

## **Family Fright Fest 2011:**

**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:** 65 parents for 107 children

**Administration Type:** paper and pencil, data entry into Excel

**Summary of Key Findings:** The most effective tools for marketing were hanging posters and fliers, but a runner up was word of mouth. There were fewer suggestions for ideas this year, so hopefully that means there was enough games and activities for all ages. This year, almost all the participants were from Student apartments and Residential Housing. And opposite of last year most of the participants did not know of UPC where as last year they had.

### **Actions Taken:**

Posters will continue to be recommended for the next year, especially in University Housing. We will also have an informational booth about UPC so they can learn who we are since result show most participants haven't heard of us.

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

Improve and promote recreational opportunities