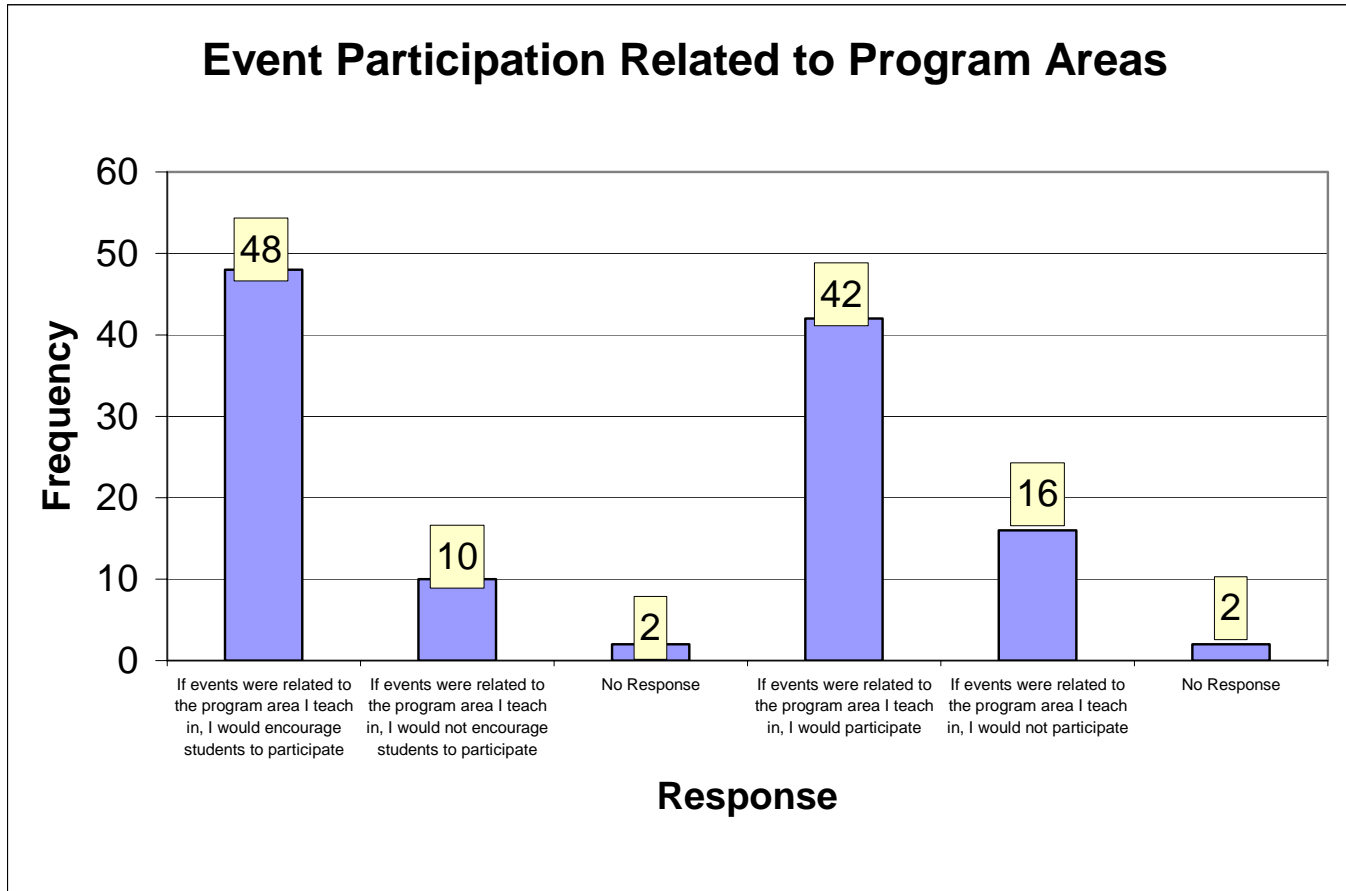


20. If KSA events (such as comedy acts, monologues, guest speakers / lecturers) were related to the program area you teach in, would it increase your chances of encouraging students to participate in them?

*As compared to...*

21. Would it increase your chances of participating in them?

80.00% of respondents indicate that they would encourage student participation in events related to their program area. 70.00% of respondents also indicate that they would participate in events related to their program area.

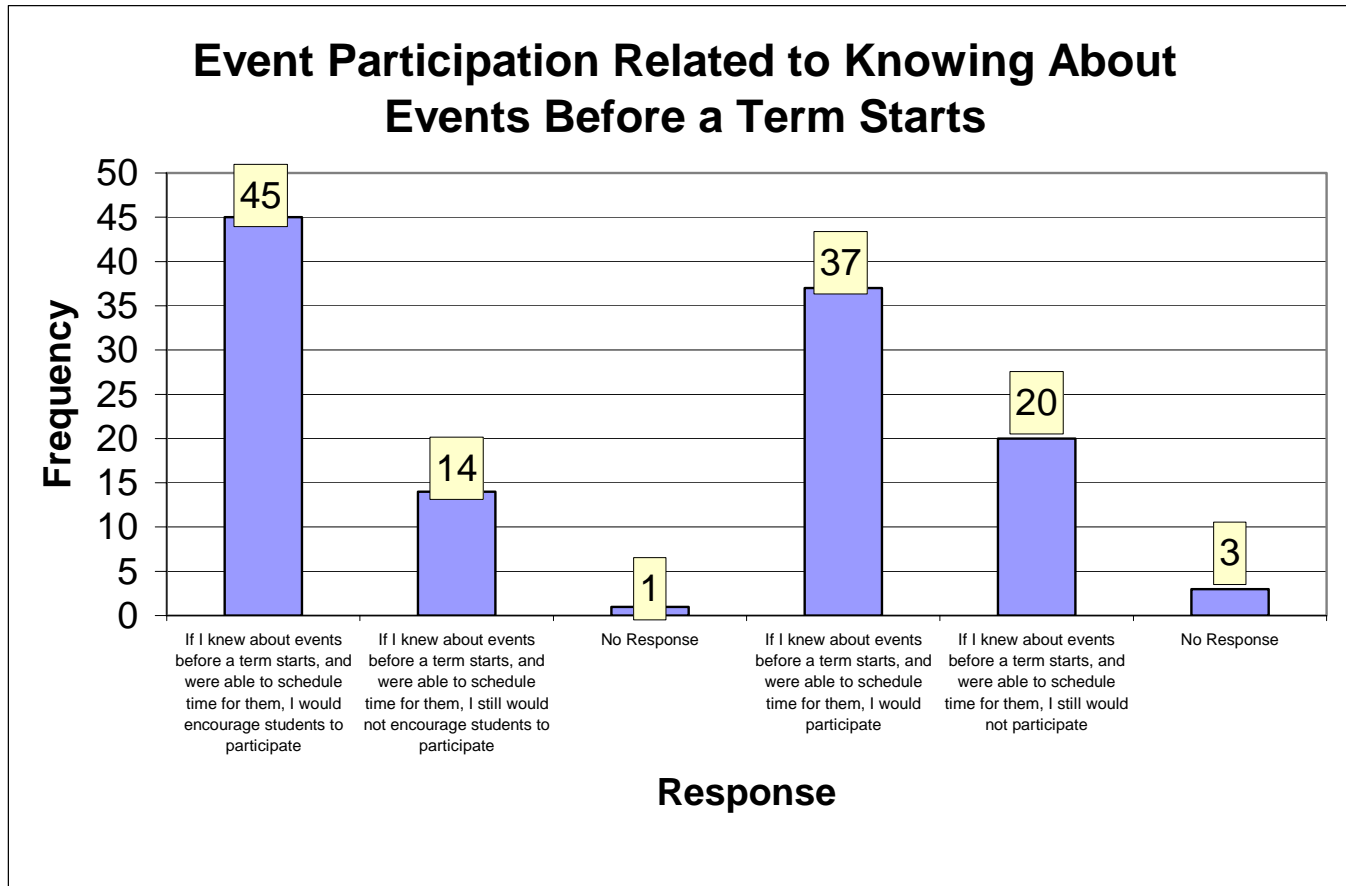


**22. If you knew about KSA events before a term starts, and were able to schedule time for them, would that increase your chances of encouraging students to participate in them?**

*As compared to...*

**23. Would it increase your chances of participating?**

75.00% of respondents indicated that they would encourage student participation in events if they knew about them before a term started. 61.67% indicate that they would participate if they knew about them before a term started.



Seven (7) respondents chose to qualify their responses to questions 20, 21, 22 and 23, with the following responses:

1. "Depends."
2. "Sometimes."
3. "Depends."
4. "Never that organized."
5. "Don't know."
6. "Maybe."
7. "Maybe."
8. "Probably – good intentions, but I'm not a student though."
9. "Not applicable to my subject matter (math)."
10. "Don't know."
11. "Depends on how relevant they were."
12. "Probably..."
13. "Depends on how relevant they were."
14. "?"

**24. Considering your own daily schedule of courses and other obligations, as well as those of your students, please list any other means the Kwantlen Student Association could utilize to get information about Student Association events, services and advocacy to students.**

Respondents recorded the following comments, as subjectively organized from the positive to the negative:

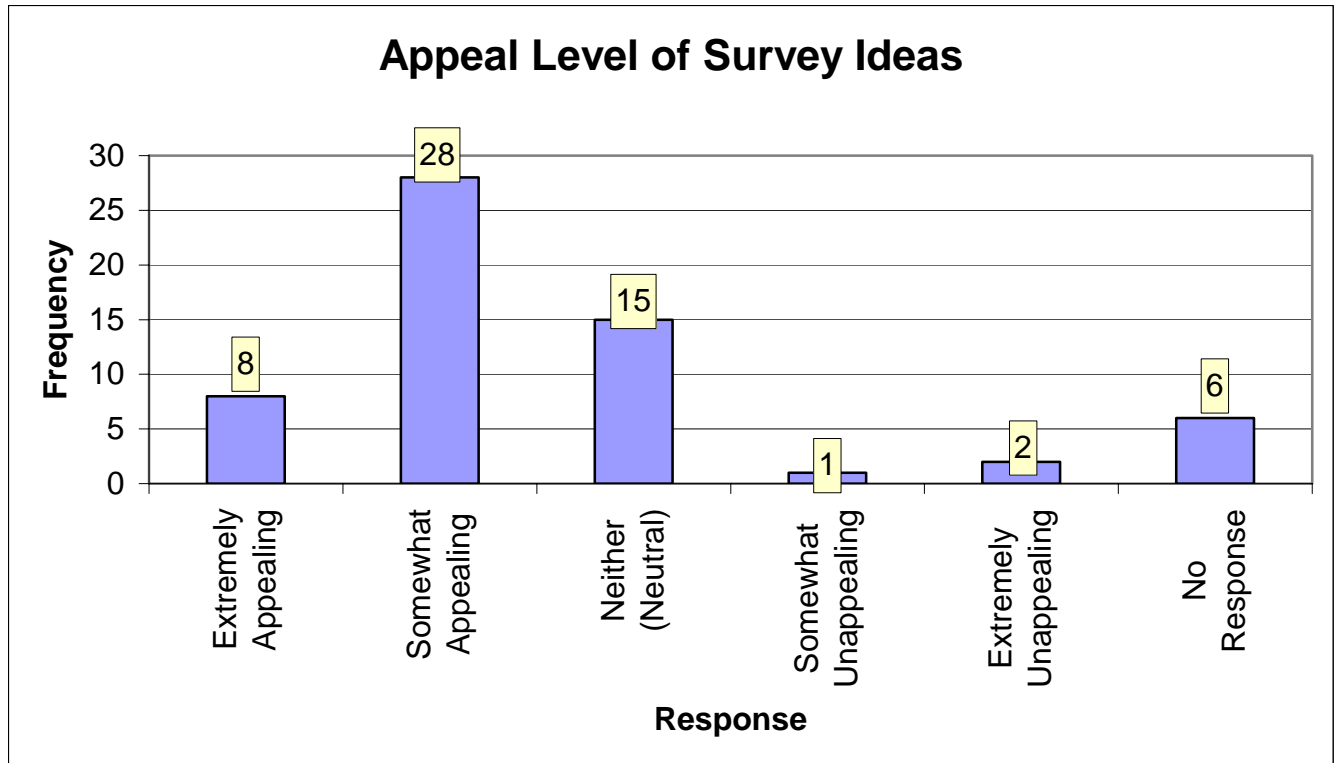
1. "Can't think of any others."
2. "More bigger, better banners and posters."
3. "I think e-mail and speaking in the classrooms is the best followed by posters and brochures."
4. "I like the personal touch. The very best being a person coming into the classroom to talk about the association and its activities."
5. "We can all encourage students to use the mykwantlen.ca e-mail service."
6. "I think the various proposals above are exhaustive short of walking around with a bull-horn."
7. "Come to department meetings (held monthly) and make a short 5 – 10 minute student / KSA update. All faculty departments have these meetings."
8. "TV monitors with event info, similar to those at Langara."
9. "If you want students to be involved you have to take your message to them. Don't just put up posters in the KSA area and wait. Bring important notices (dental / medical opt-out dates, etc.) to the class. Do more "stuff" too. For many I think the perception may be that all that money gets given to you goes to a couple of hot dog days per semester."
10. "Booths in G-Building."
11. "Local radio stations."
12. "Radio, community newspapers."
13. "Additional posters (especially in classrooms); notice board announcements, keep website up-to-date."

14. "mykwantlen site."
15. "E-mail lists."
16. "I think posters are good or e-mails to instructors and students. and.. actually... those voice mails you've been sending do actually alert me. I was looking for this questionnaire and felt more motivated to complete it."
17. "Mainstreeting on campus."
18. "They love blog sites or web zines, plus e-mail."
19. "Faculty do not have time to advertise events through discussions in class. Postings, e-mail and mail-outs to students is a better route to go. The faculty announcement approach is not always appreciated by students."
20. "Information booths, etc. for students – areas where students congregate. I don't think the classroom should be used to promote KSA events."
21. "not inside class times. Use of bulletin boards; student to student contact outside of class."
22. "?"
23. "Use of Kwantlen's main website – under students."

**25. Now, thinking about the ideas and information presented in this survey regarding the marketing of the Kwantlen Student Association to the student body, would you say these ideas are...**

61.02% of respondents found the ideas presented in the survey to be appealing. One respondent declined to respond as they noted:

“N/A – I’m not part of your audience, so not qualified to answer!”



Other comments by respondents included:

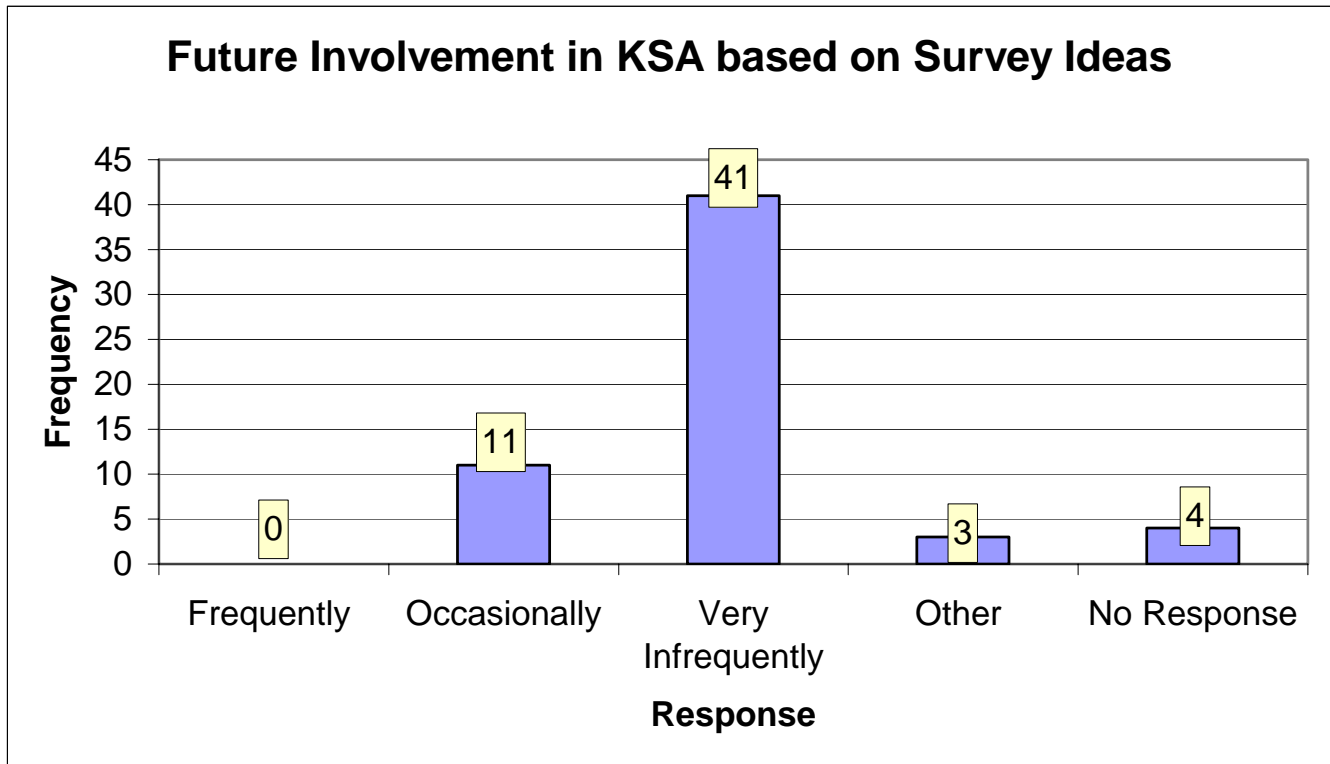
1. (next to Extremely Appealing) “Because it’s an important organization.”
2. (No Response) “I’ve already rated each one individually.”

**26. Thinking of the ideas and information presented in this survey regarding the marketing of the Kwantlen Student Association to the student body, please indicate your likely future involvement with the Student Association...**

The possible set of responses a respondent could chose from were defined in the following manner:

- Frequently – several times per week
- Occasionally – several times per month
- Very Infrequently – several times per semester
- Other (Specify)

68.33% of respondents still indicated that their involvement level with the KSA would continue to be infrequent.



Other comments by respondents included:

1. "Sorry – it's a time thing."

**27. Now to finish off this survey, are there any thoughts or suggestions about the Kwantlen Student Association that you would like to add?**

1. "The KSA is doing interesting things lately and anything worthy of support can be publicized in my classes. But it's a student association so faculty involvement at any level should be quite peripheral."
2. "Raise your profile. Students need to see the benefits of being part of the KSA beyond beer nights, noon hour activities, etc."
3. "More inter-campus communication. Newsletters?"
4. "Keep up the good work! =)"
5. "Best wishes."
6. "I wish Kwantlen students were more politically aware and active regarding education funding and access issues. I'd like to see the KSA keep working to raise student's awareness."
7. "KSA students do exceptional work for KUC's population. I have noticed however, many have sacrificed their own academic standing by missing classes and assignments because of KSA duties."
8. "Be wary of publishing a newspaper unless you are up to speed with the latest developments in defamation. The awards are huge and could easily bankrupt the KSA. If you start a paper, get libel insurance and read the policy very, very carefully."
9. "No, I appreciate your efforts – more control of student funds must be given to the KSA; more efforts to politicize the voice of students at Kwantlen; help students feel connected across campuses and with other student bodies."
10. "I respect the KSA but feel that its activities are for students by students and it should not be expected of faculty to play a role in advertising or participating unless a faculty person has a desire to do so. Perhaps a permanent table in the rotunda to direct and chat with students would be helpful in getting more students involved. Have someone at it several hours a day."
11. "I would love to see the Student Association sponsor a speaker series. Sort of a 'lunch and learn' plan. Or even musicians at noon hour. When I went to UBC, I saw Leonard Cohen sing in a lecture hall at lunch time. He was just starting out and it was great to eat a brown bag lunch and listen to him play."

- That kind of thing would be tremendous – even punk bands at lunch. Good luck!”
12. “I repeat that, in my judgement, student activity in such an association is a very positive thing. I also am quite aware that not many students are prepared to take an active part. That’s life!”
  13. “As a sessional instructor, I am not here every semester and tend not to be involved in the broader Kwantlen community. I don’t have much first-hand knowledge of the KSA in order to make any further comments.”
  14. “Find a good local pub and sponsor ‘pub nights’; sponsor a ‘teacher’s go wild’ pub night so we can show you our ‘real’ selves! =)”
  15. “Students should organize activities but they should do so without faculty help – there is an appearance of undue influence.”
  16. “Is there networking with other college’s student associations?”
  17. “It should work hard on its image.”
  18. “Best wishes!”
  19. “Hope the KSA continues to improve its role as an active and visible advocate for the student body; hope you can overcome the multi-campus environment with promotions, etc. for all students.”
  20. “As I indicated, I have had little interaction with the KSA and haven’t really thought about it. I often wonder with associations such as the KSA or KFA, how representative you really are. I know my feelings towards the KFA are very ambivalent. Frankly I don’t see what good they do me. I wonder how many students feel the same way about KSA. You indicated recently that the KSA supported BCGEU. Yet I polled one of my classes and not one student supported that position.”
  21. “Create student scholarships.”
  22. “I would be supportive of the KSA talking to high school classes in Richmond, Surrey about Post Secondary Education at Kwantlen University College, students often listen to students more than teachers? As well, the more the KSA can be involved with community and with newly registered Kwantlen students, the more inviting KUC can be for them.”
  23. “I think that, at times, the KSA might be encouraged to increase their professionalism and to listen and represent student ideas more full. Define

your mandate more clearly to faculty and students (eg. Politically oriented or service oriented).”

24. “No.”

25. “No.”

26. “Keep up the good work.”

27. “The KSA needs to work closely with faculty in order to benefit the students. If we know of future events we can plan to participate as faculty and encourage students to do so.”

**Finally, for our research control and standards verification process (as well as to be entered in a chance to win a prize), would you leave your name and telephone number where you can be reached?**

8 of the 50 respondents did not leave their name or contact information. 1 survey was found in the recycling bin with the introductory cover letter to that teacher, discussing the survey, still attached. One respondent noted:

“I don’t want a prize!”

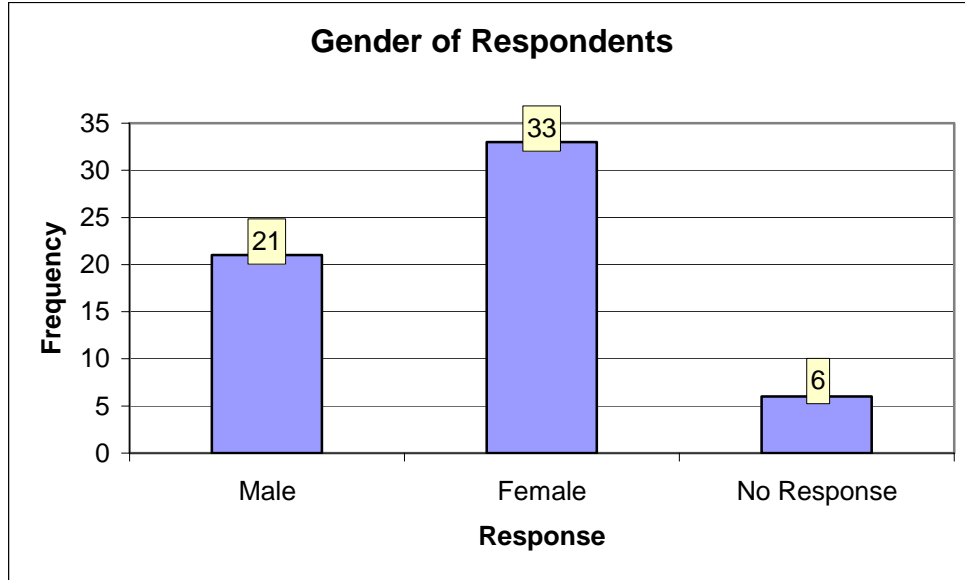
Those respondents who did complete this section have been noted as having handed in the survey. A number of faculty have also indicated to me, when I’ve seen them on campus, that they did do the survey. They have subsequently been recorded as having handed in the survey.

Two weeks after the initial distribution of the survey, all remaining teachers who had not yet submitted were contacted. In mid-April, the teachers will then be reminded once again to please try and get their surveys in by the end of April.

Out of concern for privacy, no formal list of which individuals completed the survey will be published.

## 28. Gender

55.00% of respondents were female. 35.00% were male. The remainder declined to answer this question.



One respondent indicated that asking an individual's gender was:

"Inappropriate!"