

## ASUU Non Traditional Student Survey

### Brief description of project:

Non-traditional students are categorized as students who identify with one or more of the following criteria: are older than 25, married/partnered, veteran, have children or child care responsibilities, transfer student, returning to the institution after taking a break, international student, graduate student, or work more than 20 hours per week. In an effort to reach out to the increasing population of non-traditional students on campus, ASUU student leaders and University College's "Returning to the U" program partnered to undertake this survey that would provide additional insight to the needs of non-traditional students. A central motivation for this assessment was to identify barriers to involvement for non-trad students and to more intentionally target non-traditional students with our services, activities, and initiatives.

**Who was asked to complete survey:** A stratified (on gender and year in school) random sample of undergraduate, graduate, medical, and law students

**Response Rate:** 11% (434 of 3,966)

**Administration Type:** Campus Labs mass mailing

### Summary of Key Findings:

This survey has been extremely informative in driving programming decisions in ASUU. Here are several of the key findings that were of particular interest:

- Approximately 52% of the student body indicated that they do not spend any time on campus involved with extracurricular activities. 29% spend 1-3 hours/week with extracurricular activities, while approximately 11% engage 4-6 hours/week.
- When not in class or working, students spent the majority of their time in the Library (29%), academic buildings (28%), and Student Union (15%) and are most often on-campus between 7:00 am and 4:00 pm (72%).
- Students indicated that they would like to attend the following types of events on campus: Concerts (19%), Athletic Events (18%), Guest Speakers/Lectures (16%), Movies (12%), Arts (11%), family friendly events (7%), and conferences (5%).
- With regards to music genre, students indicated the following based on how likely they would be to attend: Alternative (17%), Rock (15%), Pop (13%), Country (11%), Indie (10%), Hip Hop (9%), Folk (7%), Other (7%), and R&B (5%).
- Respondents indicated that they found out about campus event most commonly through flyers, banners, posters, etc (30%), campus email (24%), and word of mouth (12%). Students indicated that they would like to find out about events in the following methods: Campus email (22%), flyers, banners, posters, etc (17%), Word of mouth (10%), online communities (Facebook, etc.) (9%) text (9%) and Web page (9%).
- The most commonly cited reasons for not attending campus events were: not enough time, inconvenience of commuting back to campus, interferes with academic obligations, work, and lack of interest in the activity.

- 64% of respondents indicated that they did not know enough about ASUU student group funding.
- Approximately 74% of respondents indicated that they did not know enough about the ASUU Non-Traditional Student Outreach Board, or the Non-Traditional Student Organization. This was somewhat surprising considering that 33% of respondents indicated that they were members of a student group.
- 84% of respondents live off-campus
- 74% of respondents work with 48% indicating that they work off-campus.
- Respondents are working an average of 26 hours/week with 25% reported working 40+ hours/week.

### **Actions Taken:**

These findings will be incorporated into ASUU's programming as well as outreach efforts. Student leaders have already started to address increasing awareness of resources available to student clubs. In addition, the ASUU Presenter's Office (events board) is currently altering their Free Film schedule to more closely reflect the day of week preferences indicated in the survey. ASUU will continue to utilize the data in this survey for the 2012-2013 school year in their initiatives, programs, and services.

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

Both Student Affairs and ASUU are committed to examine the effectiveness of programs and activities in an effort to better meet the changing needs of the student body.

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

1. Develop students as a whole through the cultivation and enrichment of the body, mind and spirit.
2. Promote diversity on campus through effective programming
5. Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making.