

A magnifying glass with a black handle and silver frame is positioned on the left side of the image. The lens is focused on the text 'INSIGHT OF THE MONTH', which is written in a bold, blue, sans-serif font. The background is a light cream color with a teal, torn-paper-like border at the top.

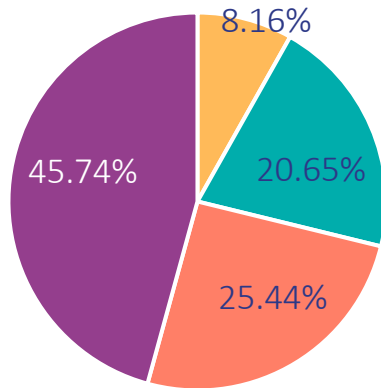
**INSIGHT OF
THE MONTH**

July 2022 - Association Awareness
(Annual Student Membership Survey 2021)

Insight of the Month: July 2022 – Association Awareness



Association Awareness*



- I had not heard of the OU Students Association until today
- No but I have heard of the OU Student Association
- Yes and I know what is available to me as a member
- Yes but I don't know what it available to me as a member

* Source: 2021 Annual Membership Survey

The OU Students Association exists to make a positive difference to the learning journey of all OU students, yet how this works in practice seems unclear to many:

- **66.39%*** of students surveyed were aware but unsure what services or support the Association offers them!

As an organisation that puts students at the heart of all decisions, the Association needs better ways to signpost key student services. These include support and representation on a range of student issues, from inclusivity to course costs, connecting with other students, academic studies, mental health and well-being.

Why does it matter to me?

The Association is run by students for all OU students, with staff support. As students you have access to a range of free support services, and opportunities to connect via clubs, societies, volunteer opportunities, and the online student hub, The Hoot.

Student elected leaders also work to represent your student academic interests to the University, as part of the Association's independent Central Executive Committee (CEC, Student Leadership team). Choosing who to represent you is why elections are important!

So how do students find out?

The most popular way to find out about the Association was via an e-mail from the Open University, however, there is often confusion about the difference between the Open University and the Students Association, which is independent. For the first time, an Association welcome leaflet was included in the September 2021 course materials sent out and 12%* of students selected this as the way they heard about the Association. A positive start!