



Associated Students, Inc.
2014 Student Interest Survey
Assessment Report

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Choose One: Needs Assessment

Date of Assessment Implementation: July 2014

Date of Report: July 2015

Purpose of Assessment

To survey the incoming freshmen and transfer students to understand their expectations and interests for student engagement when they come to Cal Poly Pomona.

Division Learning Outcome Social & Civic Engagement

Targeted Learning Outcome

N/A

Assessment Methodology

The survey consists of 13 questions administered through the Campus Labs using iPad/iPod devices. The survey was offered to students during the Bronco Spirit Night activities during each of the nine orientation sessions in the summer of 2014. Students who took the survey were given a chance to spin a prize wheel to win an ASI logo gift.

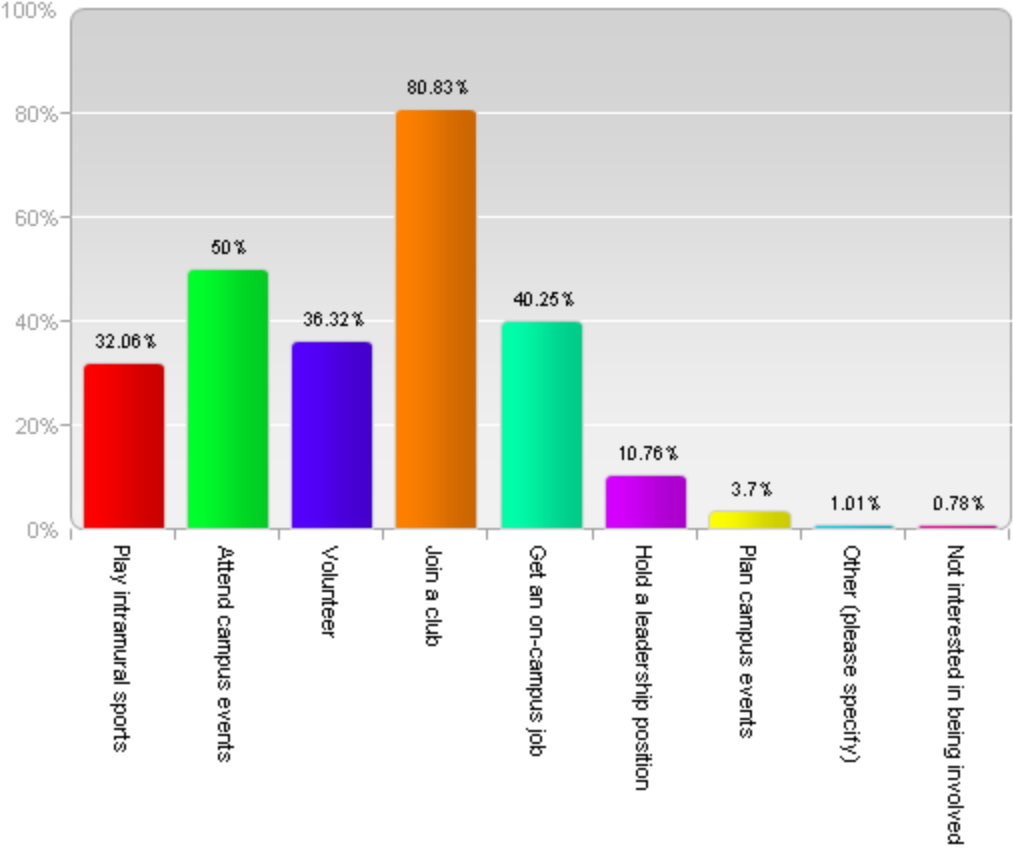
Results

total of 926 students answered the survey. The respondents were mostly (65%) 18-21 years old, though 24% were under 18 and the remaining were 22 and older. 52% of the students reported they will be living off campus and the remaining 48% in the residence halls, Village, and the Suites on campus. 52% were female and 47% male with just 0.22% reporting as "other gender identity."

The heart of the questions ask students how they plan to be involved on campus in the upcoming year as new Broncos. The most popular types of events that the respondents indicated were of interest were concerts, movies (blockbusters), fairs/carnivals, and comedy shows. The most popular music genres among those students who answered the survey were 1) hip hop, 2) pop, 3) rock, and 4) electronic dance music (EDM). The University's Weekend Events initiative typically plans events on Fridays as a result of the popular First Friday series. When the survey asked students what times on the weekend they think would be the best time to hold social events, they indicated that Friday night was most popular and then Saturday night second. Students were not supportive of events happening during the day o weekends or Sunday nights.

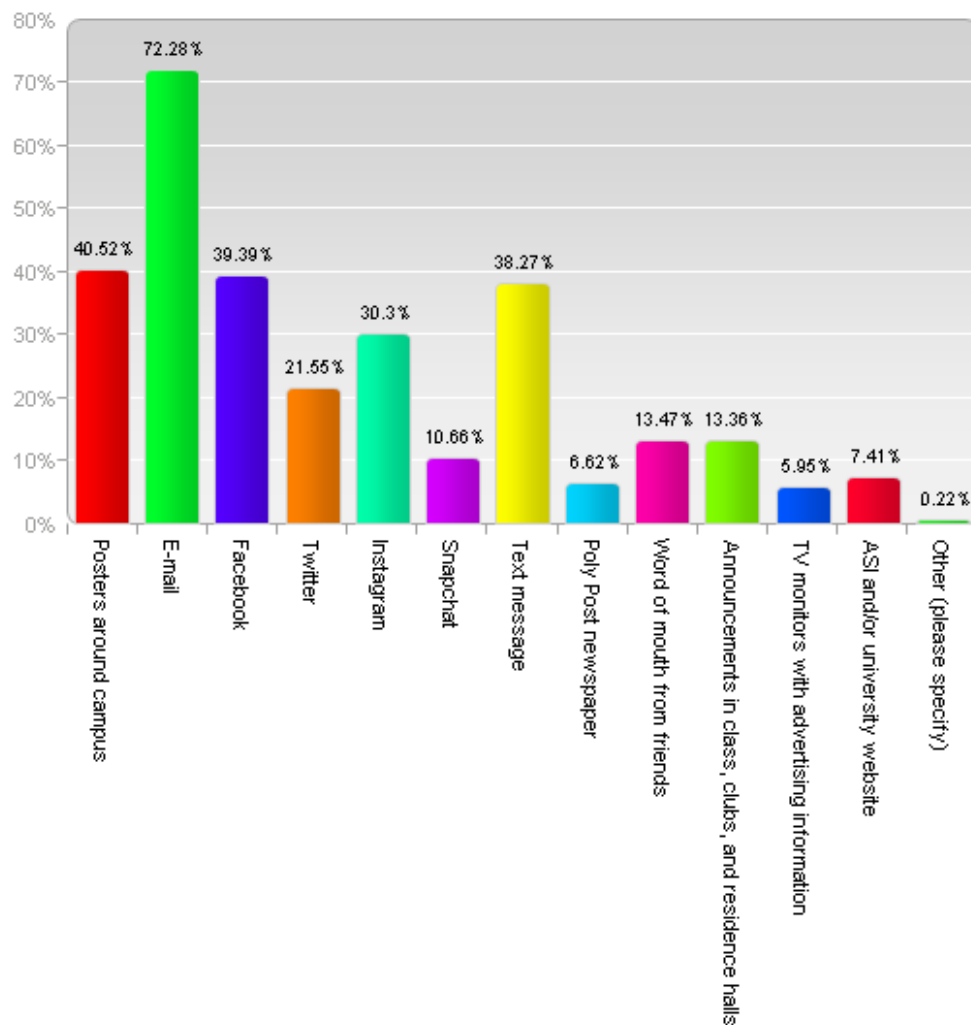
The students were asked to indicate what ways they planned on being involved on campus and they were allowed to select up to three of the options provided. The results indicate over 80% of incoming students plan o joining a club in their first year o campus. 50% reported they would attend campus events and 40% plan on getting a campus job.

Q6. In which of the following ways do you plan to be involved next year? (Check up to three; please scroll)



Communicating and marketing events and opportunities for students to be engaged is always of great concern. As such, one of the questions asks students to indicate their preferred methods for the University to inform them of campus activities. The preference is for email to be the primary communication method, but texting, Facebook and printed posters/flyers are secondary options.

Q8. How do you prefer to be informed about campus events and activities? (Check your top three; please scroll)



One final interesting statistic that has been asked routinely over the past few years is how many of the incoming students use a smart phone. This group indicated that 93% would be using smart phones and mobile technology when they came to campus.

Conclusion

Based on the strong response rate, the survey results are representative of the incoming class of students and an accurate assessment of their interests. The incoming students indicate a strong interest in being engaged in their first year through events, clubs, sports, and planned campus activities. Often students report they are unaware of all the activities and programs happening on campus, which impedes students' ability to participate in the activities they are interested in. Therefore, the preferences to receive information through email, Facebook, posters and texting are of importance to event planners on campus in tailoring marketing efforts.

While this is a strong representation of the interests and preferences of the incoming class, these results only represent a portion of the population on campus. As such, it is important to note this assessment may not be true for continuing students at Cal Poly Pomona.

Implications for Practice

One of the most interesting statistics in the survey that should be considered carefully for practical application is that 93% of incoming students use a smart phone. This implies the incoming students are well connected and will continue to use their smart phone on campus. They most likely use social media and can check their email

quickly and throughout the day. One could assume then that they should be easy to get in touch with. In addition, campus marketing should include mobile technology like QR codes that allow students to jump directly to a web page for more information on a department or program. Understanding how students are connected and the devices they use provides a powerful tool to deliver campus information directly into the hands of our students.

The information gathered from the respondents on the types of events, genres of music and preferences for communication and other interests provide valuable data that guides the ASI Student Activities and Programs department, as well as other departments, to use student fee dollars and provide the programs and services in a manner that students expect. The results of this assessment are directly put into practice and are a crucial source of information that allows ASI to understand the needs and wants of the student body.