STUDENT AFFAIRS
DIVISION OF
CAL POLY POMONA

Department Name
Student Interest Survey
Assessment Report

Associated Students, Inc.
2013-14

Choose One: Needs Assessment

Date of Assessment Implementation: September 2013

Date of Report: July 2014

Purpose of Assessment
Every summer, ASI administers an interest survey during the orientation sessions to gather input from the incoming students about the types of activities and services they would like to have at Cal Poly Pomona. The interest survey results are used to help ASI BEAT and the Programs department to develop activities for the students throughout the year.

Division Learning Outcome Social & Civic Engagement

Targeted Learning Outcome
The programs created based on the feedback provide a wide range of activities and events that foster student engagement, campus pride and social activity.

Assessment Methodology
The survey was administered via Student Voice/Campus Labs using the handheld devices. Students were asked to take the survey at the orientation club fairs and the Bronco Spirit Nights held in the BSC. Taking the survey was optional and only a section of the orientation population was sampled. The survey consisted of 13 multiple choice questions including some demographic information.

Results
Over the summer, 1235 responses were collected by the incoming students. Of those who responded, 61% were 18-21 years old, 21% were 22 and over, and 18% were under 18 years old. 46% of the students were male and 54% female and only 3 respondents indicated they were in the "other gender identity" category. Of the respondents, 41% said they would be living on campus and 58% would be commuting.

The survey asked what activities the students enjoyed the most about orientation, reporting that the free games in the Gamesroom, the DJ dance party, laser tag and karaoke were at the top of the list. Students indicated that they are most interested in having concerts, movie nights and fairs/carnivals as a part of the programming schedule during the year. The survey also asked students to refine their preferences for the types of movies and music genres, which provides useful information to the programming staff. The campus' current push to provide weekend events was taken into account as well. Students were provided a list of times during the weekend and reported the best times to have weekend events would be on Friday night (81%) and Saturday night (54%). The survey also asked students to indicate which types of activities they were most interested to participate in during the upcoming year. 74% of the students said they would join a club, 57% said they planned on attending campus events, and volunteering and getting a campus job were both identified by 36% of the student respondents.

Watching students on campus and their preferences for communication through social media it appears that more and more students are using mobile devices to stay connected during the day. A shocking 85% of the students said they currently use a smart phone. They also reported that the preferred means to inform them about campus events is through email (75%) with Facebook and posters around campus coming in second with support from 50% of the respondents. 39% of the students taking the survey also said they would like to get text messages.

Conclusion
The information gathered in the interest survey provides a profile of the incoming student body. The students' preferred means of communication is useful as ASI prepares to send marketing to the student body advertising the upcoming yearly events. Over the past few years the number of students who are using smart phones has grown exponentially, which indicates that students have access all day to the web, social media, and email throughout the day on campus. This has implications for how ASI reaches out to students to inform them and there are new ways that we can gather feedback as well.

Implications for Practice
- Utilize mobile technology for marketing and communicating with students since so many students use smart phones
- Due to the high interest of using text messaging for event information, ASI will be testing a group texting service this upcoming year
- Create a movie series based on survey feedback
- Tailor concert performances to the genres preferred by students
- Continue to reach out to commuter students who are interested in student events, but may not spend as much time on campus to be exposed to all the campus marketing