

## Rock the U 2013

**Brief description of program:** Rock the U is a philanthropic board within ASUU that fundraises for Huntsman Cancer Foundation. The purpose of this survey was to find out what students think about Rock the U and the Dance Marathon to improve the event in the future.

**Who was asked to complete survey:** Students who attended the Rock the U Dance Marathon.

**Respondents:** 99 attendees

**Administration Type:** StudentVoice mobile app on iTouches

**Summary of Key Findings:** Students suggested that more advertising be done to attract a larger crowd for the dance. 53% heard of the event by word of mouth, 34% by Facebook. 53% came to the event to dance as a primary reason. 76% had never been before. 88/98 respondents gave the event a b or higher grade. Increasing attendance is a key finding to increasing event success.

### **Actions Taken:**

Planning event marketing to reach out to more students through the use of signs, social media, and word of mouth advertising. Generally the feed back about the event was well received. Respondents suggested more advertising.

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

Provide leadership, programming, and philanthropic opportunities for students.

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

Promote physical, spiritual and psychological health and wellness, collaborating across campus with multiple organizations. Improve and promote recreational opportunities. Promote experiential learning opportunities (e.g. career development, internships, mentoring programs and part-time employment). Support leadership opportunities (e.g. community engagement, volunteerism, student organization)