

**Name of Assessment Project:** ASCE Entertainment Survey 2014-2015

**Name(s) of Person(s) Responsible for Assessment Project:** Manager (Alex Kushner)

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**Providing Department:** Campus Events  
**Other Units/Departments Involved in Assessment Project:**

**Program, Service, or Event Related to Assessment Project:** This annual assessment project was used by the Associated Students Concerts & Events office to inform their decisions when developing their 2014-2015 event series. ASCE utilizes student input regarding satisfaction with existing events and preferences related to event types, formats and venues, to aligning their programs with student priorities. As a result they are able to better serve their constituents and improve the student life experience at UCSD.

**Assessment Project Description:** This assessment project is designed to gauge student preferences related to on-campus entertainment and their satisfaction with existing event types, formats and venues. The data collected will be used to support the AS Concerts & Events office in the development of its 2014-2015 event series.

**Unit/Program Specific Goals and Learning Outcomes:** This assessment project supports the University Events Office's goals to enable students to:

- Make new connections with their peers
- Experience a sense of campus community

It does so by providing data in support of UEO's advising of ASCE on the creation of event experiences that achieve those goals. By determining student event preferences we are better able to create environments in which students can make connections and develop a sense of community.

**Relationship to Student Affairs Learning Outcomes:** Advance a Plan for Personal, Academic, and Professional Success

**Assessment Project Start:** 11/14/2014

**Assessment Project End:** 12/31/2014

**Population/Sample:** This survey was available to all UC San Diego undergraduate students and was heavily promoted through social media, the ASCE website and on-site at ASCE events. In total 1,315 students participated in the survey and 84% completed it.

**Type of Assessment:** Tracking usage , Needs assessment, Satisfaction study

**Other Assessment Type(s):**  
**Assessment Methods:**  
**Other Assessment Method(s):**

**Data Collection Tools:** This assessment utilized the survey and analysis functions of Baseline and included questions created by the University Events Office and AS Concerts & Events.

Topics addressed included:

- Student awareness of ASCE and ASCE events
- Student participation in campus events
- Student satisfaction with campus events
- Student preferences regarding event types, formats, venues, performers, costs and marketing

**Data Analysis Methods:** The data collected in this assessment project was analyzed by using the analysis functions of the Baseline tool and through comparison to data collected in previous ASCE Entertainment Surveys, in order to identify trends.

**How Your Results Will Be Presented:** The findings were compiled and reviewed by the University Events Office before being shared with the Associated Students Associate Vice President for Concerts & Events in a one-on-one meeting to discuss general themes and student preferences identified in the data. The survey results and findings were then shared with the entire ASCE staff at a subsequent staff meeting to discuss the opportunities to shape the ASCE event series to best serve the interests and preferences expressed by the participants. The findings were then used throughout the academic year to inform ASCE's choices regarding event types, formats, venues, costs, talent and marketing.

The findings were also shared with campus departments, including the Colleges and University Centers, to help inform their programming decisions.

**Progress:** 100%

**Link Assessment Project in Campus Labs Baseline :** <https://ucsd.campuslabs.com/app/ClientWeb/Results.aspx?ProjectId=205339>

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**Summary of Findings:** Analysis of the data from this assessment enabled ASCE and the University Events Office to identify overarching themes that were used to develop the 2014-2015 ASCE events series. These themes included:

#### ASCE Awareness

Only 3% of participants in the survey were not familiar with the events produced by the AS Concerts & Events Office. This is a 1% reduction from last year and while it suggests that ASCE's marketing efforts have been successful in generating awareness of the office and what it does, it may also indicate that the methods being used to promote the survey are limited. For example, over 90% of respondents were California residents, which suggests the need to better promote the survey to out-of-state and international students. New efforts should be made in the future to promote the survey more widely amongst a more diverse sample of UCSD undergraduate students.

#### Participation in Events

Only 6% of respondents indicated that they attend campus events rarely or never and 97% indicated familiarity with ASCE. This suggests that ASCE has been successful in promoting its events to students who are interested in attending events. This is consistent with the findings in the 2013 ASCE Entertainment survey, in which 98% of participants responded that they attend one or more campus events each year and 96% were familiar with ASCE.

#### Satisfaction with Events

60% of participants agreed or strongly agreed that the types of events currently offered on campus interest them. This is a 20% increase over the results of the same question in the 2013-2014 ASCE Entertainment Survey and the same as the response to the 2012-2013 ASCE Survey. This would indicate improvement by ASCE in providing the types of events that UCSD undergraduate students want.

Only 31% of respondents agreed or strongly agreed that the quantity of events on campus is sufficient, which is a nearly 50% reduction from the 2013-2014 survey. ASCE will need to look at the number of events it produces and how they may increase that number to increase student satisfaction.

Only 4% of respondents suggested that campus events are not affordable, which indicates strong success for ASCE's model to prioritize free or highly subsidized events for students.

#### Event Types

92% of respondents indicated that they were interested or very interested in live music events, which has consistently been the most popular event type over the last three ASCE surveys. Not all live music events are equally popular however, as 91% of respondents were interested or very interested in concerts at RIMAC, but only 36.65% of respondents were interested or very interested in noontime concerns in Price Center Plaza. ASCE has not produced a RIMAC concert in a number of years, but this may be an event type that warrants more consideration.

Less than 2% of students are not at all interested in free food events and over 86% indicated the importance of free food in the decision to attend campus events. Free food continues to be a powerful driver for event participation.

#### Event Times

Weekends remain consistently the most popular time for events, with nearly 50% of respondents preferring weekend evenings. ASCE should look to produce more events during those times to encourage high participation rates. ASCE rarely produces events on Sundays, though the data suggests they may be preferable to weekday events.

#### Musical Genres

Hip Hop remains the most popular musical genre amongst survey participants, followed again by Top 40 and Indie. In general there has been little change in the preferred musical genres amongst students.

#### Event Marketing

Facebook events are the most common method for students to hear/learn about campus events. Flyers on library walk and posters in Price Center are equally popular methods, but both are nearly 50% less effective than Facebook events. This aligns with students preferred methods to receive information about events. Nearly a third of respondents prefer the use of social media. Email is no longer the second most popular tool for communicating about events, but it is still one of the most preferred marketing methods.

The number of students who agree or strongly agree that campus events are sufficiently promoted has remained relatively consistent over the last few years, however that rate is still shy of 50%. ASCE will need to closely examine their marketing strategies in order to improve the success of their promotional efforts.

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**Impact of Assessment:** This assessment project continues to be an essential tool to support ASCE's event programming. ASCE is able to make informed decisions rather than assume that their tastes mirrored that of the student body as a whole. The data collected illustrates where their preferences align with those of the general student body and where they deviate.

The results of this assessment again informed decisions including which artists to book, how much students were willing to pay for events, which venues to use, what types of events to produce and how to best promote them.

That this assessment is being conducted annually also enabled ASCE to identify trends within the data over time. This enables them to better determine outcomes that are unique to this year versus those that are consistent year to year, which is crucial for the successful development of event traditions.

**Lessons Learned:** 1,315 students participated in the survey and 84% completed it, a significant increase from last year's 75% completion rate. This change is likely the result of reducing the length of the survey and using an improved format to ask questions with many options.

The survey should be issued earlier in the Fall Quarter in order to collect data prior to the completion of planning Fall events. This will enable more accountability to student preferences throughout the entirety of the ASCE event series.

Greater efforts should be made to market the survey to students who are not already familiar with ASCE and ASCE events. The current emphasis on marketing through ASCE's social media, website and at events limits the data collected from students who many not know about ASCE or whose preferences differ from ASCE's current focus. Collecting data from those currently unreached students will provide a more holistic picture of student satisfaction and preferences and will better inform ASCE's programmatic decisions.

**Supplemental Information:**

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