

## THE UNIVERSITY UNION 2013-2014 ASSESSMENT REPORT

### MISSION

The University Union exists for the benefit of students, offering a welcoming environment where students, faculty, staff, alumni, and the greater community participate in campus life. Through outstanding programs, services and facilities, The Union works to foster personal growth, encourage social interaction, and develop leadership skills. The Union also encourages student involvement that leads to memorable experiences, and a community that cultivates enduring commitment, pride, and loyalty toward the University.

### GOALS

- Train staff and students to provide customer-oriented service, and remain sensitive to the needs of Sacramento State's diverse campus community
- Increase the use of the Union's programs, services, and facilities by members of the campus community
- Provide amenities and customer service to serve the students and guests who use the building daily
- Provide learning opportunities for students by providing thoughtful and educational programming

### DEPARTMENTAL DASHBOARD

- On an average academic weekday during the 2013-2014 academic year, over 20,000 people utilized the Union.
- During the 2013-2014 academic year, the Union hosted over 9,052 events with a total estimated attendance of over 569,274..
- University departments make up 46.6% of Union reservations, followed by student organizations with 37.5%, auxiliaries with 14.8%, and non-university entities with 1.1%.
- Union event space is consistently most-utilized on Saturdays, during which event space is booked for an average of 98% of available operating hours. The next highest utilization rates are for Sundays (67%), followed by Fridays (66%), Thursdays (65%), Mondays (64%) and Wednesdays (63%)
- UNIQUE Programs, the Union's primary student event-planning organization, provided entertainment to over 17,000 members of the campus and surrounding communities.

### POINTS OF PRIDE

- **Program Growth:** Over 27,000 students, faculty, staff and community members participated in the Union's 14<sup>th</sup> annual Phlagleblast, with 2,562 individuals visiting each of the 28 service/program locations and completing a Phlagleblast game card. 78 winners were chosen. Additionally, the Union's annual "Wish Upon A Star" gift drive benefitted over 400 recipients.
- **Increased Campus Collaboration:** UNIQUE Programs continued to successfully collaborate and make new relationships with many campus partners. Highlights included a joint presentation of *The Vagina Monologues* (1,200 in attendance) with Student Health &



Counseling Services, a co-sponsored lecture by Tim Wise (1,600 in attendance) with Associated Students, Inc. and the Multi-Cultural Center, and collaborations with many other student organizations, academic departments and campus life partners.

## ASSESSMENT ACTIVITIES 2013-14

### Program Objective 1

Gather information on the overall level of customer satisfaction and identify areas for needed improvement in the University Union's Event Services operation.

#### Methods and Measures

Event Services staff administered a web-based satisfaction survey (a combination of yes/no and open-ended questions) to customers who utilize the Union's meeting and event spaces at the conclusion of each reservation. The survey contained questions on quality and cleanliness of facilities, customer service, and overall satisfaction.

#### Findings

Event Services staff gathered satisfaction data from the Union's event/meeting customers in the following areas: quality and cleanliness of facilities, customer service, and overall satisfaction. This survey was administered 62 times to 49 unique organizations that held events during the 2013-2014 academic year. Of the organizations surveyed, 98.41% stated that their expectations were met and that the Union provided them with everything they needed for their event. Participants reported that staff were professional and friendly (98.41%), room furnishings were clean (100%) and the room was set up as they had expected (96.83%). The majority of 36 open-ended comments were positive. Many respondents praised specific Event Services coordinators and our student building and event supervisors for their courtesy, helpfulness and organization. There were six suggestions, commenting on equipment not working properly, staff unavailability and the room being uncomfortably cold.

#### Conclusions

Overall, customers who utilized the Union's meeting and event spaces were satisfied with the customer service, and quality and cleanliness of the facilities. The open-ended area of the survey revealed a few areas Event Services can improve. Although equipment failure cannot always be predicted, in an effort to prevent problems, regular maintenance on all equipment should be scheduled and broken equipment should be replaced or repaired immediately. Backup equipment can also be on hand in case of emergency. In situations when there are simultaneous large events, more event staff can be scheduled to ensure someone is available and reachable at all times. Event Services can also give customers business cards for staff working the day of the event. This gives customers a name and instructions on the best way to reach the staff member.

Data collected from these 63 surveys can certainly serve as an opportunity to improve upon services offered.

## Program Objective 2

Gather self-reported data from UNIQUE Programs event attendees to evaluate the efficiency of UNIQUE marketing and promotional efforts. Use survey results to guide future marketing and promotional efforts.

### Methods and Measures

UNIQUE Programs volunteers administered a multiple-choice Student Voice survey (via iPod touch) to random attendees at UNIQUE Programs events. The survey was administered throughout the academic year at various types of evening events (concerts, lectures, comedy shows, films, etc.). The survey contained items including whether the audience member was a student, his or her proximity to campus (e.g., on-campus housing, off-campus, etc.), their awareness that UNIQUE hosted the event, how they found out about the event, what type of events they most enjoy, and how much they typically spend on entertainment.

### Findings

The survey was administered to 389 event attendees during the 2013- 2014 academic year. Of participants surveyed, 67% were Sacramento State students and 25% community members. In the Spring semester, an additional choice was given and 8% of participants reported they were alumni. 41% reported residing over five miles away from campus and 24% lived on-campus in residence halls. Participants reported “word of mouth” was the most effective marketing method (23%), followed by signage around the campus (17%). Of printed media in the area, *The State Hornet* (61%) was reported most effective, followed by the *Sacramento Bee* (7%). Less than 3% of participants reported hearing about events through other free, local print media (*SubMerge Magazine* and *Sacramento News and Review*). Participants reported that the Sacramento State website was the most effective of the websites (27%), with the UNIQUE Programs and Campus Calendar at 12%. Participants reported that UNIQUE’s hand-drawn paper banners (29%) were the most effective type of campus signage, closely followed by UNIQUE’s printed 4” x 6” flyers. Survey data showed that participants most enjoy concerts (33%), followed by comedy shows (24%) and movies (20%). Most attendees noted they typically attend free entertainment events (50%); however, 13% reported spending \$10-\$14 on entertainment events.

### Conclusions

The results from this survey will be used to better utilize Union resources while expanding upon future promotional efforts. Survey results seem to indicate that promotional efforts should expand to include surrounding communities greater than five miles from campus (i.e. Elk Grove, Davis, Roseville, and Placerville) since a large percent of participants indicated they live more than 5 miles from campus.

The most effective marketing was word-of-mouth, which UNIQUE volunteers can work to increase by “spreading the word” in classes and during involvement in campus life groups. Over 29% of respondents indicated the hand-drawn paper banners were our most effective on-campus marketing method. Perhaps UNIQUE staff can identify additional locations for these banners, and refine the current banners, since they receive the most attention. Additional locations and opportunities to distribute flyers should also be considered, since flyers were almost as effective as banners. Survey results will also help determine event scheduling (based on participants’ preferred types of events) and admission pricing.

### Program Objective 3

Gather self-reported data from customers who utilize The University Union to evaluate reasons and frequency of customer visits, satisfaction with building updates, and customer service satisfaction. Use survey results to guide improving upon customer service and facilities.

#### Methods and Measures

The University Union staff administered a web-based survey to customers using an iPod touch during the building's annual Phlagleblast event in September 2013. The survey contained questions regarding the frequency and reasons for customers' visits, utilization of services, overall customer service satisfaction, reasons for not utilizing the building more frequently, satisfaction with the building's meeting rooms and event venues, satisfaction with recent building and furniture updates, respondents' class standing, and how close respondents live to campus.

#### Findings

The survey was administered to 508 participants in September 2013. Of those surveyed, 25% self-identified as juniors, 25% freshman, 24% seniors, and 18% sophomores. The remaining 8% were a combination of graduate students and faculty/staff. 32% of respondents reported they spend three hours in the Union on average per week, followed by five hours (18%) and 10 or more hours (10%). 54% reported that they didn't have time or were too busy to frequent the Union more than they currently do. The top three reasons participants reported visiting were to eat (70%), socialize with friends (67%), and relax (49%). The top three services utilized while in the building were computers (53%), the information desk (35%), and Terminal Lounge (30%). The top three offices visited: Student Organizations and Leadership (25%), The State Hornet (16%) and Event Services (14%). 39% of those surveyed reported being very satisfied with the overall customer service they received in, followed by 32% being extremely satisfied. The survey revealed 33% were very satisfied with the building's meeting rooms and event venues, 31% were satisfied and 25% were extremely satisfied. In response to the new furniture purchased for the Union, over 63% reported they were either extremely satisfied or very satisfied, and in response to the remodel of The Hornet's Nest food court, over 57% of participants reported being either very satisfied or extremely satisfied, and 27% reported being satisfied. In regards to overall satisfaction with the Union, 54% reported being very satisfied.

The survey contained several open-ended questions in regards to customer service, new lounge furniture and remodel of the Hornet's Nest. Customer service comments were positive. Feedback toward the furniture and remodel were mixed. Many were excited about new furniture and a cleaner look, but others still felt there were still not enough seating, tables, space, electrical outlets to accommodate demand.

#### Conclusions

Overall, customers who utilize the building use it often, and are satisfied with the amenities and services provided and the improvements that have been made over the past year. It must remain a priority to continue to provide excellent customer service, since customers are noting it to be "helpful," "amazing," and "excellent." The open-ended answers of the survey also provided constructive and honest feedback that staff can use to make informed future improvements to the building and amenities. All comments were related to the top three reasons participants reported using the Union: to eat, socialize, and relax. The opinions expressed regarding the aesthetics of the

new furniture and remodel of the Hornet's Nest aside, participants noted both areas still needed more space, more seating, more meeting rooms and more electrical outlets. Some felt the lounge space was still "too crowded" and the Nest needed "bigger tables." One participant noted, "I wish there were more rooms so my organization could hold our meetings in the Union." Providing more food options should also be taken into consideration. Comments included recommendations for specific brand name chains and "more health food options," "more vegetarian options" and "more cheap/inexpensive choices."

#### **Learning Objective 4**

Gather self-reported data from UNIQUE Programs event attendees to evaluate the event's learning outcomes.

#### **Methods and Measures**

The University Union staff identified the anticipated and well-attended Tim Wise lecture, in September 2013, as an educational UNIQUE Programs event in which learning outcomes could be measured. His lecture was based on his book, *Culture of Cruelty: How America's Elite Demonize the Poor, Valorize the Rich, and Jeopardize the Future*, and was hosted in support of Constitution Week. The chosen method of distribution was a paper survey, in an effort to capture the maximum number of participants while engaged in the event. The survey contained yes/no response questions to the event's two learning objectives: 1) classism, racism and sexism are linked and 2) today's culture contributes to the desensitization and unawareness of a struggling social class. The survey also contained questions regarding marketing of the event and open-ended questions soliciting feedback on future programming.

#### **Findings**

The survey was administered to 531 participants in September 2013. Of the participants surveyed, 99% felt the presentation demonstrated how classism, racism and sexism are inextricably linked and 98% felt the presentation demonstrated how popular culture has contributed to a deepening indifference to those who are struggling. In regards to measuring the participants' awareness of the details of the event, 66% were not aware that this program was hosted in support of Constitution Week and 74% were not aware that this program was also part of the Hornet Weeks of Welcome. Participants reported that word of mouth (23%), faculty (22%) and signage around campus (16%) were the most effective marketing methods. Overall, comments submitted about the program were positive ("Event was informative and assists in critical thinking [about] social injustice," "eye-opening speech," "powerful"). Many respondents recommended bringing Mr. Wise back, with another speaker of opposing views, for a debate. Suggestions for future programming ranged from concerts of various music genres, lectures, celebrities, theatrical productions, cultural events, LGBTQ events, competitions, and films.

#### **Conclusions**

The majority of participants surveyed reported they felt Mr. Wise's lecture demonstrated both pre-determined learning outcomes, which confirms the speaker stayed on topic and achieved the learning goals set. Many were not aware this program was hosted in support of two campus-wide programming calendars—Constitution Week and Hornet Weeks of Welcome. Perhaps additional emphasis can be made in referencing programming ties on publicity and/or each of those calendars can strengthen their own promotional efforts. In the open-ended area of the survey, participants



demonstrated a very positive reaction to Mr. Wise's lecture style and message, insinuating that they were not only entertained, but truly learned from his lecture. UNIQUE Programs should consider similar speakers in the future.

#### PLANS FOR THE COMING YEAR

- During Summer and Fall 2014, several of The University Union's Campus Life tenants will be relocating.
- During Summer 2014, the Union will unveil a completely redesigned website and new URL: [www.theuniversityunion.com](http://www.theuniversityunion.com). The new site will have a cleaner aesthetic and be more user-friendly. It will also host more dynamic, fresh content.
- Union staff will expand assessment of users' customer satisfaction, and frequency of and reasons for visits. Customers will be approached in person, at random, and cards will be distributed at various locations within and beyond the building with a link to an online survey and administered in person, via staff, in other areas of the campus.
- The University Union and The WELL will collaborate on a joint assessment of student employees comparing GPAs a full semester prior to employment and a full semester after having been employed with the Union/WELL. The goal is to demonstrate that students will have a higher GPA during and after employment.

#### ATTACHMENTS

University Union Attachment A: Event Services Satisfaction F13S14.pdf  
University Union Attachment B: Butler Event Survey 2.20.14.pdf  
University Union Attachment C: Chong Kim Event Survey 3.6.14.pdf  
University Union Attachment D: Cirque Zuma Zuma Survey 11.7.13.pdf  
University Union Attachment E: David Coleman Event Survey 10.17.13.pdf  
University Union Attachment F: Hunger Games Event Survey 4.10.14.pdf  
University Union Attachment G: Michael Franti Event Survey 10.10.13.pdf  
University Union Attachment H: One Book Event Survey 11.12.13.pdf  
University Union Attachment I: River of Renewal Event Survey 10.3.13.pdf  
University Union Attachment J: San Jose Taiko Event Survey 1.30.14.pdf  
University Union Attachment K: SF Comedy Competition Event Survey 9.26.13.pdf  
University Union Attachment L: Terry McMillan Event Survey 2.6.14.pdf  
University Union Attachment M: Tom DeLuca Event Survey 2.27.14.pdf  
University Union Attachment N: Ultimate Derby Radness Event Survey 3.13.14.pdf  
University Union Attachment O: Union Utilization Satisfaction Survey Fall 2013.pdf  
University Union Attachment P: Tim Wise Learning Outcomes Survey 9.19.13