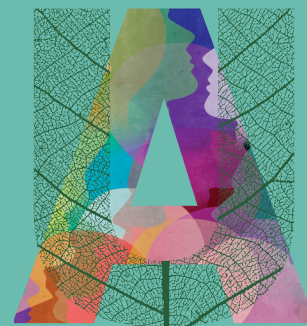


2025 STUDENT EXPERIENCE ACTION PLAN SURVEY



Survey conducted
March 18 - April 26, 2025

Sent to all U of A students;
10,989 responses to the survey

Response rate of 17.6%
of total enrolment

Representative sample that aligns
with the EDI Student Census

NET PROMOTER SCORE

- 10.45 percentage point increase in Net Promoter Score from the 2024 to 2025 survey¹, indicating a system-wide improvement in the top five key drivers of positive student experiences since 2024.
- This shows the positive impact of focusing on and investing in the areas students tell us matter to them most.

¹ A net promoter score is a market research metric that is based on a survey question(s) asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague. In the context of the SEAP survey, it was the likelihood a student would recommend the University of Alberta or if they were to start their academic journey again, would they still choose the University of Alberta.

KEY DRIVERS OF POSITIVE STUDENT EXPERIENCES

Key drivers identify which survey areas have had the greatest positive or negative impact on the student experience.*

1. Safety (emotional, cultural, psychological)
2. Ease of planning and navigation
3. Advising
4. Cleanliness and maintenance of spaces
5. Communication and awareness
6. Relationships and belonging

*All of these factors improved between the 2024 and 2025 surveys.

SAFETY

- Safety, defined as “feeling safe (emotionally, culturally, psychologically) at the U of A” was the most influential factor (of the survey factors) for most student respondents:
 - 90% of students agreed or somewhat agreed with the statement, “I feel safe...” and 91% of students agreed or somewhat agreed they felt safer on U of A campus than other public spaces.
- Students agreed and somewhat agreed that they feel safe expressing their gender identities (92%), sexual orientation (87%) and their mental health (80%) on campus, and least safe expressing their political beliefs (67%), disability (79%) and religious beliefs (74%). We saw increases in positive responses to all these categories compared to the 2024 survey.

PLANNING AND NAVIGATION EASE

- Navigability of student platforms is an area of opportunity for the university to improve: specifically, students agreed that it was easy to find the information they need on the following U of A platforms: CampusBRIDGE (25%), the U of A website (35%), from the Student Service Centre (36%) and Beartracks (52%).

ADVISING

- 60% of students are aware of faculty advising services.
- 53% of students agree it was easy to access advising services within their faculty.
- 40% of students felt requirements for completing their current program had been clearly communicated.
- 51% of students are aware of experiential learning opportunities within their program.

CLEANLINESS AND SPACES

- Cleanliness on campus continues to be important to students and performance in this area is high with over 80% of students agreeing or somewhat agreeing that classrooms, libraries and outdoor spaces are clean and well maintained.

COMMUNICATION AND AWARENESS

- Currently less than 50% of students strongly agree they can find the information they need on the U of A Website, CampusBRIDGE and My Schedule Builder.
- Awareness of experiential learning within programs and potential career pathways related to program of study are also low.

RELATIONSHIPS, CONNECTION AND BELONGING

- Students report feeling more strongly connected to students within their area of study (73% agree or somewhat agree) than to students outside of their area of study (51% agree or somewhat agree).
- 59% of students have participated in student groups, clubs, athletics or extracurriculars.