

Crimson Nights 2013-2014

Brief description of program / project:

Crimson Nights is the signature event for the Union Programming Council. It is a late night party at the Union that happens four times a year which includes dancing, food, activities and informational tables. We utilize assessment to acquire feedback on future events, to ensure our marketing plan is effective and collect names for students who are interested in developing leadership skills through volunteering.

Who was asked to complete the survey:

Students who attended the event.

Respondents:

- **August 30, 2013: 501**
- **October 25, 2013: 264**
- **February 21, 2014: 270**

Administration Type:

iTouch

Summary of Key Findings:

- Our current marketing plan is effective.
- Crimson Nights is still a priority to attend for a busy student with many entertainment options.
- There are more students who wish to have leadership development opportunities through volunteering.

Actions Taken:

- Students who stated they were interested in volunteering at future Crimson Nights were contacted.
- Continued marketing the same way as the surveys enforced that our marketing plan was working.
- The committee used data to brainstorm activities and themes for future events.

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

Partner with faculty, staff and external constituents to foster student development and enhance greater community.

Promote diversity on campus through effective programming and active recruitment of staff and students.

Develop students as whole through the cultivation of mind, body and spirit.

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

Student Engagement and Collaboration

Which **Learning Domain(s)** does this program / project align with?

Health and Wellness, Leadership, Civic Engagement and Social Responsibility, Campus Community, Practical Competence, Critical Thinking