

Family Fright Fest 2010:

Brief description of program: Community Service Board for UPC hosts the annual Family Fight Fest to give non-traditional students the opportunity to bring their children for free fun, games, and candy for Halloween.

Who was asked to complete survey: One parent from each family that attended the event.

Respondents: 57 parents

Administration Type: paper and pencil, data entry into Excel

Summary of Key Findings: The most effective tools for marketing were hanging posters and fliers. There were roughly 120 children who were able to participate in the activities. And some suggestions for next year is to have varying levels of games for different ages and to have more activities in general.

Actions Taken:

Posters were recommended for the best marketing tool for the next year. And various games were considered.

Which Student Affairs goals does this program align with?

Improve and promote recreational opportunities