

Secret Shopper Survey

Brief description of project:

This assessment project was to better understand students' initial experience at the Bennion Center, to see if there were any barriers to students feeling welcome and potentially getting more involved.

Respondents: 14 students spread out across class standing and major. Respondents also represent both male and female, both on and off campus, and various sexual orientations, race/ethnicities, religious affiliations, and political views. Most but not all were 18-24 years old and single. Students were recruited by undergraduate & graduate students as well as staff members in Student Affairs. Participants had not previously been involved with the Bennion Center.

Administration Type: departmental mailing

Summary of Key Findings:

- 13 of respondents have heard about the Bennion Center from a friend, 7 from a poster/flyer, and 1 person had not heard about the Bennion Center.
- 12 respondents were greeted immediately when they entered the Bennion Center, 1 had to get someone's attention, and 1 person was greeted but not immediately.
- 9 of respondents strongly agreed that Bennion Center staff members were welcoming to them.
- 8 respondents strongly agreed that Bennion Center students were welcoming to them, and 1 person disagreed.
- 13 respondents agreed that the Bennion Center environment was welcoming, 1 person was neutral.

Actions Taken:

- Stacy Ackerlind of the Student Affairs Assessment, Evaluation and Research Office wrote a full report and provided it to key staff at the Bennion Center.
- These key staff presented the key findings to the full Bennion Center Staff for discussion.
- Results were generally positive, so significant changes were not needed.