

UPC Arts & Special Events 2011-2012

Brief description of program:

The Union Programming Council (UPC) Arts and Special Events Board is dedicated to increasing awareness of the visual arts among students and community members. Events for the past year include Oktoberfest (September 21), Gallery Stroll (November 1 & 2), and O'Lucky U (March 20).

Respondents:

343 for Oktoberfest

76 for the Gallery Stroll

87 for O'Lucky U

Administration Type: Surveys were administered on paper and entered/uploaded into Campus Labs or via the Campus Labs app on iPod Touches.

Summary of Key Findings:

Marketing:

Students were asked how they heard about each event. The top four responses with the percent for each event:

Oktoberfest

Stumbled upon it (30)

Word of mouth (22)

Facebook (21)

Infored (17)

Gallery Stroll

Word of mouth (40)

Infored (20)

Posters/flyers (18)

Stumbled upon it (17)

O'Lucky U

Stumbled upon it (28)

Posters/flyers (26)

Word of mouth (17)

Infored (13)

Most people were not at all familiar with UPC, or only slightly familiar; people were more familiar with UPC at O'Lucky U (a Spring Semester event).

Reasons for attending events:

For Oktoberfest and O'Lucky U, the main reason for attending the event was the free food (87% at both), followed by listening to the band(s) (27% and 32%). Fewer people came for the activities/games or the free prizes (ranging from 21 to 23%). Most people wanted to see more emphasis on the food, though some also wanted to see more emphasis on the bands.

For the Gallery Stroll, 77% came for the free food and 69% came to see the art. Most people wanted to see more emphasis on the art.

The comments about the Gallery Stroll were similar: Several comments suggested more art (including paintings and watercolor) by more artists and multiple submissions from the same artist. Other comments included having an art auction, more publicity about the event, music, and a host to show the art.

Involvement in UPC

Students are asked to provide their e-mail address if they would like to volunteer or help plan an event like this, and 58 e-mail addresses were obtained across the three events.

Actions Taken:

- Communicate findings with the board director who put on the event so that in the future the event can be adjusted based on students comments.
- UPC will utilize information about what students want to see in their advertisements of the event, in order to more effectively draw in an audience.

Which Student Affairs goals does this program align with?

1.b.