Project Details

Goal and desired outcomes of the program or service:
ASUU provides many opportunities for first year students to get involved on campus, whether that is by participating in a regularly occurring board meeting, or attending a campus event.

Goal of assessment:
This seven question survey utilized ipod touches to gather information from first year students regarding what types of events they would like to attend on campus this year (concerts, speakers, cultural events, arts, etc.), how often they would like to hear about these events (via text message, email), what ongoing involvement opportunities are of interest to them in ASUU (ie: various boards in Executive Branch), and their contact information. The goal was to gather information to help inform programming and marketing decisions.

Population sampled:
First year students who attended summer orientations and stopped by the ASUU table during the involvement fair.

Respondents: 144

Administration Type:
Campus Labs app on iPod Touches

Summary of Key Findings (Did your assessment accomplish your assessment goal? Was the desired outcome of the program or service achieved? Describe why/why not and what was learned. Include data to support your statements.)
Through this assessment we learned that out of our respondents, the top three ASUU events students were interested in attending; concerts, movies, and guest speakers. The frequency of how often students want to hear about ASUU events and programs via text and email was evenly dispersed and ranged from “occasionally- only for events I am interested in, 1-3 per month, 1-3 per week”. Students prefer to hear about ASUU events by receiving ASUU text messages, ASUU emails to the student body, and the ASUU Facebook page. Interest in ongoing involvement opportunities on the executive cabinet boards varied. The two boards which received the top interest from respondents were both service related, the primary board being Rock the U (Dance Marathon philanthropy), and Community Service Board.

Actions Taken/Planned based on the findings from this assessment:
This assessment allowed us to connect students with interests in certain areas to involvement opportunities in such areas. The information also helped to inform our student leaders in
various leadership positions make decisions about marketing, programming, music genre for concerts, and more. This has also helped us to market to students about events that they have told us they are interested in learning more about, which has proved to be an efficient way to market!

Alignment
Student Affairs Key Activity: [still in process]

Departmental Key Activity:
   Departmental goal this project addresses: Students serve other students.