

Student Survey Responses

This preliminary report summarizes the responses to the student survey that was distributed to a number of randomly selected courses in March and April 2005.

Specifically, the results presented here represent the results as compiled from the following classes:

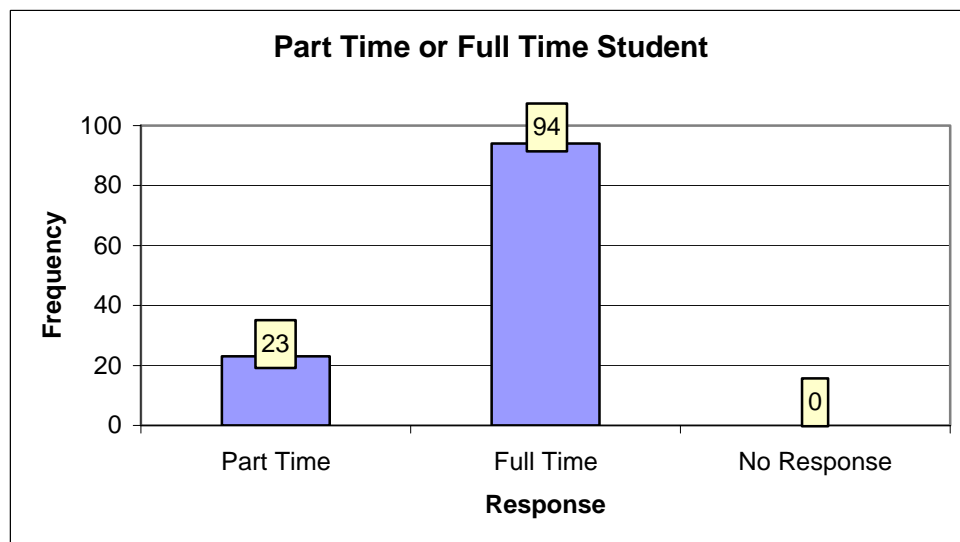
Course	Number of Students	Number of Respondents
Test Results	6	6
ABE 1091		6
ACCT 1230		20
BUSI 2565		16
CRIM 1101		21
CRIM 1101		20
ENGL 1099		8
FASN 1115		12
FASN 4220		8
TOTAL RESPONDENTS		117

The number of students per class represents the number of students that were in the class at the start of the survey.

In some cases, the number of respondents is lower than the number of students in a class. There are two reasons for this:

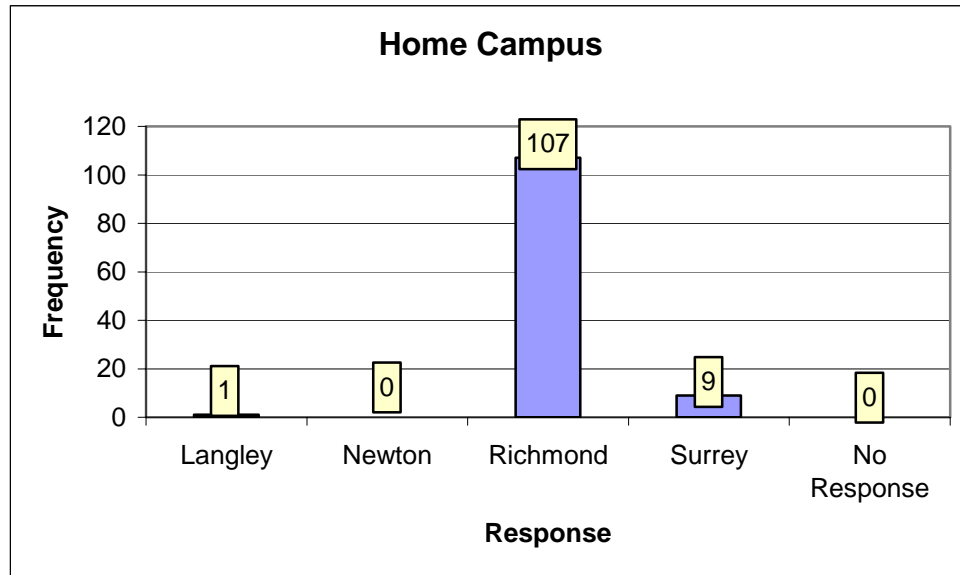
- a. Some students chose not to do the survey, and either left the class early or did other work while their fellow students wrote the survey;
- b. Some students indicated that they had already completed the survey in another class.

1. First of all, are you a full time [enrolled in at least nine (9) or more credit hours] or part time student [enrolled in less than nine (9) credit hours]?



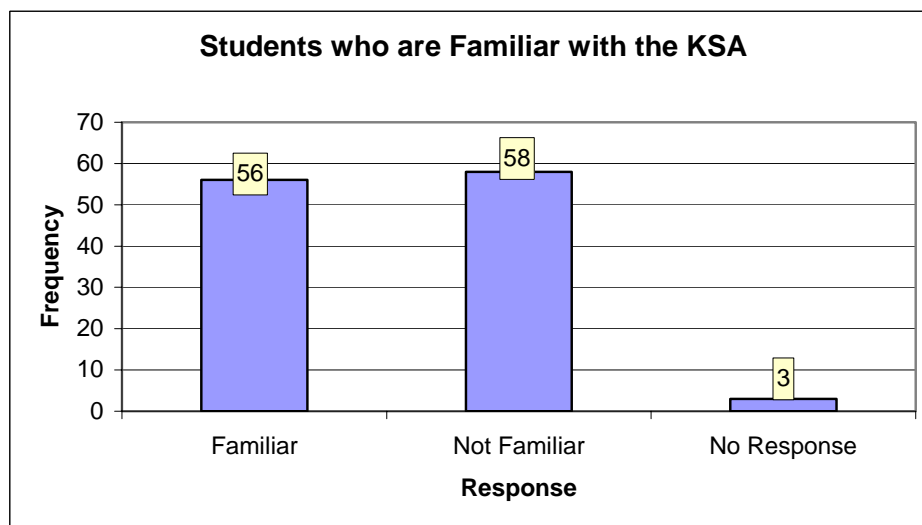
2. What is your home campus? That is, on what campus are you taking the majority of your classes this semester?

The target audience for the survey was students in 100 randomly selected courses, of the 440 courses that were offered at the Richmond Campus during the Spring 2005 (January – April 2005) semester.



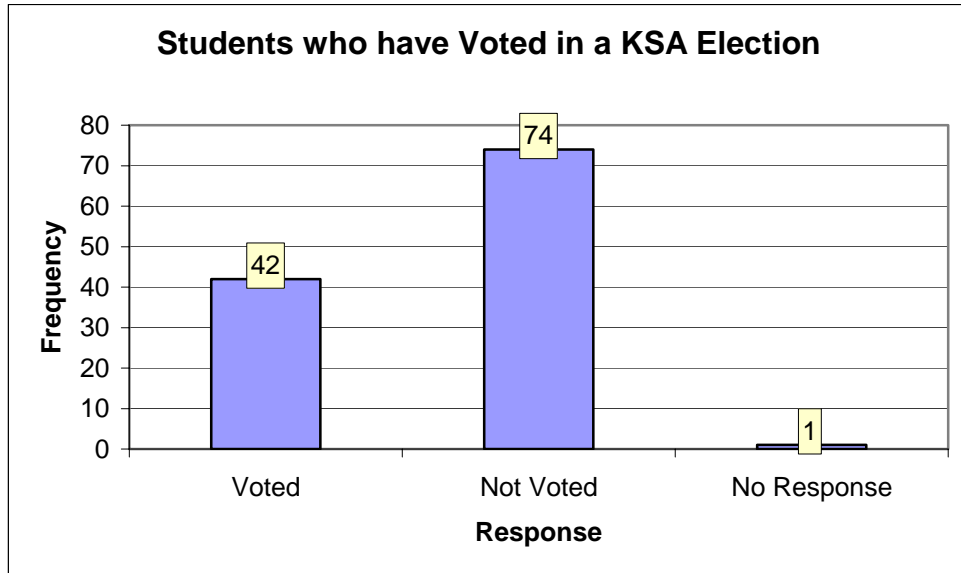
3. Are you familiar with the Kwantlen Student Association (respondents were asked to check “yes” or “no”)?

47.86% of the respondents indicated that they were familiar with the KSA.



4. Have you ever voted in a Kwantlen Student Association election?

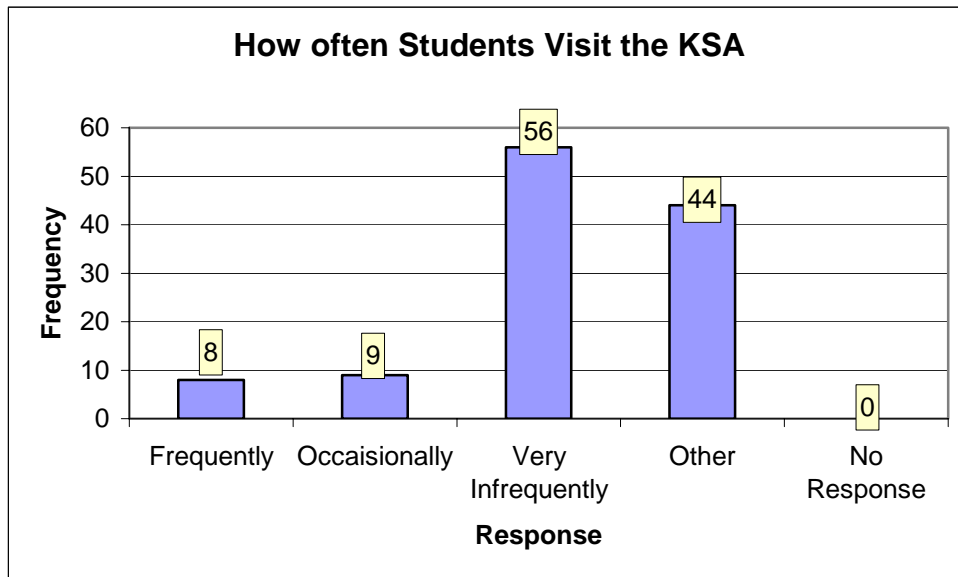
35.90% of the respondents indicated that they had voted in a KSA election at some point in the past.



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

More than 85% of respondents indicated that they had visited the KSA on a very infrequent basis. 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 18 responses that are specified as follows:

- | | |
|---|--|
| 1. “Once.” | 13. “I went once to get my medical / dental waiver.” |
| 2. “Never.” | 14. “Never.” |
| 3. “Never.” | 15. “Twice in 6 semesters.” |
| 4. “Never been.” | 16. “Never.” |
| 5. “Never.” | 17. “Never.” |
| 6. “None.” | 18. “Very little or none.” |
| 7. “1 or 2 times per semester max.” | 19. “Haven’t been there.” |
| 8. “Only when I have to.” | 20. “Never. I don’t know what it is.” |
| 9. “Once or twice a week or sometimes none at all.” | 21. “Hardly ever =S” |
| 10. “Never.” | 22. “Never.” |
| 11. “Never.” | 23. “Never.” |
| 12. “Never.” | 24. “Never.” |

25. "Never."
26. "Never."
27. "Never, where is it?"
28. "I go to school, then go home.
I don't drop by KSA."
29. "Never."
30. "Never."
31. "Never."
32. "Never."
33. "Never."
34. "Almost never."
35. "Never."
36. "Twice – never."
37. "Live there – go every day."
38. "None – maybe 1 or 2 times."
39. "Never."
40. "Never."
41. "Once a semester for a day
planner / phone."

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

The responses to this qualitative question have been subjectively divided into the traditional group of Student Association offerings, as follows:

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

A fourth grouping category, "Other," represents responses that conform to a student not visiting the KSA.

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. "Check information booklets, I found some information about "violence against women" in a booklet!"
2. "Strike info."

B. Events & Campus Life Enhancement Role

3. "Nice people, very friendly atmosphere."
4. "Watching TV.. and using KSA lounge to hang out."
5. "To hang out with friends there... get entertained, to watch TV; to kill time..."
6. "... hang out in lounge, watch TV."
7. "Checking things out."
8. "Nice people. Very friendly atmosphere."
9. "Fooling around; visiting friends; watching TV;"
10. "Arcade, friends are there."
11. "TV, nothing to do."

12. "TV, couches, games."
13. "TV."
14. "Somewhere to sit, eat, study, watch TV, play foosball."
15. "Boredom – went and watched TV."
16. "Meet my friends that play foosball."
17. "To participate in events, watch TV and learn about things."
18. "Foosball, TV, ladies."
19. "...to meet up with some friends."
20. "...come and hang out there."
21. "Had nothing else to do..."
22. "Arcade, sit on sofas to relax and study."
23. "Watching hockey, foosball playing..."
24. "Foosball, TV, friends."
25. "Just to chill on the sofa."
26. "Television entertainment."
27. "Just for study purposes."
28. "...play foosball."
29. "...play video games, watch TV."
30. "Talking with friends..."
31. "Great place to hang out and meet new people."
32. "...just hang-out. Rest."
33. "...Take a rest there and visit for my friend."

34. "Foosball as well as a friendly atmosphere and a place to see all 'the guys'."

35. "...watch TV and relax."

C. Operational & Services Role

36. "Dental plan..."

37. "To get a medical benefits card."

38. "For asking policy about deposit fee."

39. "Get the dental card."

40. "Few visits, only to get waiver form."

41. "Getting information about student medical and dental benefit..."

42. "To get the form so I did not have to pay for an unnecessary service for myself that I was automatically charged for."

43. "Health and dental question."

44. "Bank machine; extended health claim forms; telephone."

45. "Making medical insurance."

46. "Apply for dental insurance for spouse."

47. "I borrowed jumper cables once, when I left my car lights on."

48. "Day planners, bus (go card) sticker."

49. "The free photocopying; forms for dental / medical plan."

50. "Free photocopying; opt-out of medical / dental – pick up forms."

51. "Benefits info; reserving table for fundraiser; photocopying."

52. "Medical opt-out forms, bus passes, to use the ATM."

53. "To get back medical and dental because I have coverage."

54. "Bus pass stamp."

55. "Bus pass tickets; agenda."
56. "Agenda, to post on bulletin."
57. "...using their phone..."
58. "Purchase some movie tickets, bus tickets, stamp posters;"
59. "Getting a student agenda, info about health & dental."
60. "Buying movie and Playland tickets; ask for stamping the poster."
61. "Basically, I use the phone."
62. "Getting an agenda. Movie ticket discounts."
63. "To pick up an agenda; to get a waiver signed."
64. "Photocopying."
65. "Make a phone call."
66. "Bus pass information, smart pass?"
67. "I needed a sticker for my bus pass."
68. "To pick up an agenda..."
69. "Getting an agenda."
70. "Using the phones..."
71. "It was at the beginning of the semester and I wanted to buy / pay for a locker, then a bus-pass. I also went to get my medical benefits card. I also went to ask them to put up a poster on the notice board."
72. "...use ATM."
73. "Pick up an agenda."
74. "Coming with a friend to solve a problem; buying the bus pass sticker."
75. "Bus fare..."
76. "To borrow a trolley, and buy a fast track sticker."

77. "I visited to get my Kwantlen agenda book."
78. "...getting agenda."
79. "Transit sticker and agenda."
80. "To get agendas and newsletters."
81. "Using the phone and to get a bus pass."
82. "Use the phone."
83. "Purchase fast track sticker..."
84. "To rent a locker; get a form."
85. "Dental stuff."
86. "Buying a buss pass."
87. "To use the phone."
88. "To receive a free agenda..."
89. "Whistler-Blackcomb lift tickets."
90. "Inquiring about medical / dental benefits coverage."
91. "Question I had about the medical and dental plan."
92. "...and needing to talk to someone about getting an eye exam."
93. "At the beginning of the year, to get a feel for the building, and ask about a bus pass."
94. "Needed to use the phone..."
95. "I came to find out about the bus pass program, I was told there was none, so from September to February I paid for a 2 zone pass, until a fellow student told me I could use a 1 zone, the KSA had helped me in no way, so I didn't feel the need to visit an association that seems annoyed by students coming to them for help."

D. Other

96. "To ask any questions I had at the time."

97. "Minor inquiries."
98. "To get information on what its about."
99. "...any kind of questions."
100. "N/A."
101. "Don't visit – just give money."
102. "Never gone there."
103. "Never visit KSA."
104. "Don't visit."
105. "...ask for information."
106. "A student project with campus director."
107. "Never been there."
108. "I never visit before."
109. "I have never visited the KSA."
110. "Never have."
111. "Never been to the KSA? Don't even know where it is."
112. "I haven't really visited the KSA."
113. "N/A."
114. "N/A."
115. "N/A."
116. "?"
117. "N/A."
118. "Never visited."
119. "Never been."

120. "Never been."
121. "I've never gone there because I don't see any reason to go."
122. "I was lost."
123. "None."
124. "I have not visited the Kwantlen Student Association."
125. "Haven't had cause to go."
126. "N/A."

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

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. "Good – helpful."
2. "It's good."
3. "It's ok."
4. "Fine, great!"
5. "Friendly, relaxing."
6. "They seem helpful and a good place to lounge about."
7. "They care a lot about us as students and work really hard at getting funding, support help, etc... for various issues that the KSA have."
8. "Place where I can always find help... and friends."

9. "Pretty well organized."
10. "Enjoy the room very much, but know little about the KSA."
11. "Friendly, relaxing."
12. "Very involved in events that are important to students."
13. "I feel that they are very involved with the activities associated with Kwantlen and aware of the special events that many students would be interested in."
14. "It is useful."
15. "Important for my personal issue."
16. "It's alright. Could use some more excitement."
17. "It's good that it's there, but I have no idea what its all about."
18. "Provide a place for student's gathering."
19. "I have positive feeling towards the KSA."
20. "I guess their okay, but not really aware of the Kwantlen Student Association."
21. "It seems like a fun place to hang around at, but I'm never there."
22. "It's probably a good way to be active throughout the school and the community."
23. "It seems like a fun place to hang out and meet new people."
24. "It's okay, I'm not around campus enough to get to know it."
25. "Comfortable and welcoming."
26. "Good place for help."
27. "Good, I guess. I'm not really sure of the details, issues or priorities associated with it. All I know for sure is they hold elections."
28. "It's very relaxing, a great place to sit."
29. "It's ok."

- 30. "Good stuff."
- 31. "Could be bigger, otherwise it's a very comfortable environment."
- 32. "A very student worthy / loyal association, an 'escape' within a business – lounge area."
- 33. "Okay."
- 34. "It's a friendly place."
- 35. "It's good to have a student association."
- 36. "It's good – honestly I don't know a whole lot about it though."
- 37. "They are there to help."

B. NEUTRAL CRITICAL RESPONSES

- 38. "Neutral."
- 39. "Neutral."
- 40. "I don't really know enough to say because I've only been there twice since I have started coming to this school five (5) years ago."
- 41. "No feelings."
- 42. "Do not know much."
- 43. "Neutral."
- 44. "Neutral."
- 45. "I don't really know what they did."
- 46. "I don't know much about it, basically I just walk by it."
- 47. "Help students to solve some problems with the authorities of KUC."
- 48. "I have no current personal knowledge regarding the KSA."
- 49. "Besides health and dental and BBQs, I don't know what else the KSA does or offers, etc."

50. "I don't really know too much about it."
51. "I certainly do not know anything about KSA, so I cannot comment on this."
52. "I have no knowledge of the Kwantlen Student Association."
53. "N/A."
54. "N/A – not sure what the KSA is, not aware of any of its functions."
55. "I don't know what they do."
56. "I don't really know what they do."
57. "Don't really have any."
58. "Need to know more."
59. "Don't know, cause I don't know enough about it."
60. "Neutral."
61. "Neutral."
62. "I am very uninformed."
63. "My feelings are indifferent. I don't know too much about it as yet."
64. "I don't have any feelings. I guess neutral because I know nothing about the KSA."
65. "N/A."
66. "I don't know much about the KSA in general, like what exactly they do."
67. "Neutral – no opinion."
68. "Not enough exposure – I don't know too much about it."
69. "I have none."
70. "Indifferent."
71. "I have none."

72. "Don't have any feelings."
73. "I do not hold any knowledge regarding KSA."
74. "None."
75. "No idea what services you provide to students other than as the students rep to admin."
76. "I am not very familiar with it. Mostly just go to class and leave."
77. "There's not much I know, but you should publicize it more, let people know you can hang out. I didn't know that all students could hang there."

C. AMBIVALENT / NEGATIVE-CRITICAL RESPONES

78. "Take money."
79. "There seems to be a select number of students involved and unless there is an election the KSA doesn't really help or try to involve all students."
80. "The environment is rather sad, not really relaxing and not that friendly."
81. "Indifferent."
82. "Not really helpful."
83. "The KSA lacks."
84. "I don't find the offices very inviting, I would like to know more about where my fees are going."
85. "They have too much money, seems like an easy job, maybe not."
86. "The KSA could do more for me."
87. "Seems like they don't do anything."
88. "Few / no complaints. It is a good place to spend time between classes. It could be a little bigger, but that is dependent on the layout of the building I guess."

89. "Dislike – too small, nothing to do there, not everyone likes foosball."
90. "I am highly annoyed that I have to pay for it as it is a service I do not use and I consider to be highly useless. I do not care about extra-curricular activities at school, I do not want to either."
91. "They promise many things but very few are accomplished."
92. "Frustrated. Takes them too long to reply to e-mails. Really don't know how they benefit students. Nobody is in there when I go in."
93. "The only thing I link the KSA with is the 'student lounge'."
94. "Not very active! I see many more cell phone callers in the campus than KSA student related sessions or tables!"
95. "They try to do a good job but I was personally disappointed when at Surrey Campus I got a stamp on my poster and it was not put up as promised with no explanation. I wanted a roommate, it was urgent. During the campaigns they told us they would make sure we would get a refund on money we lost when there was a strike. Nothing done yet. Majority of them are good – rather they can do better."
96. "I honestly couldn't care less."
97. "I feel that they are not visible. I didn't know they existed."
98. "SO FAR, I'M NOT IMPRESSED."
99. "When I went last time and asked for information regarding public transportation, my questions were not thoroughly answered."
100. "Dumb – too much BET on the TV."
101. "Not so well, my third semester, I didn't even know what you were, or where you were."
102. "They don't seem to want to help, they pass the buck, make promises during elections, never do, we see them come through – sit in their offices and do not help at all."

8. Part of the fees you pay each semester goes to the Kwantlen Student Association. Can you identify how much of the fees you pay goes to the Student Association? Please record this figure here.

The correct answer is as follows:

Student Association Fees for Credit Courses: \$4 per credit to a maximum of \$48 per semester.

Canadian Federation of Students levy: \$0.60 per credit to a maximum of \$7.20 per semester.

Student Association Lobby Fund: \$2.00 per semester.

Student Association Bursary Fund: \$1.00 per semester.

Student Association Dental Plan (for full time students): \$86.00 / year (\$43 paid in the fall and spring semesters)

Student Association Medical Plan (for full time students): \$93.00 / year (\$46.50 paid in the fall and spring semesters)

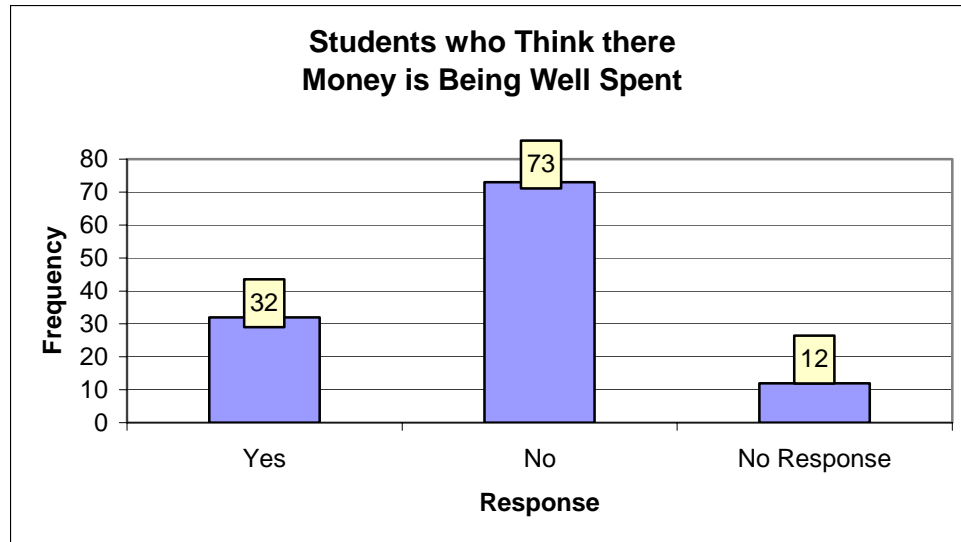
Responses to this question are as follows:

- | | | |
|---------------------------------------|---------------------------|-----------------------------|
| 1. "around \$40" | 26. "N/R" | 50. "No, dunno!" |
| 2. "\$250 CAD" | 27. "N/R" | 51. "?" |
| 3. "no idea" | 28. "5%" | 52. "4 – 5%" |
| 4. "no idea" | 29. "N/A" | 53. "\$6 – not sure really" |
| 5. "don't know" | 30. "\$24" | 54. "not sure." |
| 6. "don't know" | 31. " / " | 55. "x" |
| 7. "don't know" | 32. " / " | 56. "I have no idea." |
| 8. "no clue" | 33. "no idea." | 57. "35" |
| 9. "?" | 34. "\$20" | 58. "\$15" |
| 10. "around \$200?
(per semester)" | 35. "\$50" | 59. "N/R" |
| 11. "?" | 36. "\$7" | 60. "\$620.00" |
| 12. "20???" | 37. "???" | 61. "don't know." |
| 13. "I think \$60" | 38. "\$7" | 62. "?" |
| 14. "?" | 39. "30+ dollars" | 63. "?" |
| 15. "~500?" | 40. "about \$50" | 64. "N/A" |
| 16. "I think \$50" | 41. "\$40" | 65. "N/R" |
| 17. "\$30ish?" | 42. "no – too much" | 66. "40" |
| 18. "\$20" | 43. "dunno" | 67. "no" |
| 19. "\$45" | 44. " --- " | 68. "\$40.00" |
| 20. "\$200" | 45. "\$80.00" | 69. "I don't remember." |
| 21. "N/R" | 46. "couldn't even guess" | 70. "No." |
| 22. "10%" | 47. "I don't know." | 71. "N/R." |
| 23. "\$46" | 48. "5% I believe \$80" | 72. "I don't remember." |
| 24. " a few dollars" | 49. "I don't know." | |
| 25. "\$45" | | |

- | | | |
|---------------------|-----------------------|------------------------------------|
| 73. "don't know." | 91. "30%" | 107. "\$24.00" |
| 74. "don't know." | 92. "\$40.00" | 108. "\$35.00??" |
| 75. "I don't know." | 93. "\$50" | 109. "10%" |
| 76. "\$40.00" | 94. "\$40" | 110. "\$18" |
| 77. "30?" | 95. "?" | 111. "N/A" |
| 78. "\$40.00" | 96. "\$100" | 112. "N/R" |
| 79. "No." | 97. "/" | 113. "30%" |
| 80. "?" | 98. "\$50" | 114. "N/R" |
| 81. "no" | 99. "N/R" | 115. "don't
know" |
| 82. "no" | 100. "\$20" | 116. "too much
(I think \$48)." |
| 83. "\$40?" | 101. "\$15" | 117. "N/R" |
| 84. "35" | 102. "All of it." | |
| 85. "not 100% sure" | 103. "N/R" | |
| 86. "30 – 50?" | 104. "don't
know" | |
| 87. "nope" | 105. "\$12.00" | |
| 88. "N/R" | 106. "don't
know." | |
| 89. "N/R" | | |
| 90. "\$35?" | | |

9. Considering your current personal knowledge and perceptions regarding the Kwantlen Student Association, do you feel your money is being well spent?

62.39% of respondents feel their money is not being well spent.



A number of respondents noted next to "yes":

1. "I guess..."
2. "Maybe."
3. "Except for the big TV."
4. "Free food? =)"
5. "Don't know."

A number of students noted next to "no":

6. "No... idea."
7. "?"
8. "Not sure."
9. "It's not really open."

A number of students who did not respond "yes" or "no" noted:

1. "No clue."
2. "Again, I'm not sure."
3. "I'm not sure."
4. "Don't know."
5. "I don't like the MLA advertisements. They should not spend money on that. It has not done anything in reducing tuition costs."

10. When thinking about the Kwantlen Student Association, what aspects of the Student Association come to your mind? That is, what do you think the Student Association does for you?

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 Role
- B. Events & Campus Life Enhancement
- C. Operations & Services Role

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.

It is interesting to compare these answers to the answers provided in response to question 7, which placed emphasis on students noting that they visited the KSA because of services offered (bus passes / agendas).

A. Advocacy Role

1. "Tuition fees advocacy, career info stands."
2. "Organizes the benefits of students."
3. "Bring the fees down..."
4. "Well, this is my first semester, but I suppose the KSA is their when tuition fees hike and I believe they try their best to serve the students."
5. "Tries to lower fees??"
6. "Helps me with anything regarding my school life."
7. "Makes school life better, easier and cheaper?"

8. "...protest against high tuition fees, supporting the teachers during the strike."
9. "Voices opinion whenever there is dispute and turmoil among students and administration."
10. "Represents us to administration in negotiations regarding fee increases, etc."
11. "Serves as a rep for students."
12. "Speaks for students to directors, etc."
13. "It is the part of the school involved in the administrative process that acts as the voice of the students. A comfort zone for students to approach without problems or bias."
14. "Representing the students."
15. "...Student rights, support groups."
16. "Getting more benefits for us??"
17. "...makes us knowledgeable about political / school..."
18. "Nothing. Don't think they did anything to help resolve the strike."
19. "Fights for tuition decrease – as far as I'm concerned they've done nothing for me. Tuition is still HIGH."
20. "...I am not very sure. But any way, they do help me to solve some problems, at least some questions about University / KUC policy."
21. "...And it stands up during strikes and tuition raises."
22. "Fighting for benefits within the school; help new students to adapt in new environment."
23. "It represents me and my peers in the community."

B. Events & Campus Life Enhancement

24. "Students activity."

25. "...bring the fees in the café down; hold parties."
26. "Organizes some programs and events for the students."
27. "Gives us a place to relax and have fun."
28. "...Also has a lounging game place for students to hang out."
29. "Come up with events."
30. "Provides entertainment."
31. "Parties..."
32. "Hold events."
33. "Student life. No."
34. "Gives us some place to chill."
35. "Represents the students opinions."
36. "The occasional events that occur in the Rotunda."
37. "Nothing but provide a little entertainment."
38. "Puts on events? I haven't seen any though!"
39. "A place to hang out with a bit of entertainment, but I have not taken advantage of it yet."
40. "Free foods..."
41. "Try to make the school a welcoming environment for students."
42. "Organize more activity."
43. "BBQs by cafeteria – yum!"
44. "Gives us free stuff... helps reserve tables for fundraisers, etc."
45. "A place of Texas Hold 'em and foosball."
46. "Puts on events; gives us a place to wind down."

47. "Keeps in touch with various events going on in the community and in school; presents students with something more than just academic life and studies."
48. "Commune area."
49. "Tries to make our experience at Kwantlen a more enjoyable one; they take the time to make Kwantlen a place where there's fun involved rather than just academics; they bring students closer together."
50. "...BBQs, TV Room (escape)."
51. "For some kinds of entertainment activities? I am not very sure..."
52. "Gives you a place to go to when you have extra time to waste between classes..."
53. "Don't know. Provide entertainment I guess."
54. "Makes the student lives easier and gives them the benefits they deserve."
55. "Big screen TV!; Uncomfortable couches!; Useful phone line!; Computer games which I do not personally find interesting."
56. "Plan specific events for students."
57. "? – Went to Kwantlen School Party @ Liquid – Surrey Campus put on I believe."

C. Operations & Services Role

58. "Supplies me with an agenda and other student information."
59. "It gives agendas and pamphlets, coupons and those type of things..."
60. "Medical care benefits; student support services."
61. "Provides me with a free phone and television."
62. "Dental plan / health benefits."
63. "Get cheap movie tickets."

64. "Student services."
65. "Not much for me personally. I guess whenever I use the bank machine, I see students watching the flat screen TV and playing video games."
66. "Provide service when you need it, like bus fare, info about certain forms."
67. "The thing that first comes to mind is the big screen TV and microwaves in the cafeteria that are constantly breaking."
68. "Try to come up with free service – that they can offer the students."
69. "Services... help... some supplies like agendas, pens, etc."
70. "Agendas, administer health stuff, pay rent for space, pay for a phone."
71. "Sells some stuff – movie tickets, transit passes. Could sell more! Operates café in Surrey."
72. "Offer cheap tickets."
73. "dental / medical..."
74. "Attempts to improve our experience at Kwantlen. Provide us with more services, eg. gym, bar, wireless internet, etc."
75. "Acquire student agendas; authorize bulletin postings."

D. Other

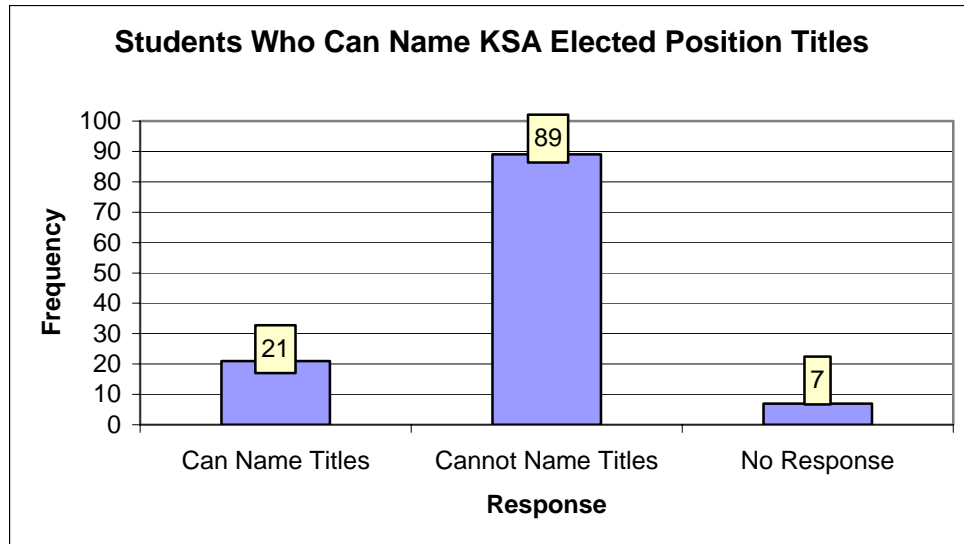
76. "NO CLUE."
77. "Haven't benefited from them... yet?"
78. "Don't know."
79. "I have no idea."
80. "I'm not sure."
81. "I have no clue!"

82. "I have no idea."
83. "Provide info about Kwantlen."
84. "To be honest, I really don't know. I guess they just sit there wasting time."
85. "Takes more of my money."
86. "Just sits there."
87. "I don't know, probably something I'm not aware of."
88. "They must do something, I have never done anything though."
89. "Gives me happiness."
90. "Not much. Not enough for a fee to come from every student."
91. "I have no idea. I have been going here for one semester and I have no clue. You should probably use an intercom during passing times at least 2 – 3 x a month to publicize and get people involved. I mean, do you even have activities for us to participate in as a fun time?"
92. "Nothing. They don't seem to want to inform us of what's going on."
93. "Spend money on stupid stuff, tuition has not gone down."
94. "I have no idea – try and get us to vote for them."
95. "Helpful with finding info; has a lot of info that you might want to know."
96. "I am not sure, I don't see anyone in their office."
97. "It does very little."
98. "Not really anything advantage for us, just taking our money."
99. "Seriously, no clue."
100. "I'm not exactly sure, although there is very little that they can do for me."

101. "Nothing for me since I do not even know what it is."

11. Specifically, when thinking about the Kwantlen Student Association, can you name any of the titles of any of the elected positions in the Student Association (eg. President, etc.)?

17.95% of respondents believe they can name the titles of elected positions in the Student Association.



12. Please list any titles that come to mind now.

1. "steve ?lee"
2. "president; VP; treasurer"
3. "president"
4. "steve"
5. "steve lee"
6. "none"
7. "none"
8. "steve lee – position unkown."
9. "president of KSA"
10. "president, treasurer"
11. "disability, women (liaison)"
12. "chairman"
13. "vice president"
14. "president; associate; consultant"
15. "president; ombudsperson; campus director"
16. "Rigel – Director of Events; Laura Anderson – Director of Student Life"
17. "Campus Directors; Reps; Director of Events, Academics, Operations; Liaisons"
18. "Disability, Women"
19. "none at the moment."
20. "student director, reps, officers, scholarships & bursaries"
21. "president, treasurer, secretary"
22. "president of KSA (VP) as well"
23. secretary"

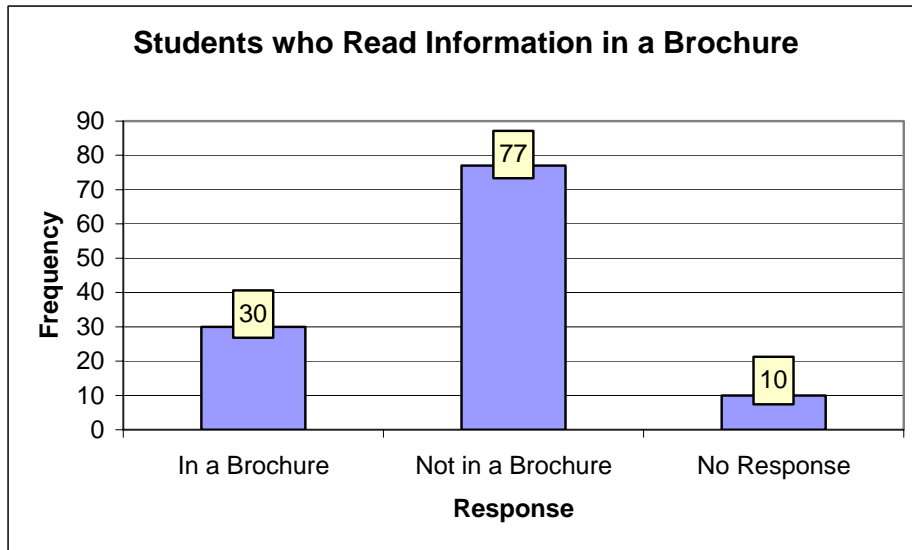
24. "Financial controller"
25. "I voted for progressive campaigners – I do not know the results."
26. "Director of student life; campus representatives; president"
27. "Some girl gave me a free lollipop and told me to vote for her. Free Beer Party – or so they say."
28. "None."
29. "Not sure."
30. "President; Vice President; Co-Ordinator"
31. "Well, there has to be a President, probably a Vice President"
32. "I am not sure."
33. "President"
34. "N/A"
35. "President."
36. "N/A"
37. "Nothing"
38. "No idea"
39. "President."
40. "Student Rep; Women's Rep"
41. "Campus Rep"
42. "I don't know."
43. "?"
44. "N/A"
45. " / "
46. "Lisa Cohen – Prez; RAF Party; Steve Lee – Co-Prez?"
47. "Steve Lee, Robert"
48. "N/A"
49. "President; VP; Treasurer; Secretary; Attorney General (this is from my own experience – I was once part of a student association)."

13. 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...

One respondent noted: "What events?!!"

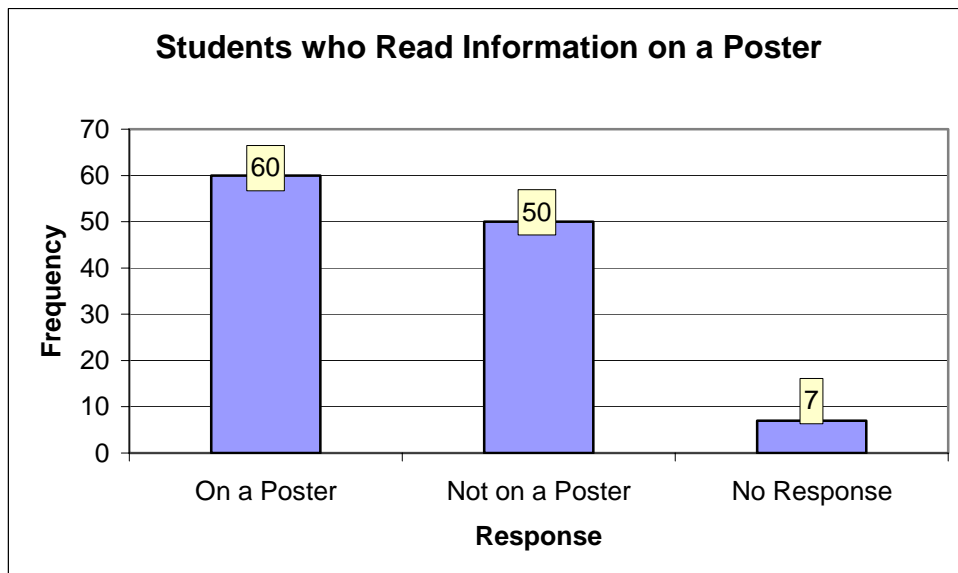
A. In a brochure, pamphlet or leaflet?

25.64% of respondents note that they have read information about the Kwantlen Student Association in a brochure, pamphlet or leaflet.



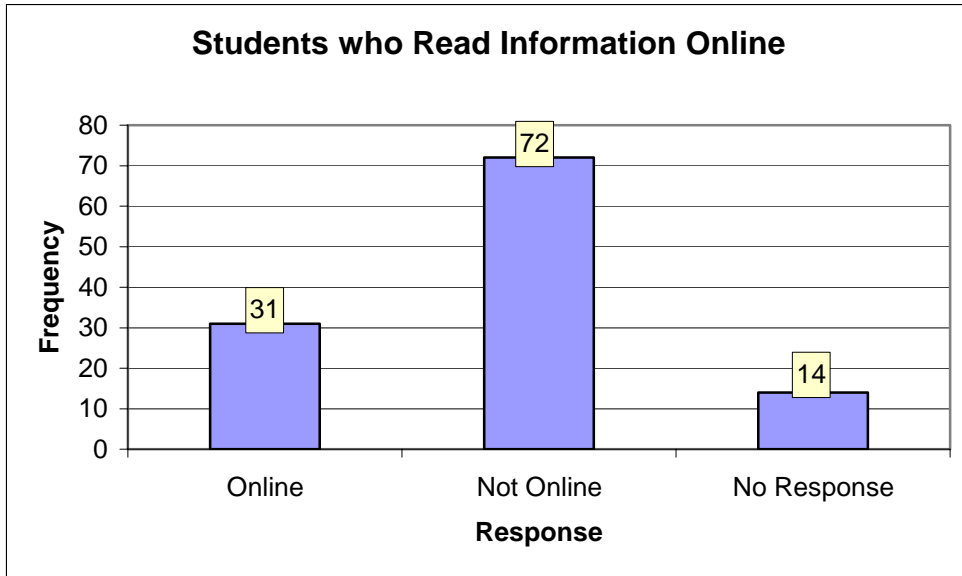
B. On a poster posted on campus?

51.28% of respondents indicated that they had read information about the Kwantlen Student Association on a poster posted on campus.



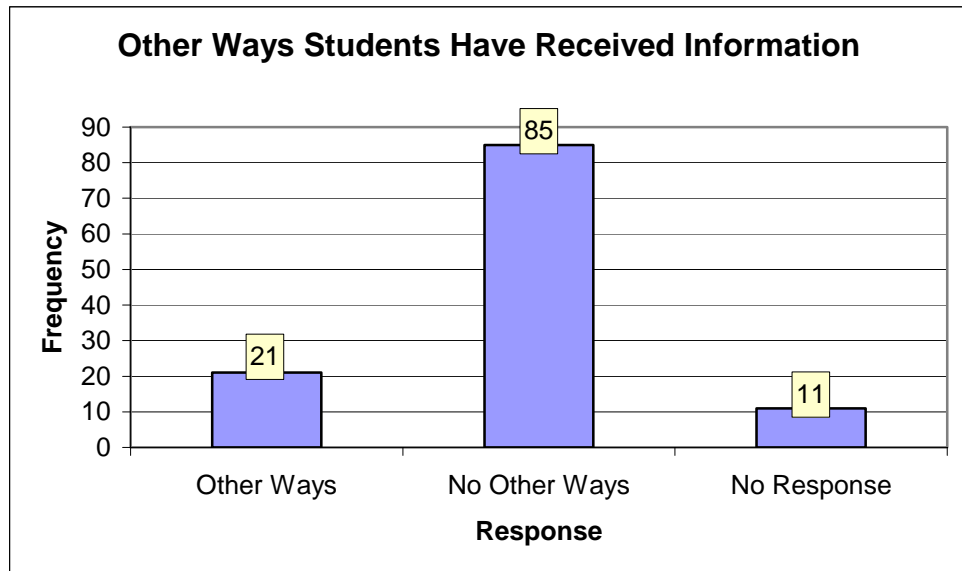
C. On the Internet at <http://www.yourksa.ca/> or at <http://www.mykwantlen.ca/> ?

26.50% 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?

17.95% 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:

“Class presentations.”

“Through other students.”

“N/A.”

“Through other people.”

“Personal visit to my class.”

“Word of mouth.”

“I didn’t read any info on KSA.”

“People come up to me in the hallway.”

“In the mail.”

“Word of mouth.”

“None.”

“N/A.”

“Pamphlets or flyers on tables in classroom.”

“N/A.”

“They have come to our class.”

“Taking up class time to talk about events.”

“Teachers talking about it.”

“N/A.”

“Events, meaning what, school activities?” No.”

“The whiteboard by the table.”

“Told by other students.”

“Point form notes in cafeteria on tables.”

“E-mail.”

“By word of mouth.”

“None.”

“Conversations with KSA associates.”

“Planner.”

“N/A.”

“Word of Mouth.”

“By word of mouth.”

“Verbally from other students.”

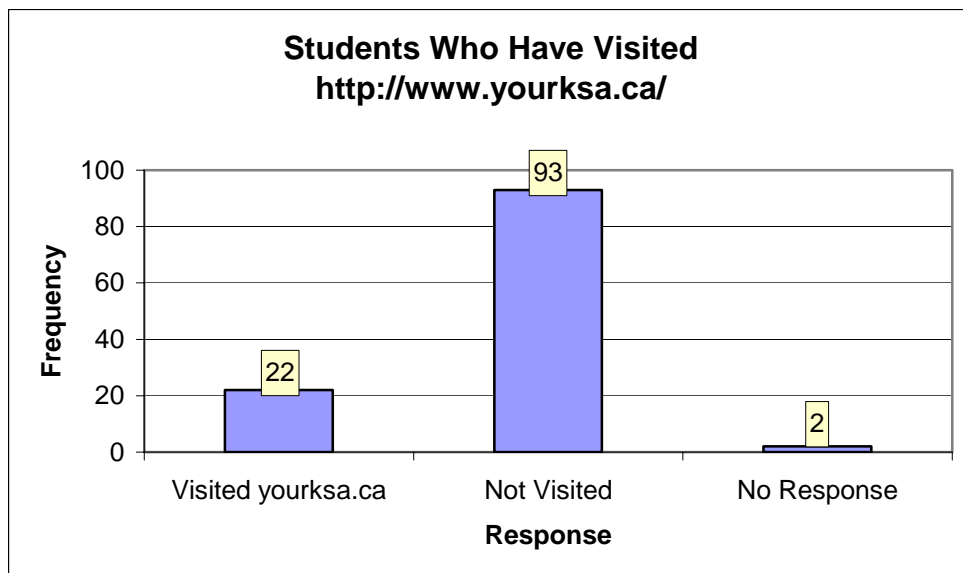
“Through other students (word of mouth).”

“N/A.”

“Not sure.”

14. Have you ever visited the Kwantlen Student Association Website, <http://www.yourksa.ca/> ? (If no, skip to question 17)

18.80% of respondents have visited <http://www.yourksa.ca/> .

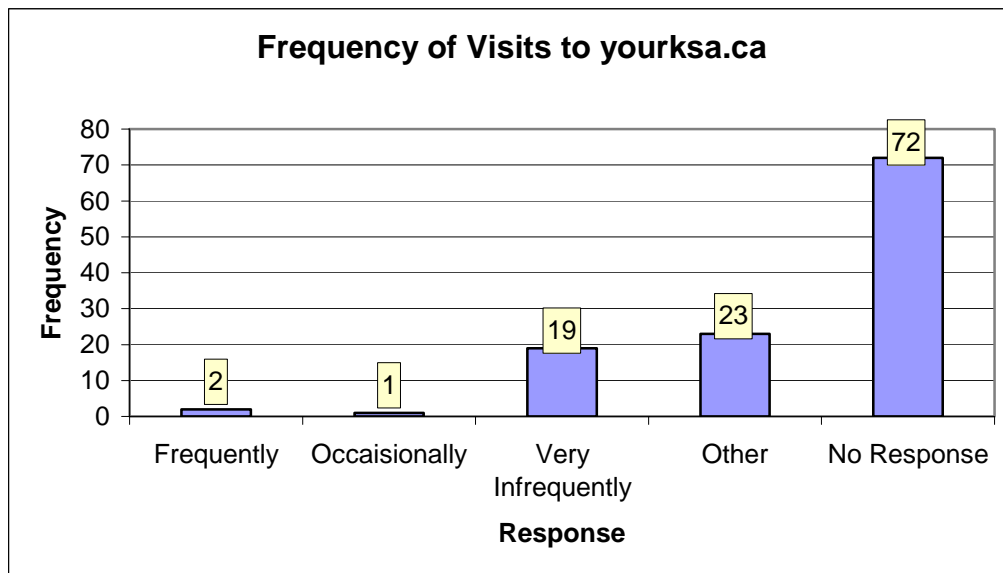


15. How often would you say that you visit the Kwantlen Student Association website?

The response rate for this question was low, for question 11 stated: “(If no, skip to question 17)”.

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 twenty (20) responses specified as follows:

- | | |
|-----------------|------------------------------|
| 1. “Never.” | 13. “When info is needed.” |
| 2. “Never.” | 14. “Never.” |
| 3. “Never.” | 15. “Once.” |
| 4. “Only once.” | 16. “One time per semester.” |
| 5. “Never.” | 17. “Never.” |
| 6. “Never.” | 18. “None.” |
| 7. “Never.” | 19. “Twice.” |
| 8. “Never.” | 20. “None.” |
| 9. “Never.” | 21. “Never.” |
| 10. “Never.” | 22. “Never.” |
| 11. “Never.” | |
| 12. “Never.” | |

23. "Once – very hard to navigate."
24. "Only to check the updates on the BCGU

when there was job action."

16. 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. "I wished to see what it is all about and how I could get involved. I also wanted to find out where they can be of help and how the money I pay is used for."
2. "N/A."
3. "Wanted to find out about clubs."
4. "Look up other classes, studying skills, etc."
5. "None."
6. "N/A."
7. "Health benefit inquiries."
8. "I didn't know there was a website."
9. "During the labor dispute, I would use it to get updates on BCGEU and their current position."
10. "Find out about events, medical / dental plan."
11. "To see what was on it."
12. "N/A."
13. "Said before."
14. "For inquiring."
15. "Some specific info."

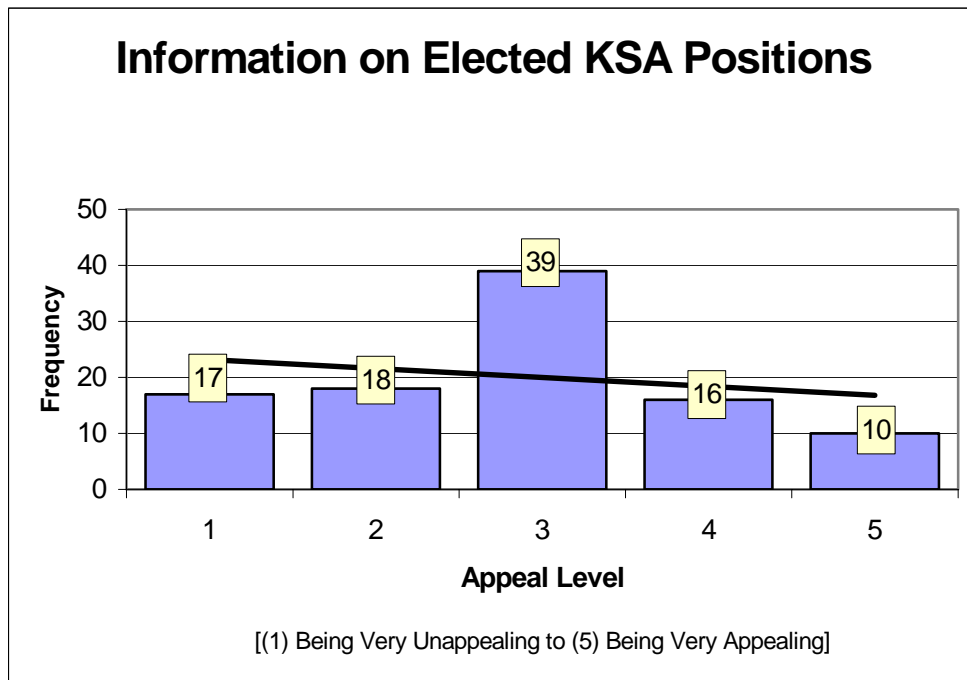
16. "Nothing else to look at other than the forum, get the profs board back up. The intro page is tacky – stupid scroll bar."
17. "To see if there would be strikes."
18. "To find out about the strike."
19. "Just checking."
20. "Health & dental plans."
21. "Never visited."
22. "Which intramural sports are offered."
23. "Curiosity; keeping in touch of any events I might be interested in participating; checking my class websites."
24. "To find out any events that I may be interested in; simply to find out and know what's on the website."
25. "Find out their stand on the strike and to get the link to benefits site."
26. "I never visit before."
27. "Check out info for vision benefits."
28. "Phone numbers; hours of operation."
29. "After reading some articles in the Chronicle – awhile ago. I also check around election times."

17. The Kwantlen Student Association Website and mykwantlen.ca Services could have a number of new features added to the current site that would help give students access to more information about the Association and its services. Thinking now about your interests and the interests of other students, how would you rate the appeal of each of these following potential features, on a SCALE OF 1 TO 5 from (1) BEING VERY UNAPPEALING to (5) BEING VERY APPEALING...

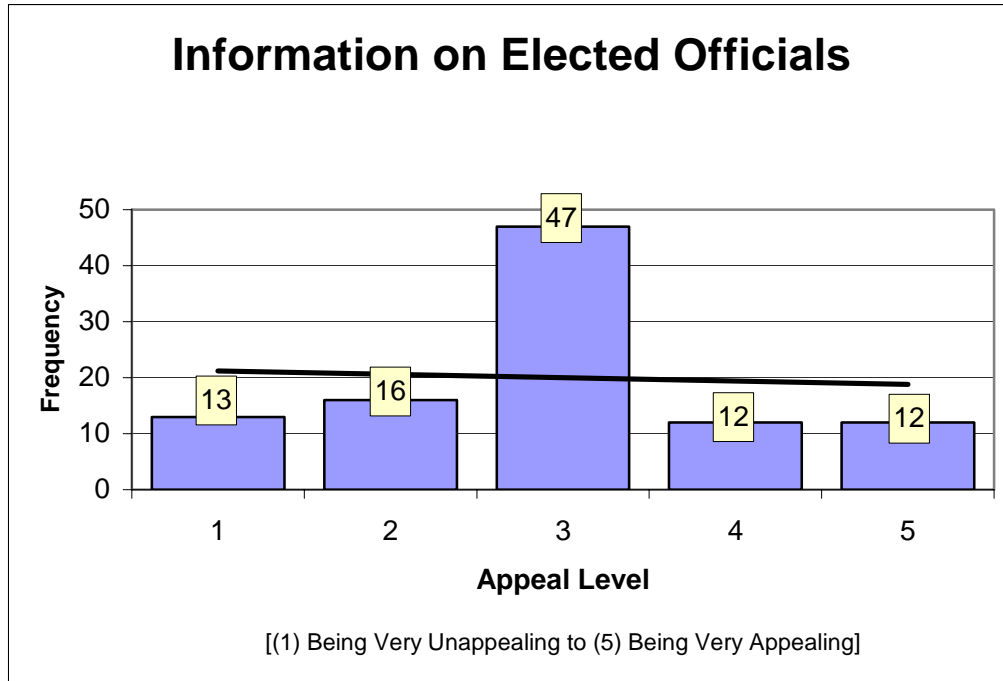
These questions were asked to gage the appeal level of various features of the Kwantlen Student Association website.

Although the trend lines for many features is negative, this does not mean that they should not be staples of a good, information-centered website.

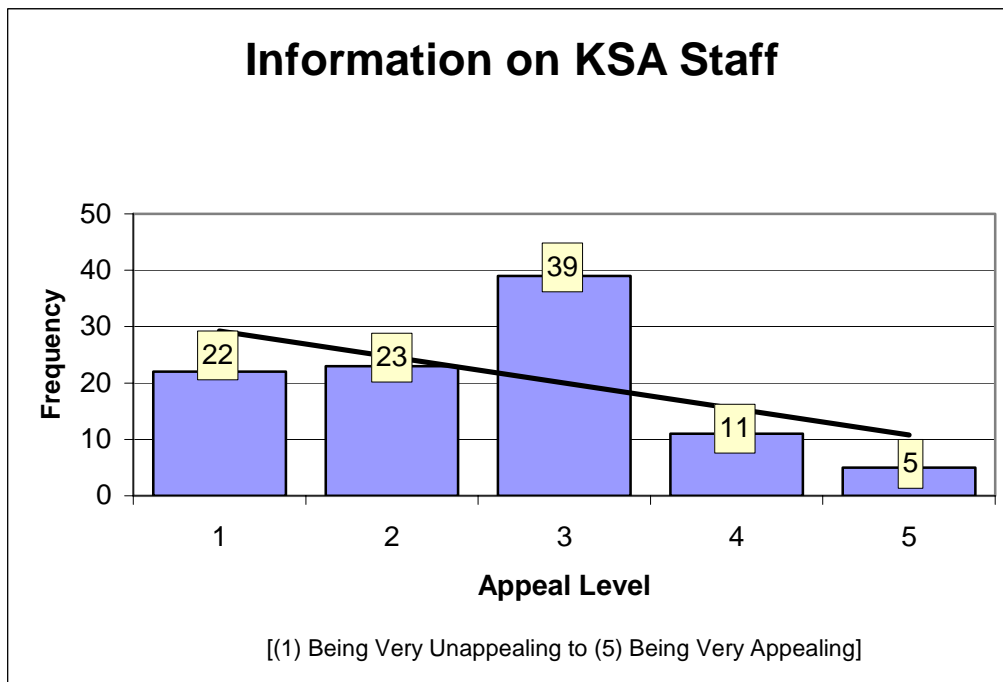
A. Specific information regarding Kwantlen Student Association Director and Student Representative Positions and their tasks and duties as carried out annually



B. Specific information regarding elected KSA representatives, about who they are, their reasons for why they got involved, their goals and vision (both personally, academically and in regards to the KSA), as well as contact information for each elected KSA representative



C. Specific information regarding Kwantlen Student Association non-elected staff member positions, including their tasks and duties as carried out annually



D. Up-to-date information regarding KSA student services

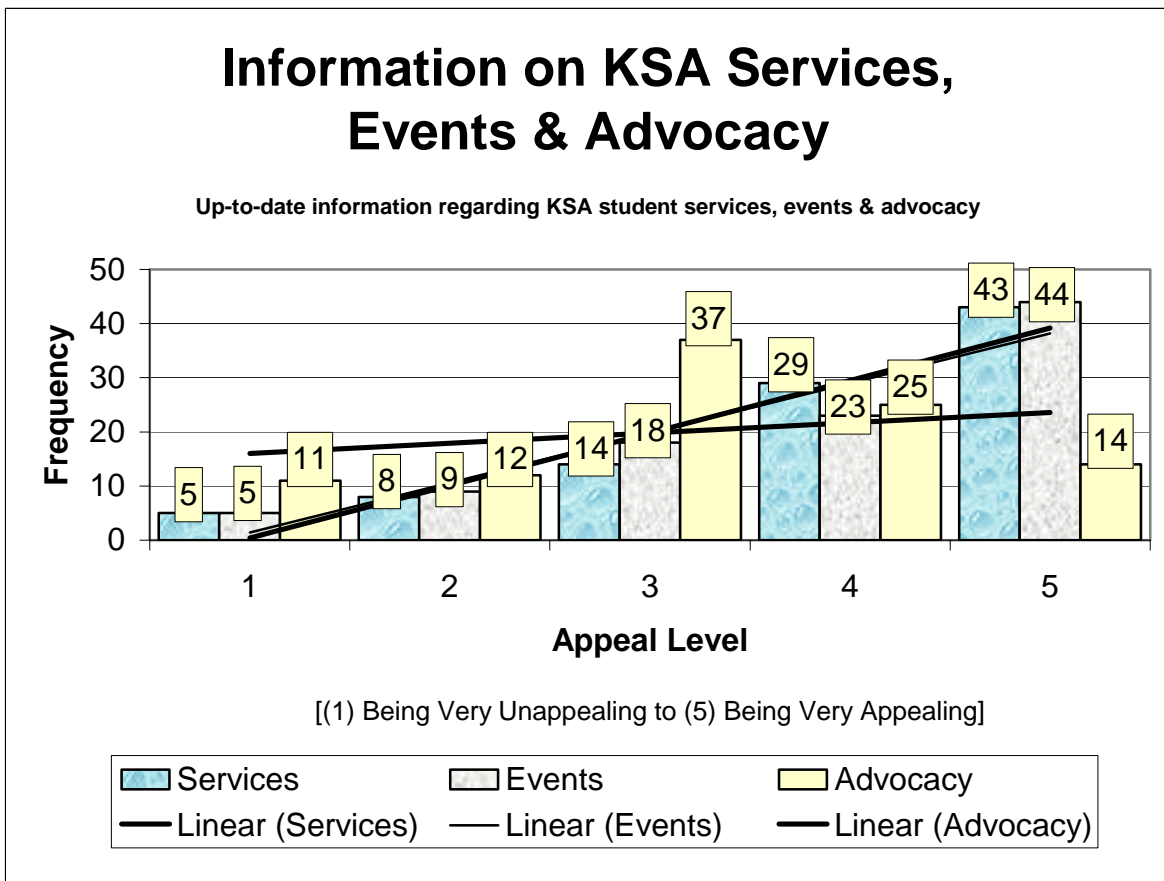
As compared to...

E. Up-to-date information regarding KSA events

As compared to...

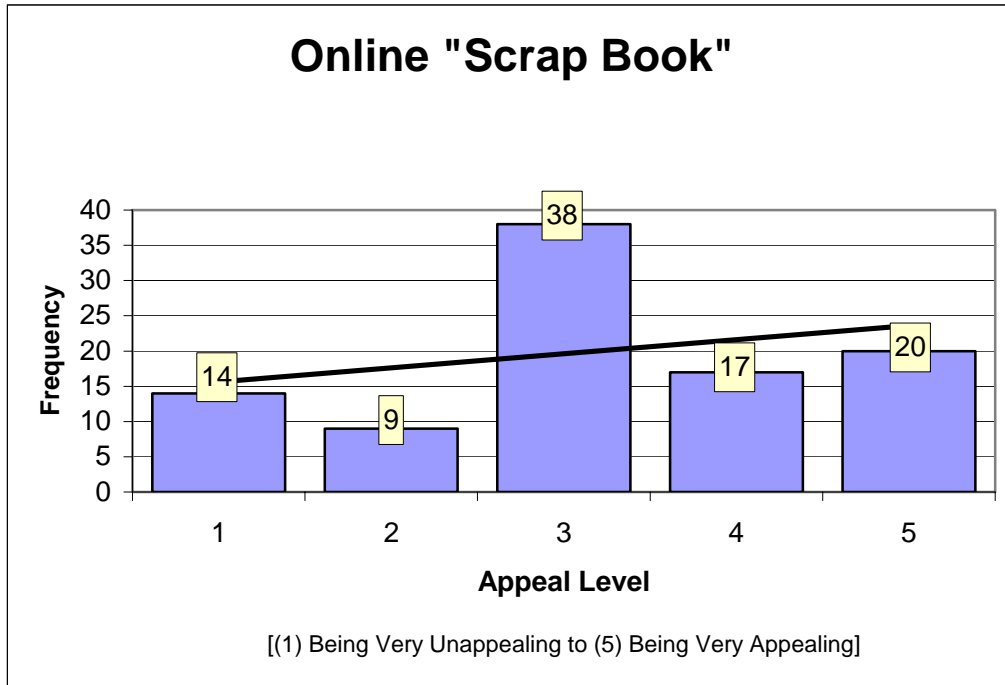
G. Up-to-date information regarding KSA student advocacy

Student respondents identified the areas of services and events as being the most important to be updated regularly. Advocacy was also identified as being important, but not as important as services or events.



F. An online “scrap book” with information, pictures and even streaming video covering past events of various types

The trendline for an online “scrap book” skews slightly positive.



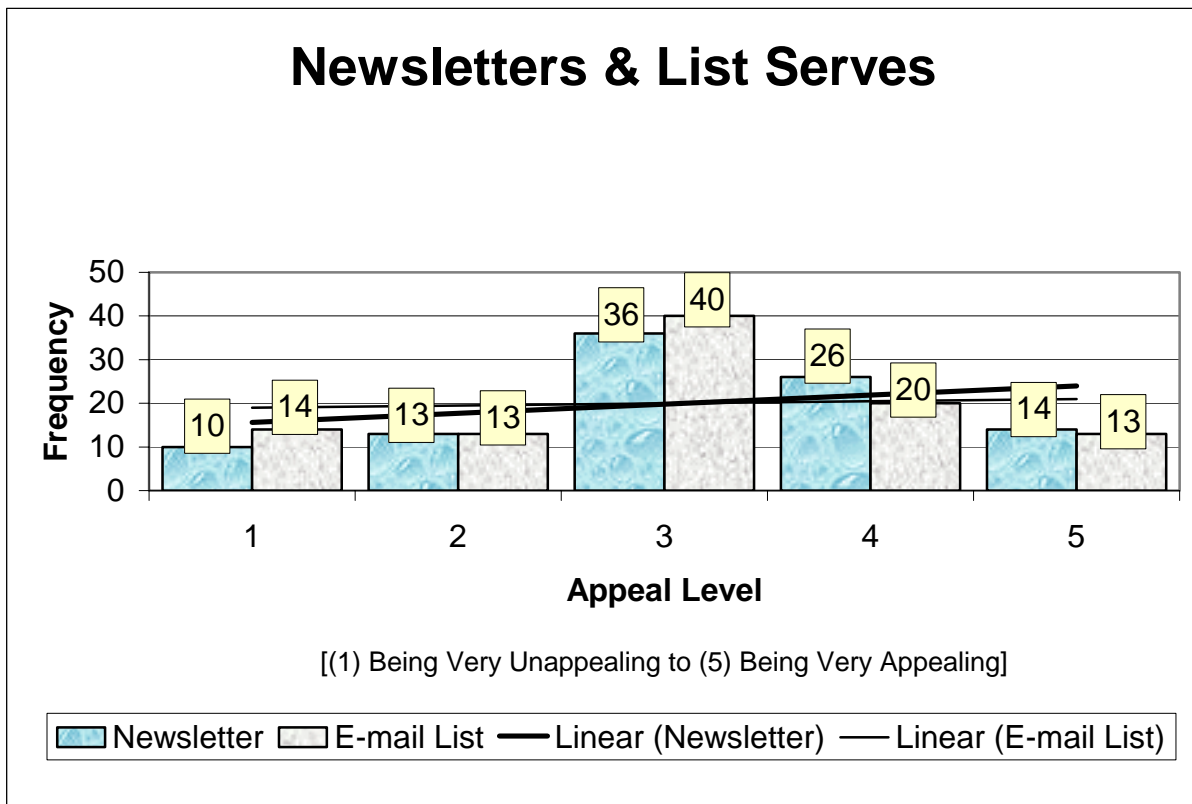
H. A weekly online newsletter containing information about what the KSA is currently doing, that could also be e-mailed directly to students

As compared to...

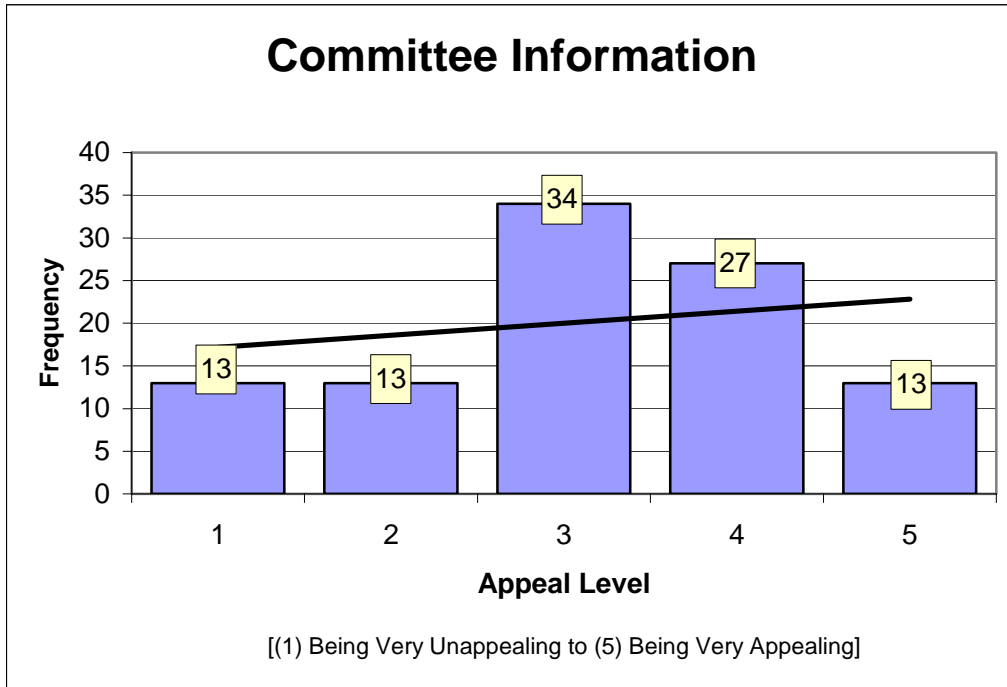
N. The ability to sign up to a KSA mailing list, to receive further information regarding KSA events, activities and services

These two topics are fairly similar, and one has been deleted in the revised survey that will be going out to classes in Summer 2005.

The trendlines for both options are fairly similar, both trending towards the positive.



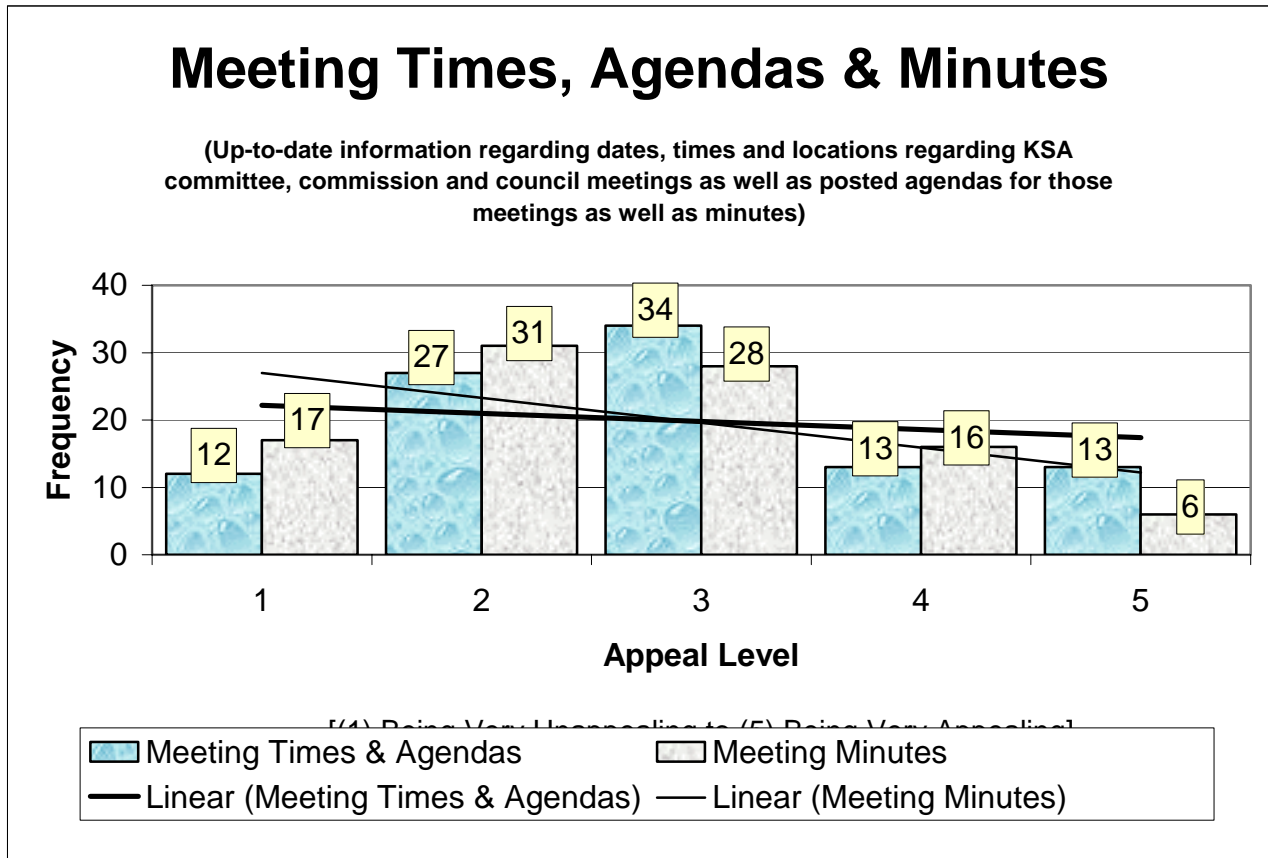
I. Up-to-date information regarding current KSA committees and commissions and how students can get involved with their activities



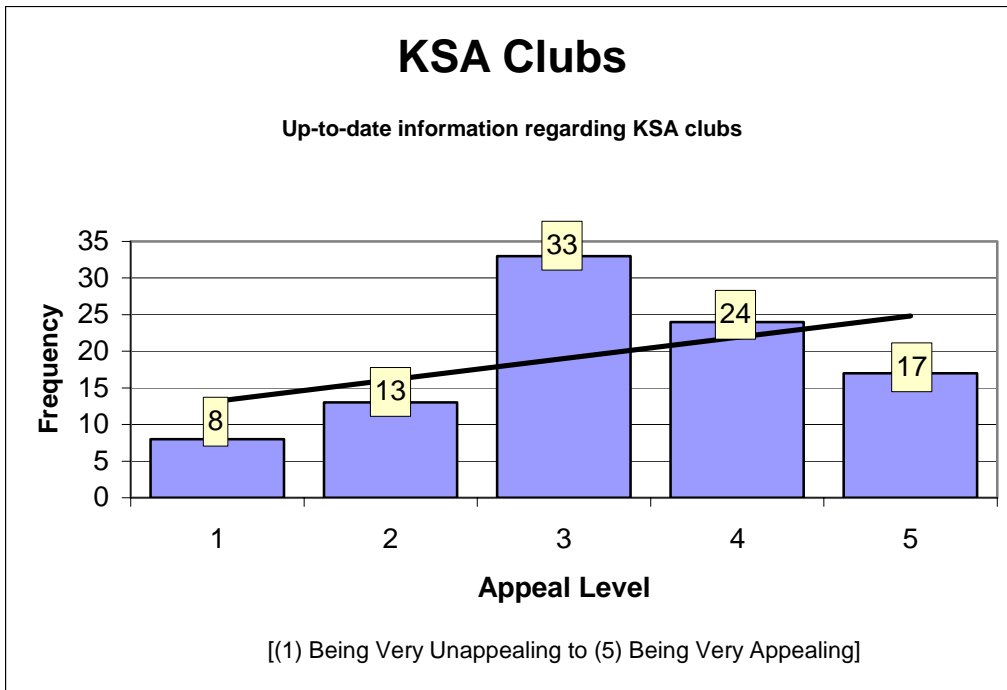
J. Up-to-date information regarding dates, times and locations regarding KSA committee, commission and council meetings as well as posted agendas for those meetings

As compared to...

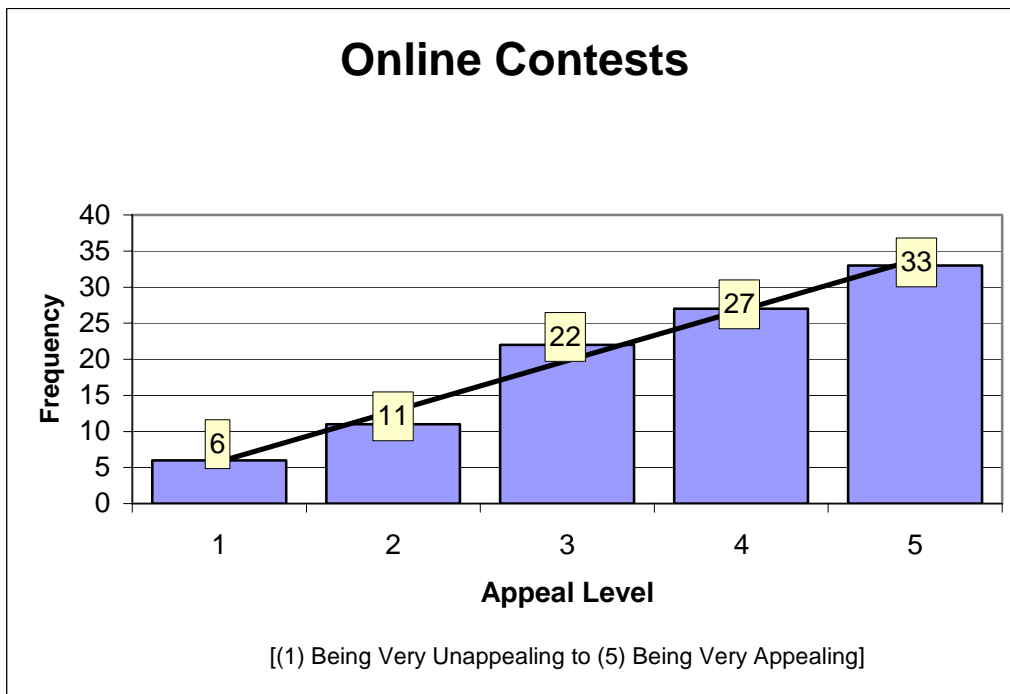
K. Up-to-date copies of various past KSA meeting minutes



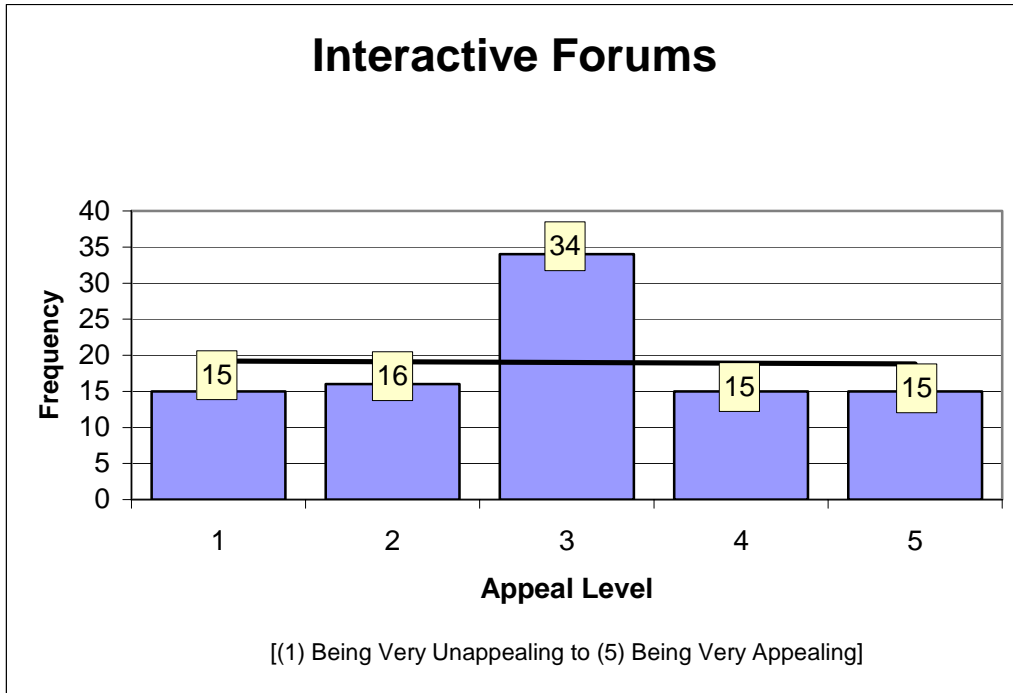
L. Up-to-date information regarding KSA clubs



M. Online contests with regular prizes and giveaways by the KSA and by local businesses in relation to current KSA events, campaigns and projects



O. Interactive forums, chat rooms and discussion groups on various topics

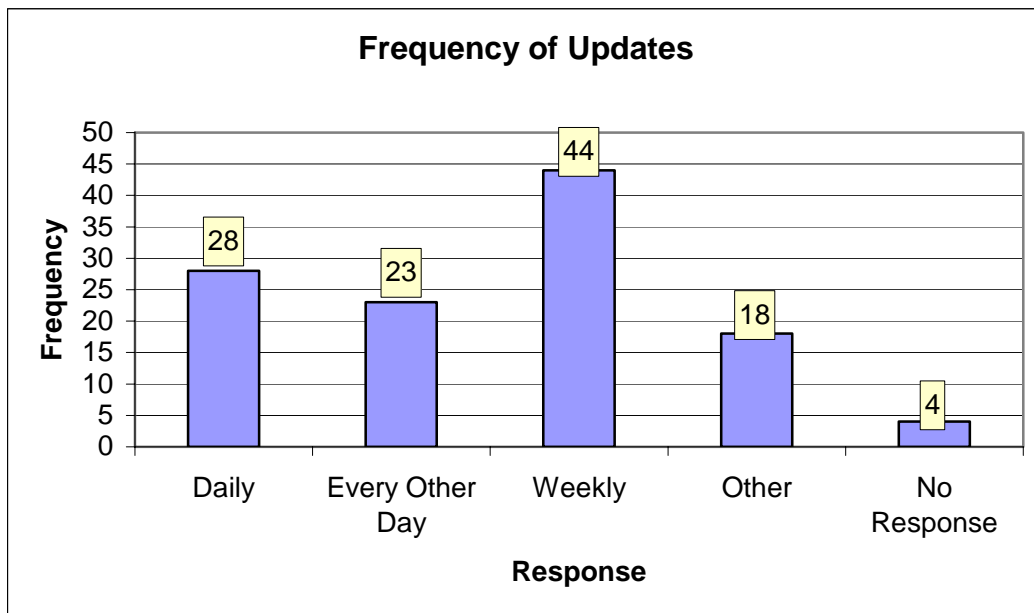


18. For you to visit the Kwantlen Student Association website regularly, how often would it have to be updated? Should it be updated...

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

- Daily
- Every Other Day
- Weekly
- Other (Specify)

23.93% of respondents feel the website should be updated daily; 19.66% feel it should be updated every other day; and 37.61% feel it should be updated weekly.



One respondent, who selected “daily” noted:

“It would be your job as an elected official. We didn’t elect you to work whenever. It’s a responsibility.”

One respondent, who selected “weekly” noted:

“Or every 2 weeks.”

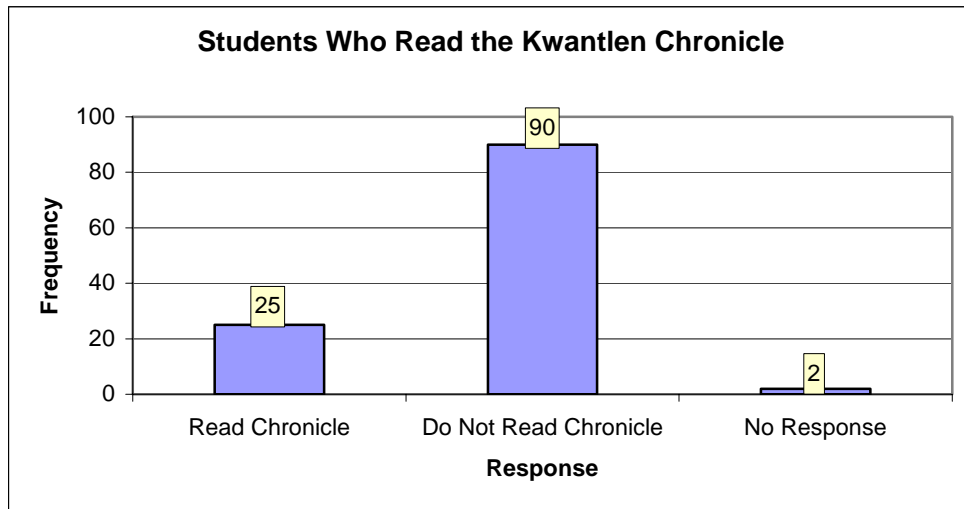
Respondents who selected “Other,” noted:

1. “Every 6 hours.”
2. “Weekly, unless there is NEW & IMPORTANT news needed to be told to students.”

3. "Rarely."
4. "As needed."
5. "When I think about it."
6. "I would not visit."
7. "Not often."
8. "Two weeks."
9. "I'm disillusioned with the KSA, so I don't visit."
10. "I wouldn't visit."
11. "I do not know."
12. "Monthly or by semester."
13. "When teacher's post assignments."
14. "N/A."
15. "As soon as there is new info / changes."
16. "No comment."

19. Do you read the Kwantlen Chronicle?

21.37% of respondents read the Kwantlen Chronicle.



Two respondents noted:

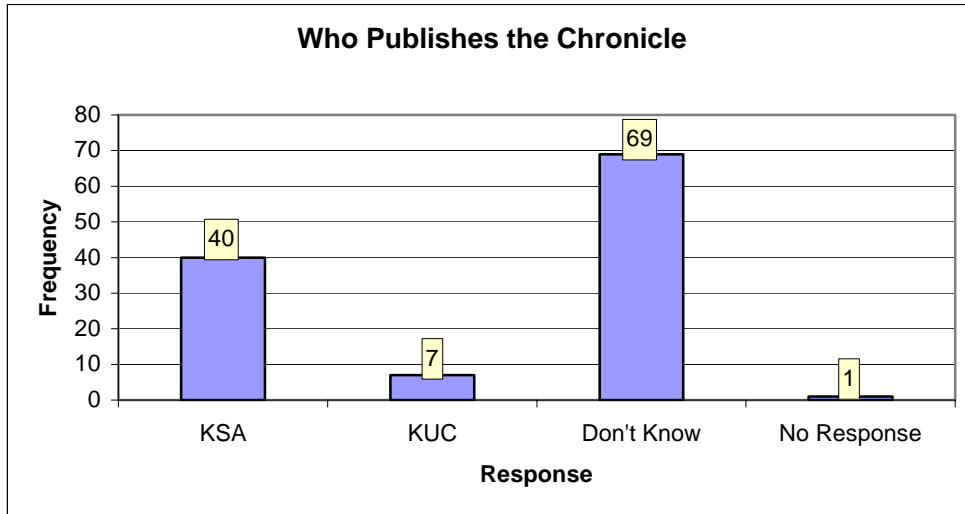
- "Sometimes."
- "Sometimes, but rarely."

20. 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

5.98% of respondents correctly know that Kwantlen University College publishes the Chronicle.



One respondent, who chose "KSA" noted:

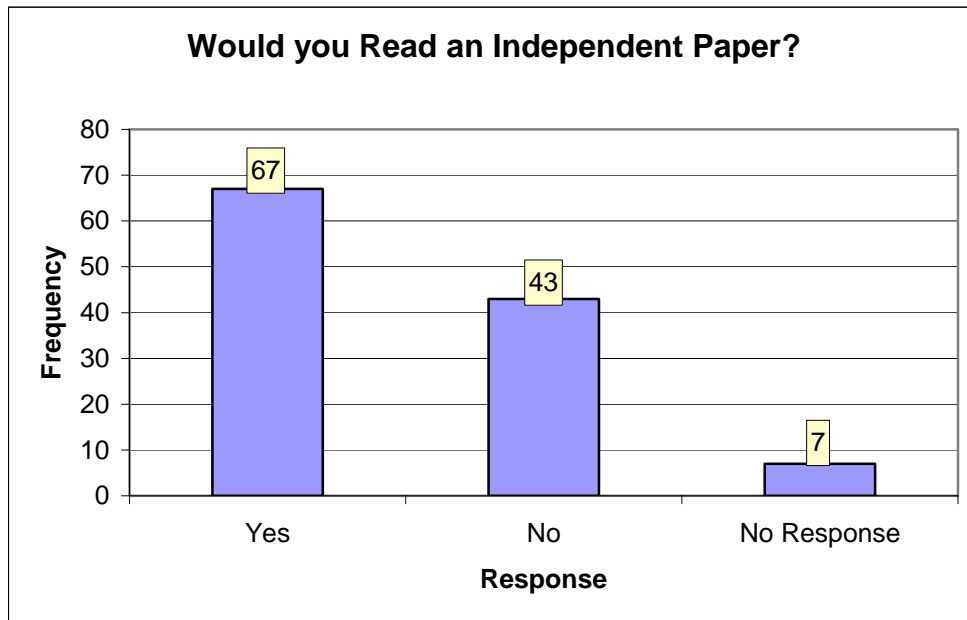
"?"

One respondent who chose "Don't know" noted:

"Waste of money – not interested."

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

57.26% of respondents indicated that they would read an independent student newspaper.



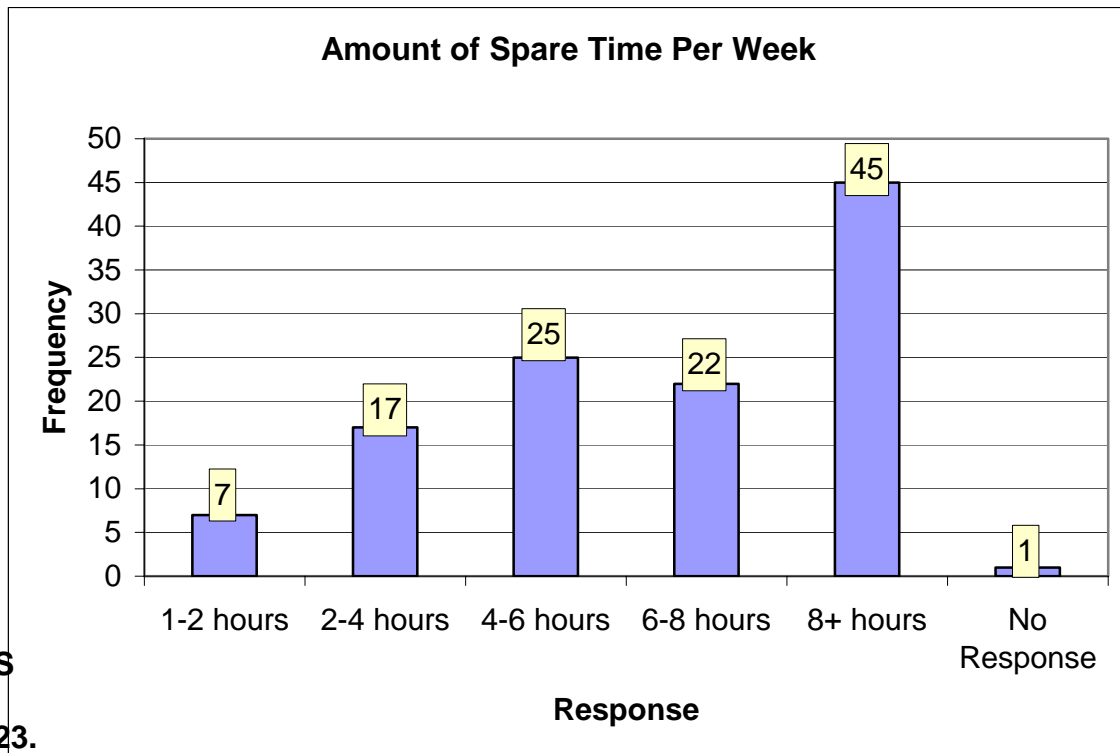
Some respondents who chose "yes" qualified their answer with the following points:

- "Maybe."
- "Possibly."
- "Maybe, depending if it's interesting."
- "Depends on the content."
- "?"

22. Approximately how many hours per week do you have for leisure or spare time? That is, how many hours do you spend in a week not studying, attending class or working at a job?

Respondents had the following responses to choose from:

1 – 2 hours per week	5.98%
3 – 4 hours per week	14.53%
4 – 6 hours per week	21.37%
6 – 8 hours per week	18.80%
8 + hours per week	38.46%



S
23.
24.

Two respondents noted:

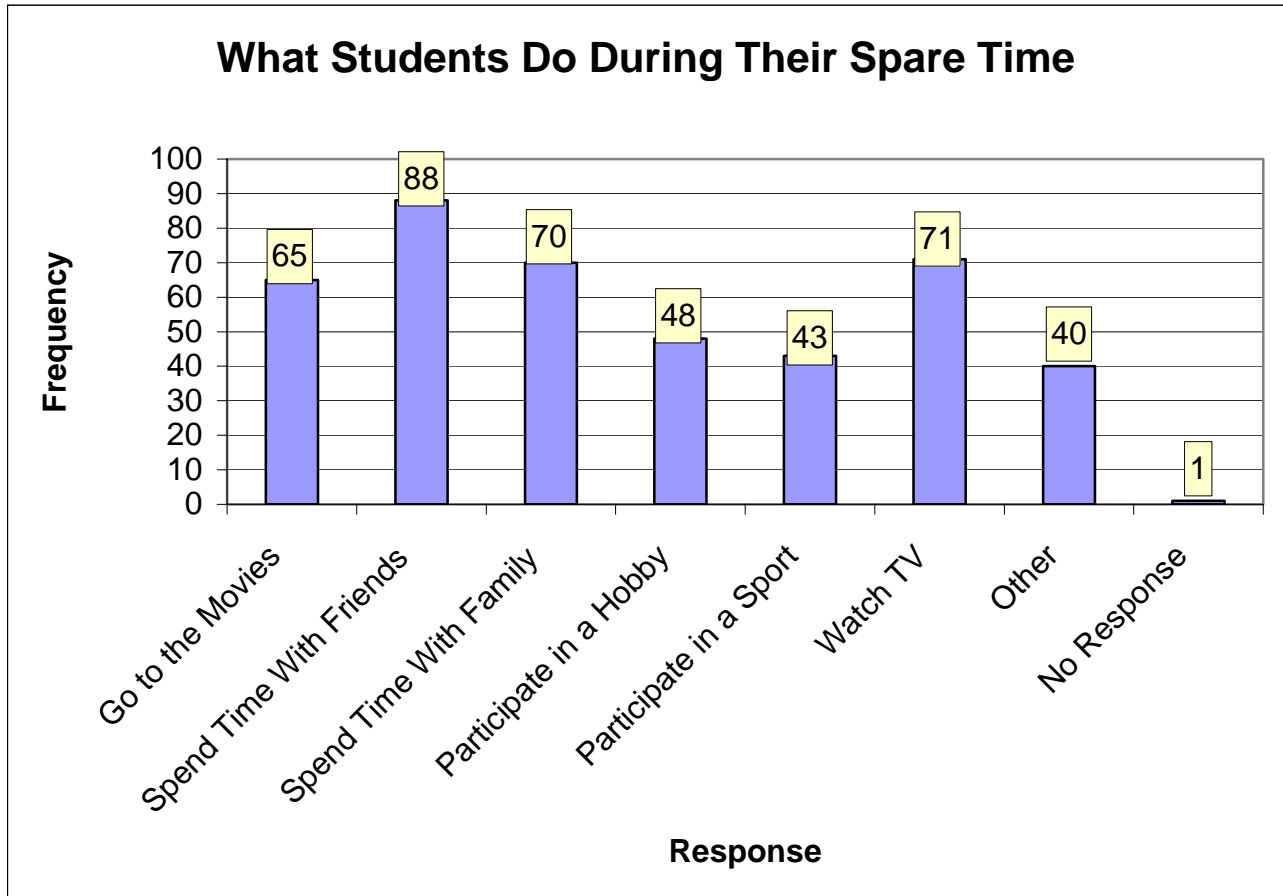
“This is a dumbass question. Everyone sleeps more than 8 hours a week!”

“- Besides sleep!”

23. What do you do in your spare time?

Respondents had a number of options to choose from:

Go to the Movies	55.56%
Spend time with Friends	75.21%
Spend time with Family	59.83%
Participate in a Hobby	41.03%
Participate in a Sport	36.75%
Watch TV	60.68%
Other (Specify)	34.19%



Respondents who selected "Other" noted:

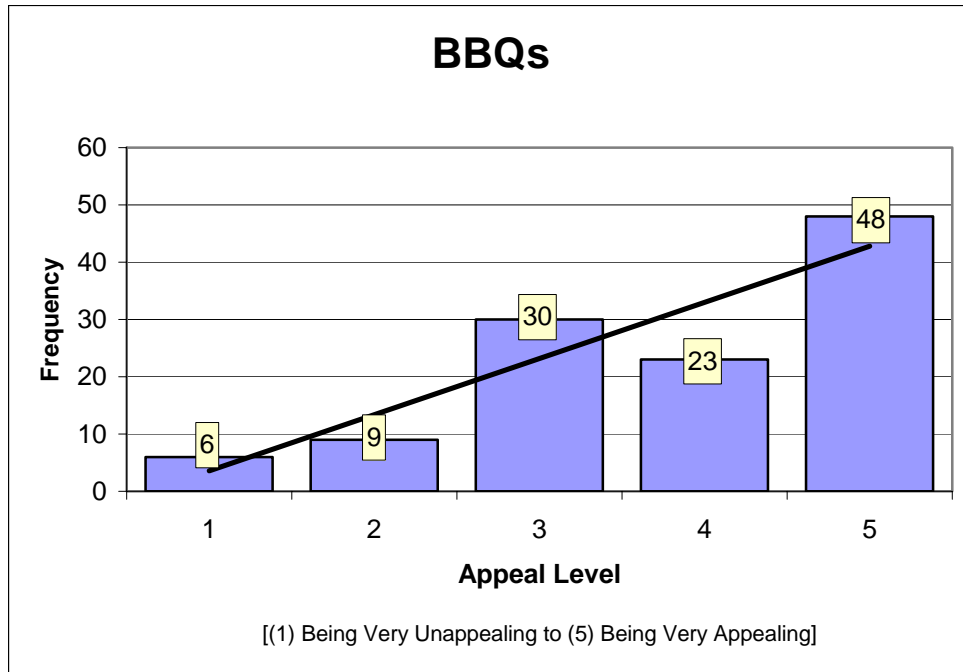
1. "Work."
2. "Rest and sleep."
3. "Spend time in the KSA."
4. "Go to the KSA."
5. "See plays / live theatre."
6. "Church."
7. "Eat, sleep."
8. "Work."
9. "Shopping."
10. "Go downtown and shop."
11. "Shopping."
12. "Computer."
13. "Volunteer."

14. "Work."
15. "Travel on business."
16. "Sleep. Work full time; full-times school."
17. "Travel on business."
18. "Beach parties =)"
19. "Listen to music."
20. "Go out with friends to clubs / bars, shopping, restaurants."
21. "Use the computer – internet."
22. "Go out with my boyfriend and we get it on."
23. "Spend time with my boyfriend."
24. "Sit, eat, go on internet and just relax!"
25. "guitar wanking"
26. "N/A."
27. "Go to Mosque."
28. "Online games."
29. "Party."
30. "(better not mention)"
31. "read books."
32. "work out, Kwantlen needs a gym!"
33. "work."
34. "working."
35. "Play poker, watch movies."
36. "Workout."
37. "Take a walk; go shopping; take care of other things."
38. "Go to the mall."
39. "Take dance classes; ride horses."
40. "Work out – the KSA should get rid of the flat screen TV and open a gym."
41. "Exercise."
42. "Internet."
43. "Work out, club, sleep."
44. "Go to Internet."
45. "Computer games."
46. "Spend time with my child."
47. "I go out with friends! – Party!"

24. Thinking now about the events and activities the KSA could offer, as well as your own interests and the interests of other students, how would you rate the appeal of each of these following potential events, on a SCALE OF 1 TO 5 from (1) BEING VERY UNAPPEALING to (5) BEING VERY APPEALING ...

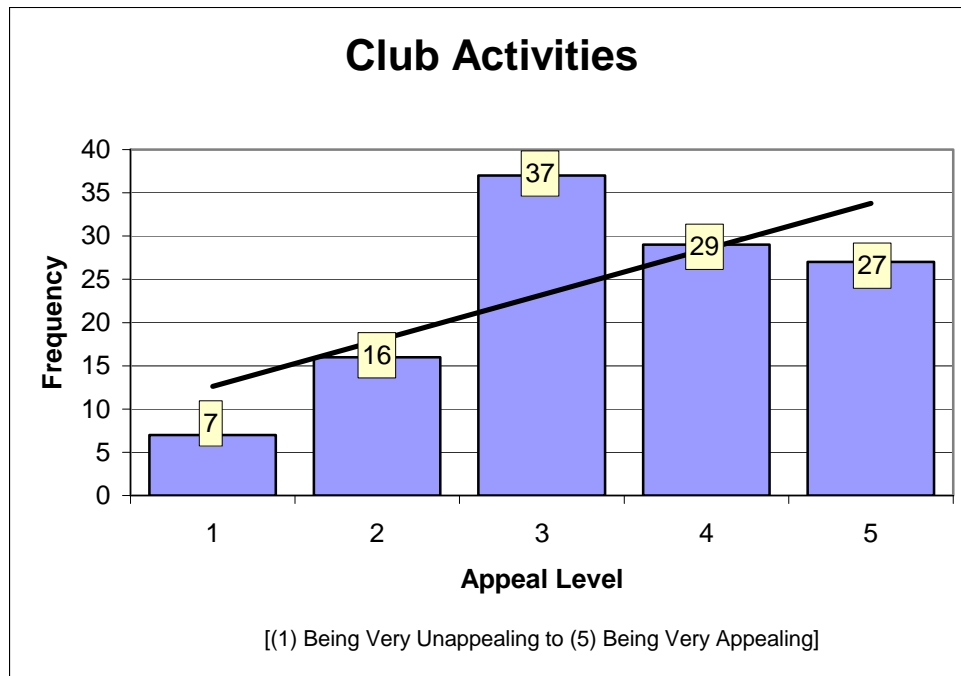
A. BBQs

There was one non-response to this question.



B. Club Activities (Both On-Campus & Off-Campus)

There was one non-response to this question.

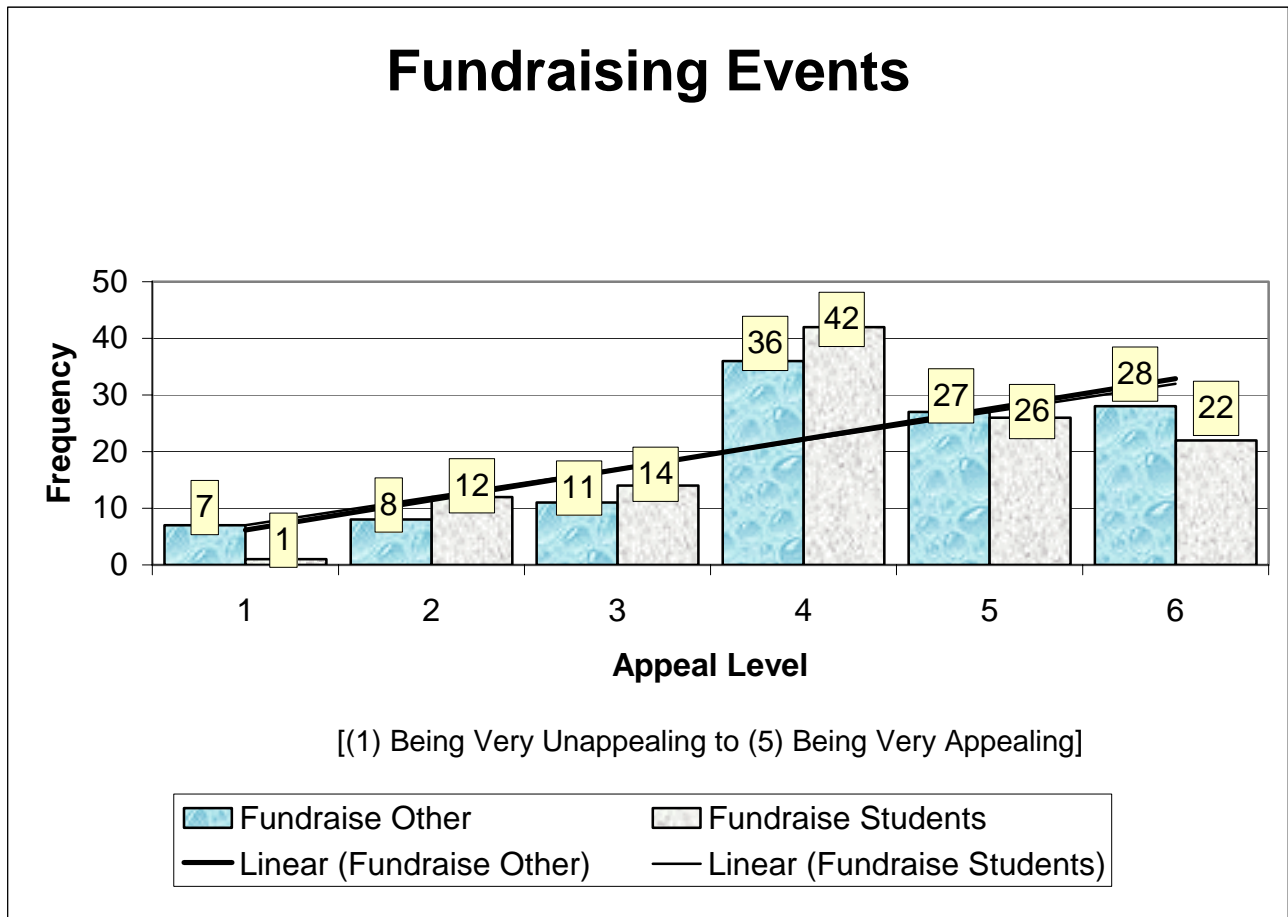


C. Fundraising Events for Kwantlen Student Groups & Needs

As compared to...

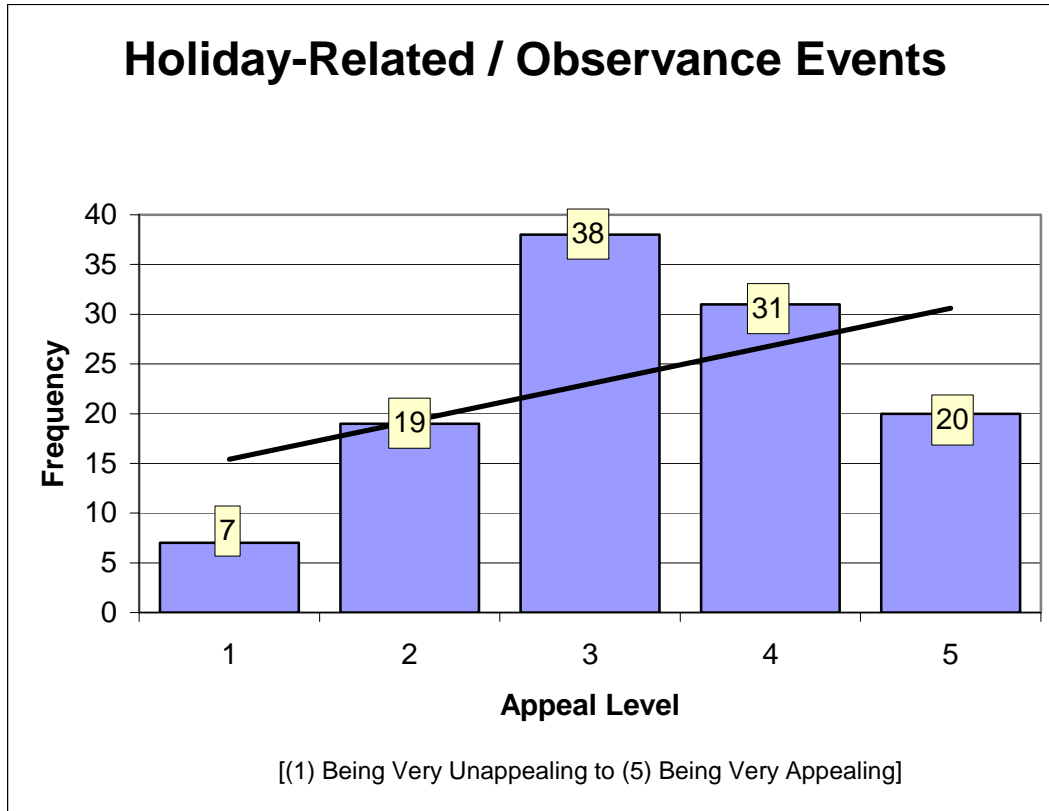
D. Fundraising Events for Other Non-Profit Organizations (eg. Cancer Society, Cystic Fibrosis Foundation, Red Cross, etc.)

There was one non-response to item “C” and seven non-responses to item “D.” The inequity of item “D” having six more non-responses is due to the fact that it was not a part of the original six test surveys that were compiled.



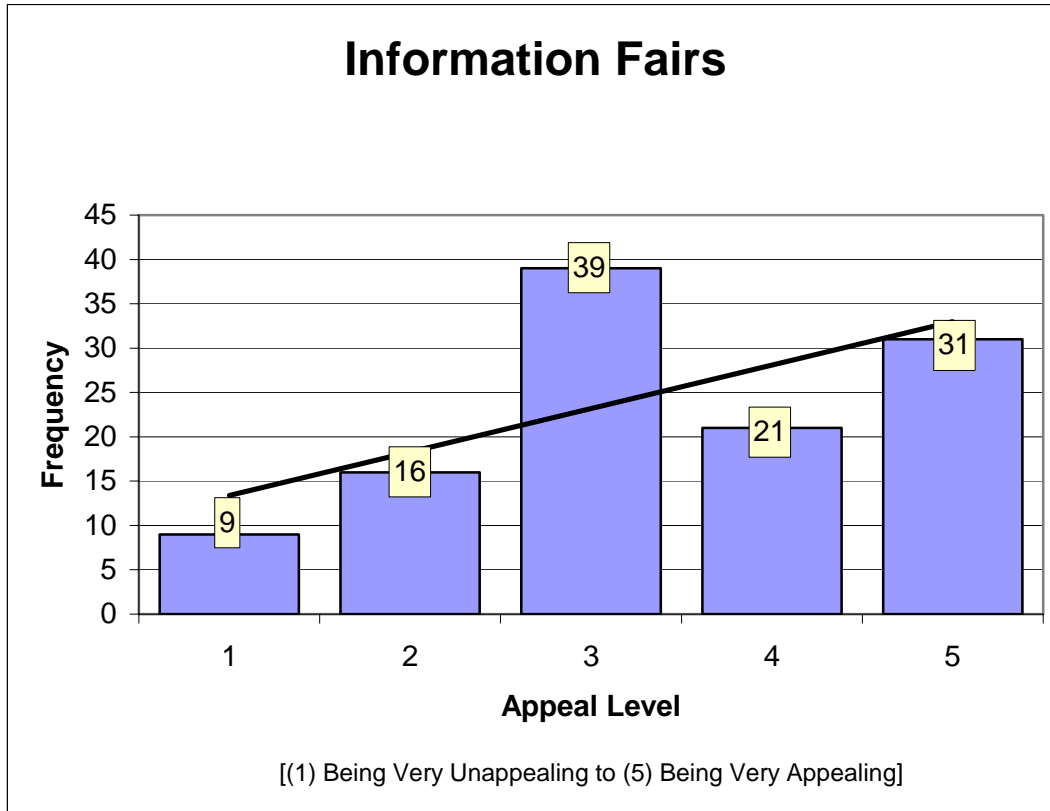
E. Holiday-Related / Observance Events

There were two non-responses to this question.



F. Information Fairs / Forums on Specific Issues (Careers; Education; Social Policy, the Environment, etc.)

There was one non-response to this question.

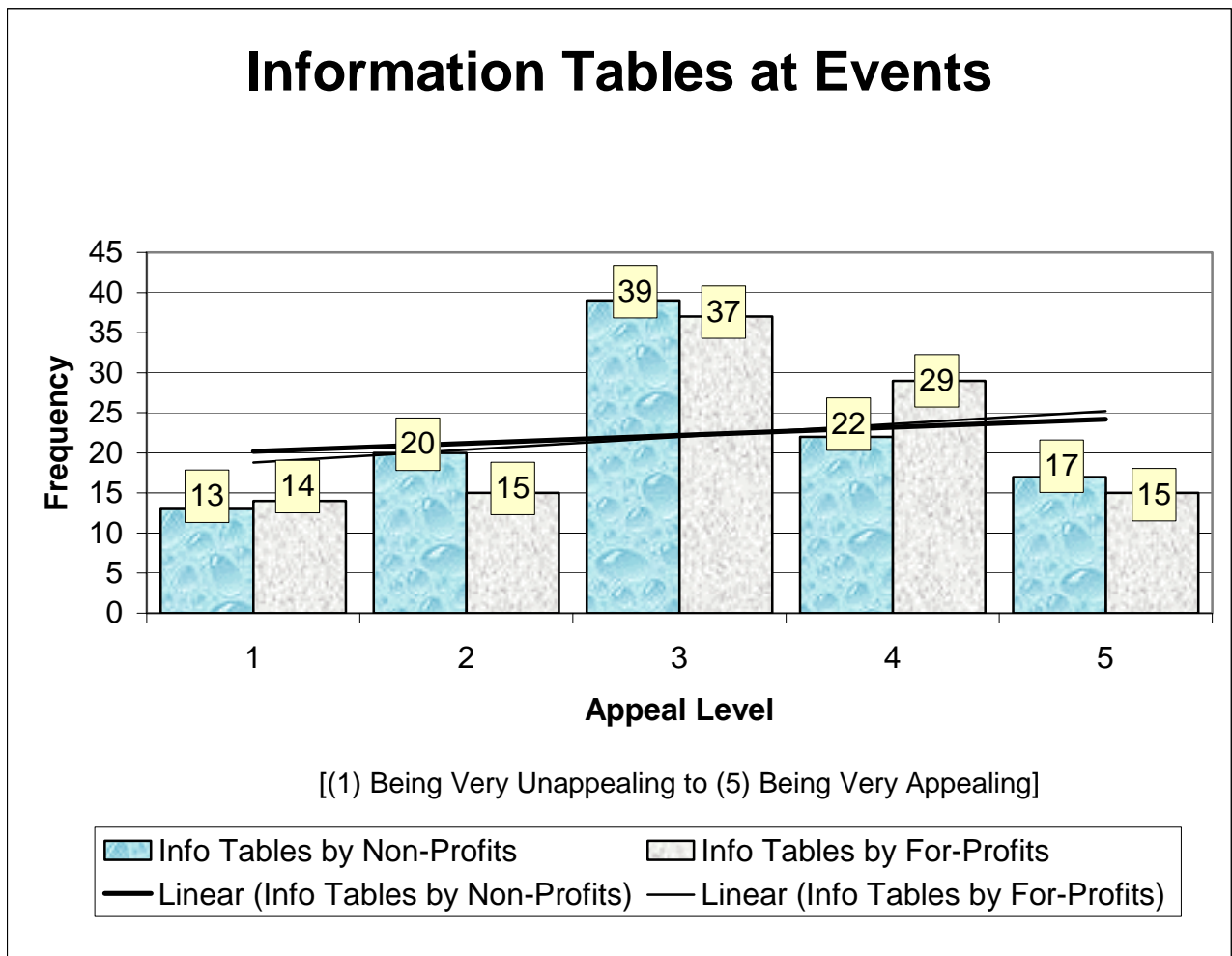


G. Information tables at events as setup by local non-profit organizations advertising what they do

As compared to...

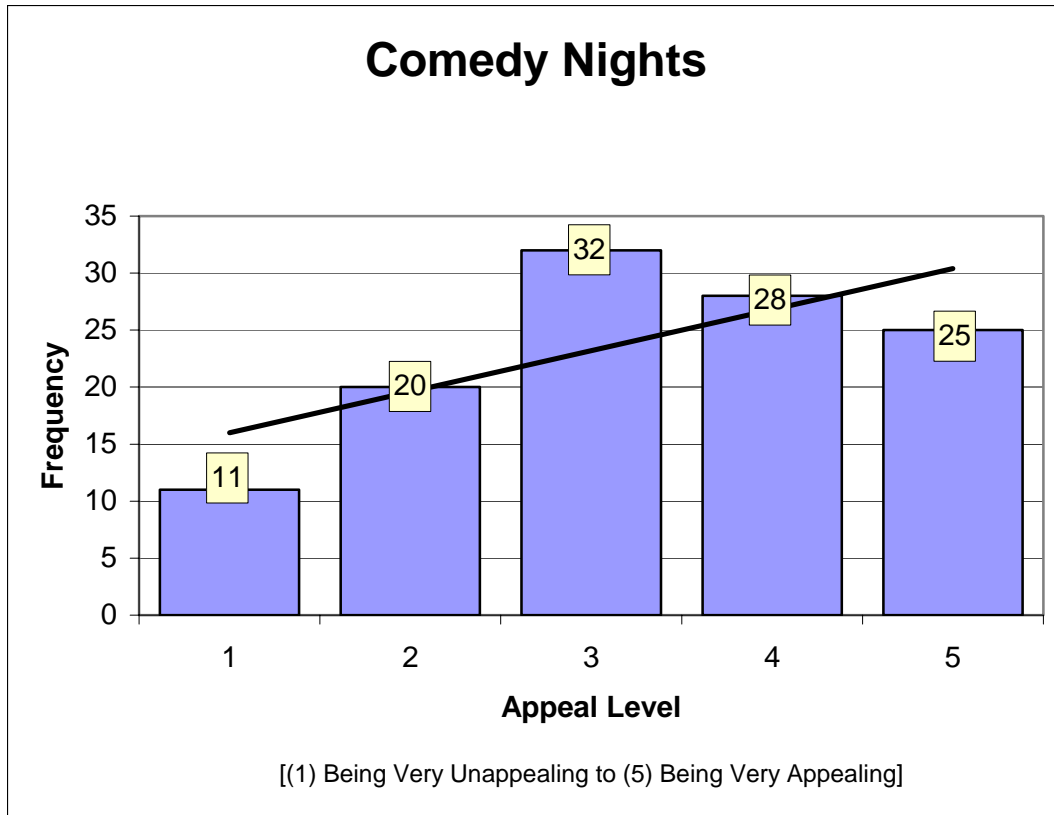
H. Information tables at events as setup by for-profit organizations and companies advertising what they do, as well as offering discounts or special plans to the Kwantlen community

There were six non-responses to item “G” and seven to item “H.” Again, this was due to the fact that these items were not a part of the original six test surveys that were done.



I. Live Kwantlen Course Related “Topical” Comedy Nights

There was one non-response to this item.

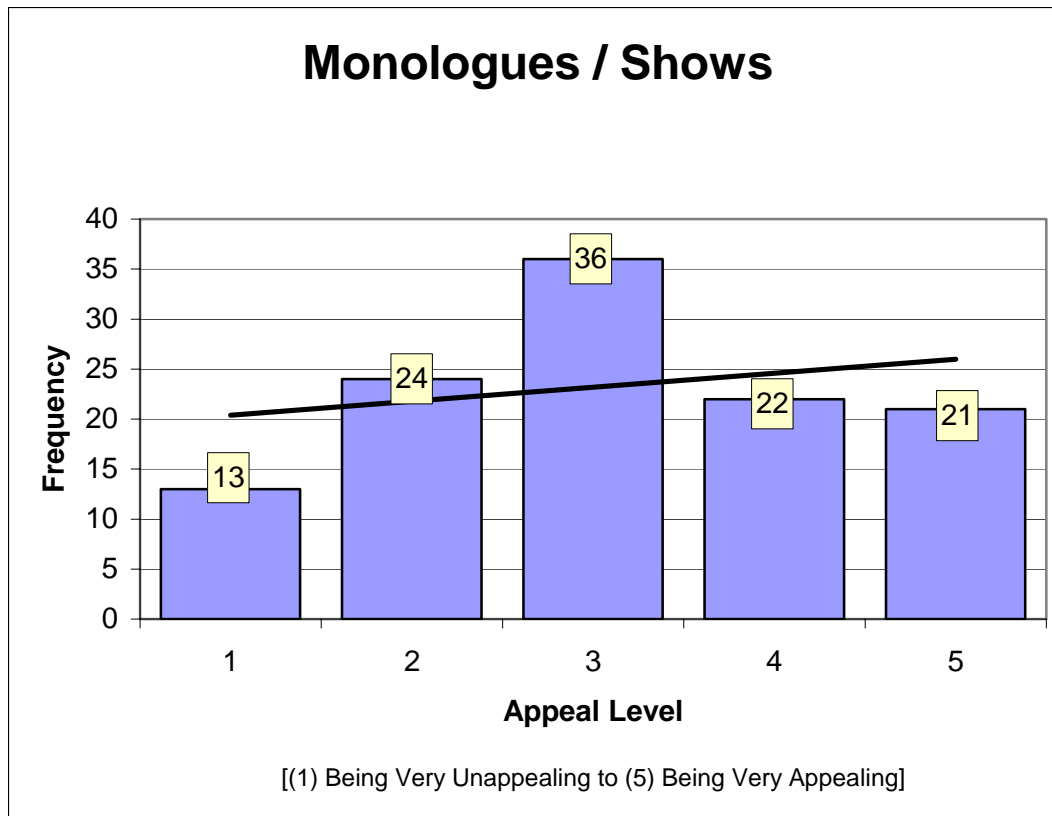


One respondent who chose “5” noted:

“10 (with a check mark next to 10)”

J. Live Kwantlen Course Related “Topical” Monologues / Shows

There was one non-response to this item.

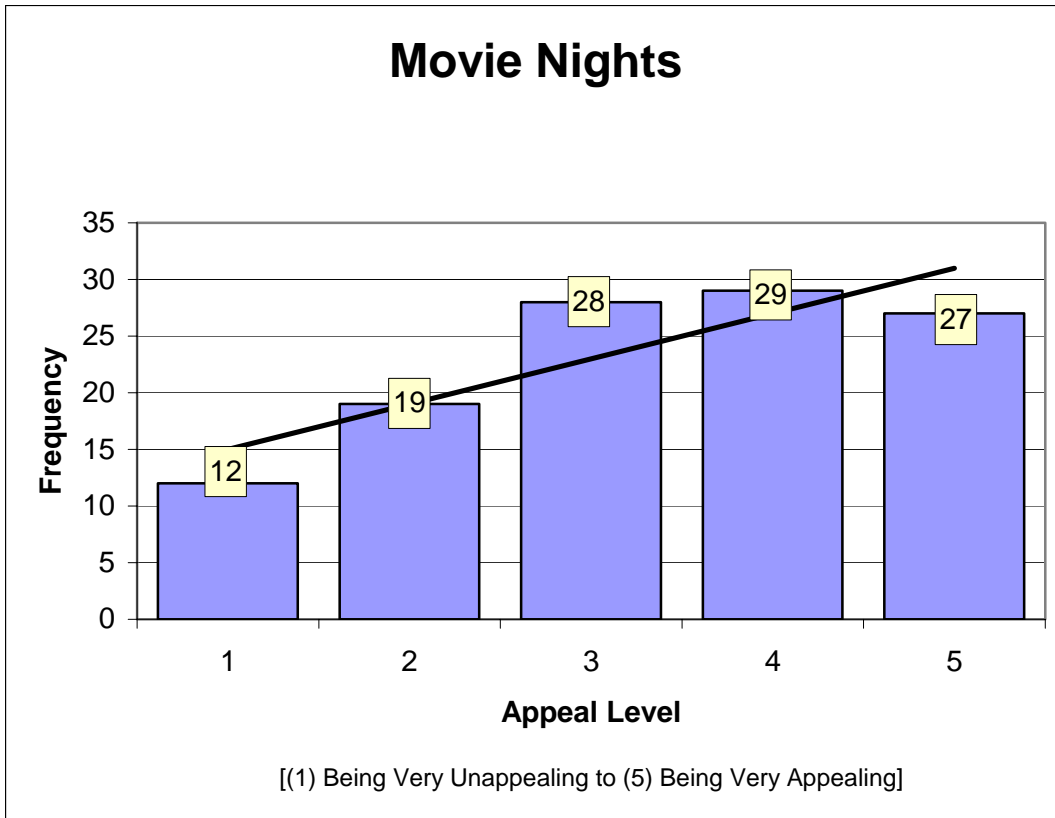


One respondent who chose “5” noted:

“10 (with a check mark next to 10)”

K. Movie Nights

There were two non-responses to this item.

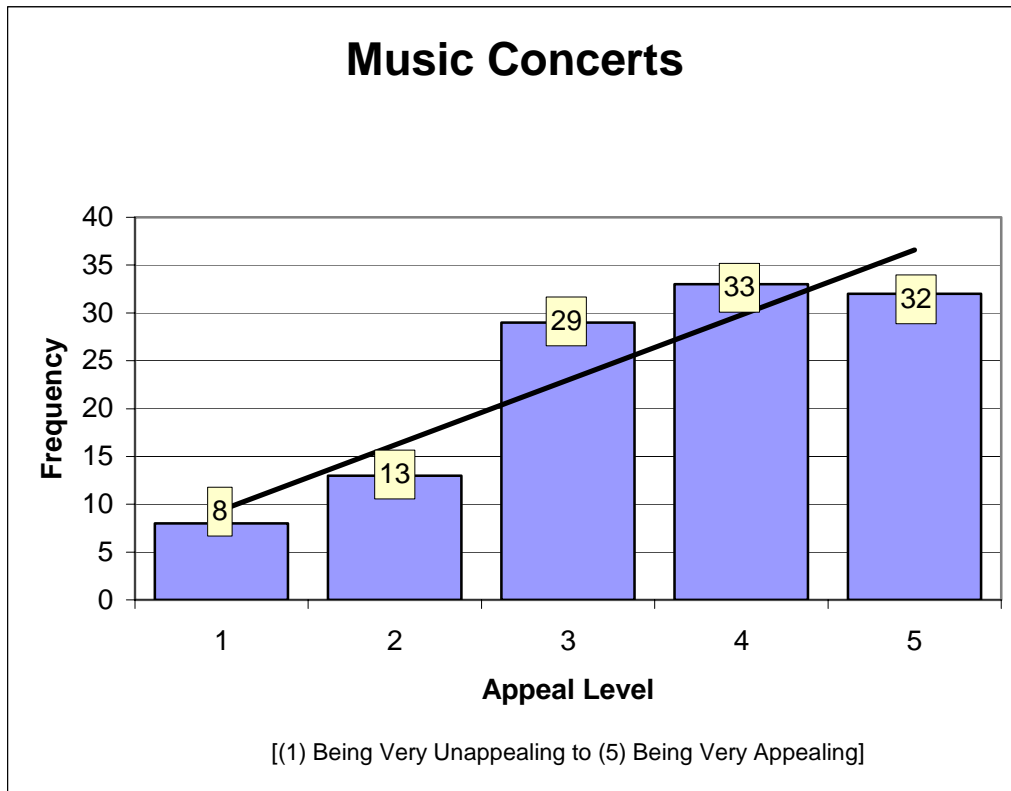


One respondent who chose “1” noted:

“so high school!”

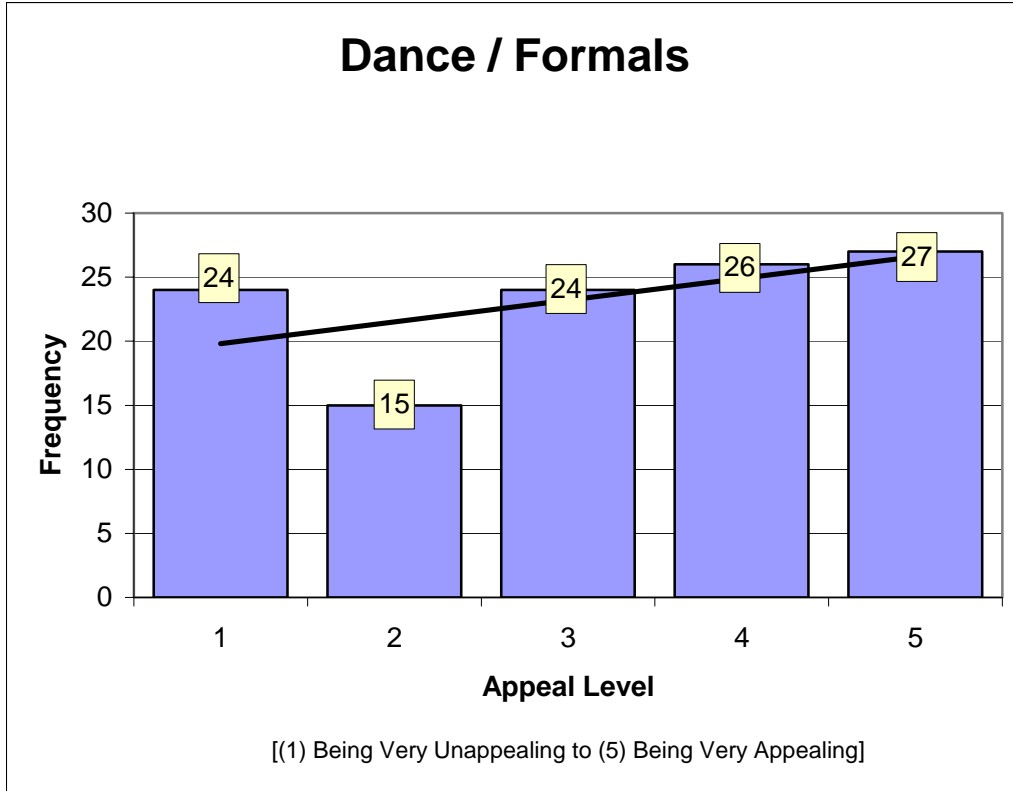
L. Music Concerts

There were two non-responses to this item.



M. On Campus Dance / Formals

There was one non-response to this item.

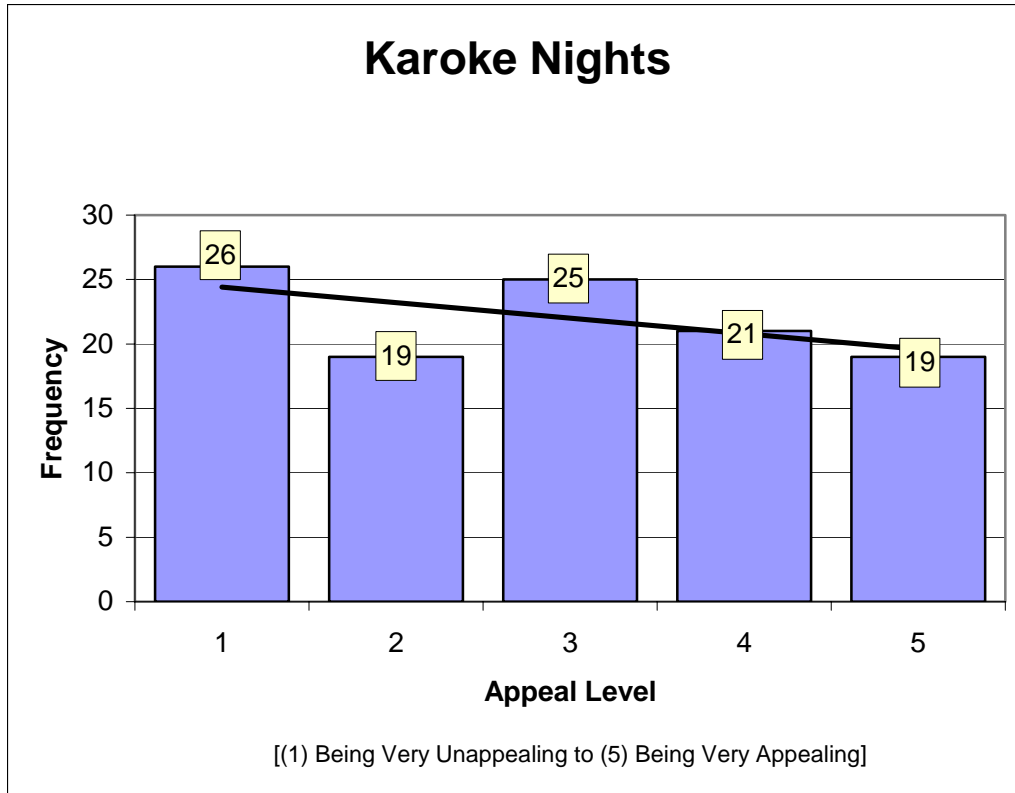


One respondent who chose “1” noted:

“NO! So high school!”

N. On Campus Karaoke Nights

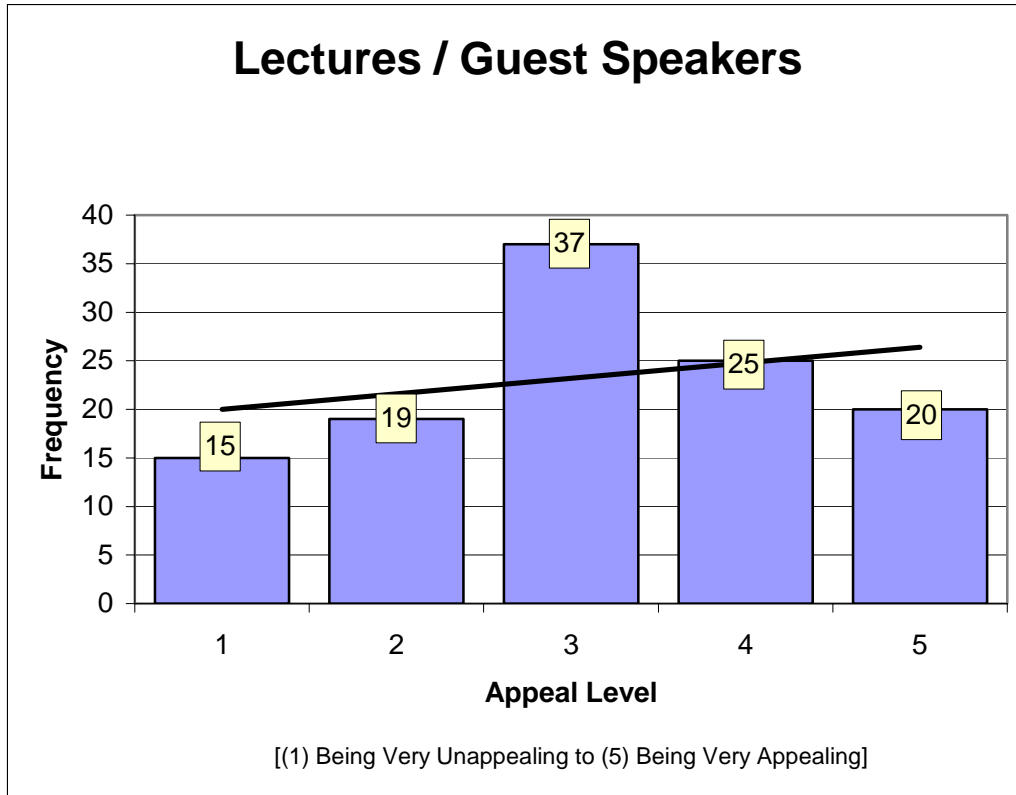
There were seven non-responses to this item. Six of the non-responses were due to the fact that this question was not a part of the original six test questionnaires.



One respondent who chose “5” noted their interest in this item by placing three check marks by “5.”

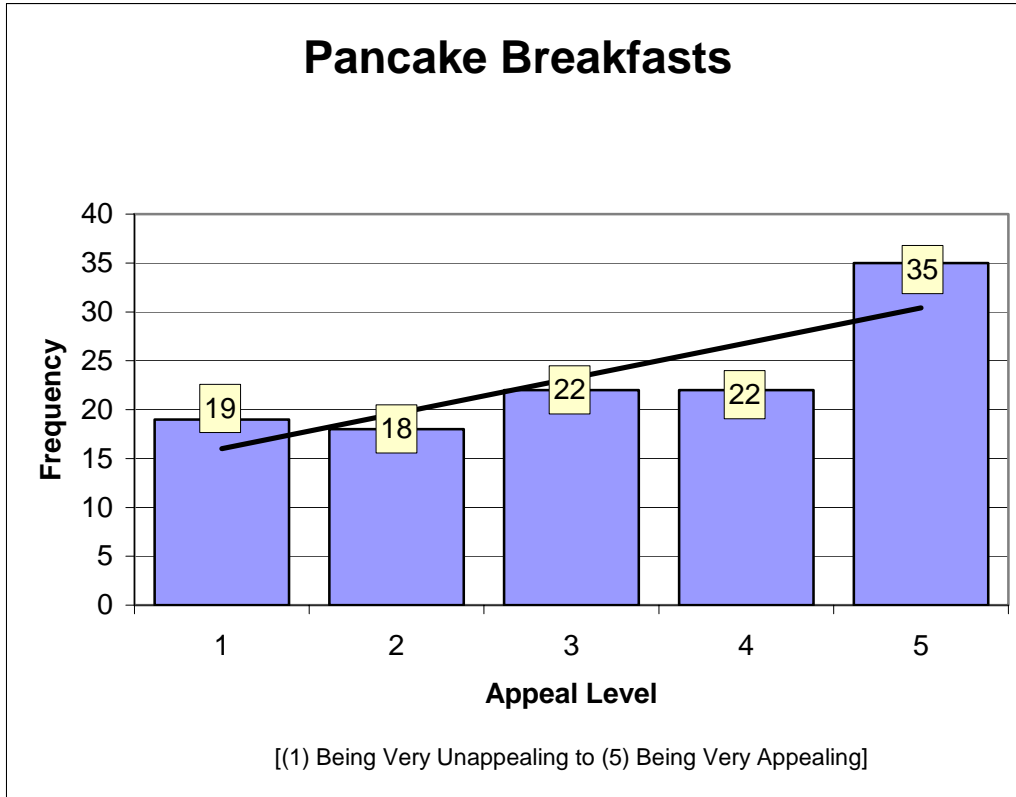
O. On Campus Course Related “Topical” Speakers / Lecturers

There was one non-response to this item.



P. Pancake Breakfasts

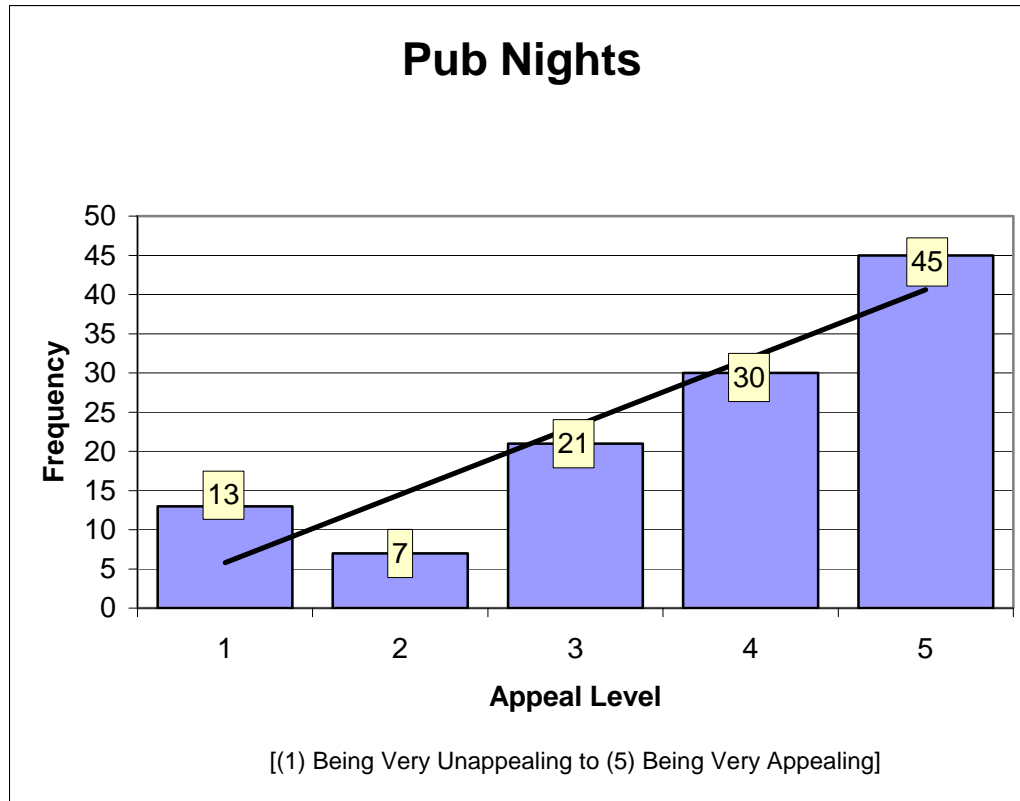
There was one non-response to this item.



One respondent who chose "5" noted their interest in this item by placing two extra check marks by "5."

Q. Pub Nights

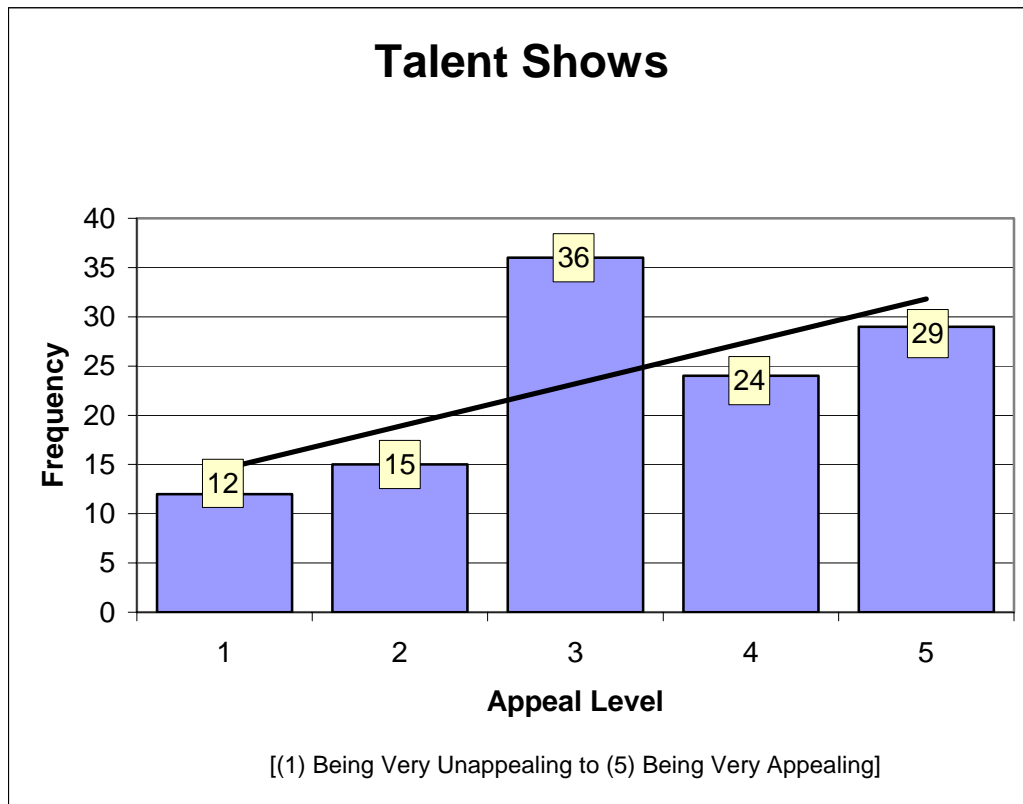
There was one non-response to this item.



One respondent who chose "5" noted their interest in this item by placing six extra check marks by "5."

R. Talent Contests

There was one non-response to this item.



One respondent who chose “1” noted:

“so elementary school”

One respondent who chose “5” noted their interest in this item by placing one extra check mark by “5.”

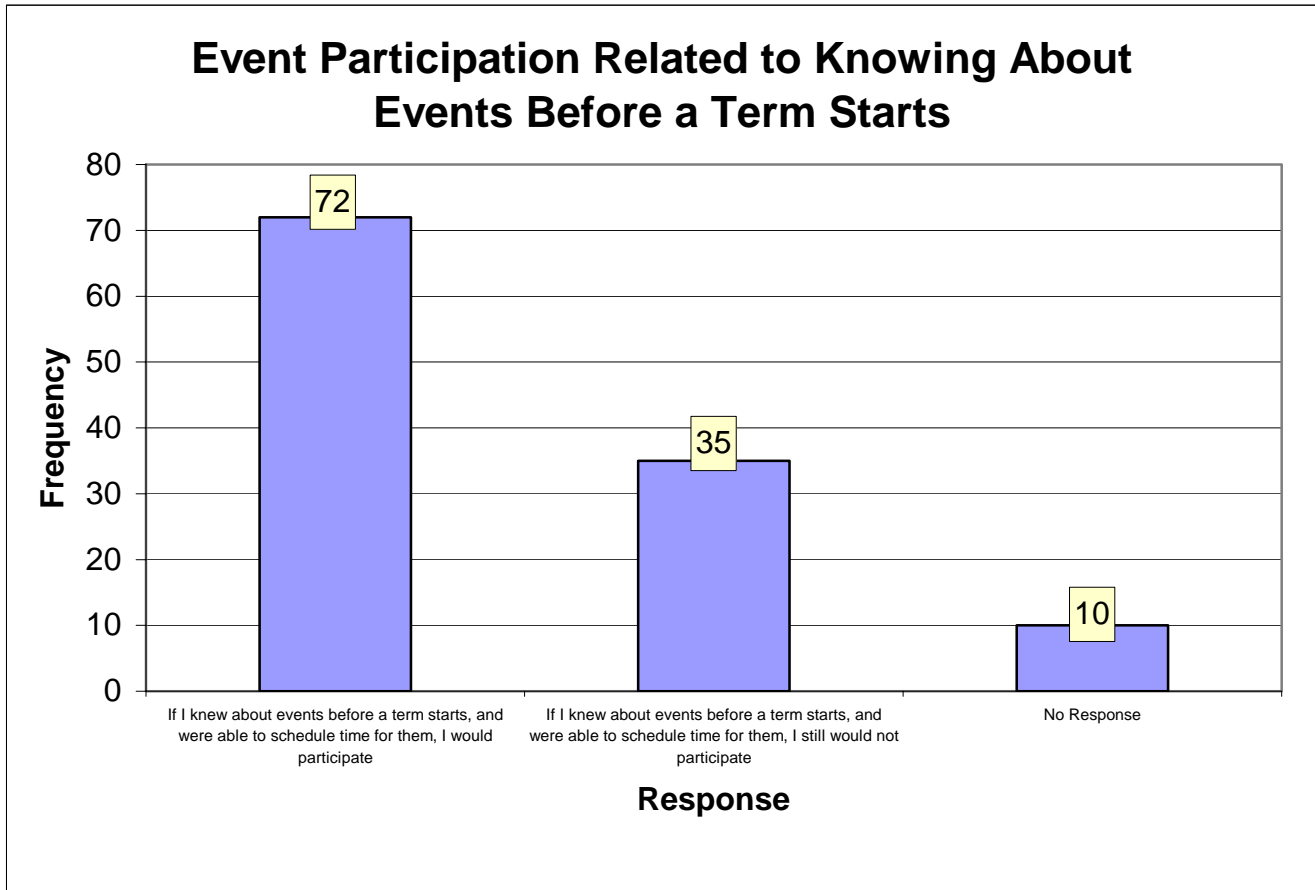
S. Are there any other events you'd like to see the Student Association Organize? List and briefly describe them now.

Some respondents noted:

1. "Fashion or interior design shows."
2. "A fashion program career day!!!"
3. "Karaoke nights."
4. "Girls of Kwantlen gone wild."
5. "No."
6. "Sports activities."
7. "Poker tournaments and sports pools."
8. "FORMALS."
9. "Ping pong competition."
10. "Multicultural events / engaging students to get together; discuss different issues!"
11. "Not sure right now."
12. "Fashion shows; getting people to register (sign up) for a sports; events in the gym (eg. indoor soccer games; 3-on-3, etc.)."
13. "Club nights – were students get into bar with their Kwantlen ID."
14. "Hold an event @ a club – eg. Wild Coyote; Skybar."
15. "Not really."
16. "We should really have some kind of formals / dances."
17. "No."
18. "N/A."
19. "Something related to fashion."
20. "No."
21. "Dances."
22. "Concerts, everyone likes music."
23. "No."
24. "No."
25. "No."
26. "Good ideas above."
27. "Karaoke, contests and stuff like that are so much fun, it would be great to be able to just chill with other students besides the ones in your class."
28. "I would like to see more school spirit. An opportunity to meet people."

25. If you knew about KSA events before a term starts, and were able to schedule time for them, would that increase your chances of participating in those events?

61.54% of respondents noted that they would participate in events if they knew about them at the beginning of the term.



26. Considering your own life and daily schedule of courses and other obligations, please list any other means the Kwantlen Student Association could utilize to get you information about Student Association advocacy, services and events.

Respondents noted:

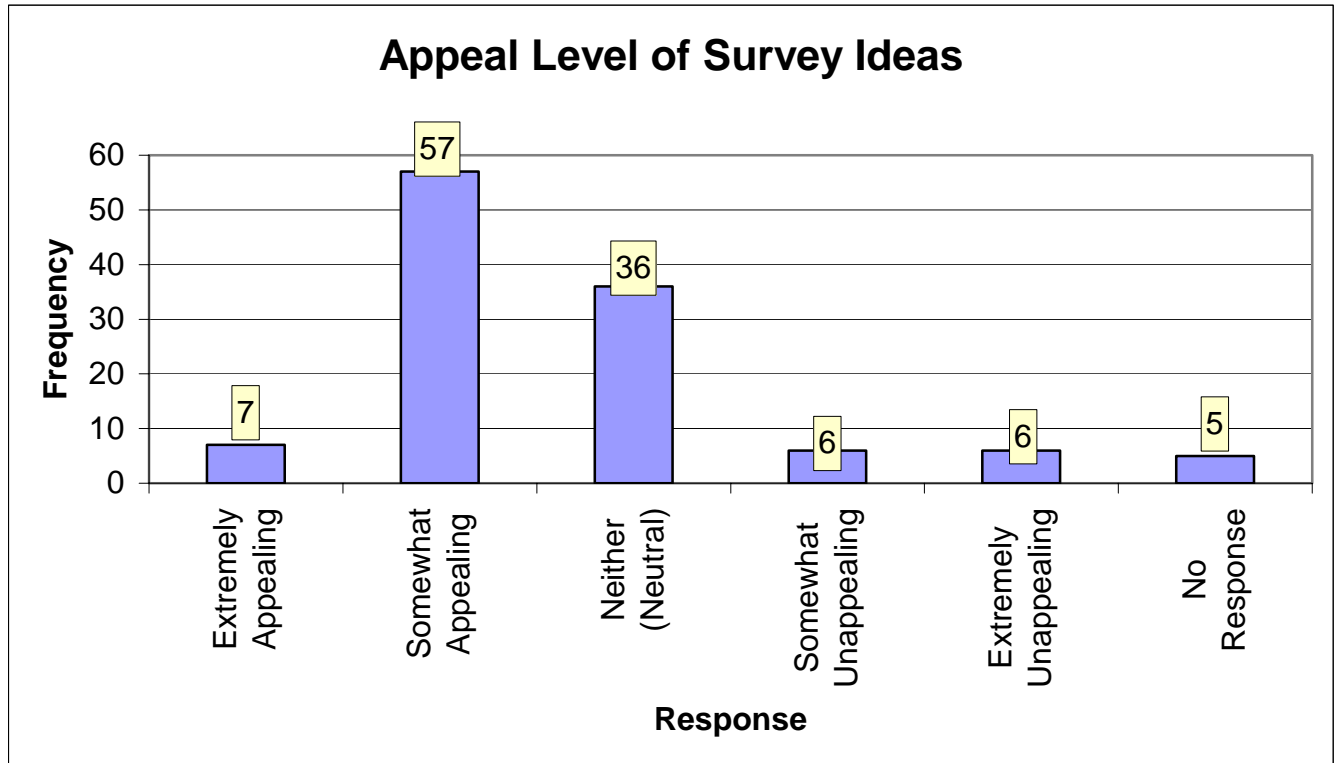
1. "By e-mail on student website or maybe regular mail."
2. "E-mail."
3. "Just make the website a lot more appealing and mail newsletters online to let students know what the KSA is up to for that week =)."
4. "E-mails are the best way to reach students."
5. "Try to get a U-PASS."
6. "Announce it over a loud speaker once a week in the morning."
7. "N/A."
8. "N/A."
9. "N/A."
10. "I don't know."
11. "Electronic message board."
12. "Definitely a mailing list or something similar to it, because people are never too busy to check their own e-mail. Maybe larger advertising posters."
13. "E-mails, Info available in classrooms or by teachers."
14. "Updated weekly calendar where it states the weeks, services and events info on each."
15. "Personal e-mails."
16. "More activities and events that appeal to me and my generation."
17. "Homework parties."
18. "Call me (like phone calls or text messages to inform me of events)."

19. "Don't know."
20. "Internet is the easiest because it is available day or night. I am too rushed at school to read boards some days."
21. "No comment."
22. "Mail; e-mail."
23. "Not sure."
24. "Have someone come to the Fashion wing and talk to students in the class."
25. "?"
26. "E-mail."
27. "E-mail @ personal e-mails; poster; p.a. systems."
28. "E-mail."
29. "Weekly e-mails."
30. "E-mail."
31. "?"
32. "? No idea."
33. "Just what KSA is already doing: website, posters in college, talking with others, etc."
34. "E-mail, websites."
35. "Don't have the time."
36. "E-mail, talk to classes."
37. "Send e-mail to each students @ Kwantlen mailbox to inform them."
38. "Posters in school; monthly mailings."
39. "N/A."

40. "Announcements on speakers @ Kwantlen, intercom system."
41. "Mostly e-mail, but probably once a week to avoid spams."
42. "More advertisement."
43. "Bulletins that teachers (MUST) read every class."
44. "Not sure."
45. "Do more than computer games / bus tickets / 'BOY' games! I rarely see a girl playing those games! More boys are involved in KSA than girls (my observation)."

27. 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...

54.70% of respondents found the ideas presented in the survey to be appealing.



Other comments by respondents included:

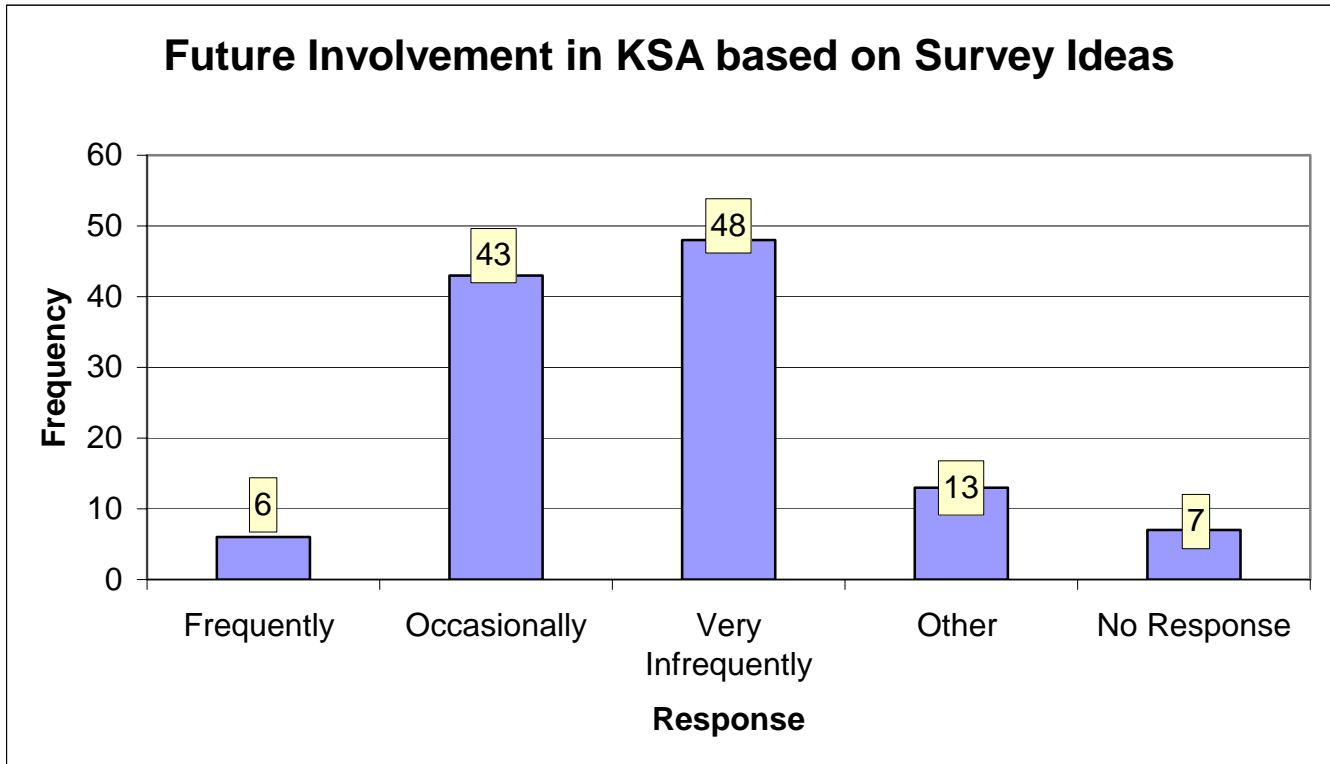
1. (next to Neither) "Will see what good will it do!"

28. 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)

41.03% of respondents still indicated that their involvement level with the KSA would continue to be infrequent.



Next to “Very Infrequently” one respondent noted:

1. “Attend events that I would want to go to and have time for.”

Next to “Other,” some respondents noted:

1. “Never.”

2. "I graduate in June, so after that, no more involvement."
3. "I'm graduating."
4. "Very occasionally."
5. "Last class."
6. "Not very likely."
7. "I don't know."
8. "Never."
9. "Never."
10. "Never."
11. "Never."
12. "Leaving for BCIT after this semester."

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

1. "Bar now."
2. "Nope."
3. "No."
4. "BBQ Fundraiser for tsunami victims = great!"
5. "Expand the Richmond lounge without the dumb café. It is too expensive to buy stuff from there."
6. "Be more visible. Get better, professionally produced ads, brochures. Standardize marketing. Keep it current – involve students more."
7. "Get rid of the student bursary fund, I don't want to help pay for others to go to school, I can barely afford to send myself to school."
8. "Hold more BBQ events at each campus."
9. "Nothing. Just more space."
10. "Make it more appealing for students."
11. "Make it bigger, only a select few go to the KSA."
12. "Have announcements between classes."
13. "Reduce fees, add more courses, more benefits for students. Add money into student's pockets. Plz!!! Add a basketball court, tennis court, or build a casino around Kwantlen for gambling."

14. "None, make a gym?"
15. "Build some sort of on-campus restaurant / bar; some place cool for students to call their local hangout."
16. "The agenda covers need to be more appealing. For example, the 2004-05 agenda has random people and actually looks bad (no offence). I think that it should look more appealing; all in all, you guys are doing a pretty good job! Surveys need to be shorter, with less writing; to the point."
17. "Kwantlen needs a gym!! Bad! Also, a fitness center!! Bad!"
18. "I severely dislike paying for a service I do not use and do not want to use. If some students wish to participate in these types of activities they should pay for it, not me. It is very unfair."
19. "None."
20. "Make the KSA more approachable, some people may be intimidated to join events."
21. "Reduce tuition fees and prices of textbooks; online service for students to post, and sell / buy textbooks."
22. "Provide more sports program in the KSA, so that people can enjoy in sports."
23. "Diversify the KSA. Foosball isn't enough. Expand at the college, then people may take more interest in what you guys do."
24. "Not right now."
25. "More stuff for the Richmond campus."
26. "Have people give more handouts, upstairs and down."
27. "More awareness about the KSA."
28. "Need to spread the word to new students, would be beneficial."
29. "0"
30. "No."
31. "No."
32. "None."

33. "Get a poker table."
34. "SPEND MORE TIME AND TAKE GREATER CARE WHEN DEVELOPING YOUR NEXT QUESTIONNIRE."
35. "Not really. Maybe no more surveys?"
36. "I feel that the KSA's presence isn't well known to the part-time students as they are not here for a long period. Other than knowing about the KSA from attending the campuses, there's no other way it appears the KSA tries to reach all students initially. Perhaps a letter of intro (or e-mail) to students so they'll know who the KSA is."
37. "Nope – keep on rocking in the free world."
38. "Get more involved with students."
39. "No, not really, you guys covered the issues pretty well."
40. "No."
41. "Don't really have an opinion on the KSA. I'm more focused on my studies to take time to be involved. My schooling is more important to me than how I'm being represented."
42. "As much as I support activities such as those offered by the KSA, I am indifferent to what they do and do not plan on investing in anything Kwantlen-related in the long run."
43. "No – please don't call my house to get me to participate in a survey or anything. It's annoying!!"
44. "Make people aware of these events so we can participate. Majority of the times I'm unaware of what's going on."
45. "Get a poker table."
46. "Nope."
47. "For the first year students tell them more about it – then they might participate in more events! I didn't know ANYTHING – so they should!"
48. "Are you guys responsible for the credit card companies and the cell phone companies in the rotunda. That is the STUPIDEST IDEA. I mean seriously, lets give kids right out of high school a way to ruin their credit forever."

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?

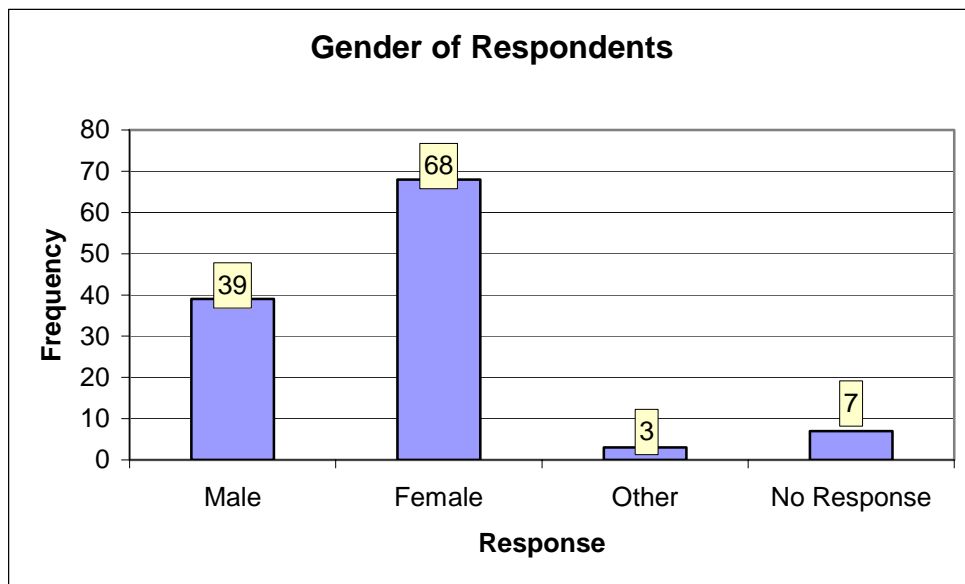
Out of concern for privacy, no formal list of which individuals completed the survey will be published. Names will be recorded and entered into a bin so that they can be randomly selected to win prizes for completing the survey.

One respondent noted:

“I’m sure because I won’t put this down, my survey will be void, but hopefully at least you read my comments.”

30. Gender

58.12% of respondents were female. 33.33% were male. 2.56% of respondents noted their gender as being “Other.” The remainder declined to answer this question.



Other respondents indicated:

1. (next to “Male”): “(for today)”

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Kwantlen Student Association

Student Perceptions Survey

We are carrying out marketing research about the Kwantlen Student Association, the services it provides and the ways in which it could better communicate with the student body. As such, we would greatly appreciate your opinions on the various topics related to this survey. Rest assured that all answers shall be kept confidential and will be presented in a report that combines the answers of all participants. Finally, all participants will be entered into a draw to win a prize, with the draw being held at the KSA's Annual General Meeting in March, 2005.

PLEASE ANSWER ALL QUESTIONS AS COMPLETELY AS POSSIBLE and PLEASE PRINT CLEARLY.

	Question	Response (CHECK ✓ ONE)
1.	First of all, are you a full time [enrolled in at least nine (9) or more credit hours] or part time student [enrolled in less than nine (9) credit hours]?	<input type="checkbox"/> Part Time <input type="checkbox"/> Full Time
2.	What is your home campus? That is, on what campus are you taking the majority of your classes this semester?	<input type="checkbox"/> Langley <input type="checkbox"/> Newton <input type="checkbox"/> Richmond <input type="checkbox"/> Surrey
3.	Are you familiar with the Kwantlen Student Association?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.	Have you ever voted in a Kwantlen Student Association election?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5.	How often would you say that you visit your Kwantlen Student Association?	<input type="checkbox"/> Frequently - several times per week <input type="checkbox"/> Occasionally - several times per month <input type="checkbox"/> Very Infrequently - several times per semester <input type="checkbox"/> Other (Specify) _____ _____

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

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

8.	Part of the fees you pay each semester goes to the Kwantlen Student Association. Can you identify how much of the fees you pay goes to the Student Association? Please record this figure here.	_____
9.	Considering your current personal knowledge and perceptions regarding the Kwantlen Student Association, do you feel your money is being well spent?	<input type="checkbox"/> Yes <input type="checkbox"/> No

10. When thinking about the Kwantlen Student Association, what aspects of the Student Association come to your mind? That is, what do you think the Student Association does for you?

11.	Specifically, when thinking about the Kwantlen Student Association, can you name any of the titles of any of the elected positions in the Student Association (eg. President, etc.)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>12. Please list any titles that come to mind right now.</p> <hr/> <hr/> <hr/> <hr/>		

13. 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?	<input type="checkbox"/> Yes <input type="checkbox"/> No
b.	On a poster posted on campus?	<input type="checkbox"/> Yes <input type="checkbox"/> No
c.	On the Internet at http://www.yourksa.ca/ or at http://www.mykwantlen.ca/ ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
d.	Have there been other ways you have received information about the Kwantlen Student Association?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>e. If there have been other ways, what are they?</p> <hr/> <hr/> <hr/>		

14.	Have you ever visited the Kwantlen Student Association Website, http://www.yourksa.ca/ ?	<input type="checkbox"/> Yes <input type="checkbox"/> No (If No, skip to Question 17 below)
15.	How often would you say that you visit the Kwantlen Student Association website?	<input type="checkbox"/> Frequently - several times per week <input type="checkbox"/> Occasionally - several times per month <input type="checkbox"/> Very Infrequently - several times per semester <input type="checkbox"/> Other (Specify) _____ _____

16. 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.

17. The Kwantlen Student Association Website and mykwantlen.ca Services could have a number of new features added to the current site that would help give students access to more information about the Association and its services. Thinking now about your own interests and the interests of other students, how would you rate the appeal of each of these following potential features, on a SCALE OF 1 TO 5 from (1) BEING VERY UNAPPEALING to (5) BEING VERY APPEALING ...

a.	Specific information regarding Kwantlen Student Association Director and Student Representative Positions and their tasks and duties as carried out annually	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b.	Specific information regarding elected KSA representatives, about who they are, their reasons for why they got involved, their goals and vision (both personally, academically and in regards to the KSA), as well as contact information for each elected KSA representative	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c.	Specific information regarding Kwantlen Student Association non-elected staff member positions, including their tasks and duties as carried out annually	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d.	Up-to-date information regarding KSA student services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e.	Up-to-date information regarding KSA events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f.	An online "scrap book" with information, pictures and even streaming video covering past events of various types	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g.	Up-to-date information regarding KSA student advocacy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h.	A weekly online newsletter containing information about what the KSA is currently doing, that could also be e-mailed directly to students	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i.	Up-to-date information regarding current KSA committees and commissions and how students can get involved with their activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

j.	Up-to-date information regarding dates, times and locations regarding KSA committee, commission and council meetings as well as posted agendas for those meetings	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k.	Up-to-date copies of various past KSA meeting minutes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
l.	Up-to-date information regarding KSA clubs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
m.	Online contests with regular prizes and giveaways by the KSA and by local businesses in relation to current KSA events, campaigns and projects	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
n.	The ability to sign up to a KSA mailing list, to receive further information regarding KSA events, activities and services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
o.	Interactive forums, chat rooms and discussion groups on various topics	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

18.	For you to visit the Kwantlen Student Association website regularly, how often would it have to be updated? Should it be updated...	<input type="checkbox"/> Daily <input type="checkbox"/> Every other day <input type="checkbox"/> Weekly <input type="checkbox"/> Other (Specify) _____ _____
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19.	Do you read the Kwantlen Chronicle?	<input type="checkbox"/> Yes <input type="checkbox"/> No
20.	Who do you think publishes the Chronicle?	<input type="checkbox"/> The KSA <input type="checkbox"/> Kwantlen University College <input type="checkbox"/> Don't know
21.	Would you read an independent newspaper, published and produced separately from the Kwantlen Chronicle with articles written by students for students?	<input type="checkbox"/> Yes <input type="checkbox"/> No

22. Approximately how many hours per week do you have for leisure or spare time? That is, how many hours do you spend in a week not studying, attending class or working at a job?

<input type="checkbox"/> 1 - 2 hours	<input type="checkbox"/> 2 - 4 hours	<input type="checkbox"/> 4 - 6 hours	<input type="checkbox"/> 6 - 8 hours	<input type="checkbox"/> 8 + hours
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23. What do you do in your spare time?

Go to the Movies <input type="checkbox"/>	Spend time with Friends <input type="checkbox"/>	Spend time with family <input type="checkbox"/>
Participate in a Hobby <input type="checkbox"/>	Participate in a Sport <input type="checkbox"/>	Watch TV <input type="checkbox"/>
Other <input type="checkbox"/> What kinds of things do you do in addition to the above? _____ _____		

24. Thinking now about the events and activities the KSA could offer, as well as your own interests and the interests of other students, how would you rate the appeal of each of these following potential events, on a SCALE OF 1 TO 5 from (1) BEING VERY UNAPPEALING to (5) BEING VERY APPEALING ...

a.	BBQs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b.	Club Activities (Both On-Campus & Off-Campus)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c.	Fundraising Events for Kwantlen Student Groups / Needs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d.	Fundraising Events for Other Non-Profit Organizations (eg. Cancer Society, Cystic Fibrosis Foundation, Red Cross, etc.)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e.	Holiday-Related / Observance Events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f.	Information Fairs / Forums on Specific Issues (Careers; Education; Social Policy, the Environment, etc.)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g.	Information tables at events as setup by local non-profit organizations advertising what they do	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h.	Information tables at events as setup by for-profit organizations and companies advertising what they do, as well as offering discounts or special plans to the Kwantlen community	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i.	Live Kwantlen Course Related "Topical" Comedy Nights	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
j.	Live Kwantlen Course Related "Topical" Monologues / Shows	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k.	Movie Nights	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
l.	Music Concerts	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
m.	On-Campus Dances / Formals	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
n.	On-Campus Karaoke Nights	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
o.	On-Campus Course Related "Topical" Speakers / Lecturers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
p.	Pancake Breakfasts	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
q.	Pub Nights	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
r.	Talent Contests	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
s. Are there any other events you'd like to see the Student Association Organize? List and briefly describe them now.						

_____.						

25.	If you knew about KSA events before a term starts, and were able to schedule time for them, would that increase your chances of participating in those events?	<input type="checkbox"/> Yes <input type="checkbox"/> No
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26. Considering your own life and daily schedule of courses and other obligations, please list any other means the Kwantlen Student Association could utilize to get you information about Student Association advocacy, services and events.

27.	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...	<input type="checkbox"/> Extremely Appealing to Me <input type="checkbox"/> Somewhat Appealing to Me <input type="checkbox"/> Neither Appealing or Unappealing - Neutral <input type="checkbox"/> Somewhat Unappealing to me <input type="checkbox"/> Extremely Unappealing to Me
28.	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...	<input type="checkbox"/> Frequently - several times per week <input type="checkbox"/> Occasionally - several times per month <input type="checkbox"/> Very Infrequently - several times per semester or less <input type="checkbox"/> Other (Specify) _____ _____

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

FINALLY, FOR OUR RESEARCH CONTROL AND STANDARDS VERIFICATION PROCESS (AS WELL AS TO BE ENTERED IN A CHANCE TO WIN A PRIZE) PLEASE LEAVE YOUR NAME, STUDENT NUMBER AND A PHONE NUMBER WHERE YOU CAN BE REACHED.

RESPONDENT'S NAME _____

RESPONDENT'S STUDENT NUMBER _____

RESPONDENT'S PHONE NUMBER (_____) _____ - _____

30. Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other	31. Age: _____
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