

STUDENT UNION PAGE

STUDENT UNION OPINION/ATTITUDE SURVEY RESULTS

As promised, the Student Union is publishing the results of the recent Opinion/Attitude survey which was administered to approximately 225 students of UNB.

There were three primary research objectives to the study. The first was to gain an understanding of opinions and attitudes of the Student Union towards the performance of the Student Union Council. Secondly, it was considered essential to gain an understanding of the opinions and attitudes of the Student Union towards the agenda (more specifically, the events and services on campus) offered by the Student Union Council. Thirdly, it was necessary to present all findings from the study in a concise, comprehensive manner to the Student Union Council so that it might use the report as a source of reference when developing a marketing plan for itself.

The findings of the study revealed a number of distinct trends. Firstly, the overall satisfaction of the Student Union is quite positive with 78.1 percent of the students either satisfied or neutral (neither/nor) with regards to the Student Union overall. Secondly, there is however, a definite drop in satisfaction with the Student Union as students' year at the University of New Brunswick increases. The frequency of responses of the first and second year students in either the neither/nor or satisfied categories were respectively 90.6 percent and 80.5 percent, while the responses of upperclassmen in these categories were: third year: 84.3 percent, fourth year: 71.4 percent, fifth year: 65.5 percent and sixth year plus 77.8 percent. This was considered to be the most significant finding of the study, for comparison of satisfaction against faculty, on/off campus, vote/not vote, sex and age revealed no such pattern or correlation.

Further to this, it was noted that the College Hill Student Radio is rated very negatively as reflected by the frequency of time listened to responses, with 72.7 percent of the students listening to the station rarely or never. Contrary to this however, is the fact the 45.8 percent of the students moderately or strongly agree that there is a need for a campus radio station in general. This finding could be a residual of one of two things. Firstly, the students may be unhappy with the current radio station as it exists today, but would listen to it if it were revised. Secondly, it may be that although students feel there is a need for a campus radio station, they would never listen to the radio station, regardless of what changes were made to it. This second hypothesis is characteristic of the study in general, in that students' frequency of need responses often did not correlate with usage responses of many of the services and events offered by the Student Union Council.

On the basis of these conclusions, the following recommendations have been put forward. Firstly, the Student Union marketing plan should be directed primarily towards the first and second year students on the basis of the finding that their attitudes are more neutral and/or positive than are those of the upperclassmen and thus are more easily changed (eg. improved). Secondly, further study should be addressed towards the upperclassmen to gain a deeper understanding of the causes of their discontent. Thirdly, the Student Union Council must closely consider, ideally through further research, the allocation of funding and the low level of student listeners of College Hill Student Radio.

More generally, the Student Union Council must endeavour to improve student awareness of its own executive beyond election periods. Further it must make the Student Union more aware of its activities as a whole. Finally, broad forums of communication to the students must be used (eg. the Brunswickan), not ones which merely take time, effort and resources all to little or no avail (eg. College Hill Student Radio, the Student Union Building signboard)

It is hereby recommended that:

- 1 The Student Union Council design and implement a short term marketing plan for the Student Union, based on the results of this study.
- 2 The Student Union Council design and implement a long term marketing plan for the Student Union once the further required research has been completed. The basis of such a plan would be the findings of the above mentioned research.

NOTICE

The regular spring election for the University of New Brunswick Student Union will be held on Wednesday, March 21, 1990 for the return of the following positions:

- President of the Union
- Vice President (University Affairs)
- Vice President (Finance & Administration)
- Vice President (External)
- Vice-President (Activities)

Faculty Representatives:

- Administration (4)
- Arts (5)
- Computer Science (1)
- Education (2)
- Engineering (3)
- Forestry (1)
- Law (1)
- Nursing (1)
- Physical Education and Recreation (1)
- Science (2)

Representatives at Large (2)

The Nomination Period will open Monday, February 19, at 8:30 a.m., and will close Wednesday, March 7, at 4:30 p.m. In cases provided for in Bylaw VII of the University of New Brunswick Student Union the Nomination Period may be extended to Wednesday, March 14 at 4:30 p.m.

During the same poll there will be an election for the return of student members of the Board of Governors and Fredericton Senate of the University, plus the Valedictorian of the Class of '90 and Life Executive 1991.

Any organization which wishes to have an election run on its behalf must contact the Student Union Office on or before Friday, February 2, 1990.

Any questions regarding eligibility for any of the above positions may be directed to the Student Union Office, Room 126, Student Union Building, 453-4995. Copies of the Bylaw concerning Elections, By-elections and Referenda are also available from this office.

David M. Kilfoil
Deputy Chair of Council and
Chief Returning Officer

AIESEC MEMBER INJURED AT EVENT

by Dwight Redfeam

An AIESEC Member (whose name is being withheld at request) suffered a broken leg at an AIESEC event this past weekend. The member was released from the DECH this past Wednesday after being held for observation and undergoing an operation on the broken leg. Apparently the cause of the injury was believed to be an accident as accusation made to AIESEC executive about "a couple of the boys being sent to rough him up over non-payment of membership fees was denied.

Any flowers, cards or other gifts for the injured party can be sent to the AIESEC office.

Onto other business AIESEC will be holding its annual Valentine's Day Sing-a-Grains. Be sure to place your order if you want to fatally embarrass that special someone. Orders will be taken in front of the SUB on Feb. 11 to 13 and they will be delivered on February 13 and 14. This event is being coordinated by Tim Ferguson with help from Marielle Arger.

Finally I would like to mention the success that our marketing team is having in raising traineeships (jobs for foreign students in Fredericton). The team is headed by Vince Babineau, V.P. Marketing.

ATTENTION GRADUATES

In order to have the Yearbook ready in time for Graduation, you must have had your Grad Photo taken before the last week in February. To be sure you're in the book, leave a picture of yourself (with name and degree on the back) in my mail box in the SU Office (Sub 126). I will be receiving all grad photos taken from the major studios, however, (like Harveys, Stones, Little's and Gammon's) so if you've had your picture taken there, they will automatically reserve a picture for the Yearbook.

Have your picture done soon so you'll be in the book!

Send a Personalized Message

on

VALENTINE'S DAY

...ROSES & BRICKS...

Payment guarantees the delivery of a rose or a brick with an attached message. It's your chance to get in with (or get back at) a loved one!!

Watch for further notice of this Fundraiser to send a team to the Model United Nations Conference.

The Political Science Students Association
&
The Debating Society

January 20

On Thurs
a discussi
panel

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Gallery
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