

Welcome Week 2013

Brief description of project:

Outcomes of and satisfaction with University Welcome Week programming during August 2013.

Who was asked to complete the survey:

Students who checked into Welcome Week on Monday, August 26, and Tuesday, August 27.

Response Rate: 23.28% (27 of 116)

Administration Type: email sent through Campus Labs

Summary of Key Findings:

- Events accomplished object of awareness of opportunities and resources on campus and familiarity of campus traditions.
- Timing and availability of free food were determinants of respondents attending events
- Timing conflicts and lack of awareness were frequently stated reasons for not attending events

Actions Taken:

- Marketing of events will be wider for 2014
- Breadth of events and event audiences will be maintained or expanded, as it was beneficial.

Which Student Affairs goals does this project align with? 1, 3, 5, 6, 8