



USASA **empowering you**

# USASA Services & Brand Awareness

Student Consultation Report 2020

**"USASA is doing great. Go ahead guys!"**



**"I'm just discovering how fabulous all the USASA support is! I've only been around 6 months."**

## Contents

1. Services & Brand Awareness context .....	3
2. The Brand Awareness Survey .....	4
2.1 Demographic Breakdown .....	4
2.2 Purpose .....	5
2.3 Survey Approach and parameters .....	5
2.4 Survey Participants .....	5
2.5 Key Findings .....	6
3. Support and Representation .....	7
3.1 Recommendations .....	7
4. Academic Advocacy .....	8
4.1 Recommendations .....	8
5. Social Events .....	9
5.1 Recommendations .....	9
6. Clubs and Societies .....	10
6.1 Recommendations .....	10
7. Student Spaces .....	11
7.1 Recommendations .....	11
8. Prompted Awareness .....	12
8.1 Prompted Services Awareness .....	12
8.2 Prompted impressions .....	13
9. Improvements based on recommendations .....	14
9.1 Online / External recommendations .....	15

**"To be honest,  
I believe they're  
doing a great &  
amazing job by  
providing lots of ways  
& several different  
opportunities to help  
university students  
like myself."**

**"They should continue  
being proactive on  
campus especially  
online."**

## Services & Brand Awareness context

Understanding the awareness of different aspects of the organisation allows for improvement and enables a strong foundation for USASA services. This report analyses data gained from 566 students studying in 2020 and makes comparisons to provide the organisation's current brand awareness with recommendations based on these figures.

With USASA's refreshed service branding launching in January 2019, there has been ample time for USASA's distinctive assets to create impact on the awareness of services and increase USASA's visual awareness to new and existing students. However, like many organisations, USASA was impacted by COVID in 2020 and these impacts are discussed further within the report.



**Jackson Polley**  
Marketing & Creative  
Coordinator

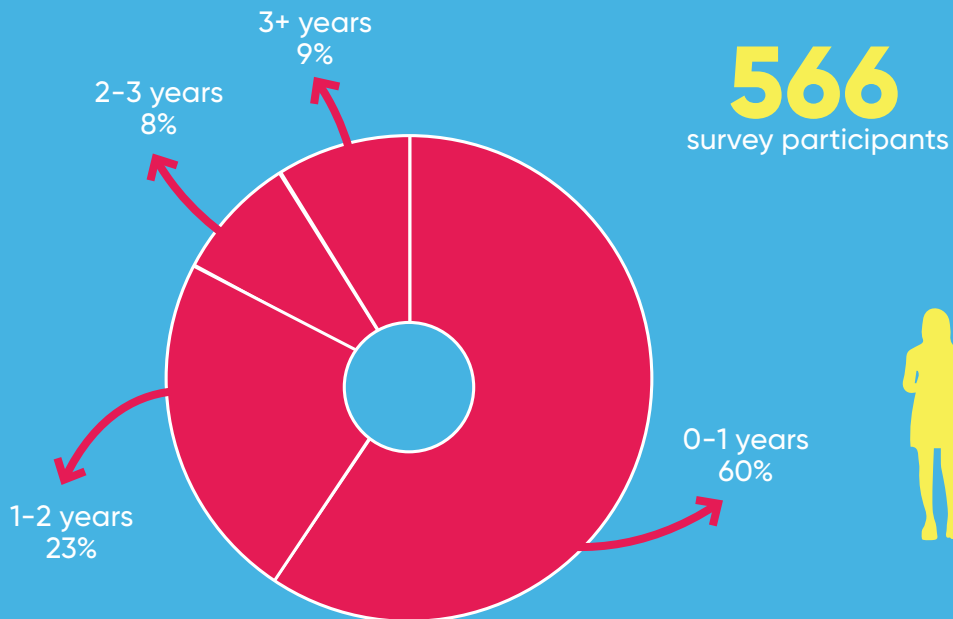


**Rachael Sharman**  
Marketing Officer

**2.1 Demographic Breakdown** Question 1 & 2

We gain an understanding of which campuses are represented in the survey results.

The response rates from each campus approximately aligns with how many UniSA students are based at each campus in line with the SASS 2019 data provided by University of South Australia. Whyalla, City East and External Students have been underrepresented as shown in table 1 breakdown. By positioning the survey within the fortnightly newsletters we are able to reach the largest body of students and gather evenly distributed data in comparison to having physical posters on campus in the past. We are now able to reach online student body which represents 5% of the UniSA population (2019 SASS data).



## 2.2 Purpose:

Significant data has been obtained consecutively since 2014 regarding the awareness of all aspects of USASA. The Brand Awareness Survey data is collected to better understand how the broader



student body perceives USASA and where there is

## room for growth

in future years. The survey assists in developing the organisations understanding of priority areas for student support in achieving success during their student life.

## 2.3 Survey Approach & Parameters:

The Brand Awareness Survey mirrors survey structure and questions from 2018 and 2019 and follows a consistent process to ensure data is paralleled for comparative purposes.

Surveys collected from

# March 2020 – Dec 2020

The surveys were collected through unbranded news banners in the fortnightly newsletters sent to

# over 52,000 students

in 16 newsletters throughout that period. The chance to win a \$200 voucher was offered as an incentive.



The survey identified which campus students were based at to establish the demographic. Further unprompted questions included identifying students' knowledge of services within the Uni that provide a range of services including, support, representation, events and clubs. Prompted questions were included to identify awareness of divisions and services within the Uni as well as their impressions of USASA.

## 2.4 Survey Participants:



(↑86% v 2019, ↑173% v 2018) students participated in the survey representing

# 2%

of the UniSA student population.

## 2.5 Key Findings

USASA, including all USASA related services, was identified by

**79%**

(↑38% vs 2019, ↑43% vs 2018)

of students as first to mind, unprompted, as

**supporting and representing** students

USASA is identified by

**70%**

(↑106% vs 2019, ↑192% vs 2018)

of students as first to mind, unprompted, as running

**clubs**

**80%**  
(↑23% vs 2019, ↑18% vs 2018)  
of students identified that USASA gives students a voice

USASA was identified by

**53%**

(↑6% vs 2019, ↑16% vs 2018)

of students as first to mind, unprompted, as an organisation they could contact if facing

**academic issues**

USASA with affiliated events were identified by

**75%**

(↑67% vs 2019, ↑70% vs 2018)

of students as first to mind unprompted as running

**social events**

**59%**  
(↓10% vs 2019, ↓19% vs 2018)  
of students were aware of the location of the USASA

**Student Spaces**  
on their home campus

When prompted if students are aware of USASA,

**87%**

(↑5% vs 2019, ↓4% vs 2018)

identified that they were aware – leading in the divisions supplied



# Student Representation

## Breakdown Unprompted Awareness Question 3

USASA was identified by 58% (↑11% vs 2019, ↑12% vs 2018) of students with 69% (193 students) mentioning USASA specifically. Further, 10% mentioned USASA related services and USASA Clubs such as, Tax Help Service. When the USASA and USASA related mentions are totaled unprompted awareness around "support and representation" equals 79% (↑38% vs 2019, ↑43% vs 2018).

Considering the vast amount of services available within the uni, the fact that USASA continues to make up a large percentage of responses is encouraging. Being active and available to students during COVID had a positive impact on the awareness of our services including Student Board Reps, Advocacy and Financial Counselling.

42% (↑21% v 2019, ↑29% v 2018) of students were not aware of any organisation or service which represents students, this is surprisingly up from past years and could be attributed to more students needing help in 2020 but not actively looking.

Campus Central, PASS, Access & inclusion and Counselling were amongst the 21% of the other services mentioned by students.

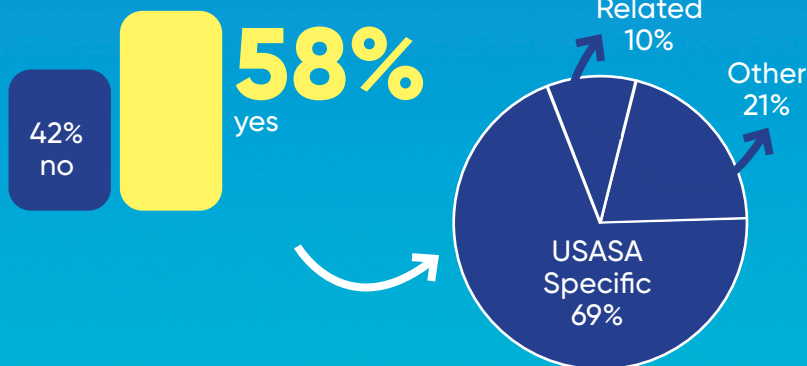
### 3.1 Recommendations

The board should continue to be involved and have an active presence during USASA events and during the academic year. As well as encouraging board members to be actively engaged with on campus activities this includes, being "more involved physically by appearing in lectures, tutorials" and communicating "with students via e-mail but also...face-to-face on campus. "More online presence/availability. Rather than just sending emails having representatives at orientations or around campus"

Encourage board members to continue to run independent activations and surveys on campus and via online platforms for student engagement including. City East Snack Stand and Toastie Tuesday's as seen in the past.

"You can't turn around **without being supported here.**"

Do you know any services at UniSA that support and represent students?



**USASA**  
Student  
Reps

**"I do believe USASA definitely supports individuals with their university journey & offers any sort of help with individuals."**

Do you know where to go to if you were facing academic issues?



**29%**  
(↑222% vs 2019, ↑93% vs 2018)  
of students mentioned USASA specifically

## Academic Advocacy



## Academic Advocacy

### Breakdown Unprompted Awareness Question 4

53% (↑6% vs 2019, ↑16% vs 2018) of students identified that they were aware of services available to them when facing academic issues. 29% (↑222% vs 2019, ↑93% vs 2018) of students mentioned USASA specifically. Positive growth in these areas is primarily due to the increased need for academic assistance in 2020.

47% (↓6% v 2019, ↑7% v 2018) of students were unsure of any organisation or service to go to for academic issues.

USASA was identified most as first to mind unprompted as an organisation that they could contact in facing academic issues. Additional services were amongst 74% (↑80% vs 2019, ↑76% vs 2018) of services listed these ranged from Campus Central, Course Coordinators, PASS, Student Advisors, Study Help Pals and Wirringka Services.

With the events of 2020 it is not surprising that we can see growth in the awareness of USASA's Advocacy Service and support services Uni wide. Students were effected dramatically by the impacts of COVID and USASA was proactive in advertising and promoting it's services to be available and ready to support students as soon as they needed it.

### 4.1 Recommendations

Ensuring wider university services and departments are aware of the Advocacy service to help recommend when students come to them for assistance. For example, campus central, course coordinators and Business Hub (made up approximately 74% of responses that students turn to other uni services for help) .

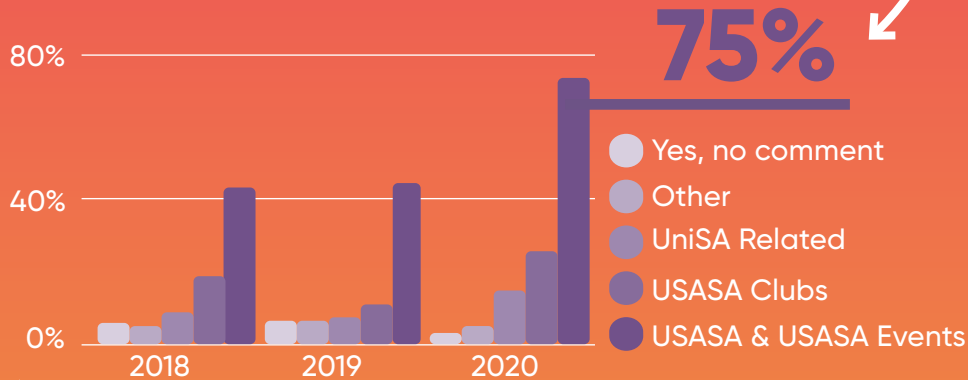
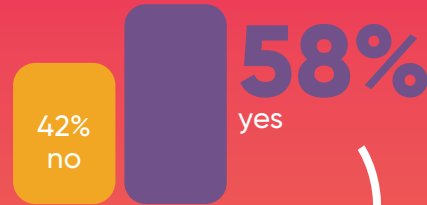
Making sure that USASA Advocacy is best advertised and promoted in high traffic help areas this include, library, pass sessions, campus central desks and web banner on high traffic web pages for these services "I would search the website for the appropriate help".

Continue to utilise branding to create fun, useful promotional items to encourage awareness of the advocacy program. Continue incorporation in specific events on campus to gage positive awareness.



**"USASA has been informing about events and others information regularly so that students can easily access them."**

Are you aware of any organisations/services within the Uni that run social events?



**75%**  
(↑67% vs 2019, ↑70% vs 2018)  
of students mentioned  
USASA & USASA specific events



## Social Events

## Social Events

### Breakdown Unprompted Awareness Question 5

58% of students were aware of social events on campus with USASA & USASA specific events being mentioned by 75% (↑67% vs 2019, ↑70% vs 2018) of students. USASA Clubs were mentioned by 24% (↑167% vs 2019, ↑33% vs 2018) of students. With UniSA and other services mentioned 15% (↑67% vs 2019, and 2018) by students. Growth in these departments can be attributed to the increased use of online platforms to host online versions of events such as UniTopia Online and Clubs Showcase, directly linking to USASA social media pages and web pages and attributing to positive awareness.

42% (↑27% v 2019, ↑2% v 2018) of students were not aware of any organisation or service within the Uni that runs social events. This can be explained by the lack of on campus events in 2020 restricted due to COVID.

### 5.1 Recommendations

Continue awareness for events on campus with promotional video production projects, social promotion and physical presence.

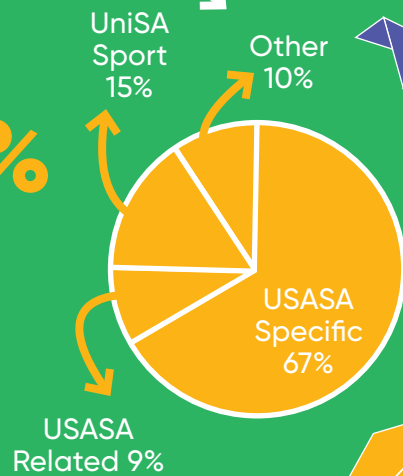
20% of comments were event orientated with students requesting; "more student bonding events", "more Informal social gatherings" and "running more social welfare programs - breakfast clubs, lunches, food parcels".

Continue inclusion of events in emails as it attributes to awareness, "I can't remember them off hand, but they're always sending me emails" - suggested by 5 responses.

Run events, or advertise the inclusion for online students more prominently "However as an online student I do feel excluded from all of them so they are not so relevant to me."

**"USASA is great division in UniSA. It has provided me a chance to explore different clubs especially those that are from my Home country. Through this I feel that there is always someone who is representing my home country and providing a eminence environment."**

Are you aware of any services in the Uni that support clubs?



**USASA Clubs**

## Clubs and Societies

### Breakdown Unprompted Awareness Question 6

Almost 50% of students surveyed are aware of services that support clubs at UniSA. 70% (↑106% vs 2019, ↑192% vs 2018) of students identified USASA as first to mind unprompted as running clubs. USASA related clubs and club events were mentioned by 9% (↑29% vs 2019, ↓10% vs 2018) of respondents. UniSA Sport was identified by 16% (↑60% vs 2019, ↑7% vs 2018) of students with 10% mentioning other sectors within the uni.

Positive growth across clubs and societies awareness can be attributed to the increased promotion of clubs events and achievements on the main USASA social media platforms as well as running online club event campaigns including Clubs Showcase an online version of Clubs Fest featuring 24 clubs on the USASA Facebook and Instagram over the span of a week.

### 6.1 Recommendations:

Implementation of the Clubs Strategic plan has seen the following implemented to benefit and attribute to positive awareness for clubs:

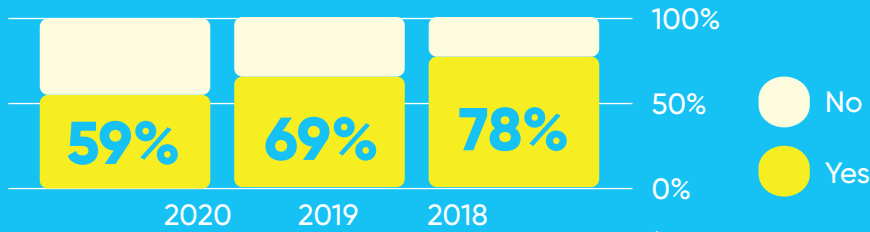
- Following and regularly engaging with USASA Club pages. This includes liking, tagging and sharing content as well as regular story posts on USASA social media page to highlight and link directly to daily club events
- Weekly What's On posts and daily stories posted on social media pages to promote club events tagging club pages
- Verse Magazine double page spread with "USASA Club Feature" provides space for inclusion of what clubs do/are up to

Continued support for club members and executives. In 2020 Clubs staff supported clubs in an online environment through recording and sharing event tips, marketing tips and navigating the website videos. This continued support needs to be maintained in 2021.

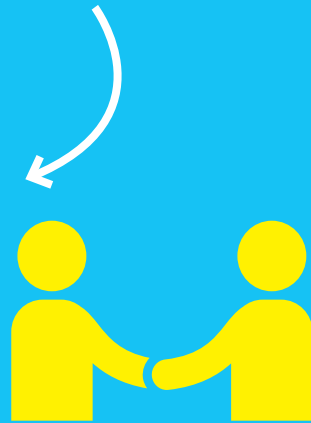
"As a club executive I felt like we were floundering and weren't sure what to do. Some basic in person information would be helpful to know what each role would actually involve. Most of our execs were new to their positions. If it was any other year I would have been more proactive a out finding out information."

Ensuring clubs are as inclusive as possible, with feedback from students suggesting that "leaders of clubs need to be more inclusive of new students interested in joining up," and "clubs be more inclusive, monitor those in 'leadership' roles to ensure that they are being leaders and not being exclusive of students for personal reasons."

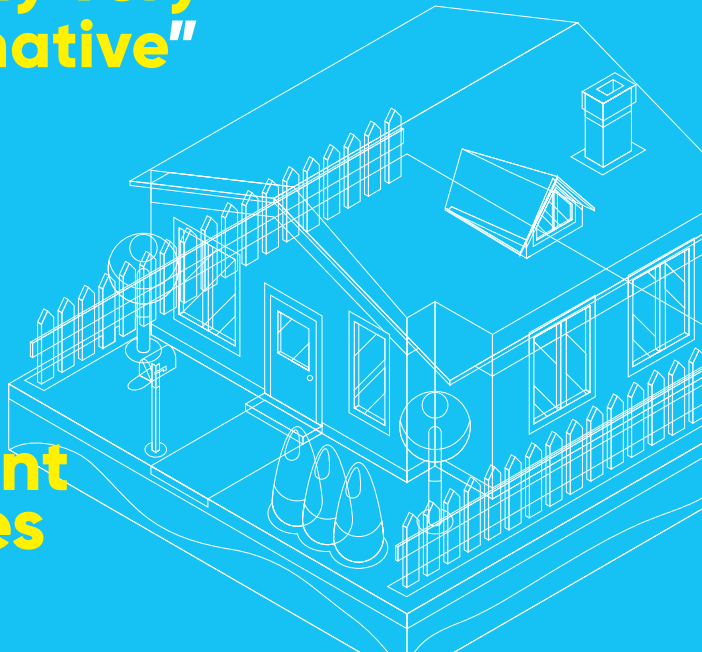
Do you know where the USASA student space is on your campus?



**"I think USASA doesn't require any further improvements. They're already very informative"**



**Student Spaces**



# Student Spaces

## Breakdown Question 11

In 2020, less students were aware of USASA on campus, in comparison to previous years (↓10% vs 2019, ↓19% vs 2018). A few notable things that could attribute to this decline is the minimal presence USASA had on campus in 2020. Uni-wide closure from March to June meant that students had no need to visit or interact with USASA on their campuses.

In 2021 we expect these spaces to have increased visibility through well branded signage, pull up banners, tear drops and A-Frame signage as well as advertising through social media platforms and providing freebies that draw students to the space.

### 7.1 Recommendations:

Continued inclusion in the Orientation week tours to allow new students to see and visit USASA Spaces and learn about what they offer.

Looking for new functions for student spaces remains important to encourage visits. In the past these have been driven by textbooks – of which USASA no longer supports. Continuing existing promo items ie. Diaries, pencils and sanitary items as well as introducing new promo items encourages visits. The introduction of UniSA Merchandise returning to spaces in 2021 will assist in increasing the spaces awareness.

Continue to utilise the spaces for clubs to use for collection points for pub crawl shirts and other drop off/collection points on campus has been successful in the past and should be continued in 2021.

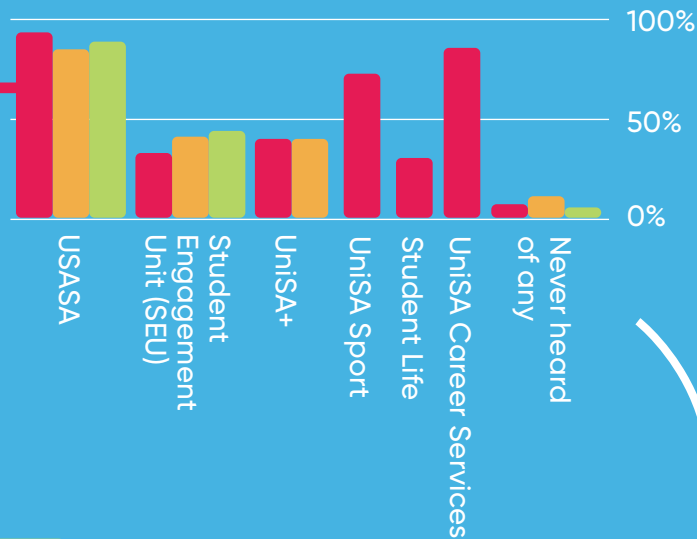
Ensuring Spaces Staff are aware of the services USASA offer and have an in-depth understanding of USASA Services. This will improve quality of interaction with students.

Promoting and maintaining consistent open hours for spaces in 2021 to ensure USASA has a dependable presence on campus. "Have student spaces open more. With the closure of the Co-op Bookstores, bring back the USASA bookstores for students to sell their text books." "Feels like it's always closed" "Make your location known. Where can I talk to someone to receive help?" "USASA can extend their times and should have additional contact numbers so that we can reach them"

Have you heard of the following organisations/ divisions?

87%

● 2018  
● 2019  
● 2020



**"Everything that I've seen USASA do this year has been pretty alright and they seem to always be ahead of what people get worried about."**

## Prompted Awareness

### Breakdown Question 7

87% (↑5% vs 2019, ↓4% vs 2018) of students have prompted awareness of USASA. Awareness in all areas is up or steady in comparison to 2019 data. UniSA Sport, Student Life and UniSA Careers Services were added to the survey in 2020 to gauge their awareness in comparison to USASA. UniSA+ has steady growth and UniSA Sport and UniSA Careers Services both high with 70% and 83% respectively.

Students awareness of services across the board has increased with only 3% of students not having heard of any of the prompted services.

### 8.1 Prompted Services Awareness: Breakdown Question 8 & 9

In 2020, Student Clubs at 62% (↓9% vs 2019, ↓15% vs 2018), Financial Counselling at 59% (new in 2019) and Verse Magazine at 56% (Steady vs 2019, ↓5% vs 2018) were most recognised by students when prompted alongside other USASA run services.

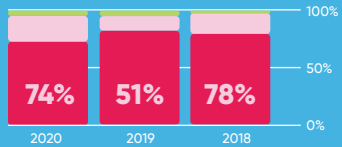
USASA Advocacy awareness grew to 34% (↑21% vs 2019, ↑17% vs 2018) this is supported by the previous data which is due to the higher demand for the service.

Verse Magazine shows steady awareness from previous years with the magazine being promoted strongly in the online world and being posted to students in 2020 to maintain awareness while students weren't on campus.

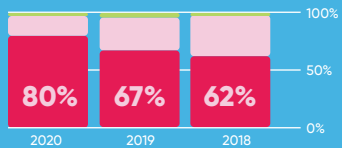
In the 2020 survey a new question was added to help make students aware that all the services provided in Question 8 were provided by USASA, with 37% selecting that they did know all were offered and 42% selected they didn't know at all. The remainder 21% new a few were offered and were prompted to list the ones they new. From this data we can establish

Student Spaces awareness is down by 2% in 2020 largely due to them being closed on campus from March to late September. As well

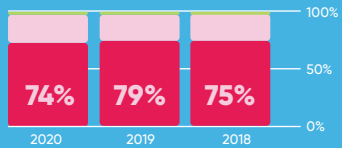
What are your impressions of USASA?



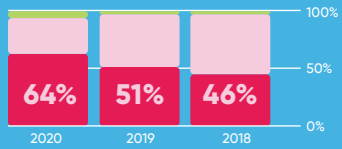
**74% = Are Accessible**



**80% = Give students a voice**



**74% = Are run by students**



**64% = Empower me to create my own University journey**

● No  
● Unsure  
● Yes



**"They have provided me counselling for my better future."**

as Social Events by 6% due to lack of students on campus and minimal events being ran throughout the year.

USASA Services Awareness data represents students who responded to identifying whether the services were or were not offered by USASA. This was a new question added in 2020 to determine students specific knowledge of services offered by USASA, 21% selected "Yes, but only some" and were prompted to list the services they were aware of. 37% were aware that all the services were offered by USASA and the remaining 41% didn't know they were provided by USASA at all. We can use this data in the 2021 to ensure that promotion of these services are supported by messaging that links back to USASA and strengthen branding.

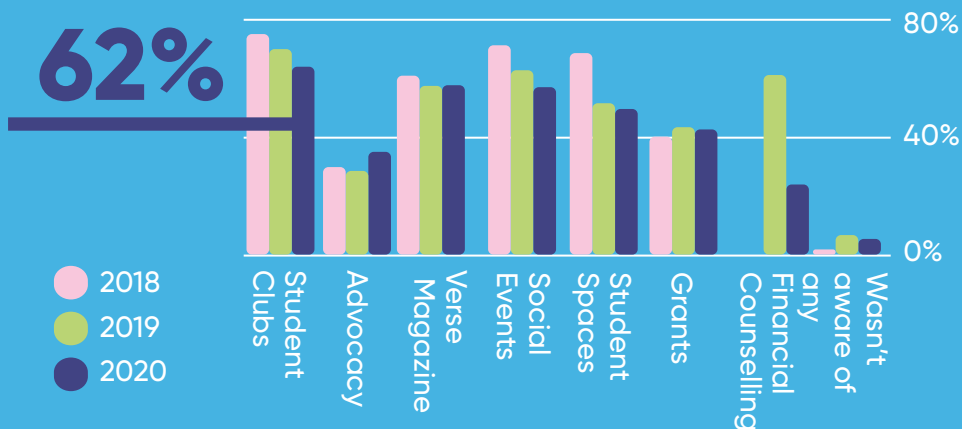
## 8.2 Prompted Impressions: Breakdown Question 10

In 2020, impressions of USASA have been stable across the board, where there have been some decreases in comparison to previous years, the data still shows high percentage of 'yes' responses.

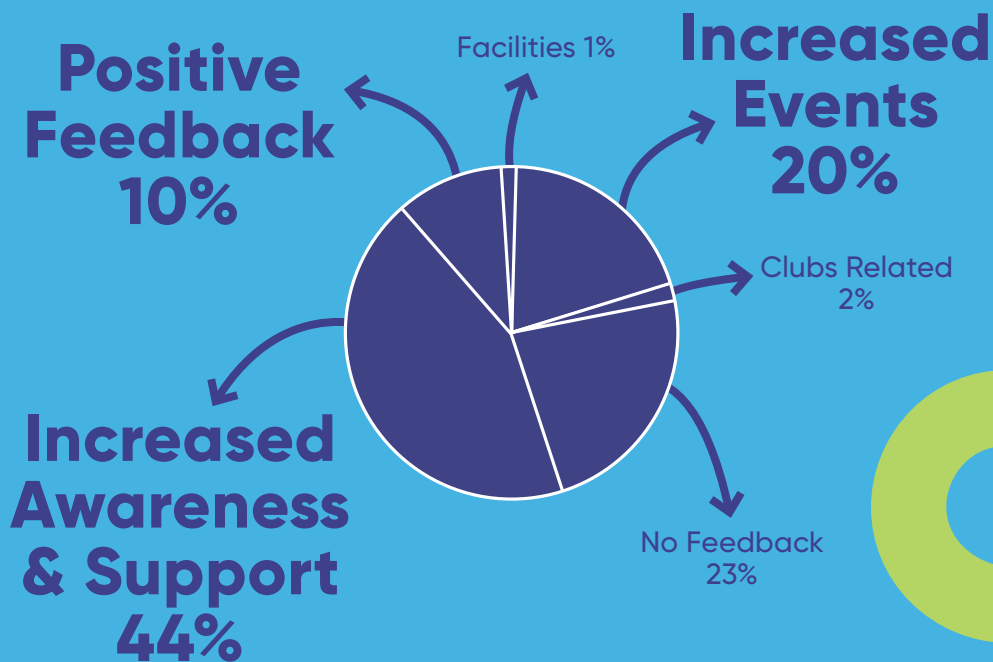
80% (↑23% vs 2019, ↑18% vs 2018) of students identified that USASA gives students a voice. The USASA Board were predominant in ensuring students' needs were listened to and acted on in 2020 with international and domestic students under substantial stress as a result of COVID.

They're accessible and they are run by students decreased by 7% (↓7% vs 2019, ↓4% vs 2018) and 5% (↓5% vs 2019, ↓1% vs 2018) respectively. Accessibility is likely to have been affected in 2020 due to Student Spaces being closed on campus from march to mid-June impacting student's ability to physical see and visit USASA on campus. USASA is run by students elected annually on the USASA Student Board, however, employs full time staff within HQ to organise events, maintain and assist clubs, market and promote services and provide advocacy and financial support for students. This percentage has fluctuated from 74-79% over the past few years.

Are you aware of these services at UniSA?



In what areas could USASA improve & help empower your university journey?



## Improvements based on recommendations

2% of recommendations were club specific. Clubs specific recommendations have been addressed within the clubs sector.

Increased event requests were highlighted from 20% of responses. Students requested, "more engaging", "more on campus fun" and "more social events". Due to COVID most events were postponed in 2020. We can look to have a heavier event presence both on campus and online in 2021 to accommodate for these student requests. These have been directly addressed further within the events sector.

43% of suggestions fell within the promotion, support and awareness topics. With approximately 8% of these recommending general "heightened awareness of services" and further promotion through emails, posters and social media pages.

Few comments surrounding "extended hours for USASA" and being more available on campus which was a large issue in 2020. In 2021 we have implemented regular open hours on all campuses for students which will hopefully address students with concerns that spaces are "always closed".

A further concern highlighted by 36% of students was support. The three main areas were, International, Online/External and those looking for employment. As well as comments from first year students, research students, mature age students and domestic students. Some of these issues included; "more options for mature age students to connect", "be more visible and active in research degree student lives" and "more international student help."

Based on this feedback from students, general recommendation for 2021 is to incorporate branded service stories utilising polls and Instagram stickers to source feedback about the services and assist in general promotion.

**"I appreciate the support USASA has provided during COVID-19 pandemic and the stand it took for international students over statements such as its time for international students to go back home during the pandemic."**



**"I think USASA is already doing a great job, keep it up"**

### 9.1 Online / External

We are seeing growing population rates for online students, as such there is an increasing need to cater to the online cohort. 26 of the comments specifically addressed "More support for online students" and "External study support."

USASA can look to address some of the more common concerns that could look to resolve the "slight disconnect between the physical ... focus and the online."

Specific requests for consideration include:

- Targeted emails specifically catered to the online cohort "We can't take advantage of most of the giveaways, services or events being provided, but we keep getting told about everything we're missing out on through University notifications."
- Sending out/offering to send freebies including diaries to online students.
- Specific online platform/section on website providing information "for students studying online only" to make "sure that all of the online resources needed for an online/external student can be easily accessible/easily found online."
- Pushing for an online student club to be started for online cohort, "encouragement to build a community or some kind of networking or social event in some of the larger cities."
- Creating an 'Online Student' Facebook group to create an online community for students to connect with each other, a support network.

While we received constructive feedback from students in the online sector it was reassuring to hear positive feedback we can combine with recommendations and continue to grow and improve in the online environment.

*Contact [USASA.Marketing@unisa.edu.au](mailto:USASA.Marketing@unisa.edu.au) if you require further information regarding the data discussed in this report.*