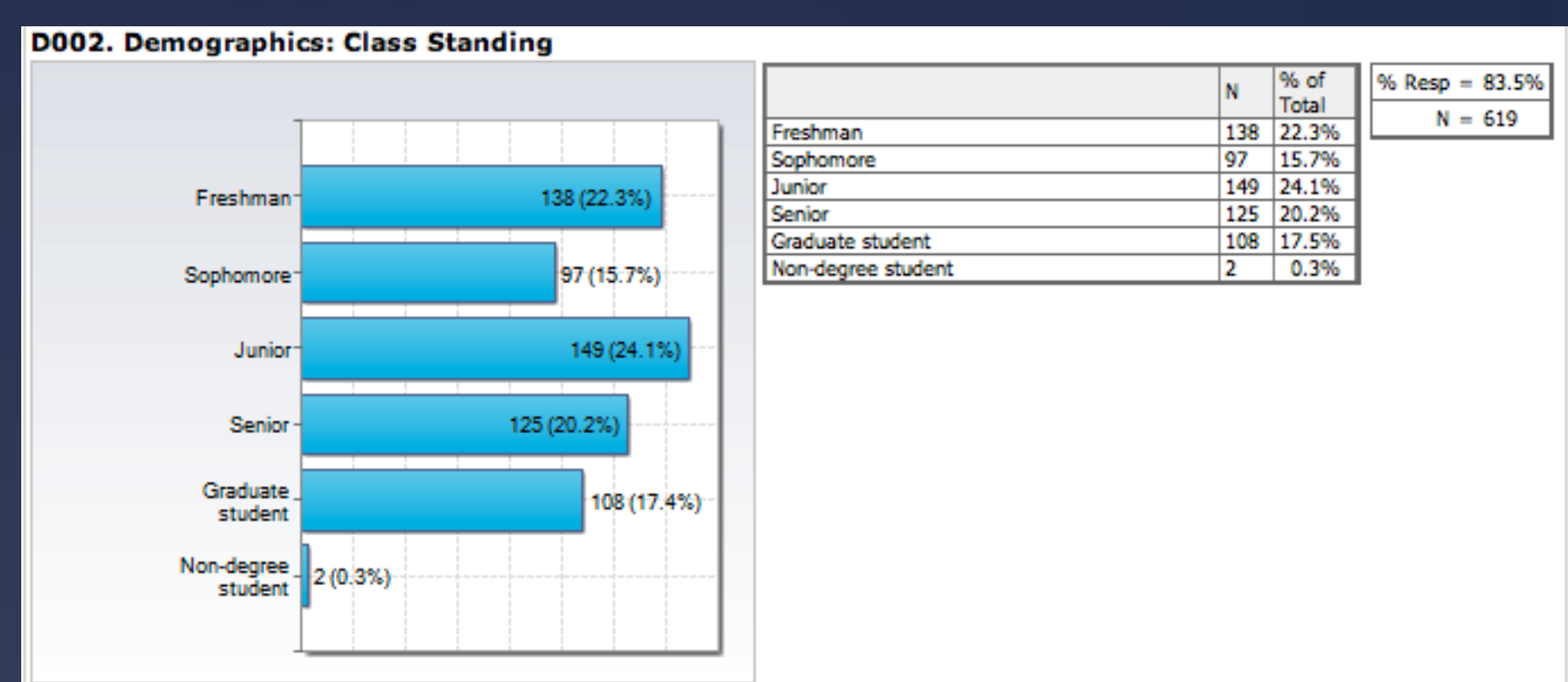
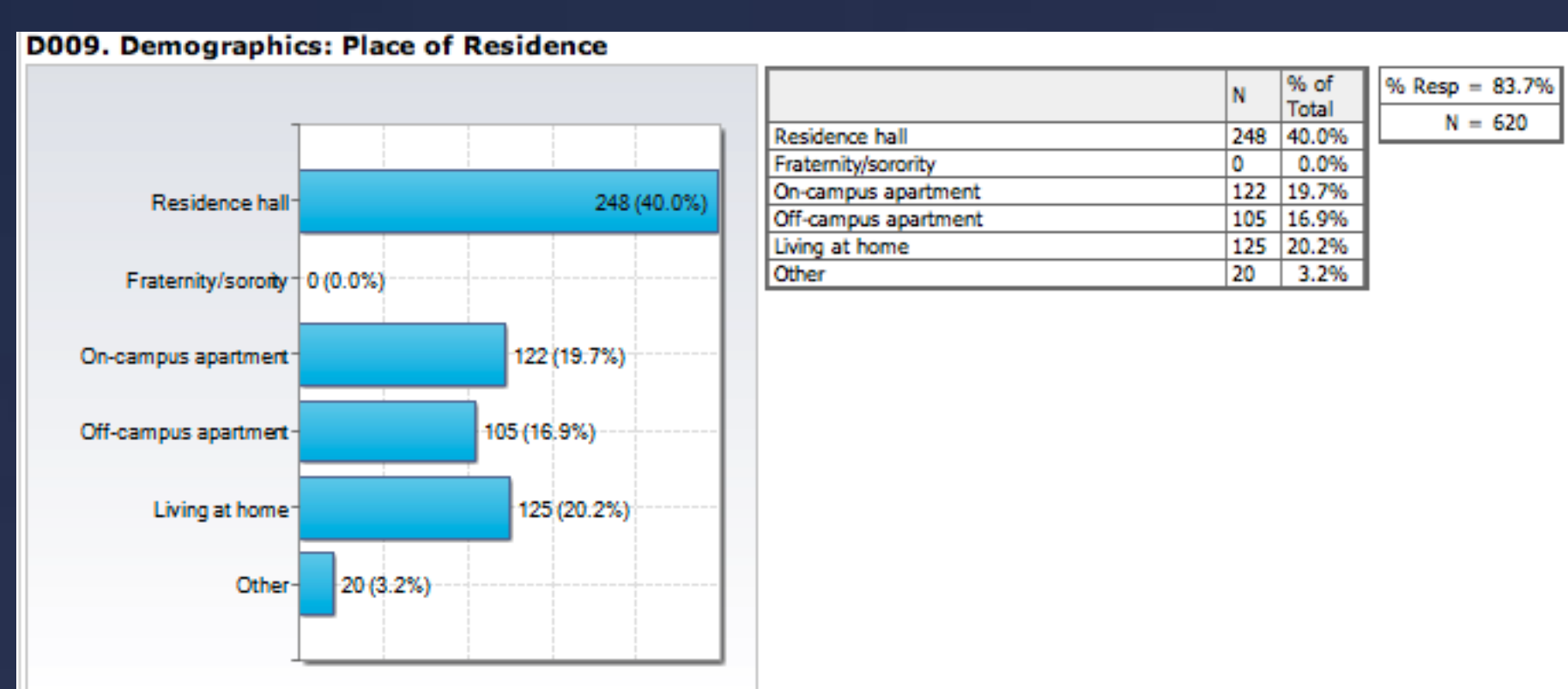
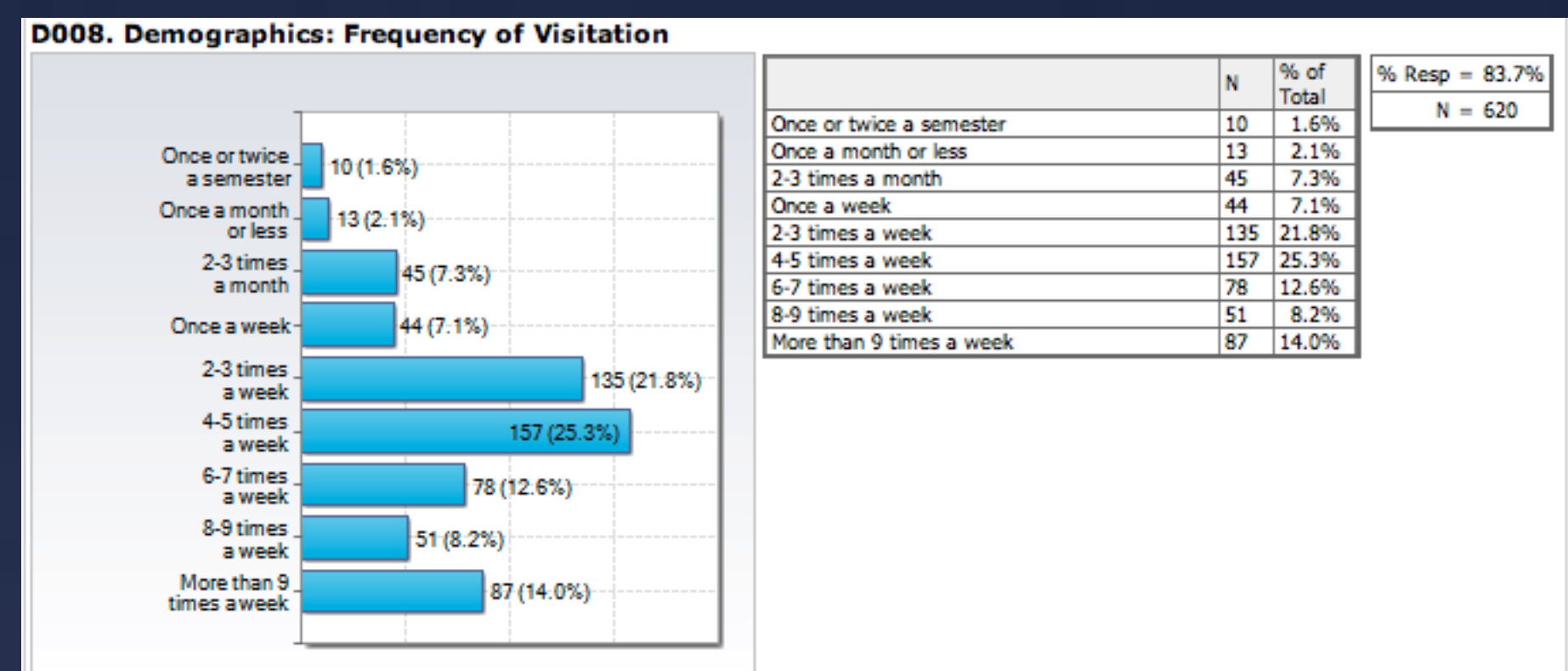


The Commons Administration ACUI/EBI College Union Assessment Spring 2011

Our Population Snapshot



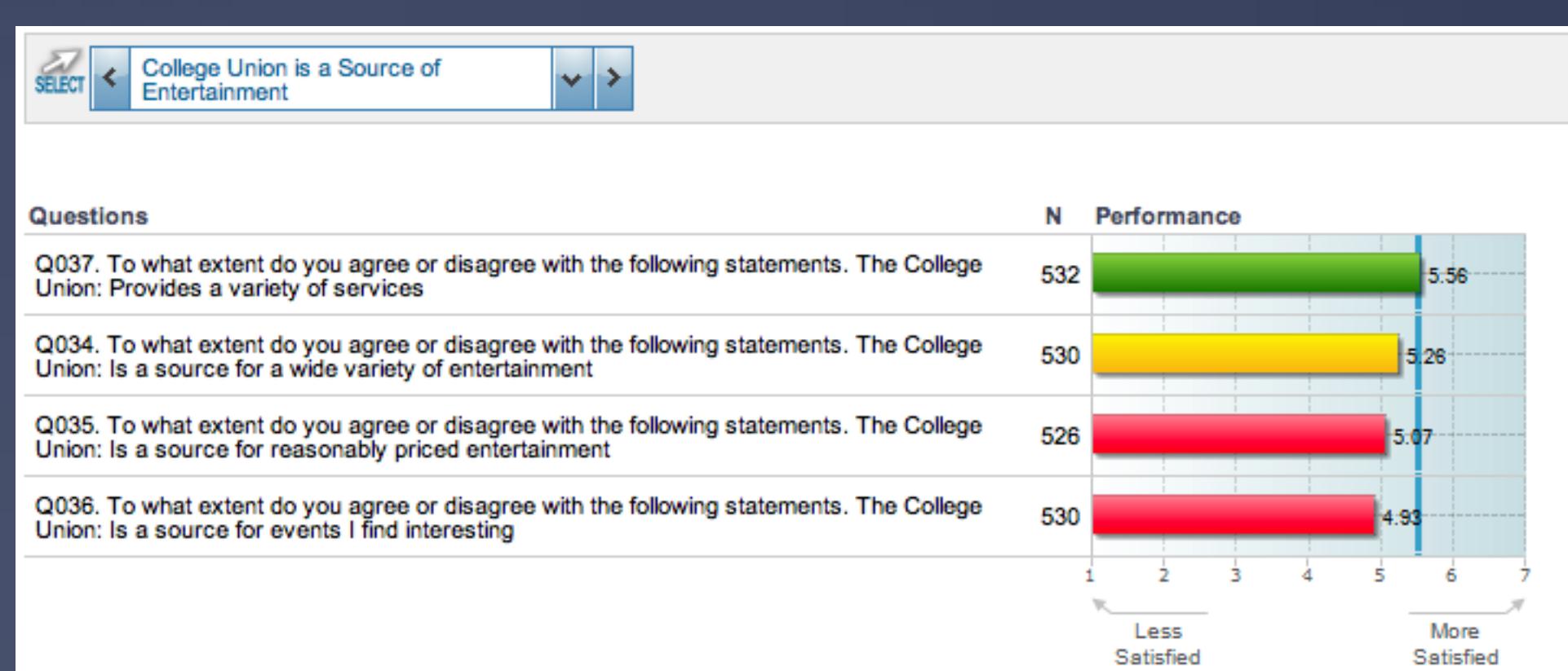
Factor 4. The College Union is a Source of Entertainment

Using multiple data sources, we noticed that the kinds of entertainment that students reported interest in were offered in The Commons, yet our scores were still below the goal in this factor.

This year, your students are most interested in the following activities:

- #1 Movie Nights 728
- #2 Nothing Specific – just a place to hang out 619
- #3 Live Music 600
- #4 Outdoor Adventures 456
- #5 Trips to Cultural Events 400
- #6 Bowling 400

Source: 2010 Alcohol Edu Executive Summary



Source: 2011 ACUI/EBI College Union Assessment

Assessment to Action:

- ✓ Conducted smaller assessments in The Gameroom & Flat Tuesdays → how students learn about events & what new things they'd like to see
- ✓ Reviewed & adapted our current marketing strategy in both areas

- ✓ Developed more active partnerships with SEB
- ✓ Looked at space usage → made space "reservable" during the week for student groups to recruit and promote their organization.