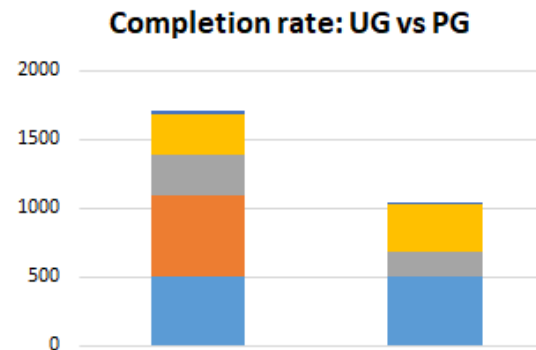
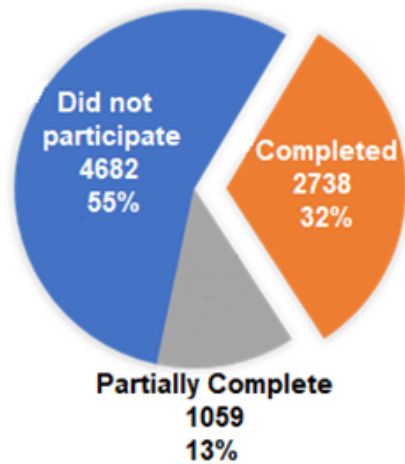


## Graduation Consultation Survey Data Summary August 2020

8,479 undergraduates (UG) and postgraduates (PG) were eligible to attend a graduation ceremony in 2020. The Graduation Team invited all of them to participate in a consultation survey during August 2020 about the preferences for graduation celebrations in the future. The results are summarised below.

### Overview of Survey respondents



	PG	UG
	<b>1707, 62%</b>	<b>1031, 38%</b>
Other	21, 1%	1, 0%
Natural Sciences	296, 17%	341, 33%
Medicine	301, 18%	184, 18%
Imperial College Business School	585, 34%	0
Engineering	504, 30%	505, 49%

Eligible Students		
	PG	UG
Didn't complete	3992	1749
Completed	1707	1031
<b>Total</b>	<b>5699</b>	<b>2780</b>
<b>Response rate</b>	<b>30%</b>	<b>37%</b>

*Other
Centre for Higher Education Research and Scholarship
Centre for Languages, Culture & Communication

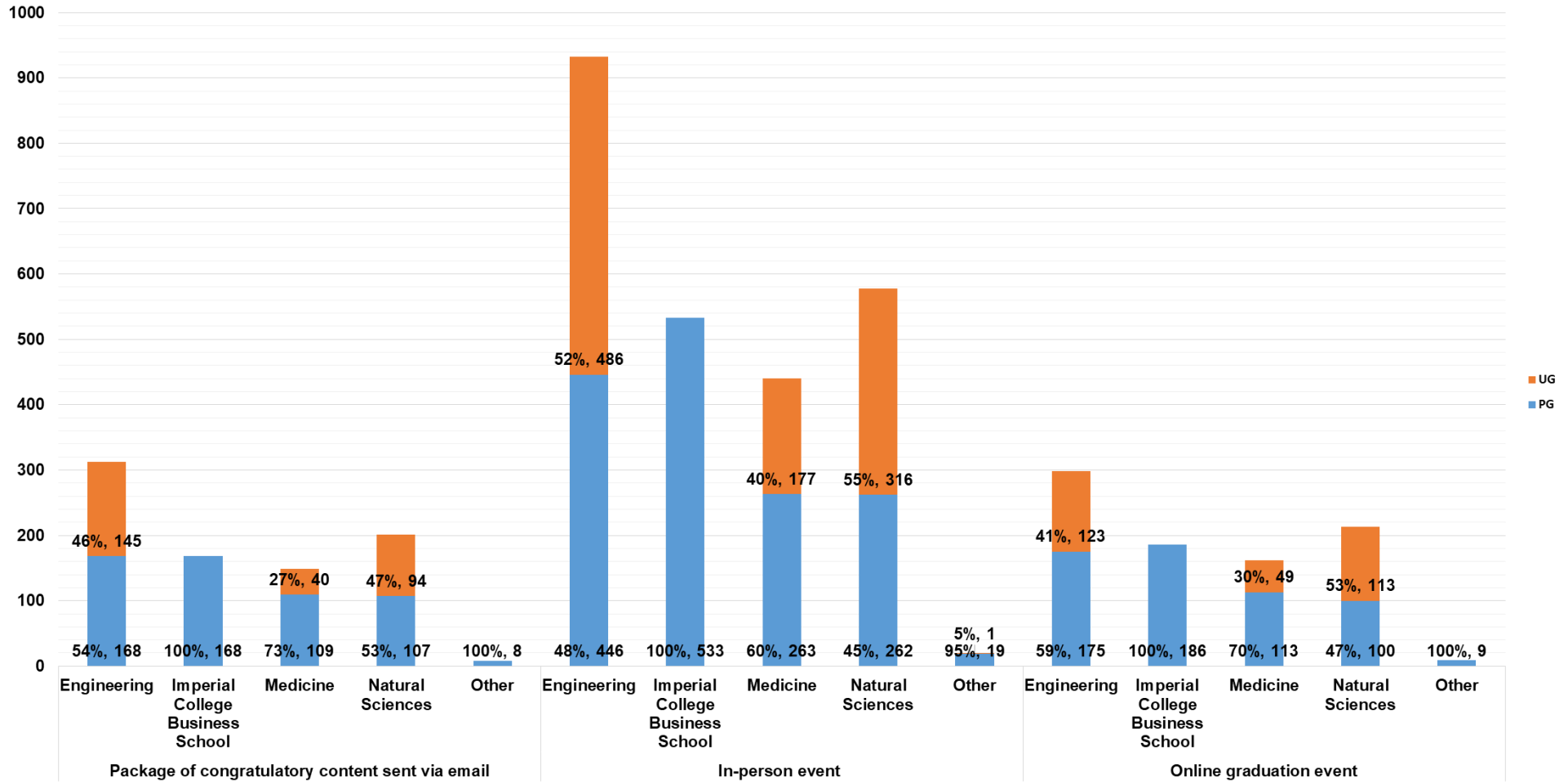
- 32% (2,738) of graduates consulted completed the survey. The highest response rate was from undergraduates at 37%. The postgraduate response rate was at 30%
- 62% of the total responses (1,707) are from postgraduates and 38% (1,031) were from undergraduates.

## SECTION: GRADUATION OPTIONS

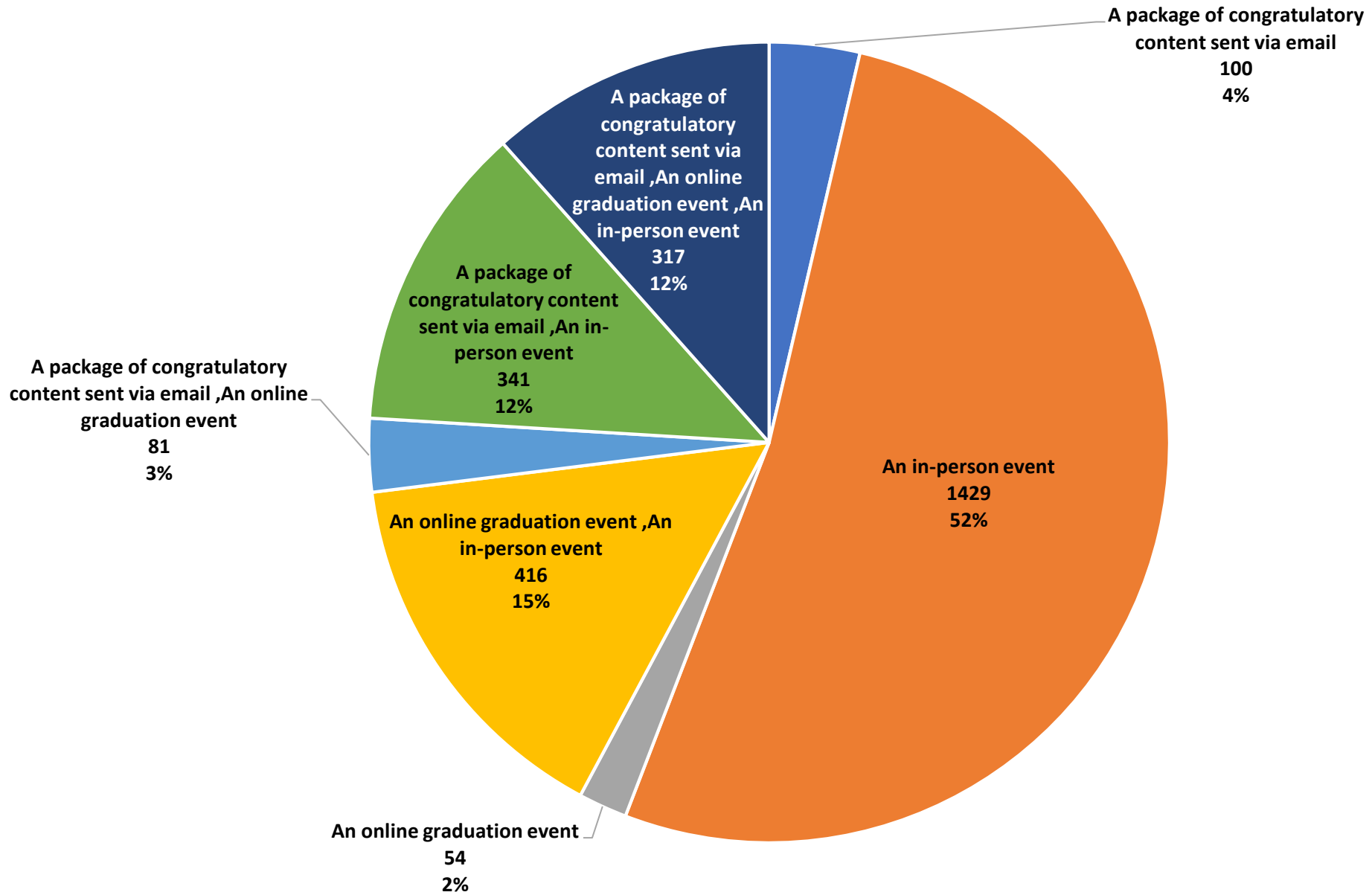
Please select which of the following options you would like to celebrate your graduation. Tick all that apply.

- a. A package of congratulatory content sent via email
- b. An online graduation event
- c. An in-person event

### Survey Options Responses UG vs PG



# Survey option responses totals for all options and combinations

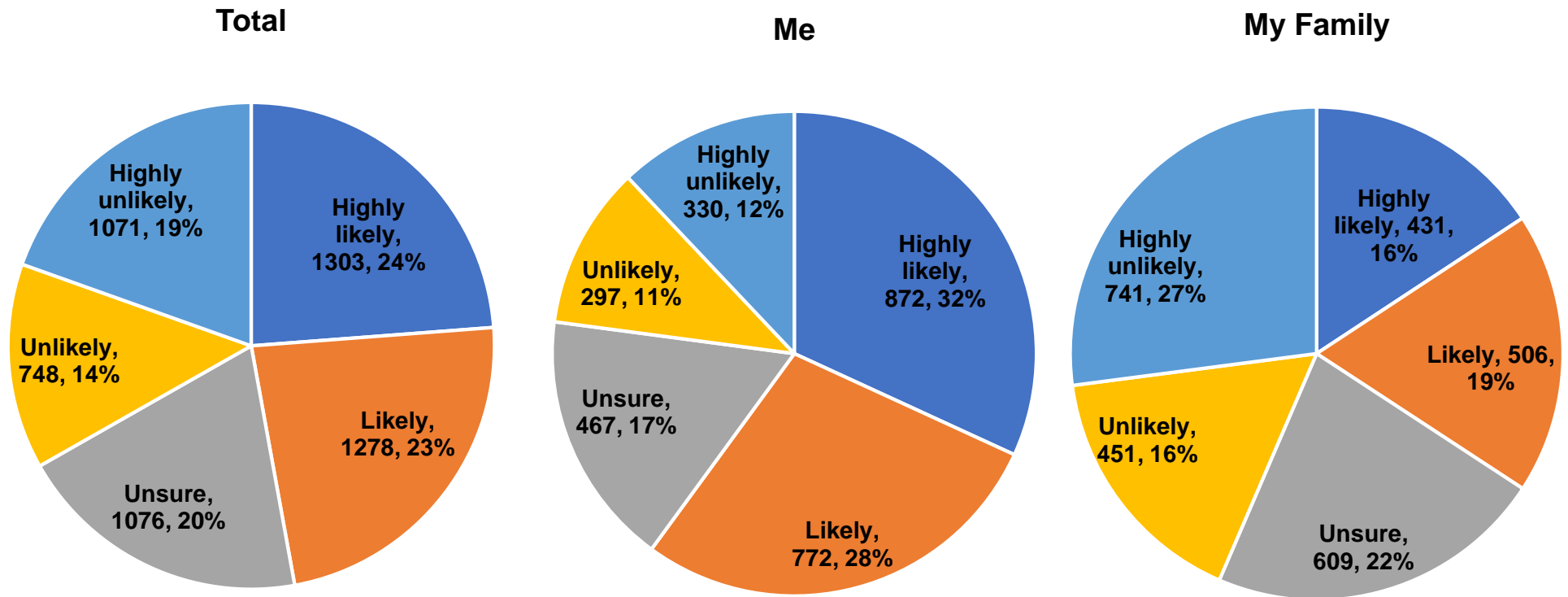


Which of the following elements would you like to be included in a virtual event to make it a special occasion? Rank the following options in order of importance to you.

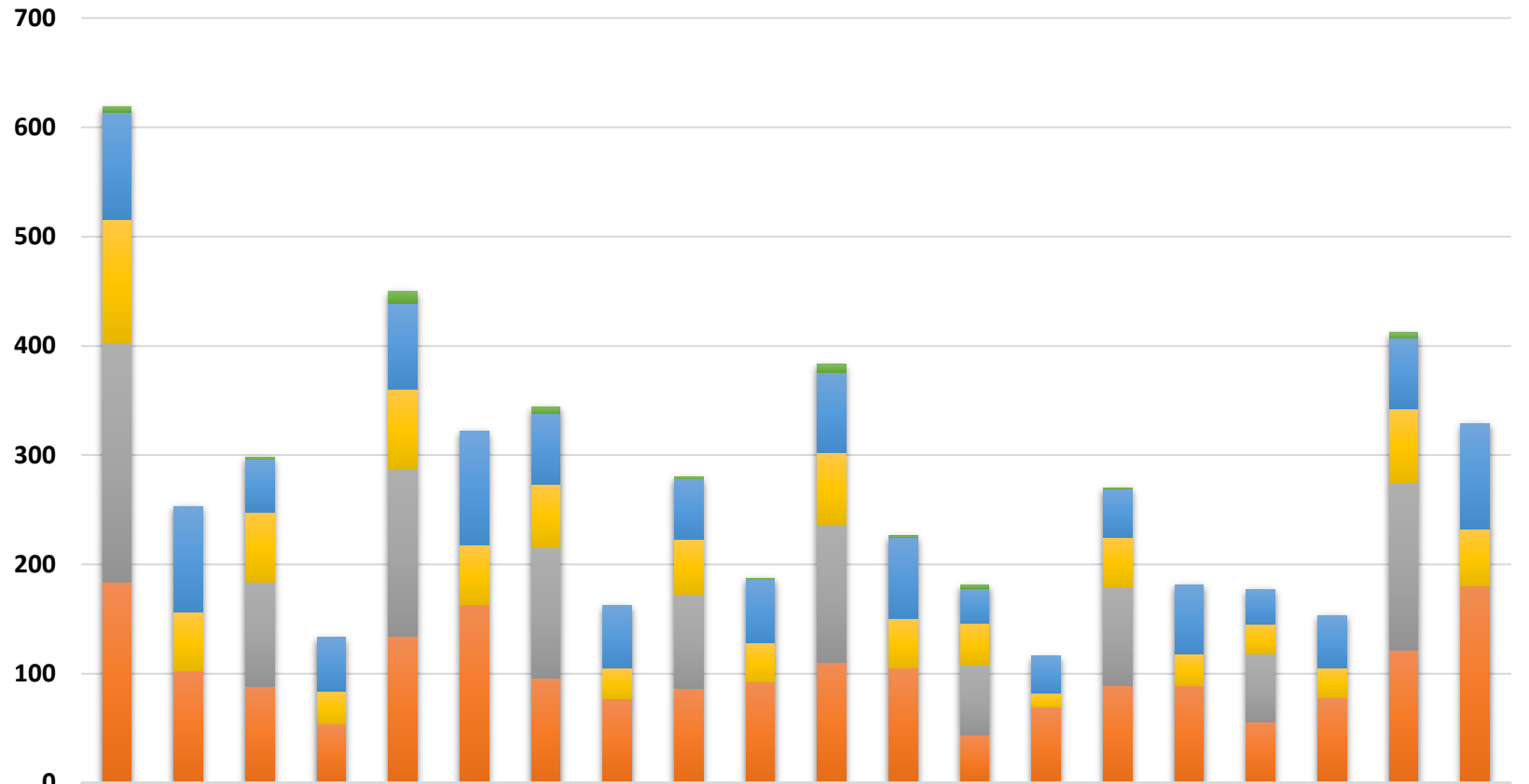
Virtual ceremony options	Avg rank
Events arranged by your Department	3.4
Your name being read out	4.2
Events arranged by your Department and Faculty	4.3
Your name and photo appearing on screen	4.4
Events arranged by your Faculty	4.6
Messages from College Leadership	6.0
Ability to post comments and connect with peers	5.6
Music being played	7.3
Inclusion of honorary degree recipients and other awardees	8.2
Messages from Alumni	8.7
A crowdsourced poem created from your words	9.2

**Students were asked how likely they and their families are to attend a virtual graduation event?**

- PG respondents are more likely to attend a virtual graduation event.
- UG respondents are less inclined to attend a virtual graduation event.
- Fewer than half of all respondents indicated their families were highly likely to attend a virtual graduation event.



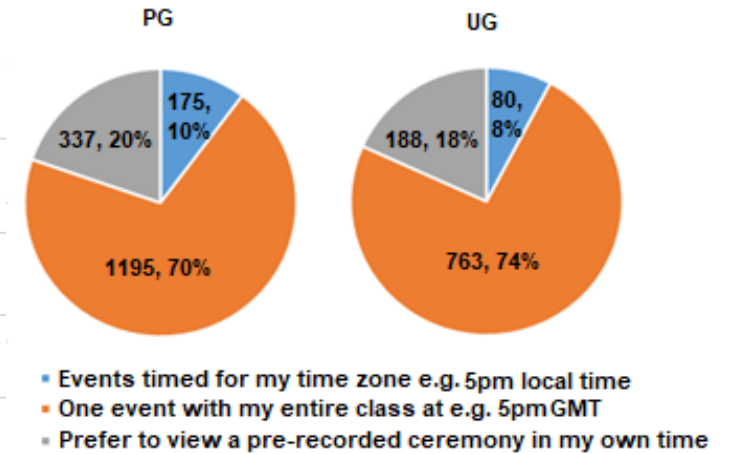
## Likelihood of attending a virtual graduation



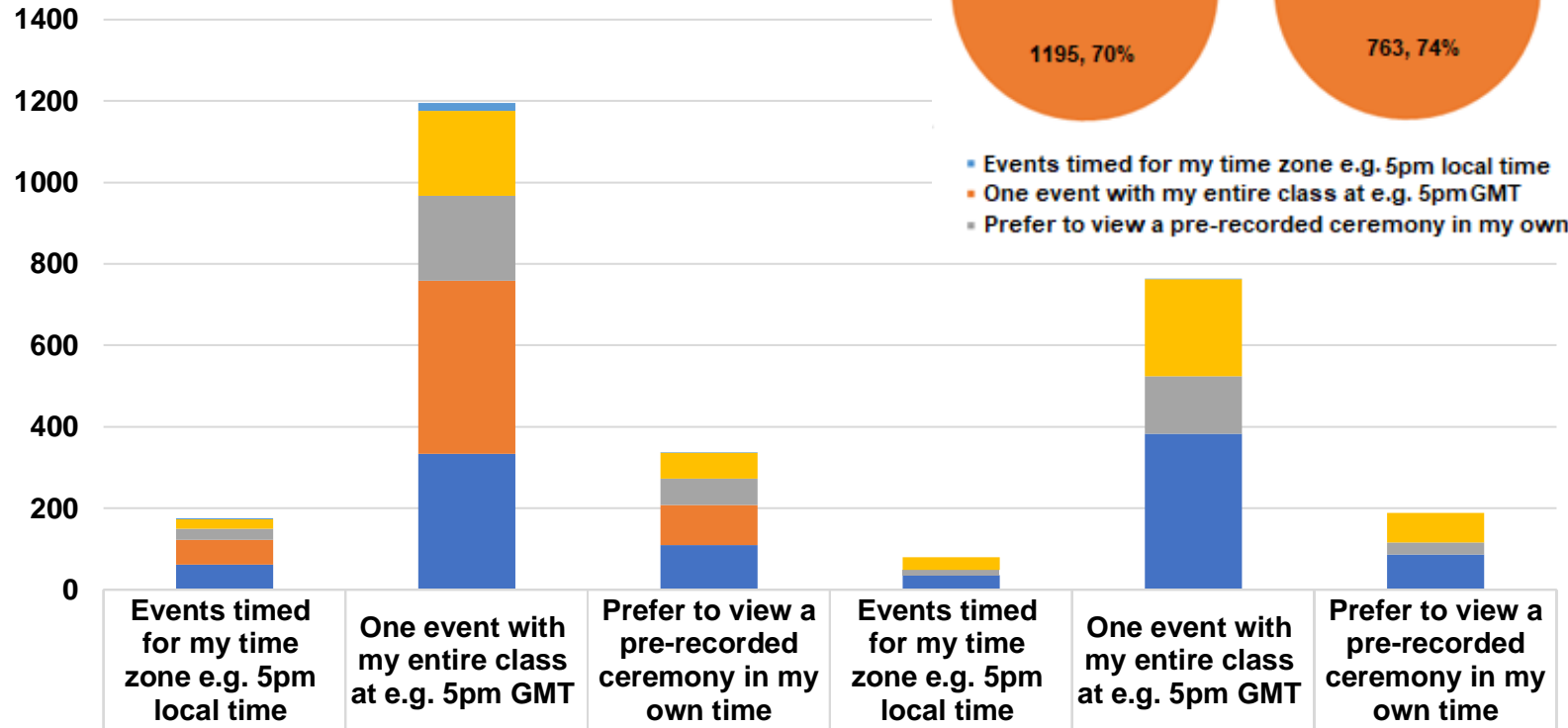
	PG		UG		PG		UG		PG		UG		PG		UG		PG		UG	
	Me		My Family		Me		My Family		Me		My Family		Me		My Family		Me		My Family	
	Highly likely				Likely				Unsure				Unlikely				Highly unlikely			
■ Other	5	0	2	0	11	0	6	0	2	1	7	1	3	0	1	0	0	0	5	0
■ Natural Sciences	98	97	48	49	79	104	65	57	55	58	74	75	32	34	44	63	32	48	65	97
■ Medicine	114	53	64	30	72	55	58	28	50	36	65	45	38	13	46	29	27	27	68	52
■ Imperial College Business School	218	0	96	0	154	0	119	0	87	0	127	0	64	0	90	0	62	0	153	0
■ Engineering	184	103	88	54	134	163	96	77	86	92	110	105	44	69	89	89	56	78	121	180

• Graduates were asked to indicate their preference from the options below as to when a virtual event would be held:

- 1) One event with my entire class at e.g. 5pm GMT
- 2) Events timed for my time zone e.g. 5pm local time
- 3) Prefer to view a pre-recorded ceremony in my own time



Responses split by Faculty



	PG			UG		
	Events timed for my time zone e.g. 5pm local time	One event with my entire class at e.g. 5pm GMT	Prefer to view a pre-recorded ceremony in my own time	Events timed for my time zone e.g. 5pm local time	One event with my entire class at e.g. 5pm GMT	Prefer to view a pre-recorded ceremony in my own time
■ Other	1	19	1		1	
■ Natural Sciences	24	209	63	31	238	72
■ Medicine	28	208	65	13	141	30
■ Imperial College Business School	61	425	99			
■ Engineering	61	334	109	36	383	86

**What they you like to see on any celebratory website? Rank the following options in order of importance to you.**

Number 1 indicates this is the most preferred option, 12 is the least.

Options	Order of preference	Average survey rank
Recorded messages of congratulations from College leadership and Heads of Department	1	3.0
List of 'class of 2020' and prize winners.	2	3.6
Online photography such as virtual photobooth with different backgrounds	3	3.9
Information about Imperial Alumni and how to stay in touch with the College	4	4.4
Virtual yearbook to sign	5	5.4
Music – listen to and contribute to graduation playlists	6	6.3
Social Media feed	7	6.7
Online Student Union shop to purchase graduation merchandise	8	7.4
A crowdsourced poem created from your words	9	8.6
Information about our honorary degree recipients and other awardees	10	9.3
Information about the history of Imperial	11	9.4
Other celebratory messages and content	12	9.8

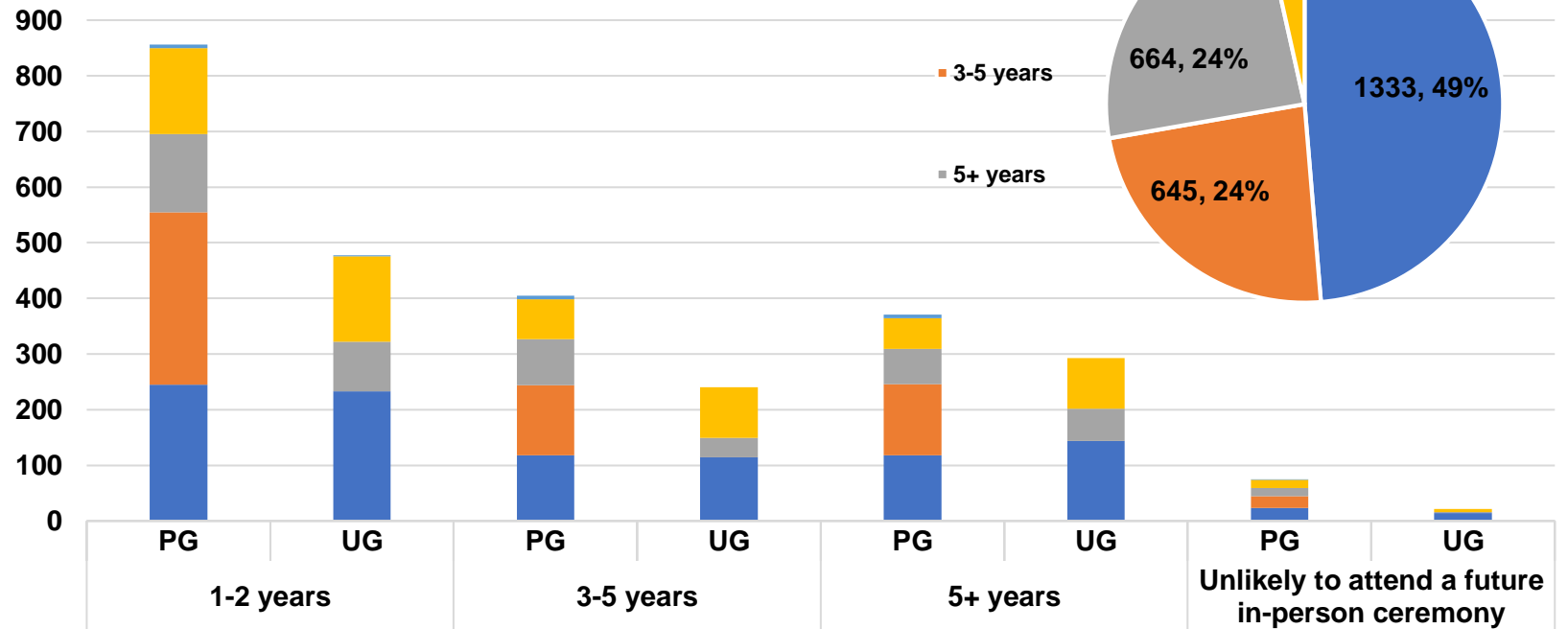


**SECTION: IN-PERSON EVENT**

Graduates were asked how long they would be willing to wait for an in-person ceremony at the Royal Albert Hall

Overall Response for the Royal Albert Hall

How long respondents are willing to wait for the Royal Albert Hall by UG/PG and Faculty

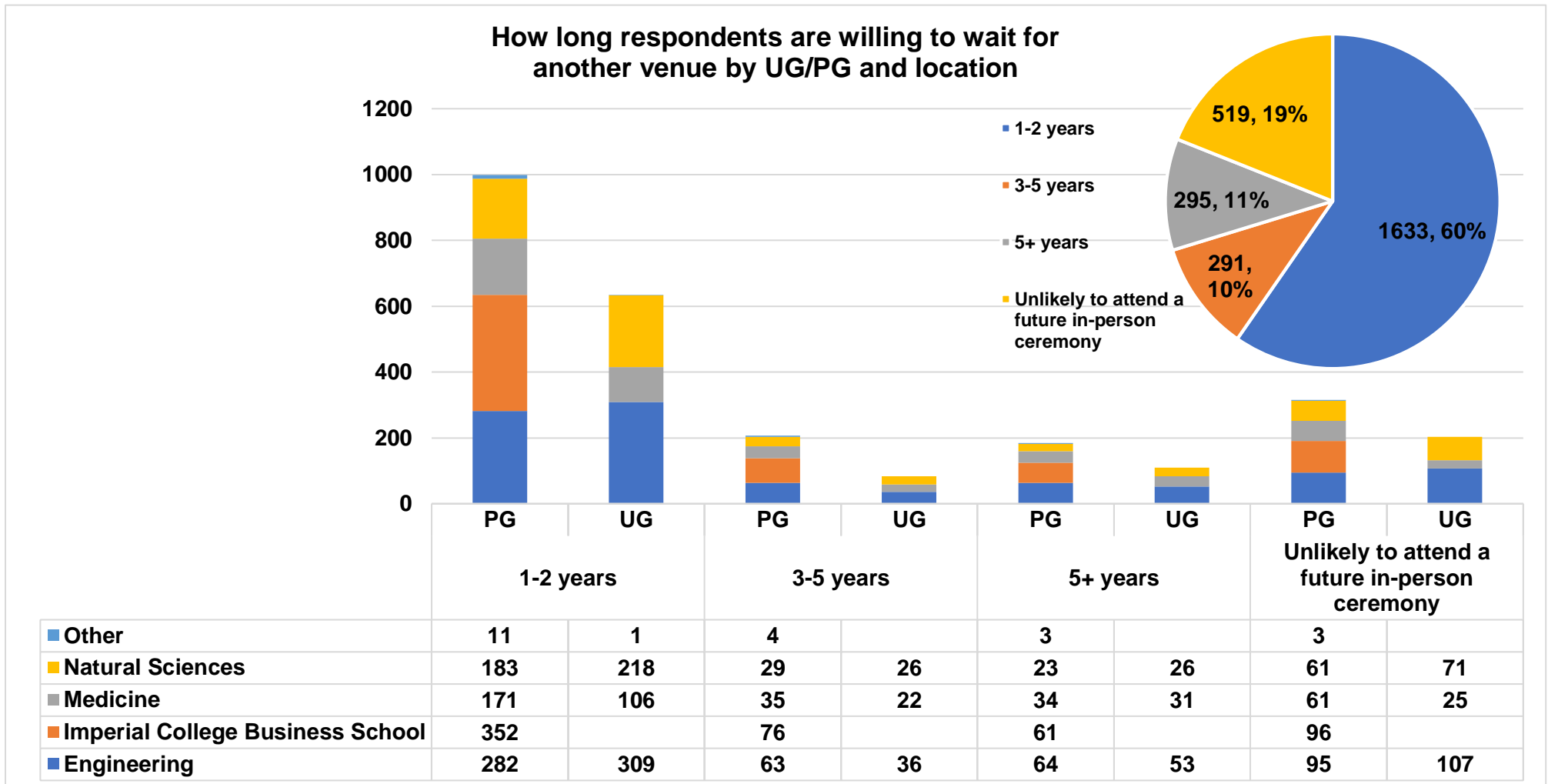


	1-2 years		3-5 years		5+ years		Unlikely to attend a future in-person ceremony	
	PG	UG	PG	UG	PG	UG	PG	UG
Other	6	1	7		7		1	
Natural Sciences	155	154	71	91	55	91	15	5
Medicine	140	89	83	35	63	58	15	2
Imperial College Business School	310		126		128		21	
Engineering	245	233	118	114	118	144	23	14

- All respondents indicated that most are willing to wait 1-2 years to attend an in-person event at the Royal Albert Hall.
- Only 3% of all respondents indicated that they would be unlikely to attend a future in person ceremony.

Graduates were asked how long they would be willing to wait for an in-person ceremony at another venue in London

Overall Response for another venue

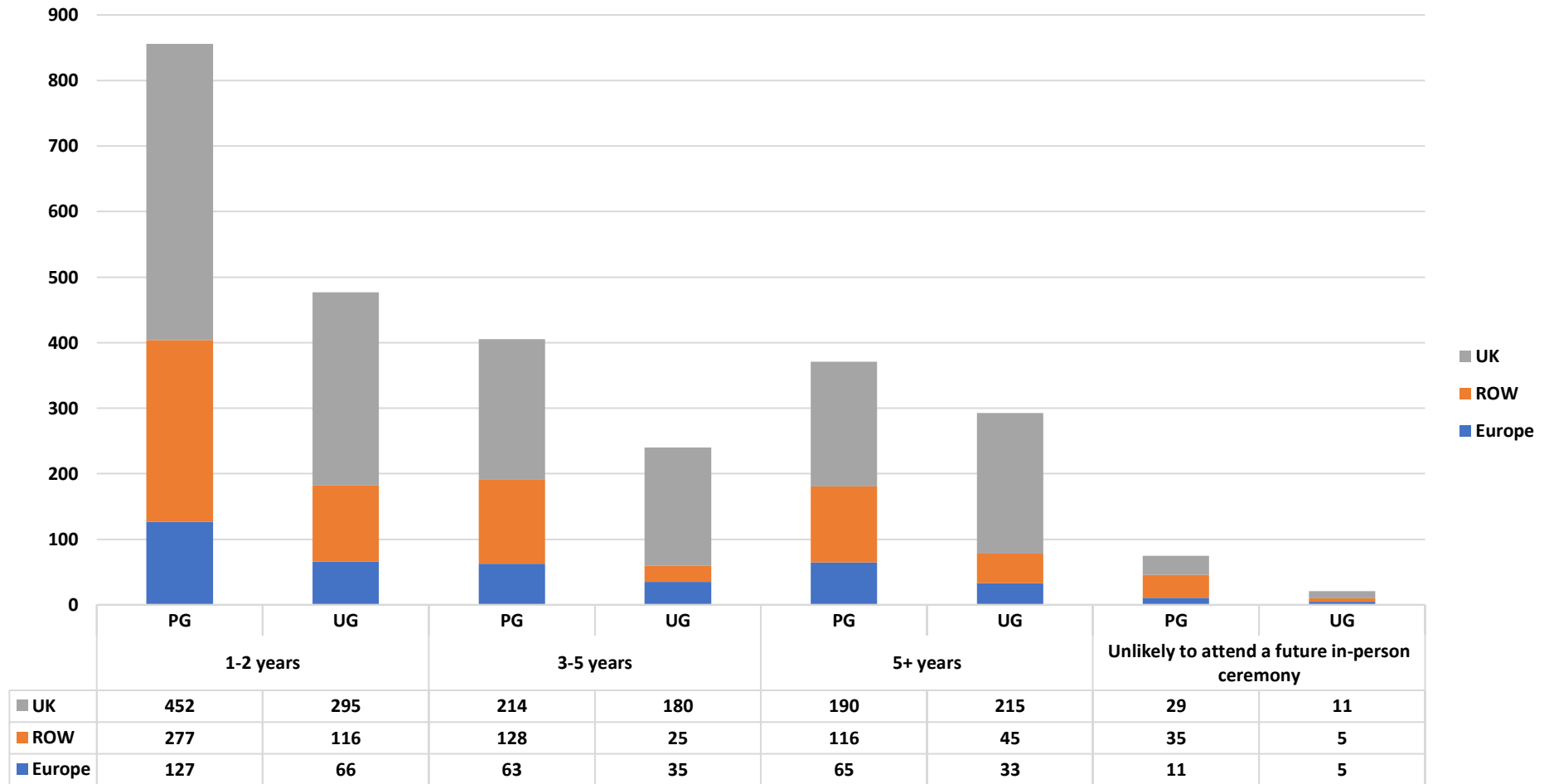


- All respondents indicated that most are willing to wait 1-2 years to attend an in-person event at another venue in London.
- 19% of all respondents indicated that they would be unlikely to attend a future in person ceremony that was not at the Royal Albert Hall.

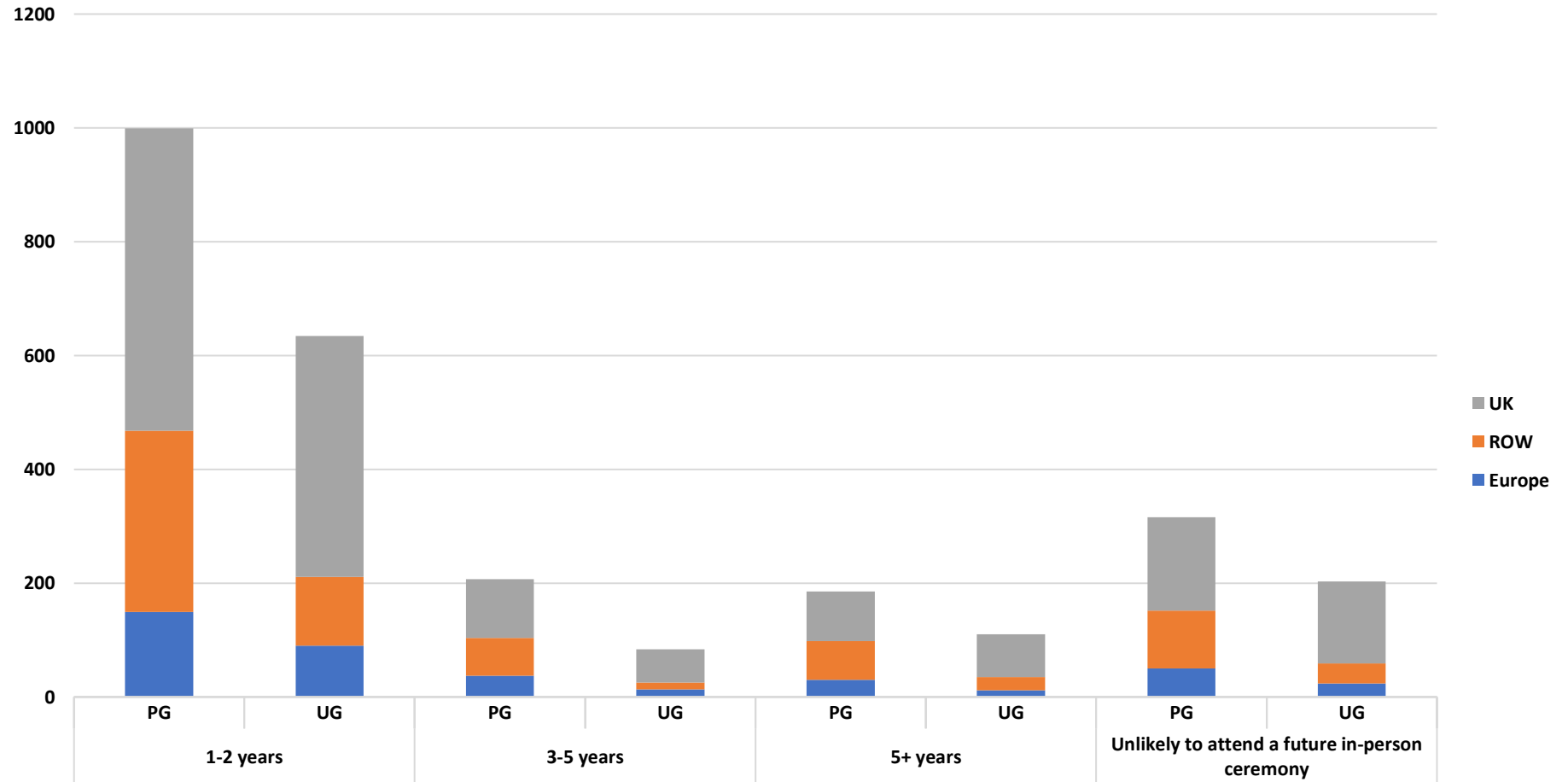
**Further analysis of respondents' current location is below:**

All respondents have indicated a strong preference for an in-person ceremony at the Royal Albert or another venue in London regardless of their global location.

**How long respondents are willing to wait for the Royal Albert Hall by UG/PG and location**



How long respondents are willing to wait for another venue by UG/PG and location



	1-2 years		3-5 years		5+ years		Unlikely to attend a future in-person ceremony	
	PG	UG	PG	UG	PG	UG	PG	UG
UK	531	423	103	59	87	75	164	144
ROW	319	121	67	12	68	23	102	35
Europe	149	90	37	13	30	12	50	24

Graduates were asked: if the Royal Albert Hall was not available for replacement ceremonies, where would they wish to attend an in-person event held at a later date? They were asked to rank the options below from 1 – 4 in order of preference with 1 being most preferred and 4 being least. These results are below:

Options	Averages	1	2	3	4
On campus	1.70	1356	949	343	90
Other London location	1.76	1014	1416	273	35
International location, if held in relatively close proximity	2.96	147	296	1817	478
Would not attend	3.59	221	77	305	2135

- The results show that all respondents have a preference for on campus or other London location.
- 750 overall respondents indicated a preference for an alternative ceremony to take place on campus.
- 576 overall respondents indicated a preference for an alternative ceremony to take place at an ‘other’ London location.
- All respondents have indicated a strong preference for any alternative ceremony to take place in London regardless of their global location.

Students were asked which elements they would like to be included in any future in-person event to make it a special occasion. The results by PG and UG respondents are summarised below. Number 1 indicates this is the most preferred option, 15 is the least.

Options	Rank	Count
Bringing together the whole graduating cohort/as many as possible	1	2.9
Wearing a gown	2	3.3
My name being read out and processing across a stage	3	3.6
Having my family in attendance	6	4.0
Taking graduation photographs in academic dress	9	6.0
Speeches from College Leadership and HoDs	4	7.1
Academic Procession	5	7.1
The opportunity for my family to meet my friends	8	8.1
The opportunity for my family to meet departmental staff	7	8.7
Graduation merchandise e.g. bespoke 'class of' t-shirts	12	10.2
Commemorative booklet or other item	14	11
Attendance of Imperial alumni to join the celebration	10	11
Meeting with the Alumni Relations team	11	11.8
Music	13	12
Option to join online if necessary	15	13.2