

## Assessment Day Student Activities Programming Board Report – 2012

Likert Scale Items have a scale ranging from 1 = Excellent to 5 = Unsatisfactory. Therefore, lower means are more positive than higher means.

Last Modified: 04/20/2012

## 1. Major

#	Answer	Response	%
1	Accounting	9	4%
2	Economics - BBA	1	0%
3	Economics - BA	2	1%
4	International Business	3	1%
5	Finance	7	3%
6	Management	5	2%
7	Marketing	5	2%
8	Management Information Systems	2	1%
9	MBA	1	0%
10	Health Care Administration	4	2%
11	Human Resource Management	2	1%
12	Nurse Anesthesia	0	0%
13	Business Undecided	1	0%
14	Early Childhood Education	2	1%
15	Elementary Education	7	3%
16	Secondary Education	14	6%
17	Pre-Elementary Education	3	1%
18	Pre-Secondary Education	3	1%
19	Family and Consumer Science	0	0%
20	Hospitality Management	0	0%
21	Education Undecided	0	0%
22	Special Education	5	2%
23	Literacy Education	1	0%
24	Educational Leadership Studies	1	0%
25	Counseling	1	0%
26	EdD Program	2	1%

27	EdS Program		0	0%
28	EdS in School Psychology		0	0%
29	MAT Program		0	0%
30	RBA Program		1	0%
31	Bachelor of Applied Science Program		0	0%
32	Education Undecided		0	0%
33	Music		3	1%
34	Theatre		5	2%
35	Art		4	2%
36	Pre-Music		1	0%
37	Undecided Fine Arts		0	0%
38	Athletic Training		5	2%
39	Exercise Science		2	1%
40	Sports Administration		0	0%
41	Physical Education		1	0%
42	Nursing - ASN		0	0%
43	Nursing - BSN		10	4%
44	Nursing - MSN		1	0%
45	Communication Disorders		10	4%
46	Pre-Communication Disorders		4	2%
47	Dietetics		1	0%
48	Pre-Dietetics		3	1%
49	Pre-Clinical Laboratory Science		0	0%
50	Medical Laboratory Technology - Associate's Program		0	0%
51	Medical Technology - Bachelor's Program		0	0%
52	Cytotechnology		0	0%
53	Social Work		2	1%
54	Medical Imaging		1	0%
55	Respiratory Care		1	0%
56	Pre-Health Professions		3	1%

57	Advertising		3	1%
58	Broadcast Journalism		2	1%
59	Print Journalism		1	0%
60	Public Relations		3	1%
61	Radio/TV Production		4	2%
62	Sports Journalism		0	0%
63	Online Journalism		1	0%
64	Journalism Undecided		2	1%
65	Anthropology		0	0%
66	Communication Studies		2	1%
67	Criminal Justice		12	5%
68	English		7	3%
69	Geography		2	1%
70	History		4	2%
71	Humanities		1	0%
72	International Affairs		1	0%
73	Japanese		0	0%
74	French		2	1%
75	Spanish		1	0%
76	German		0	0%
77	Latin		0	0%
78	Political Science		7	3%
79	Psychology		14	6%
80	Sociology		1	0%
81	Undecided - Liberal Arts		1	0%
82	Biology		11	5%
83	Microbiology		2	1%
84	Biomedical Science		3	1%
85	Cellular/Molecular Biology		3	1%
86	Ecology/Evolutionary Biology		0	0%
87	Chemistry		4	2%
88	Chemistry - ACS		0	0%
89	Forensic Chemistry		2	1%
90	Biochemistry		1	0%

91	Environmental Science		2	1%
92	Geology		1	0%
93	Integrated Science and Technology		1	0%
94	Computer and Integrated Science and Technology		3	1%
95	Mathematics		0	0%
96	Applied Mathematics		2	1%
97	Natural Resources Recreation Management		0	0%
98	Physics		3	1%
99	Physical and Applied Science		1	0%
100	Pre-Science		2	1%
101	Science Undecided		1	0%
102	Computer Science (CITE)		2	1%
103	Engineering		8	3%
104	Safety Technology		2	1%
105	Technology Management		0	0%
106	Information Systems		0	0%
107	Pre-Engineering		0	0%
108	Pre-Computer Science		0	0%
109	Technology/Engineering Undecided		0	0%
110	Public Health		1	0%
111	Forensic Science		3	1%
112	Medical School		1	0%
113	Other		8	3%


Statistic	Value
Min Value	1
Max Value	113
Total Responses	236

## 2. If you are a commuter, how far from campus do you live?

#	Answer		Response	%
1	Within easy walking distance		42	34%
2	5 to 14 minute drive		34	27%
3	15 to 29 minute drive		23	19%
4	30 - 59 minute drive		19	15%
5	1 to 2 hour drive		5	4%
6	More than 2 hour drive		1	1%
	Total		124	100%

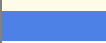






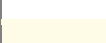


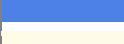






Statistic	Value
Min Value	1
Max Value	6
Mean	2.31
Variance	1.55
Standard Deviation	1.24
Total Responses	124

### 3. Have you been to any Student Activities Programming Board (SAPB) events in the last 12 months?




















#	Answer		Response	%
1	Yes		82	35%
2	No		116	49%
3	I do not know what the Student Activities Programming Board (SAPB) is.		38	16%
	Total		236	100%

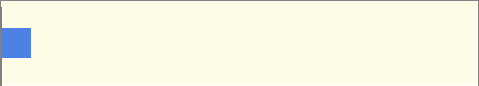

Statistic	Value
Min Value	1
Max Value	3
Mean	1.81
Variance	0.48
Standard Deviation	0.69
Total Responses	236

#### 4. Which Student Activities Programming Board events have you attended within the last 12 months? (Please check all that apply)

#	Answer		Response	%
1	Outdoor Movie Fast Five		18	22%
2	Family Picnic Pictures		7	9%
3	Comedy Caravan - Rip Michaels & Stewart Huff		10	12%
4	Rec Fest		55	68%
5	Target Bus Shuttle		7	9%
6	Cultural Groove		2	2%
7	Video Dance and Party Competition		5	6%
8	Student Organization Fair		17	21%
9	Battle of the Sexes Game		8	10%
10	Huntington Music Arts Festival		4	5%
11	Herdfest		22	27%
12	Cee Lo Concert		23	28%
13	MU vs. OH game Bus Trip		2	2%
14	Native American Pow Wow		10	12%
15	Comedy Caravan - Dave Webster		4	5%
16	Fun Entertainment - Airbrush Pennants & Trucker Hats		5	6%
17	Haunted Trail Bus Trip Camp		5	6%



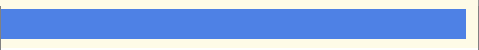

	Arrowhead			
18	Fall Fest - Caramel Apples		7	9%
19	Fall Fest - Scream 4 Movie		1	1%
20	Fall Fest - Halloween Buffet Dinner for Commuters		3	4%
21	Homecoming Build a Bear		11	14%
22	Masquerade		7	9%
23	Hispanic Heritage Dance		2	2%
24	Inflatables on the Plaza		16	20%
25	Campus Food Drive		12	15%
26	Pumplin Decorating at Twin Towers East		4	5%
27	Reel Diversity		14	17%
28	Single Awareness Dance		7	9%
29	Spring Break Survival Kit Giveaway		3	4%
30	Message on the Go in Student Resource Center		3	4%
31	Glow Party		13	16%
32	COSI/Easton Bus Trip		3	4%
33	Hockey Bus Trip		2	2%
34	Comedy Central on Campus		15	19%
35	FCA Main Event Concert		2	2%
36	NPHC Step Show		6	7%

37	Cincinnati Reds Bus Trip		5	6%
38	Other (Please specify)		1	1%

Other (Please specify)
The Maze (with Cru)

Statistic	Value
Min Value	1
Max Value	38
Total Responses	81

### 5. Would you recommend these events to your friends?

#	Answer	Response	%	
1	Yes		79	98%
2	No		2	2%
	Total		81	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.02
Variance	0.02
Standard Deviation	0.16
Total Responses	81

## 6. How did you become aware of these events? (Please check all that apply)

#	Answer	Response	%
1	Email	62	77%
2	Flyers around campus	57	70%
3	Invited by a friend	27	33%
4	MyMU	31	38%
5	Newspaper advertising	2	2%
6	Newspaper article	3	4%
7	Our website (www.marshall.edu/getinvolved)	2	2%
8	Radio	0	0%
9	Social Networks (Facebook, Twitter, etc.)	24	30%
10	Television Advertising	0	0%
11	Word-of-mouth	26	32%
12	Other (please specify)	1	1%

### Other (please specify)

I was a part of the programming board








Statistic	Value
Min Value	1
Max Value	12
Total Responses	81

**7. To what degree did this (these) event (s) help enhance your ability to:**

#	Question	Not at all (1)	2	3	4	5	Moderately (6)	7	8	9	Extremely(10)	Responses	Mean
1	Meet new people	7	8	2	4	8	20	10	8	5	9	81	5.85
2	Feel more at home	5	1	5	5	6	22	12	11	4	9	80	6.28
3	Adjust to college social environment	3	2	6	3	7	17	13	14	4	11	80	6.54
4	Enhance your college experience	2	2	2	3	5	11	20	10	8	18	81	7.25





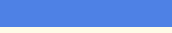

Statistic	Meet new people	Feel more at home	Adjust to college social environment	Enhance your college experience
Min Value	1	1	1	1
Max Value	10	10	10	10
Mean	5.85	6.28	6.54	7.25
Variance	7.18	5.59	5.54	5.14
Standard Deviation	2.68	2.37	2.35	2.27
Total Responses	81	80	80	81

## 8. What is the best day of the week for an event on campus?

#	Answer		Response	%
1	Monday		13	6%
2	Tuesday		22	10%
3	Wednesday		39	17%
4	Thursday		40	17%
5	Friday		81	35%
6	Saturday		30	13%
7	Sunday		4	2%
	Total		229	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.14
Variance	2.09
Standard Deviation	1.45
Total Responses	229

## 9. What is the best time of day for an event on campus?

#	Answer		Response	%
1	Morning		3	1%
2	Noon		25	11%
3	3 pm - 5 pm		41	18%
4	5 pm - 7 pm		61	27%
5	7 pm - 9 pm		85	37%
6	9 pm - 11 pm		15	7%
	Total		230	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	4.07
Variance	1.36
Standard Deviation	1.17
Total Responses	230

### 10. What type of event do you enjoy most? (Please check all that apply)

#	Answer	Response	%
1	Coffeehouse Act	39	17%
2	Comedian	124	54%
3	Concert	150	65%
4	Dance Party	47	20%
5	Fine Arts (e.g. Slam Poetry)	48	21%
6	Formal Event (e.g. Winter Formal)	41	18%
7	Guest Speaker or Lecture	61	26%
8	Movie	127	55%
9	Novelty Event (e.g. Photo Snowglobes, Photo Mousepads, etc.)	62	27%
10	Sporting Event (e.g. Bowling)	94	41%
11	Travel Opportunity	103	45%
12	Other (please specify)	4	2%

Other (please specify)
free stuff :)
International films
Cookouts
Athletics

Statistic	Value
Min Value	1
Max Value	12
Total Responses	231

### 11. How important are university sponsored weekend activities?

#	Answer	Response	%
1	Extremely important	65	28%
2	Somewhat important	82	35%
3	Neutral	62	27%
4	Somewhat Unimportant	7	3%
5	Not Important	15	6%
	Total	231	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.24
Variance	1.20
Standard Deviation	1.10
Total Responses	231

## 12. Any comments or ideas for events?

### Text Response

Participants provided numerous ideas/suggestions – all of which were sent to the SAPB.

Statistic	Value
Total Responses	39

## 13. Gender

#	Answer	Response	%
1	Male	80	34%
2	Female	155	66%
	Total	235	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.66
Variance	0.23
Standard Deviation	0.47
Total Responses	235








## 14. Race or Ethnicity

#	Answer	Response	%
1	White	203	87%
2	African American	9	4%
3	Hispanic	7	3%
4	Asian/Pacific Islander	9	4%
5	American Indian/Alaskan Native	2	1%
6	Other	4	2%
	Total	234	100%

Other
Persian
Bi-racial

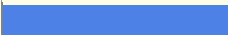

Statistic	Value
Min Value	1
Max Value	6
Mean	1.33
Variance	0.96
Standard Deviation	0.98
Total Responses	234

## 15. Current Classification

#	Answer		Response	%
1	Freshman		42	18%
2	Sophomore		41	18%
3	Junior		50	22%
4	Senior		52	23%
5	Graduate or Professional		46	20%
	Total		231	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.08
Variance	1.93
Standard Deviation	1.39
Total Responses	231

## 16. Do you Live in a Marshall Residence Hall?

#	Answer		Response	%
1	Yes		112	47%
2	No		125	53%
	Total		237	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.53
Variance	0.25
Standard Deviation	0.50
Total Responses	237

## 17. What off-campus events have you attended this year?

### Text Response

Sporting events

Christian concerts

Concerts – numerous responses

Concerts that involve people actually playing instruments; not "singers" squealing over backing tracks.

Cee Lo Green – several responses

International Film Festival – several responses

Football games

In The Heights

Things at the Keith Albee.

I have attended the Marshall Artists Series – several responses

Blake Shelton and Justin Moore Concert,

Presteria 5k Race

Free movies hosted by SAPB – several responses

International Food Festival, International New Year's Celebration

Basketball Tournament – several responses

Musical performances and dances

Concerts in Columbus, Louisville, Cincinnati

free movie night for the residence halls

Parades, game pre releases

Volunteering at multiple places around Huntington Pullman Plaza events

BCM

Cincinnati bus trip

Columbus Hockey Trip

Sunday mission volunteering

HerdFest

Columbus Blue Jackets game

Homecoming Parade

Numerous events with my Fraternity such as the Boys and Girls Club.

Movies at Pullman

Synagogue

Nightclubbing

Basketball games

RAGE

COSI and Easton Mall
Et Cetera Student Reading at River and Rail Bakery
Football Games
Helped with the FAFSA week at MOVC

Statistic	Value
Total Responses	98

**18. What kind of music do you wish to hear at concerts? (Please check all that apply)**

#	Answer	Response	%
1	Rock (e.g. Foofighters, Coldplay, the New Classic Rock Allstars)	126	56%
2	Pop (e.g. Maroon 5, Rihanna, LMFAO)	135	59%
3	Country (e.g. Martina McBride, Rascal Flatts, Miranda Lambert)	103	45%
4	Hip Hop/Rap (e.g. Wale, Chris Brown, Drake, J. Cole)	100	44%
5	Electronic (e.g. DJ Alzy, Ropatt)	36	16%
6	Punk/Elmo (e.g. Standing Shadows, Angels & Airwaves, Johnny Bennett)	28	12%
7	Other (Please specify)	35	15%

Statistic	Value
Min Value	1
Max Value	7
Total Responses	227

## 19. What type of weekend activities would you attend or do you wish to see on campus?

### Text Response

Participants provided numerous ideas/suggestions – all of which were sent to the SAPB.

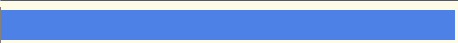

Statistic	Value
Total Responses	85

## 20. How much are you willing to pay for an activity?

#	Answer	Response	%
1	\$0.00	28	12%
2	\$1.00 - \$10.00	79	35%
3	\$11.00 - \$20.00	71	31%
4	\$21.00 - \$30.00	28	12%
5	\$31.00 or more	22	10%
	Total	228	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.72
Variance	1.28
Standard Deviation	1.13
Total Responses	228

## 21. Do you want to be entered into Assessment Day Prize Drawings?

#	Answer		Response	%
1	Yes		221	95%
2	No		11	5%
	Total		232	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.05
Variance	0.05
Standard Deviation	0.21
Total Responses	232

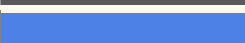
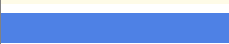
## 22. Who would you like to see in concert at MU?

### Text Response

Participants provided numerous ideas/suggestions – all of which were sent to the SAPB.

Statistic	Value
Total Responses	127

## 23. Have you attended an MU sponsored concert in the past?

#	Answer		Response	%
1	Yes		118	51%
2	No		112	49%
	Total		230	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.49
Variance	0.25
Standard Deviation	0.50
Total Responses	230

## 24. How likely are you to attend an MU concert?

#	Answer	Response	%
1	Definitely yes	80	35%
2	Probably yes	87	38%
3	Maybe	51	22%
4	Probably no	9	4%
5	Definitely no	3	1%
	Total	230	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.99
Variance	0.85
Standard Deviation	0.92
Total Responses	230