



NASPA Consortium: Campus Recreation Student Survey 2010

The Campus Recreation Student Survey, developed by NASPA and StudentVoice, was administered at the University of Utah in Spring 2010 to a random sample of undergraduate students. Students were sent an e-mail via StudentVoice to complete the survey electronically. The total number of surveys was 601 which represents a 14% response rate.

Demographics: Of the respondents, 54% were female, 44% were male, and 2% preferred not to identify. Eighty percent of the students indentified as White/Caucasian, 6% as Asian/Pacific Islander, 5% Latino, and 3% multiracial/ethnic. Less than 1% identified as Black/African-American or Indigenous/Native American/American Indian and 4% of the sample preferred not to identify. Of the sample, 79% were full-time and 46% were transfer students. Fourteen percent of the sample indicated that they live on campus.

15% First year/Freshman (13% response rate)

15% Sophomore (10% response rate)

29% Junior (15% response rate)

36% Senior (9% response rate)

4% Other

Summary of Key Findings:

1. Lack of effective marketing: students are not aware of our programs, services or facilities.
2. Our students have substantial differences from their peers in many aspects, including a much higher rate in the following areas:
 - a. Living off-campus with parents
 - b. Not involved in clubs/organizations
 - c. Working more hours
 - d. Fewer are enrolled full-time
 - e. Higher rate of transfer students.
3. Aside from not being aware of our department, according to student feedback, what impedes them from participating with our department is lack of time and they do not like our facilities; too old, too spread out, lack of parking, and outdated.

Actions Taken:

1. Careful attention to detail in designing the new Student Life Center to address some of the above listed student issues in #3. These include location, transportation, theming, traffic flow, exterior opportunities, programs, activity flow, non-recreational opportunities, campus building, etc.
2. Only having one person that coordinates marketing on a part-time basis presents a challenge. As a result, we have carefully reviewed our marketing plan, with the following changes:

- a. More consistent marketing throughout academic year rather than just the start of each semester.
- b. Reaching out of other departments such as the International Center, Greeks, and ASUU registered student organizations to promote our department and offer support and assistance.
- c. Work collaboratively with other campus organizations to enhance visibility. Examples includes a recent ARUP blood drive at the Field House, negotiating with SHAC to relocate the Wellness Fair the Field House, and future work with HRE to offer late night activities.
- d. New look. Redesign of marketing materials and uniform look for all publications such as general brochure, Fitness Program Brochure, Team Tots flyers, Intramural flyers and champion t-shirts, hours cards, etc.
- e. Technological enhancements. Includes a downloadable fitness app, redesign of web site, and an interactive app for Intramural participants.