

Union iTouch Survey

Brief description of project:

To get a feel for the campus' awareness of the Bennion Center. Many of our alum and board members often mention that we are the "best kept secret at the U" and only "1 in 10 students know about the Bennion Center". This project would help us determine whether or not this was true or not.

Who was asked to complete survey:

Random students. Surveyors were placed at TRAX near the stadium, TRAX across from the LDS Institute building, the Marriott Library, and passed around in a Communications course filled with sophomore and junior students.

How many people were asked? 207

Administration Type: iPad Touches

Summary of Key Findings:

- More people than we thought know about the Bennion Center
- Respondents may have been able to "fudge" their answer so they looked smarter. A more direct question like "tell us what the Bennion Center does" may have been painted a more accurate picture of whether or not people know about the BC
- We have work to do! 44% don't even know where the BC is located!

Actions Taken:

- We are presenting the data from the first two questions at our student board retreat to talk about how to increase the visibility of the Bennion Center
- We are hoping to do a follow up survey in 3 years and see if the numbers have increased (as a result of improved branding and gateway opportunities to students)

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

Aligns with the Bennion Center mission to foster action, change, and learning among all students at the U of U.

Which Student Affairs goals does this survey align with?

1. **Develop students as a whole through the cultivation and enrichment of the body, mind and spirit.**

c. Promote experiential learning opportunities (e.g. career development, internships, mentoring programs and part-time employment).

d. Support leadership opportunities (e.g. community engagement, volunteerism, student organizations involvement and peer-to-peer mentoring).

e. Support global citizenship through increased collaboration with international opportunities to promote learning and offer a greater variety of programs (e.g. exchanges, internships with academic credit and service-learning opportunities).