



Department Name
BSC Open House Survey
Assessment Report

Associated Students, Inc.
2013-14

Choose One: Operational Assessment

Date of Assessment Implementation: October 2013

Date of Report: July 2014

Purpose of Assessment

ASI plans an annual open house for the Bronco Student Center to promote the programs and services in the building by having a fair in the University Park. This year ASI chose to survey the students to learn how students use the BSC and what preferences they have for the programs and services.

Division Learning Outcome N/A

Targeted Learning Outcome

This is a program/service evaluation and not learning outcome based.

Assessment Methodology

The survey was administered via Student Voice/Campus Labs using the handheld devices. Students were asked to take the survey during the open house event as they walked through the booths in University Park. Taking the survey was optional and only a section of the orientation population was sampled. The survey consisted of 12 multiple choice questions including some demographic information.

Results

The survey was answered by 133 students, freshman through senior (40% were freshmen). 60% of the students live on campus in the residence halls, Suites and the Village with the rest commuting to campus.

Students were asked when they typically visited the BSC and indicated the prime time for use was lunchtime and in the afternoon (38% for each). Only 10% of the respondents said they usually use the BSC in the morning and 13% said they came to the building in the evening and at night. The main reason students come to the BSC is to eat (83%), according to the survey responses. Midnight Madness, the quarterly study break before finals, was the second highest reason students reported coming to the BSC (60%). Playing games in the Gamesroom and socializing with friends and hanging out were the third and fourth reasons students reported coming to the BSC with 27% and 25% response rates respectively. The majority of the respondents (63%) are regular visitors to the BSC indicating that they come 1-4 times per week. 31% said they come less than once a week and 6% indicated they are in the building more than 5 times a week.

A couple of questions asked for feedback about student expectations in using the Gamesroom services. The top three amusement park tickets were Disney, the AMC movie tickets, and then Magic Mountain. When asked

what programs and services students would like to see more of in the Gamesroom, students requested more lounge space, console gaming (Xbox, Playstation, Wii, etc.) and more TV screens.

This survey also asked students how they prefer to be informed about campus events and activities. The preferred method is via email (59%), with Facebook (50%) and printed posters/flyers (45%) as the other two top choices for communication methods. The other means of campus communication were rated very low.

Conclusion

As far as the reasons for students to visit the Bronco Student Center, the survey results indicate that eating, meetings, studying and playing (socializing, gaming, events, etc.) remain the primary ways students use the building services. The "Eat. Meet. Study. Play." marketing campaign is therefore still relevant to help promote the main functions of the BSC. The respondents indicate that there are a group of regular visitors to the building who have a weekly habit of coming to the BSC. The data here may be slightly biased as the surveys were conducted during BSC events and in close proximity to the building so it is possible that the population sampled may have been from the group of students who have strong connections to the building. In the future, conducting the survey in other locations around campus may yield a better response from the student body at large.

The students' preferred means of communication has changed over the past few years and has gone back and forth between Facebook and email as the most popular to get information out about campus activities. ASI continues to use multiple means to advertise programs and services, but needs to refine the on-line communication with students and identify palatable way to share information that students are able to read quickly and is visually appealing.

Implications for Practice

- EMSP marketing still relevant to promote the programs and services of the BSC
- Console gaming was requested and the Gamesroom has provided more consoles and games for students to check out
- Strengthen email communication to the students about ASI programs and services using the student listserve and possibly develop email newsletters that students can sign up for to keep them informed