



SUBU
Students' Union
Bournemouth University

Charity Coffee Morning

03.09.25



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She/Her



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Agenda

1. The BU Landscape: What our student population looks like heading into the 2025 Academic Year
2. SUBU Volunteering: Our new strategy
3. The Volunteering Hub
4. Clubs and Societies: How to leverage group volunteering

An aerial, high-angle photograph of a bustling university campus, likely Bournemouth University, is shown. The image is heavily overlaid with a semi-transparent teal color. The scene depicts a large crowd of students walking through various parts of the campus, including what appears to be a central plaza, walkways, and areas near buildings. Some students are carrying bags, and there are some structures like a large, modern building with a curved roofline visible in the background. The overall atmosphere is one of a busy, active academic environment.

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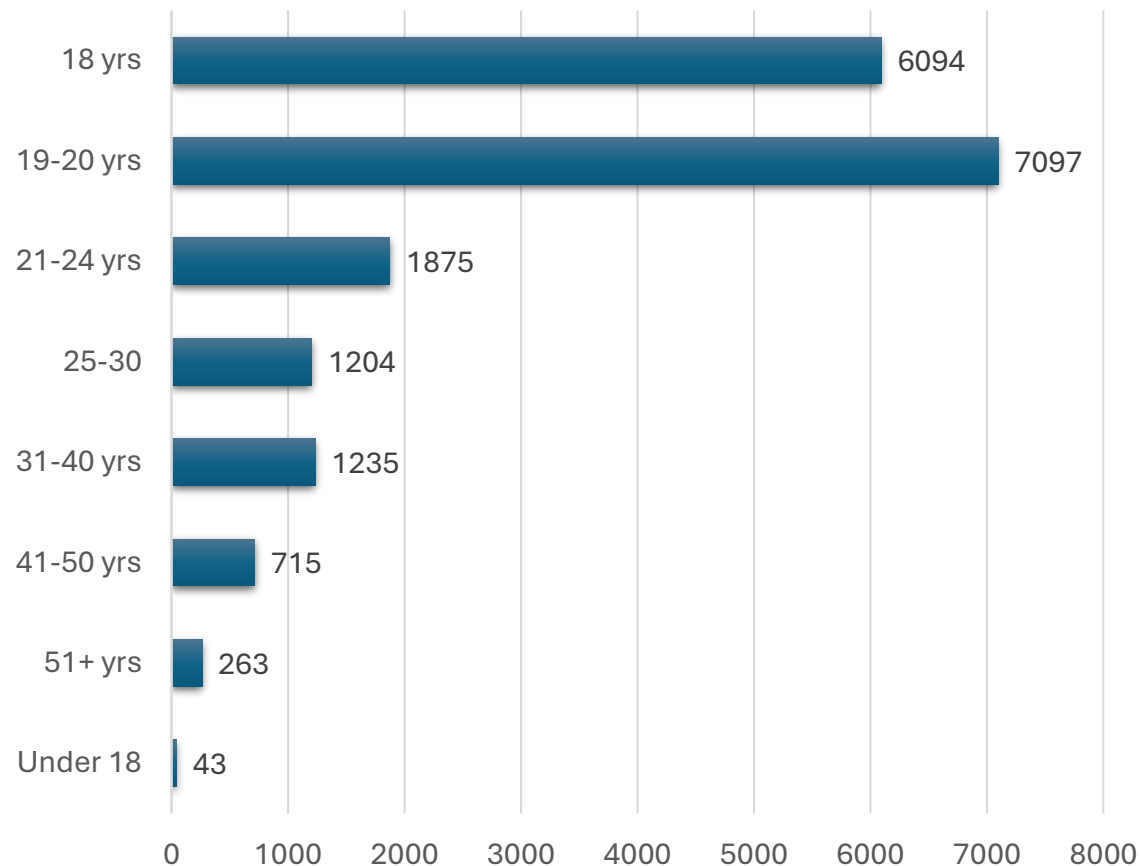
The BU Landscape

What our student population looks like heading into
the 2025 Academic Year

Intro

The Student population changes every year. From our statistics in 2024-25 we can give you an insight into who makes up our current student body and the barriers they may face participating in extracurricular activity – like volunteering!

Who were our students in 24-25?



Out of 15,828 students:

Age:

- 84% were 18-20yrs
- 12% were 21-24

Gender:

- 56% were female
- 43% were male

Home vs International:

- 86.4% Home
- 13.3% Overseas

Who were our students in 24-25?

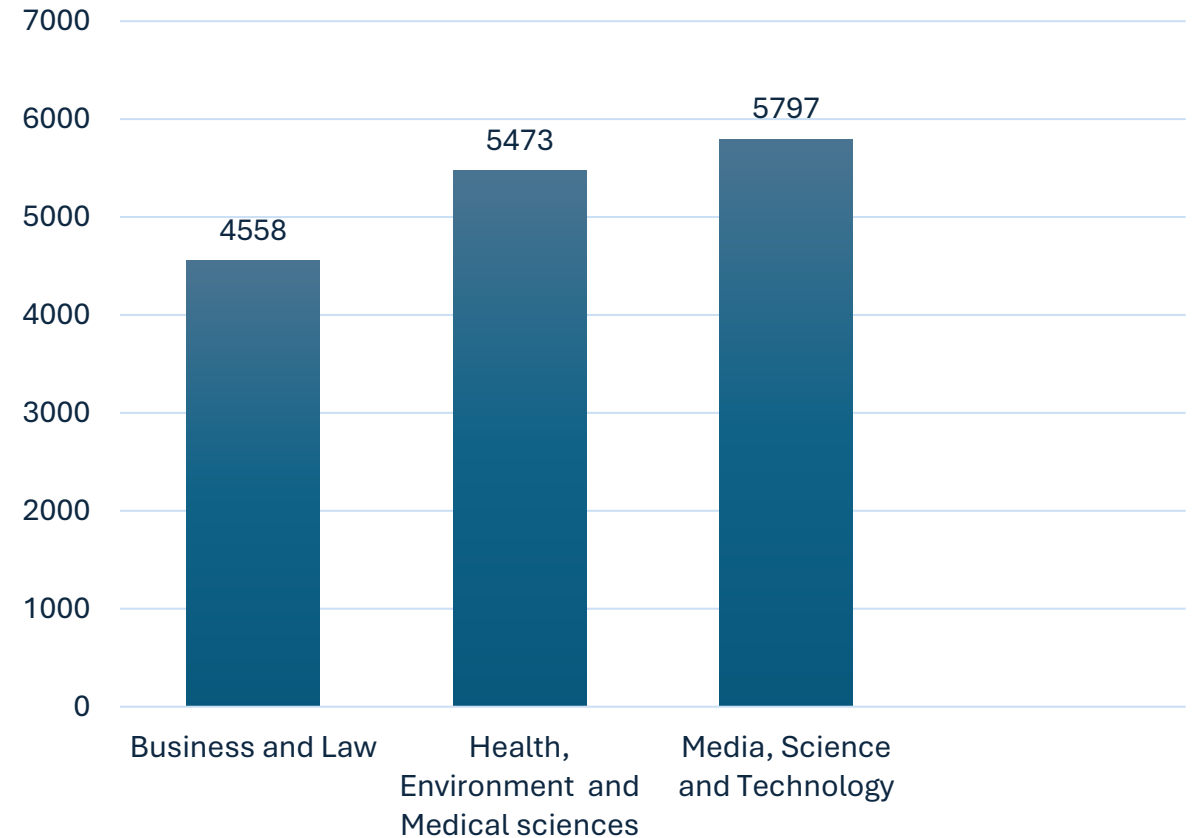
Out of 15,828 students:

Level of study:

- 81% were Undergraduate
- 19% were Post Graduate

Mode of study:

- 84% were in Full Time Study
- 16% were in Part Time Study



Student priorities

- To be offered cost-of-living support
- To have their mental health supported and to feel less lonely
- To have a better sense of student community on campus
- To have improved safety and security on and off campus
- To have their employability and future career prospects developed
- To have improved timetables – this includes better notice and for it to be easier to fit in part-time work

How does this apply to you?

Student priorities highlight barriers to engaging in extracurricular opportunities such as volunteering:

- Cost of living requires most students to seek out part time work, leaving less time to volunteer
- Mental health difficulties, loneliness and lack of community can isolate students and make it difficult for them to put themselves out there
- With a strong focus on employability, many students don't understand the benefit of volunteering to their future employability.

When curating your opportunities this academic year, consider how you can make your opportunities more accessible and align with student priorities to maximise engagement potential.

An aerial, high-angle photograph of a large, crowded student event, possibly a fair or festival, with many people walking around and various stalls or booths. The entire image is overlaid with a semi-transparent teal color.

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SUBU Volunteering

Our new strategy

The facts: Engagement has suffered

Due to a range of contributing factors, on campus engagement with Volunteering events has suffered. So, we are trying a new approach.



Student Volunteering Engagement Strategy

SUBU is currently developing our new three-year strategy. As a department, we are launching a Volunteering project that aligns with this three-year time frame to reset, realign and relaunch Student Volunteering at BU.



Project Goals:

- Sustained engagement with the SUBU Volunteering Programme.
- Growth in engagement with the SUBU Volunteering Award including progression to higher tiers of the Award scheme

Risks to the project:

- Student intake numbers: Continued reduction in student population will limit the number of students we can engage
- Campus footfall: Opportunities for meaningful in person engagement with both the team and charity partners are reduced with lack of footfall on site.

The project themes 25-26:

Events

Aim: Ensure the events facilitated to engage students in Volunteering are fit for purpose and are leveraging students preferred methods of exposure

Student Driven

Aim: Explore the potential to expand student driven volunteering engagement growth. This relates to previous initiatives such as the Volunteering and RAG Committees

Charity Partners

Aim: Ensure charity partners are educated on resources available (Volunteer Hub) and that their opportunities reflect student interests

Marketing and comms

Aim: To ensure volunteering is communicated to students as both beneficial to civic interests (altruistic motivations) and as beneficial for their continued personal and professional development.



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The Volunteering Hub

Your connection to engaged students

The Hub: basics

- Over 170 Charity and Not for Profit Partners advertising Volunteering Roles
- Over 1,500 Student Volunteers registered
- Numerous and ever-changing Volunteering Opportunities that keep students coming back
- Virtual Volunteering that Students can do from the Comfort of their own Bed
- A way to track volunteering hours and skills to create a downloadable certificate to put with their CV and on LinkedIn

The benefits of registering on the Hub

- Advertise volunteering roles yourself, at any time – for free!
- Have new roles featured in a weekly Newsletter with a reach of 1500+ students
- Invitations for you to participate in on-campus events such as our SUBU Volunteering Fairs, Charities coffee mornings and more.



How to duplicate roles

<https://youtu.be/S6Mp7xwVehc>

How to add roles

<https://youtu.be/6TZCAe9g1pM>

Tracking your volunteers

<https://youtu.be/FGz0LvCGb8>



Top Tips for new roles:

Highlights the transferrable skills they will gain from your role!

If you are looking for a specific skill set, list the course related skills they may develop experience with!

Keep them flexible! Most students study full time and work 10 to 20 hours a week.



What entices student volunteers?

- Offering simple rewards can encourage students to volunteer.
- Free refreshments, reasonable transport costs, certificate of recognition, letter of commendation.
- SUBU can assist with reasonable transport costs for specific projects.



Remember to share your success stories with us!

If you have an amazing Student Volunteer, we want to hear about it. Seeing positive examples of students volunteering can help sway another student's decision to get involved. Additionally, keep them in mind for the SUBU Volunteer of the Year Award!

The background of the slide is a high-angle, teal-tinted photograph of a large, crowded student event. Numerous people are seen walking, standing in groups, and interacting at various booths or tables. The scene is vibrant and captures the essence of a busy university gathering.

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Clubs and Societies

How to leverage group volunteering

1. Students are more likely to engage in a new activity with friends

2. Clubs and Societies are already an engaged group of students led by volunteers!

3. Partnering with a Society for a year gives you a committed group of fundraisers and volunteers





All active SUBU Clubs and Societies are listed on the SUBU website here:

[View Our Clubs](#)

Each club has their own dedicated webpage with links to their contact details and social media channels. Consider the opportunities you are creating and see if one of our clubs is a good fit for what you're looking for.



Local

Transport can be a barrier for groups



Relevant

Linking the opportunity to their interests



Short Term

Clubs are more likely to engage in one off opportunities

Clubs have a motivation to engage!

At SUBU, we offer clubs a 5* Grading accreditation scheme that recognises them for the events and activities they participate in. With a dedicated branch to '**Community Impact**' clubs are incentivised to get involved.

For example, in 2024-25 the Improv Society partnered with Lewis Manning Hospice as their beneficiary for their Star Grading efforts!



Email:

subuvolunteering@bournemouth.ac.uk

Suclubs@bournemouth.ac.uk *for clubs advice*

Visit our website:

www.subu.org.uk/involved/volunteering

Instagram:

@subustudentopportunities

*Where we feature
Volunteering opportunity
of the week!*





Thank you

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