

2013-2014 Campus Events Survey

Brief description of project: We created a survey to understand how students currently hear about ASUU events and services, how they would prefer to hear about ASUU events and services in the future. We also asked them what genres of entertainment they would like ASUU to program.

Who was asked to complete survey:

A stratified random sample of undergraduate and graduate students—significant oversampling was utilized due to the expected low response rate of students during the summer months

Response Rate: 6.3% (1224 of 19,489)

Administration Type: Campus Labs mailing system

Summary of Key Findings:

Students prefer Email communication to hear about ASUU events and services. Posters, signs and social media continue to be effective methods of advertisement to students. Genres are similar to previous surveys, For speaking events, students prefer entertaining speakers above educational speaking engagements. Most of the survey confirmed previously collected data.

Actions Taken:

When possible, ASUU will utilize email communication and continue with marketing campaigns that use signs, posters and social media. Red Fest and Grand Kerfuffle will seek out genres in line with the survey with the number one genre being rock/alternative. The Speakers manager will seek out entertaining talent.

Which department and/or program goals does this project align with?

Increase student awareness and participation in ASUU events and services. Find compelling entertainment for students.

Which Student Affairs goals does this project align with?

- b. Improve and promote recreational opportunities.
- c. Promote experiential learning opportunities (e.g. career development, internships, mentoring programs and part-time employment).
- d. Support leadership opportunities (e.g. community engagement, volunteerism, student organizations involvement and peer-to-peer mentoring).