

## ASUU Marketing Survey

**Population for survey:** Current undergraduate students

**Response rate:** 6.1% (220 of 3600 random sample)

### Summary of Key Findings:

The purpose of the survey was to determine how familiar students were with the existence of the Associated Students of the University of Utah (ASUU) and the perceived effectiveness of ASUU's marketing efforts. Questions were also asked about the students' likeliness of attending certain events if they were free and there was an opportunity for respondents to suggest other events and services to be considered in the future.

The response rate was very low (6.1%) but the majority (65%) were not very familiar or not familiar at all with ASUU. Only one quarter of the respondents (25.9%) indicated that ASUU was very or moderately successful at representing student issues, but just over half (52.76%) indicated that marketing efforts for sponsored events were moderately, very, or extremely effective. The most popular types of events that students indicated they were likely to attend if they were free were *concerts* (65.91% very or moderately likely) and *movies* (53.63% very or moderately likely). The majority of comments for other types of events or services to offer included an explanation that students did not know what was already offered and therefore did not have a basis for making suggestions. A few suggested community service and sporting events. General comments and feedback contained several statements of students wanting to be more informed of issues and events and the desire for fees to be lowered or eliminated.

### Actions Taken:

The survey results were shared with the incoming ASUU officers for the 2010-2011 year. A new Communications Adviser position was created for a full-time professional staff member to work with ASUU and a marketing campaign is being planned during the summer term of 2010 for launching in the fall.