

## **An Evening with Michael Ian Black**

### **Brief description of event:**

Michael Ian Black is a standup comedian who performed for current students staff and faculty.

**Administration Type:** At this event, students needed to present their student ID to be scanned, before entering. This information was then utilized to pull demographic information from PeopleSoft.

### **How many people attended the event?**

We had approximately 500 in attendance that night

### **How many student cards were scanned?**

153

### **Summary of Key Findings:**

- Seemed to be more popular among freshman and sophomore
- Pretty even distribution of students living on campus and off campus
- Nearly 30% of students were honors students
- Given the overall demographic of our students of color, this event seemed to be of interest to students who identified as Hispanic and Asian
- Fairly even distribution among academic majors

### **Actions Taken:**

- As a result of this data, the student leaders in ASUU are making increased efforts to market events to upperclassmen and commuter students, but utilizing 3000 level class listings for classroom announcements and exploring off-campus marketing
- We are pursuing additional events to connect students of color to ASUU events

### **Which department and/or program goals does this survey align with?**

The mission of ASUU's Presenter's Office is to produce a variety of events that will entertain, enrich, education, and build campus community. This event met objectives in entertaining students and building campus community.

### **Which Student Affairs goals does this program align with?**

Student engagement and Student development.