

Project Summary Form

Please complete this form about the data you gathered for this project and how you used it. This summary will be posted on the Student Affairs Assessment website and in Campus Labs (previously StudentVoice). The information will be used for division and department strategic planning as well as accreditation reports.

Date desired by: *3/17/2014*

HRE's Best Room Contest, Fall 2013

Brief description of program / project:

Each year, HRE has a best room contest to engage and inspire residents and also to recruit students for marketing purposes. Sharing the experiences and faces of real students adds value to our marketing and gives potential students someone to identify/connect with through printed materials, our website, etc.

Who was asked to complete the survey (e.g., "students who attended..."):

Students living in the residence halls.

Response Rate: 6.08 % (167 of 2747)

Administration Type: Email sent through Campus Labs

Summary of Key Findings:

The survey tallied the number of votes for each finalist's room.

Actions Taken:

Results were used to announce winners and identify students to potentially share their on campus living experience.

Which department and/or program goals does this program / project align with? (Finalized department strategic plans can be found on our website:

<http://studentaffairs.utah.edu/assessment/departments.php>)

Develop Marketing Communication plan to engage with constituents

Which Student Affairs goals (<http://studentaffairs.utah.edu/assessment/documents/strategic-plans/strategic-plan-brochure.pdf>) does this program / project align with?

N/A

Which Learning Domain(s) does this program / project align with?

(<http://studentaffairs.utah.edu/assessment/documents/planning/Student-Affairs-Learning-Domains.pdf>)

N/A