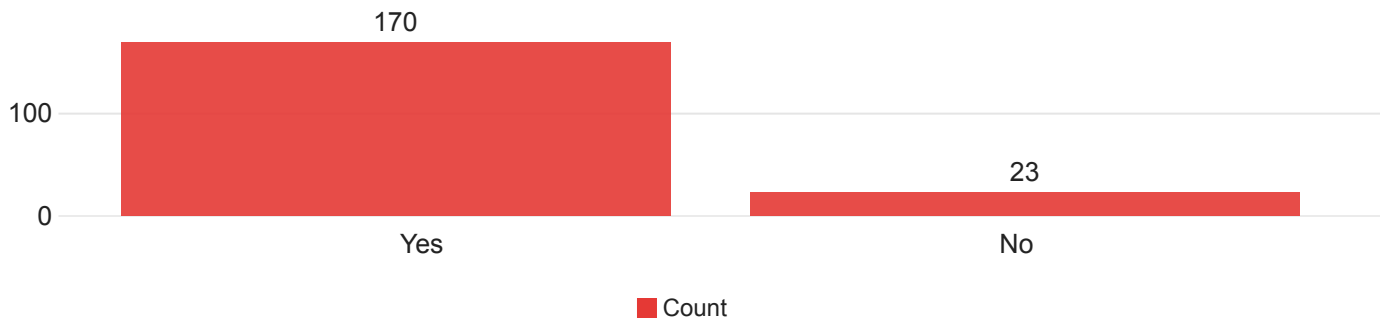


SAB Events Survey 2019 Report



Section 1: Perceptions

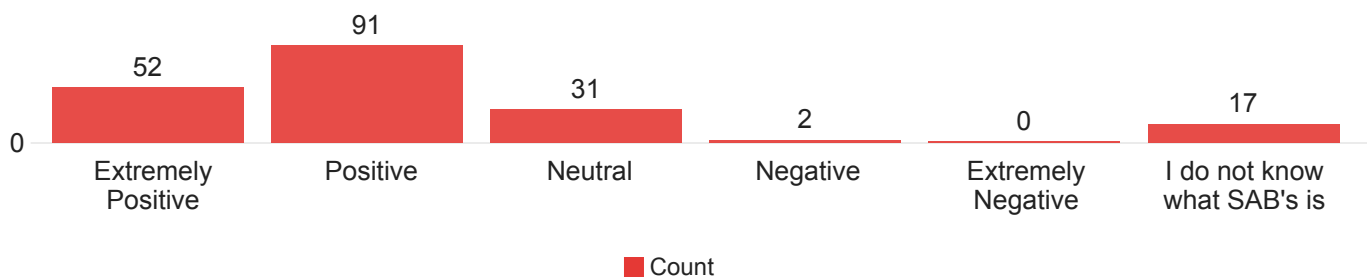
Have you heard of SAB (the Student Activities Board)?



Analysis

Approximately 12% of students (based on the survey) have not heard of the Student Activities Board. It seems likely that the number of individuals who are not aware of SAB is actually higher, given that this is a SAB-hosted survey. A fair estimate would be between 75-85% of the student body is familiar with SAB.

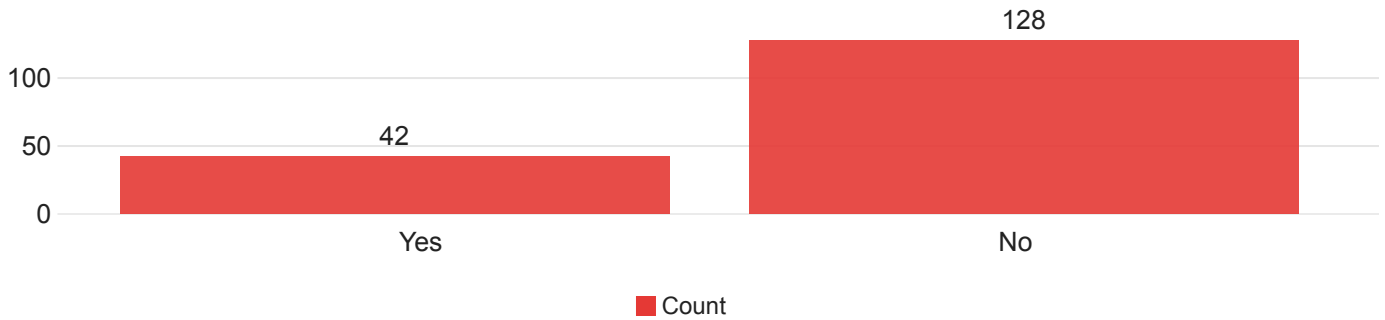
What best describes your overall perception of the Student Activities Board?



Analysis

Very few students (who responded) have a less-than-neutral opinion of SAB. The vast majority of respondents have a positive+ perception of SAB. Assuming this data is relatively reflective of the student body at-large, our positive image is perhaps one of our greatest strengths. This also suggests that the reason SAB events are not well attended probably does not have any connection to what students think of SAB overall. In other words, it is seemingly not because we are perceived poorly that events are under-attended.

Do you live in the Residence Halls on campus?



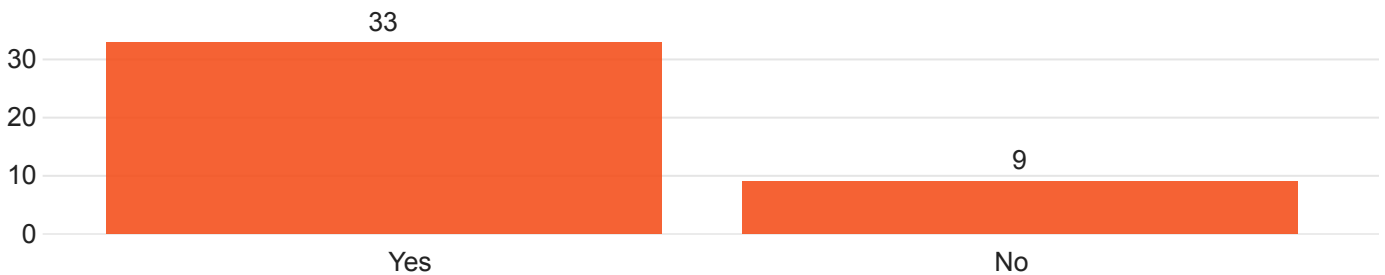
Analysis

About one quarter (25%) of respondents live in the residence halls; this is important to note that SAB's reach seems to extend to off-campus students more than it has been assumed in the past. Given that the occupancy of the residence halls was approximately 300 students this past year, SAB only reached about 15%-20% of those students with this survey. This could be an area of increased focus in the future.

Have you attended a SAB event this semester?



Residence Hall Students: Have you attended a SAB event this semester?



Off-Campus Students: Have you attended a SAB event this semester?



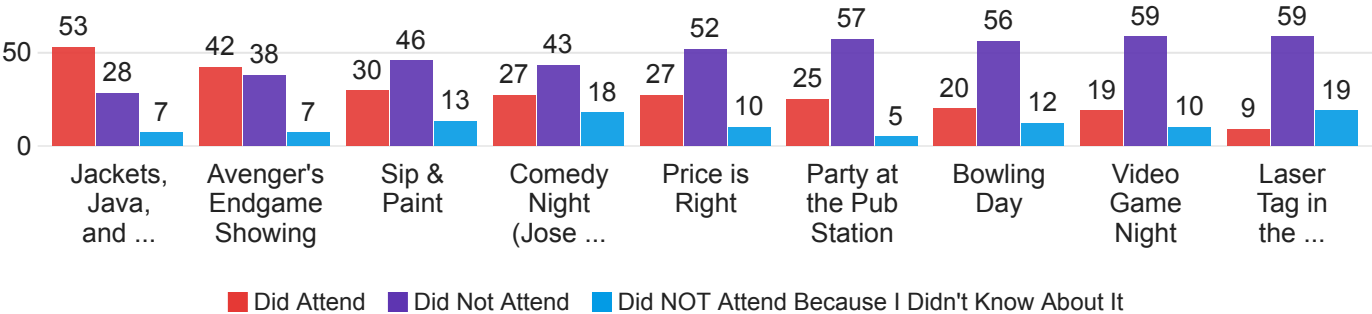
Analysis

Note the nearly even split: respondents were only slightly more likely (51%) to not have attended a SAB event during the spring of 2019.

Residence Hall students were far more likely than off-campus students to have attended a SAB Event: 72% compared to 35%.

Section 2: Event Attendance

Events Attended

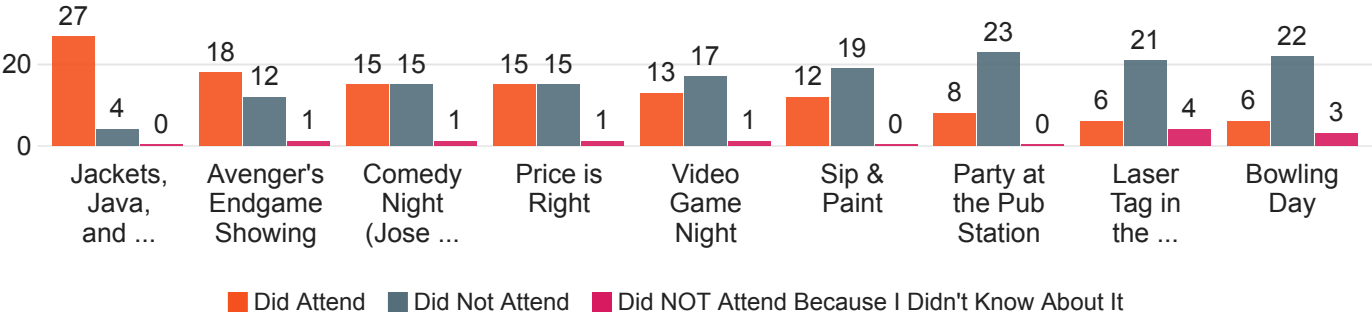


Analysis

Unexpectedly, the best-attended event was the Jackets, Java, and Jams SERIES. In fact, this was the only event for which more respondents attended than not. It is likely that the multiple dates in the series accounted for its high attendance.

If one adds the blue (didn't know) and red (attended) columns above, and then subtracts the purple column (didn't attend), **the following events have a net-positive attendance rating: Jackets, Java, and Jams; Avengers Endgame; Comedy Night.** These events would have needed better advertising to make them net-positive. All remaining events were net-negative with regard to attendance.

Residence Hall Students: Events Attended



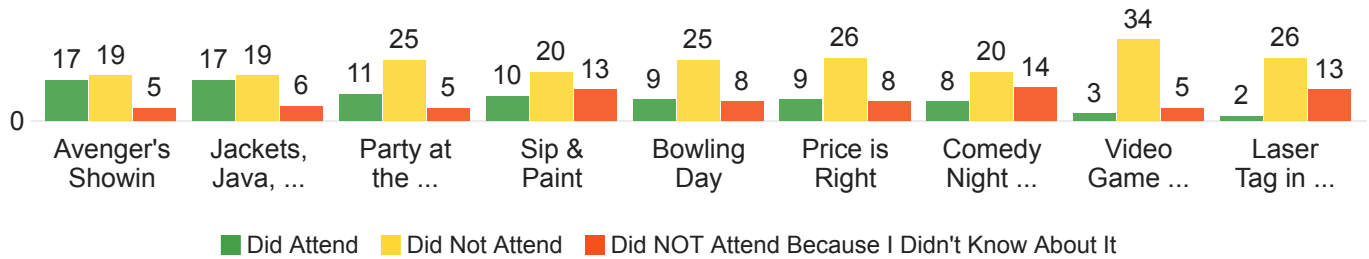
Analysis

The best attended events among **residence hall students** were: Jackets, Java, and Jams (27); Avengers Endgame (18); Comedy Night (15); and Price is Right (15). The least attended events among **residence hall students** were: Party at the Pub Station (-23); Bowling Day (-22); Laser Tag (-21); and Sip & Paint (-19).

If one adds the red(didn't know) and orange (attended) columns above, and then subtracts the grey column (didn't attend), **the following events have a net-positive attendance rating among residence hall students: Jackets, Java, and Jams; Avengers Endgame; Comedy Night; Price is Right.** These events would have needed better

advertising to make them net-positive. All remaining events were net-negative with regard to attendance among residence hall students.

Off-Campus Students: Events Attended

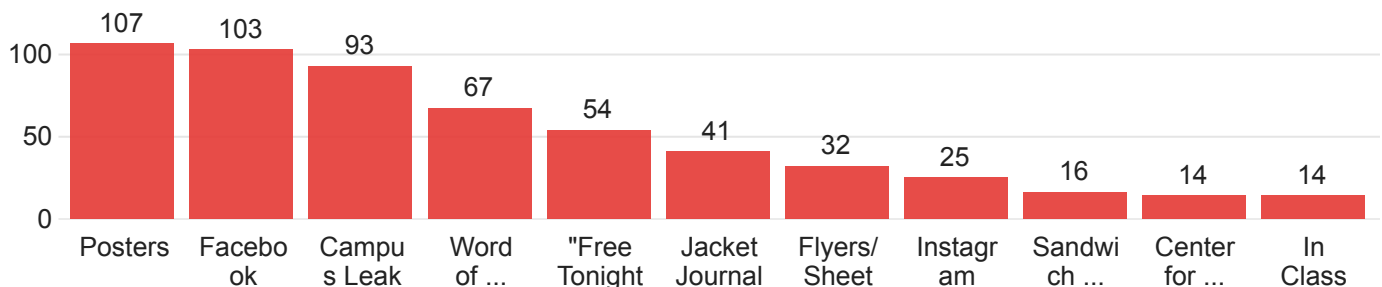


Analysis

The best attended events among **off-campus students** were: Avengers Endgame (17); Jackets, Java, and Jams (17); and Party at the Pub Station (11). The least attended events among **off-campus** were: Laser Tag (2); Video Game Night (3); and Comedy Night (8).

If one adds the orange (didn't know) and green (attended) columns above, and then subtracts the yellow column (didn't attend), **the following events have a net-positive attendance rating among off-campus students: Jackets, Java, and Jams; Avengers Endgame; Comedy Night; Sip & Paint.** These events would have needed better advertising to make them net-positive. All remaining events were net-negative with regard to attendance among off-campus students.

How have you heard about SAB Events? (All that apply)



Analysis

The best method of reaching students from this year were: posters (107); Facebook (103); and Campus Leak (93). A surprising number of students paid attention to print methods of advertising (posters & campus leak). It is also interesting to note the relative success of items like the "Free Event Tonight" signs and the Jacket Journal

newsletter, especially when compared to the relative ineffectiveness of the Instagram, Flyers, and Sandwich Boards. SAB could have a much stronger presence in the classroom based on these results

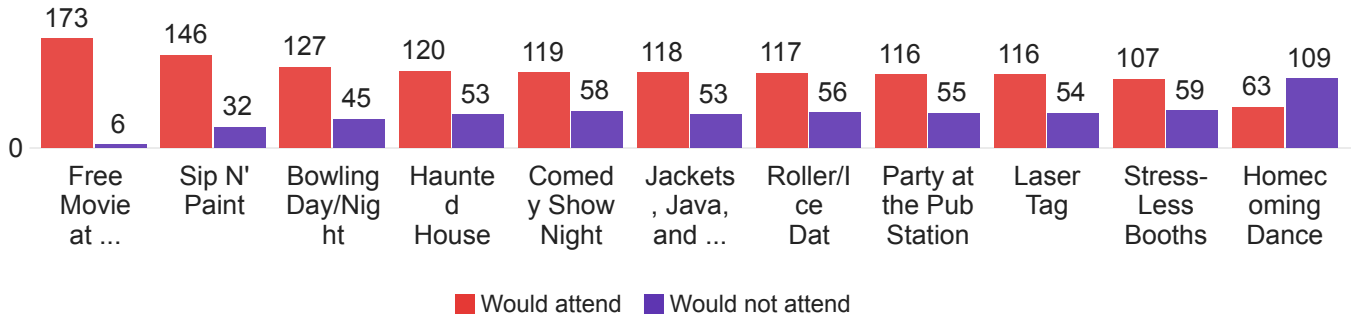
What makes you want to attend a SAB event?

In this free response section, students were asked to share their motivations for attending a SAB Event. The most common responses included:

- If the event sounds fun or relates to their interests (48)
 - if friends are going or to spend time with friends (36)
 - If the event is free (24)
 - Number of people attending (18)
 - To meet new people (18)
 - General socialization (17)
 - Free food or other give-aways (17)
-

Section 3: Prospective Event Attendance

Would you attend these events next year?

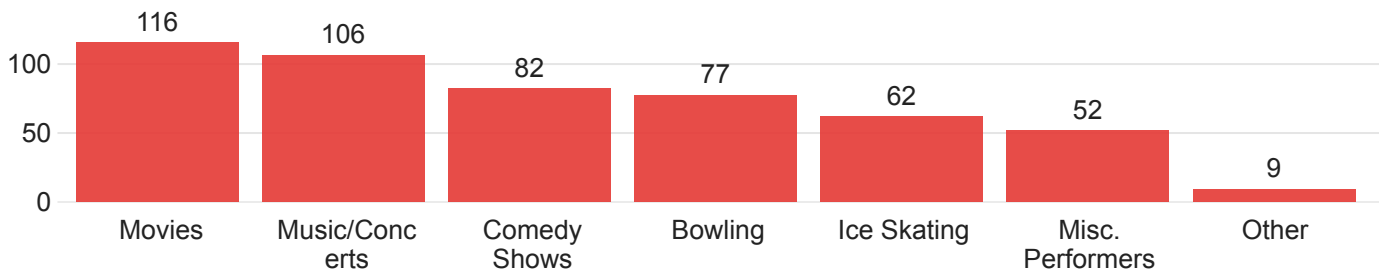


Analysis

A staggering majority of individuals would attend a free movie at the Shiloh 14 Theater, and only six respondents (~3%) indicated that they would not attend such an event. In contrast, the homecoming dance would not be attended by a very large margin of individuals.

Almost all events trend positively, but there is a clear distinction between the top three and the remainder. After Free Movies, Sip & Paint, and Bowling, the remaining eight events have 50 or more "would not attend" responses. It is interesting to note that Jackets, Java, an Jams falls among this list, given its performance above. This may indicate that some students were displeased with the way things went this year, and have lost interest in attending.

What type(s) of events are you most interested in seeing from SAB?
(All that apply)



Analysis

Most respondents are interested in free movies and music-based events. There seems to be a middle tier of desire for comedy shows, bowling, and ice skating- while miscellaneous performers and new suggestions were at the bottom of the interest list.

Some of the "other" events suggested in the fill-in box included: "food based events," child-friendly programming;

and things to attend as an individual (not in a group). There were also some responses advocating for more Sip & Paint style events.

What type(s) of events are you most interested in seeing from SAB?

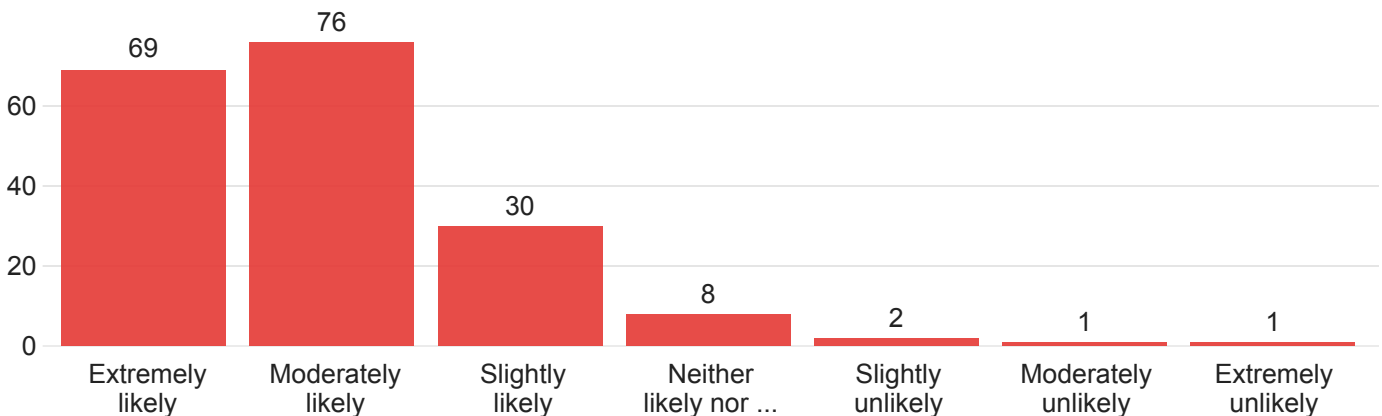
Analysis

In a separate, free-response question, students were asked to provide their suggestions for new programs. Some of the most frequently suggested items included

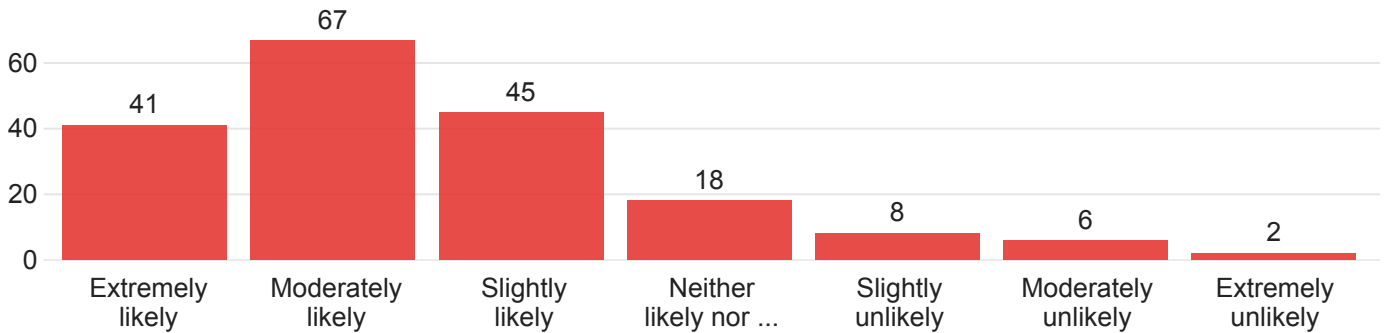
- Concerts and Music-based events (13)
 - Free food/BBQ (9)
- Interaction with dogs/animals (7)
 - Family events (5)
 - Yoga/zumba (5)
- Skiing/outdoor adventures (5)
 - Free movies (5)
 - Board games (5)

In this section, SAB also received many comments about continuing what it has been doing, as well as several comments regarding the need for better advertising of events.

How likely are you to attend an off-campus event purchased/sponsored by SAB?



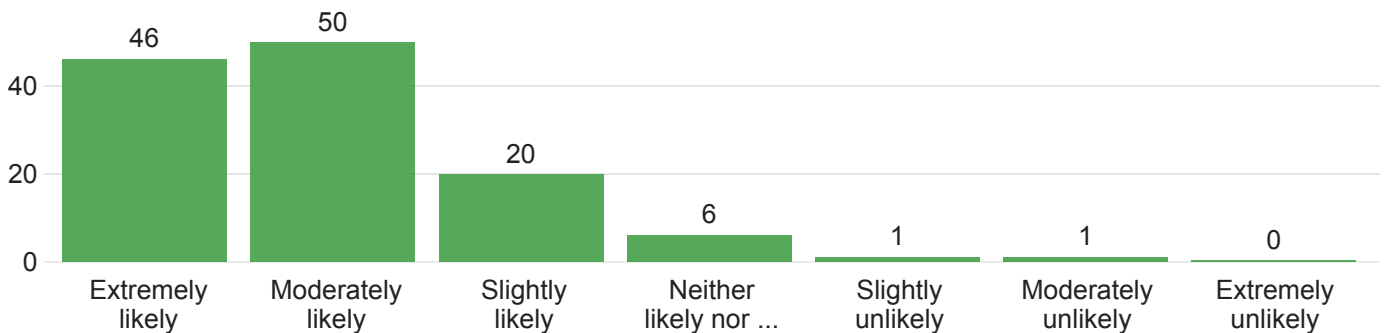
How likely are you to attend an on-campus event hosted by SAB?



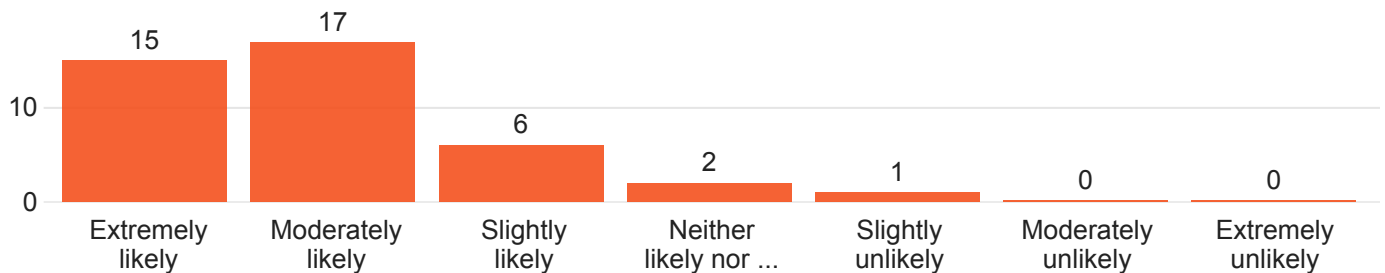
Analysis

Respondents seem overall more likely to attend an off-campus event than an on-campus event. Overall, 175 respondents listed "slightly likely" or better to attend an off-campus event, and only 4 respondents listed "slightly unlikely" or worse. For on-campus events, the numbers are slightly poorer, with 153 "slightly likely" or better, and 16 "slightly unlikely" or worse. Based on these responses, off-campus events seem to be superior for garnering attendance.

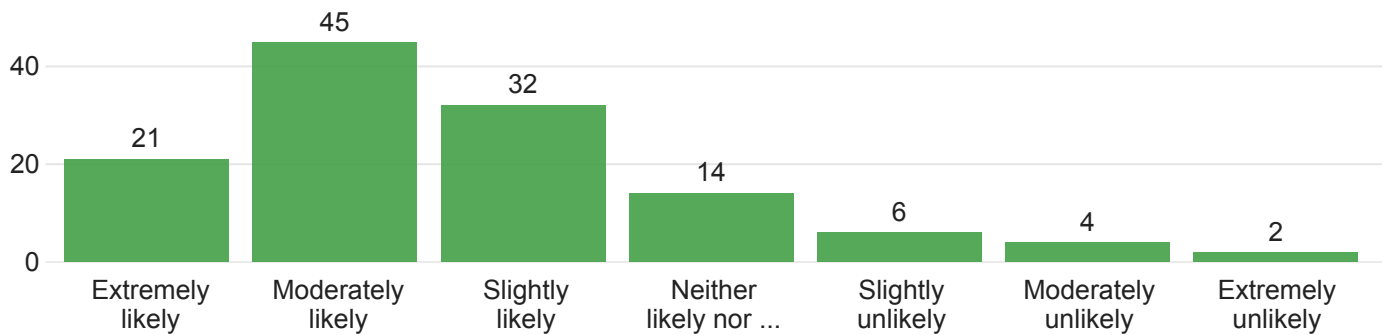
Off-campus Event (Off-Campus Students)



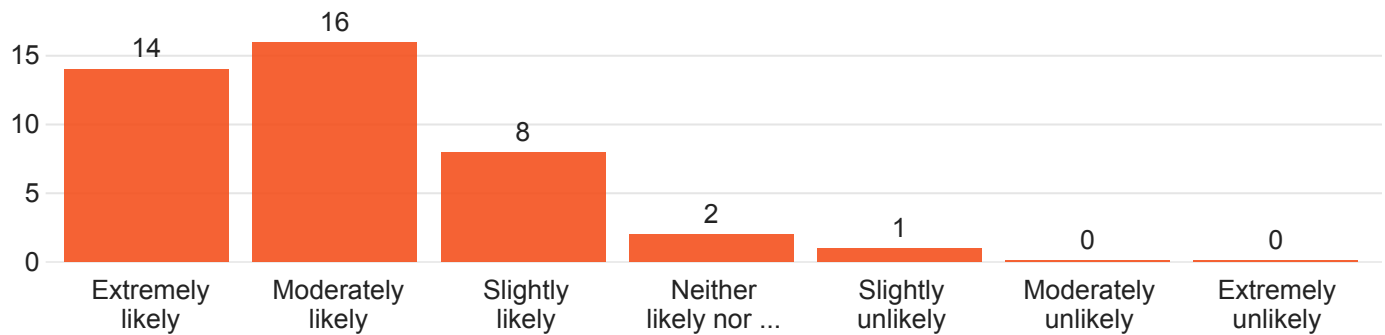
Off-campus Event (Residence Hall Students)



On-campus Event (Off-Campus Students)



On-campus Event (Residence Hall Students)



Analysis

Interestingly, students who live in the residence halls are just as likely to attend an off-campus event as an off-campus student, according to these responses.

However, off-campus students are less likely to attend an on-campus event than their residence hall counterparts.

Section 4: Event Outreach and Timing

What is the best way to reach you about a student event?
(Raw Data)

Field	1	2	3	4	5	6	7	8	9	10	11	12
Text	67	42	13	9	12	11	8	8	5	7	6	1
Email	44	53	33	16	6	11	9	7	5	4	1	0
Posters	23	19	24	21	35	30	10	11	12	4	0	0
Facebook	17	16	23	20	17	14	11	15	41	14	1	0
A friend telling me	13	11	27	49	25	18	19	14	8	2	2	1
In class (professor/white board)	7	4	7	21	22	29	27	19	26	14	13	0
Instagram	6	13	17	12	15	18	42	31	16	11	5	3
Flyers	4	13	11	18	18	11	18	8	17	56	15	0
Snapchat	4	8	12	5	17	24	23	47	21	15	8	5
Phone Call	4	6	20	14	15	17	13	16	18	24	21	21
Twitter	0	4	2	4	6	5	9	11	13	27	94	14

What is the best way to reach you about a student event?
(Best to Worst)

Field	Mean
Email	3.30
Text	3.52
Posters	4.65
A friend telling me	4.85
Facebook	5.74
Instagram	6.35
In class (professor/white board)	6.68
Snapchat	7.03

Flyers	7.19
Phone Call	7.48
Twitter	9.68
Other	11.54

Analysis

In this section, students were asked to drag and rank their preferred methods of communication regarding an event. The mean of these responses is displayed, and as such, a lower-mean indicates that students consistently ranked that as a higher preference.

From this data, it may be surprising to note that email is the best way to communicate with students about an event. This is followed by texting, and then there is a rather significant gap between the first two preferences and the next best options. Twitter is unequivocally the least useful method for communicating with students. It is worth noting that at least one student respondent listed each method of communication as his/her top preference (excluding Twitter). This indicates that all methods are worth attempting, though some may deserve more resources than others.

Which day(s) are the best for you to attend a SAB event?
(Raw Data)

Field	1	2	3	4	5	6	7
Monday	21	17	35	46	20	27	21
Tuesday	13	20	25	37	60	25	7
Wednesday	8	24	17	37	44	44	13
Thursday	22	16	28	33	28	27	33
Friday	75	30	25	7	19	16	15
Saturday	42	53	23	10	8	39	12
Sunday	6	27	34	17	8	9	86

Which day(s) are the best for you to attend a SAB event?
(Best to Worst)

Field	Mean
Friday	2.86
Saturday	3.29
Monday	4.03
Tuesday	4.14
Thursday	4.29
Wednesday	4.44

Sunday

4.95

Analysis

In this section, students were asked to rank their preferences for the day of the week to attend a SAB event. The best day is clearly Friday, by a large margin- and Sunday was nearly universally listed as the worst day for students to attend an event.

In general, Fridays, Saturdays, and Mondays appear to be the best days for events, while Sundays, Wednesdays, and Thursdays appear to be the worst.

Which times(s) are the best for you to attend a SAB event? (Raw Data)

Field	1	2	3	4	5	6
Early Morning (5am-9am)	8	18	21	13	16	111
Morning (9am-11am)	6	12	23	34	91	21
Afternoon (12pm-3pm)	19	16	22	87	37	6
Late Afternoon (3-5pm)	24	31	76	27	18	11
Early Evening (5-7pm)	76	61	15	13	11	11
Later Evening (8pm+)	54	49	30	13	14	27

Which times(s) are the best for you to attend a SAB event? (Best to Worst)

Field	Mean
Early Evening (5-7pm)	2.22
Later Evening (8pm+)	2.81
Late Afternoon (3-5pm)	3.09
Afternoon (12pm-3pm)	3.67
Morning (9am-11am)	4.36
Early Morning (5am-9am)	4.84

Analysis

In this section, students were asked to rank their preferences for timing to attend a SAB event. The best times were early evening and later evenings for the majority of respondents. The Early mornings and mornings, as anticipated, were the least viable options for events.