

Crimson Nights 2011-2012

Brief description of program:

Crimson Nights is a late-night student programmed event free for University of Utah students and also open to students from other colleges. Activities vary by event and may include bowling, inflatables, free food, wax hands, airbrush tattoos, casinos, and all-night dancing. Members of the Union Programming Council and volunteers ask students to complete a brief survey throughout the event.

Respondents:

410 students on August 26

552 students on October 21

260 students on February 24

232 students on April 13

Administration Type: Campus Labs app on iPod Touches

Summary of Key Findings:

Marketing:

Students were asked how they heard about each event. The percent of respondents for each event:

<u>August 26</u>	<u>October 21</u>	<u>February 24</u>	<u>April 13</u>
InfoRed (6)	InfoRed(8)	InfoRed(8)	InfoRed(10)
Facebook (23)	Facebook(27)	Facebook(23)	Facebook(30)
Posters/Flyers(25)	Posters/Flyers(21)	Posters/Flyers(27)	Posters/Flyers(17)
Word of Mouth(51)	Word of Mouth(43)	Word of Mouth(45)	Word of Mouth(50)
Tabling(10)	Tabling(4)	Tabling(5)	Tabling(3)
Other(14)	Other(18)	Other(16)	Other(19)

Most people were not familiar with UPC or only moderately familiar. People were more familiar with UPC during the spring semester Crimson Nights than the fall semester Crimson Nights.

Reasons for attending events:

Across all of the possible responses listed for, “Why did you come to Crimson Nights?”, it remains consistent that people were coming for everything that Crimson Nights offers. Getting together with friends (59%), activities (45%), dancing (43%), and free food (34%) all played a relatively similar part in reasons for students coming to Crimson Nights.

Type of Students that Attended:

Most of the students who attended Crimson Nights were freshman (34%) who attend the University of Utah (83%).

Actions Taken:

- Shared results with Director of Marketing for UPC as well as the marketing associate directors.
- Will use results to inform planning of Crimson Nights as well as other campus events next year.
- Plan to develop standardized e-mail to send to respondents who indicate interest in becoming involved with the Union Programming Council.

Which Student Affairs goals does this program align with?

1.b.