

Crimson Nights 2012-2013

Brief description of program & project:

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 dancing. Members of the Union Programming Council and volunteers ask students to complete a brief survey throughout the event.

Respondents:

609 students on August 24

517 students on October 19

364 students on February 22

314 students on April 19

Administration Type: Campus Labs app on iPod touch

Summary of Key Findings:

This event is open to students from other local universities/colleges and it was nice to see that 81% of the attendees are from the University of Utah. It was good to see there is still interest in our programming. The results showed the largest class of students attending are Freshman so it reinforces our involvement with tabling during summer orientations.

Our current Marketing Plan is effective showing that the marketing posters and social media are reaching out to students.

The familiarity of the Union Programming Council has increased over the last year but we still have some work to do.

Actions Taken:

- Shared results with the Crimson Nights Director and her board. Results were discussed at a board meeting and information was utilized while planning upcoming Crimson Nights.
- Survey taking students were asked if they would be interested in volunteering at future Crimson Nights. If they provided an email they were contacted by a Crimson Nights Associate Director with information on how to get involved.
- Survey taking students were asked how they heard about Crimson Nights. The results from the survey were shared with the UPC Marketing Board to enforce their current marketing actions or direct them in a more effective way.

Which Student Affairs goals does this program / project align with?

1.b.

1.d.