Project Summary

ASUU / Student Attendance Data 2014-2015

Goal and desired outcomes of the program or service:
ASUU programs and events aim to entertain, educate, enrich, and empower University students.

Goal of assessment:
To understand demographics of those who attend ASUU events and vote in ASUU elections, particularly compared to the demographics of the student body.

Summary of Key Findings
ASUU is currently reviewing student attendance data by comparing and contrasting the results with OBIA’s common data sets. Overall, we are finding that our different events and programs appeal to different types of students, meaning ASUU is able to entertain, educate, enrich and empower a diverse group of students in different ways.

Actions Taken/Planned based on the findings from this assessment:
ASUU is compiling the attendance data into a format that will be visually appealing and easy to understand for our students planning events this year. This information will help inform our student programmers of who they are serving, and importantly - who their programs and events are not serving or appealing to. We hope that this provides an opportunity for these student programmers to critically assess how they want to address gaps in attendance, whether that is through more intentionally programming choices in general, or through creative outreach and marketing efforts to demographics of students who are not typically attending.

Alignment
Student Affairs Key Activity: [still in process]

Departmental Key Activity: Service

Departmental goal this project addresses: Students serve other students.

Departmental Key Activity: Community

Departmental goal this project addresses: Students unite and represent other students in their community.
**Student Affairs Learning Domain Connection:** *Campus Community*

*Please explain how this project connects to this Learning Domain:* ASUU student leaders are learning about the diversity of their campus community, and how that is different or similar to the community of students attending their events and programs.