



OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)

18 July 2020

OU STUDENTS ASSOCIATION CONFERENCE 2020

The CEC is asked to: -

- i) **receive** a snapshot of feedback and analytics
- ii) **comment** on initial feedback about Conference 2020

1. Introduction

- 1.1. The OU Students Association's biennial Conference was held online over the weekend of 26 – 28 June with the event starting in the early evening on Friday, 26 June.
- 1.2. Full evaluation is underway which will be provided at the October CEC. Feedback will be drawn from:
 - Delegate surveys
 - Analysis from app
 - Session attendance
 - Engagement at the event
 - Steering Committee discussions
 - Association staff feedback
- 1.3. This report gives an overview of the initial feedback and outlines some key figures which are shown in appendix 1.

2. Business

- 2.1. The Business element of the Conference took place online in the fortnight preceding the weekend. Voting opened on Friday, 12 June and closed midday on Wednesday, 24 June.
- 2.2. Business documents were published on 12 June and delegates were invited to ask questions in a dedicated forum during the voting period.
- 2.3. Casting a vote in Conference Business was a pre-requisite for attendance at the weekend event.

2.4. The results for Business are as follows:

Item	Number
Number of registered Conference delegates (eligible voters)	429
Number of votes cast	347
Turnout required for quorum @40%	172
Voter turnout	80.89%

2.5. The results for Business are positive with over 80% of delegates voting. Delegates were engaged with the Business which was evident with the number of questions posed in relation to the documents and high number of votes received.

3. Registration

3.1. The ballot for Conference opened on 17 April and closed at midday on 12 May, with 501 places available in the ballot.

3.2. The number of delegates and guests who registered for the weekend are shown in the table below:

Delegate type	Number
Online delegates who voted*	347
Guests	48
HLMs	16
Total	411

*Number of students who voted in the Business session and given access to the Conference weekend. This does not represent the number of students who attended each of the sessions across the weekend. Full analysis will be provided in the October report.

4. Guidebook app

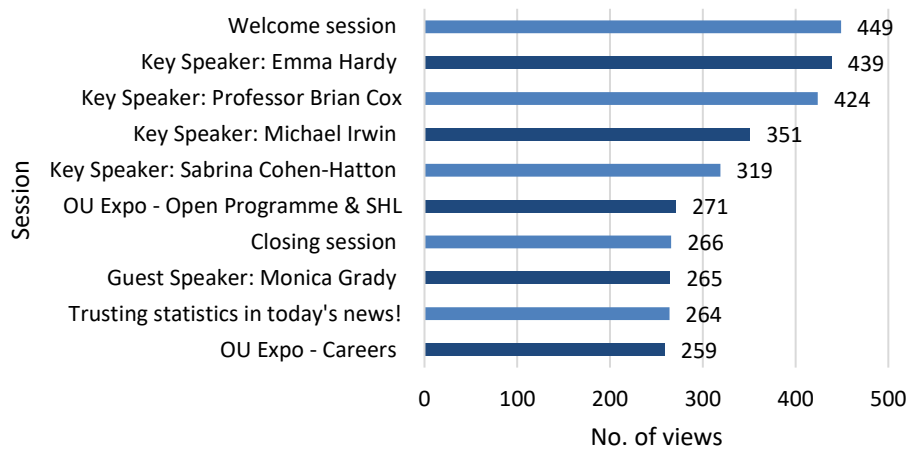
4.1. The Guidebook app was used to access the schedule of events throughout the weekend. Delegates used the app to:

- Create your own schedule
- Access useful info which includes tech support and FAQs
- Access our YouTube and social media pages
- Receive notifications
- To chat with other delegates

4.2. In total, the Guidebook app was downloaded 338 times to Google Android and Apple iOS.

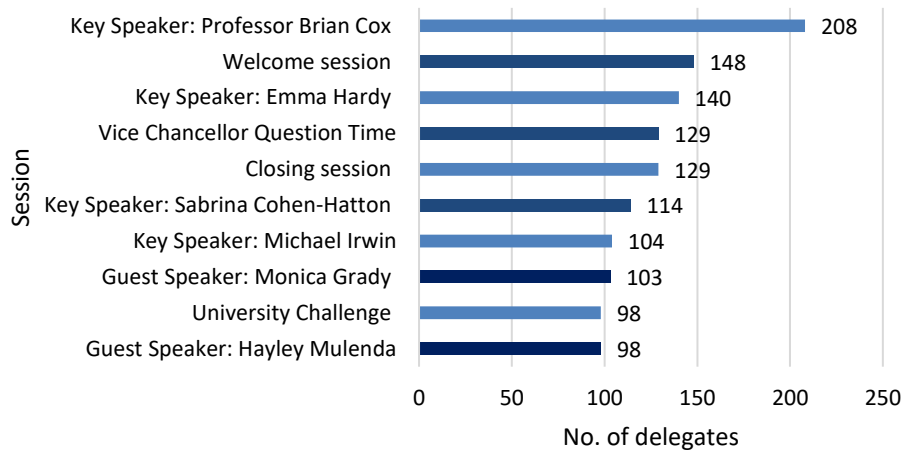
4.3. The welcome session on Saturday morning was one of the most viewed sessions over the weekend as well as our key speakers Emma Hardy and Professor Brian Cox. Those who downloaded the app, the most frequently viewed sessions are shown in the below graph:

Views



- 4.4. Delegates added a number of sessions to their own schedule. In the below graph you can see a snapshot of the most popular sessions added to delegates schedules.

Schedule Add-ons



*Not all delegates chose to create a schedule over the weekend.

- 4.5. Professor Brian Cox was the session most delegates added to their schedule. Most key speakers were added to the schedule. Although not featured in the graph, Film night, Coffee and Consultation: Flexible Study and Q&A with the VC closely followed the top ten sessions listed above.
- 4.6. During the event, three student consultations took place on the Saturday. These included flexible study, diversity & inclusion and online experience. Numbers who attended the event are below:

Session	Number
Flexible Study	83
Diversity and Inclusion	49
Online Experience	45
Total	177

4.7. The feedback so far suggests the app was easy to use and provided a simple space to view the schedule and sessions.

5. Newsletter engagement

5.1. The newsletter was sent each week leading up to the Conference. The open rate leading up to the weekend and during was high with over 80% of delegates opening the newsletter before the weekend.

Date	Open rate*	Click through rate*
22 June	80.4%	51.7%
25 June	85.4%	65.9%
26 June	81.8%	49.5%
27 June	61.1%	17.4%
28 June	70%	24.3%

*percentage of total recipients on the list

6. Evaluation survey

6.1. The online delegate survey closed on Wednesday, 8 July. Initial feedback from the delegate survey so far has been positive.

6.2. In response to the question ‘How well did Conference 2020 meet your expectations?’, Around 54% selected ‘very well, it met all my expectations’ and around 36% selected ‘moderately well, it met most of my expectations’.

6.3. In response to the question, ‘Based on your experience of attending Conference 2020, would you recommend Conference to a fellow student?’, close to 80% selected ‘Definitely’.

2. Next Steps

2.1. The full evaluation report will be presented to the CEC at the October meeting.

The Conference Steering committee