

## THE UNIVERSITY UNION 2014-2015 ASSESSMENT REPORT

### MISSION

The University Union will create a welcoming, collaborative environment as a central gathering place that builds community, complements the academic experience, and enhances campus life.

### GOALS

- Train staff and students to provide customer-oriented service sensitive to the needs of Sacramento State's diverse campus community.
- Increase the use of the University Union's services, and facilities by members of the campus community.
- Increase student engagement through participation in Union programs.
- Provide useful information about the University Union's programs, offerings, and events, and amenities by increasing traffic on the Union's website.

### ASSESSMENT ACTIVITIES 2014-2015

#### 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.

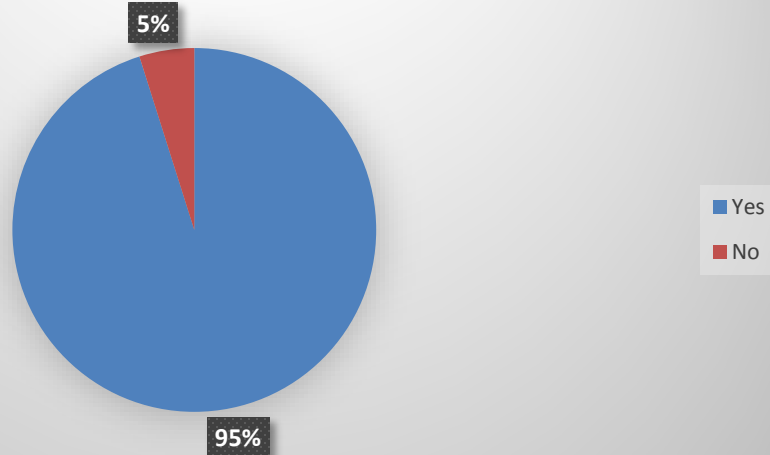
#### Methods and Measures

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

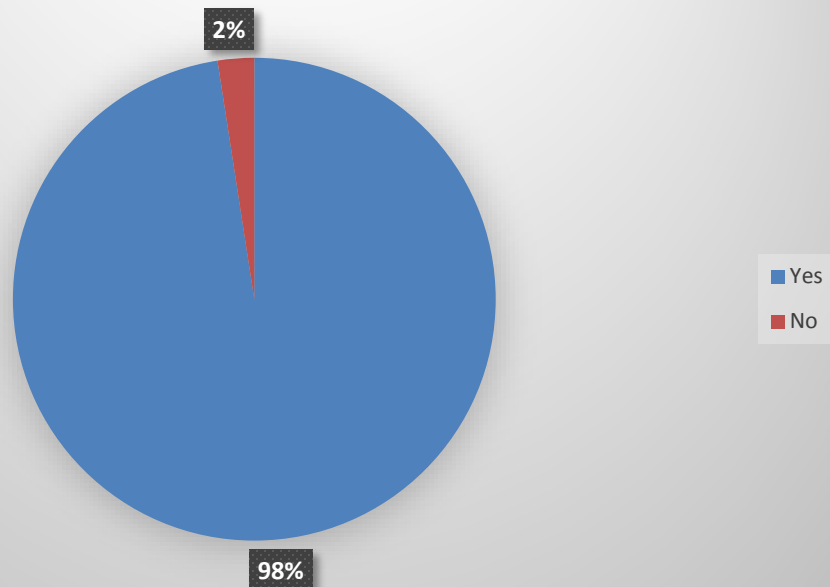
#### Findings

Event Services staff gathered satisfaction data from the University Union event/meeting customers in the following areas: quality and cleanliness of facilities, customer service, and overall satisfaction. This survey was administered 82 times to 63 unique organizations that held events in the University Union during the 2014-2015 academic year. Of the organizations surveyed, 95.12% stated that their expectations were met and The Union provided them everything they needed for their event. Participants reported that The Union staff was professional and friendly (67.56%), room furnishings were clean (98.78%) and the room was set up as they had expected (93.90%). In answering the open-ended comment area of the survey, the majority of the 54 responses were positive. Many respondents praised specific Event Services coordinators and our student Building and Event Supervisors, for their courtesy, helpfulness and organization. There were about a dozen suggestions, the majority commenting on equipment not working properly while others noted on pricing, miscommunication, catering issues/ pricing and uncomfortable room temperature.

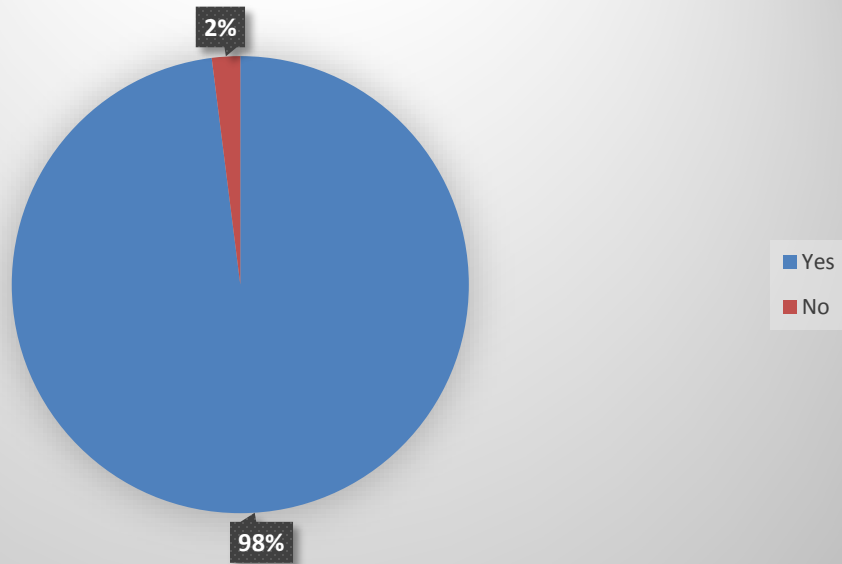
**Did we meet your expectations and provide you with everything you needed?**



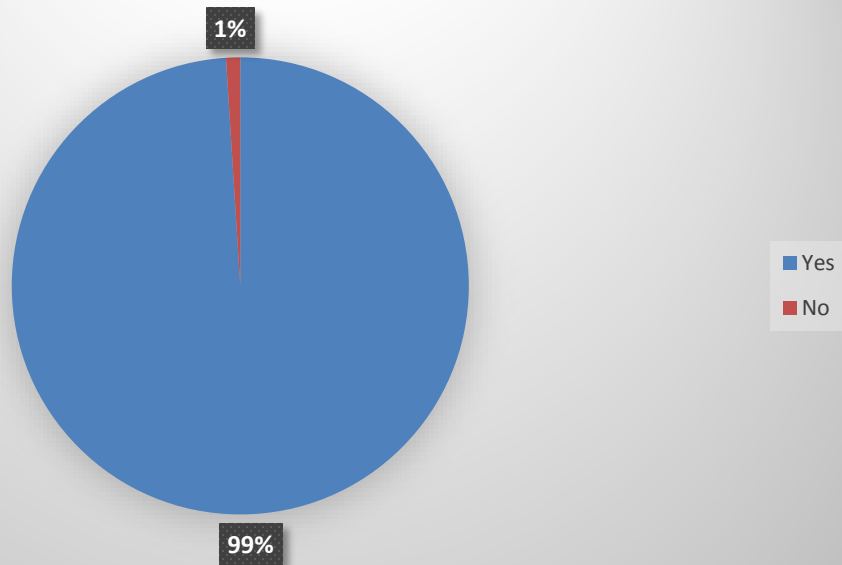
**Was our staff readily available to you when needed?**

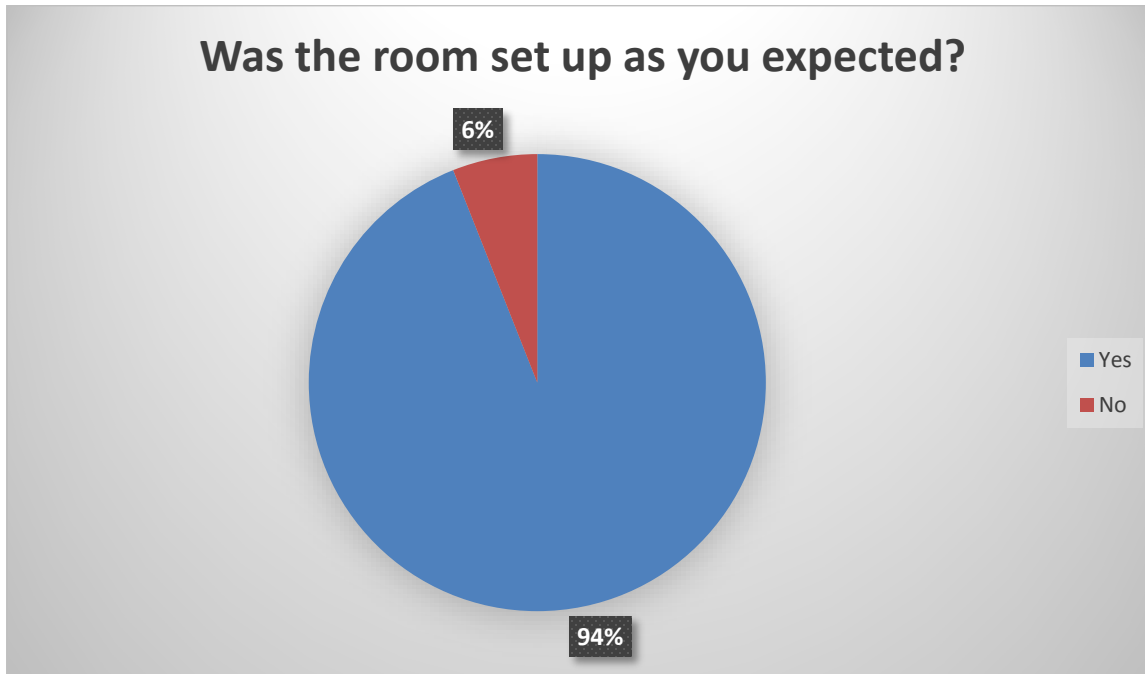


### Was our staff professional and friendly?



### Were the room and furnishings clean?





### **Conclusions**

By a very significant percentage, customers who utilize The University Union's meeting and event spaces are satisfied with the customer service, facility cleanliness, and quality of the event services offerings. Equipment condition and operation were occasionally mentioned as concerns. The Union has been actively replacing and modernizing much of its aging equipment inventory and dedicating significantly more staff time to its setup and operation. But the survey highlights the importance to customers that we remain cutting edge, flexible, and technologically proficient in resolving and staying current with their demands and needs. Data collected from these 82 surveys can certainly serve as an exploratory opportunity to improve upon these challenges.

### **Program Objective 2**

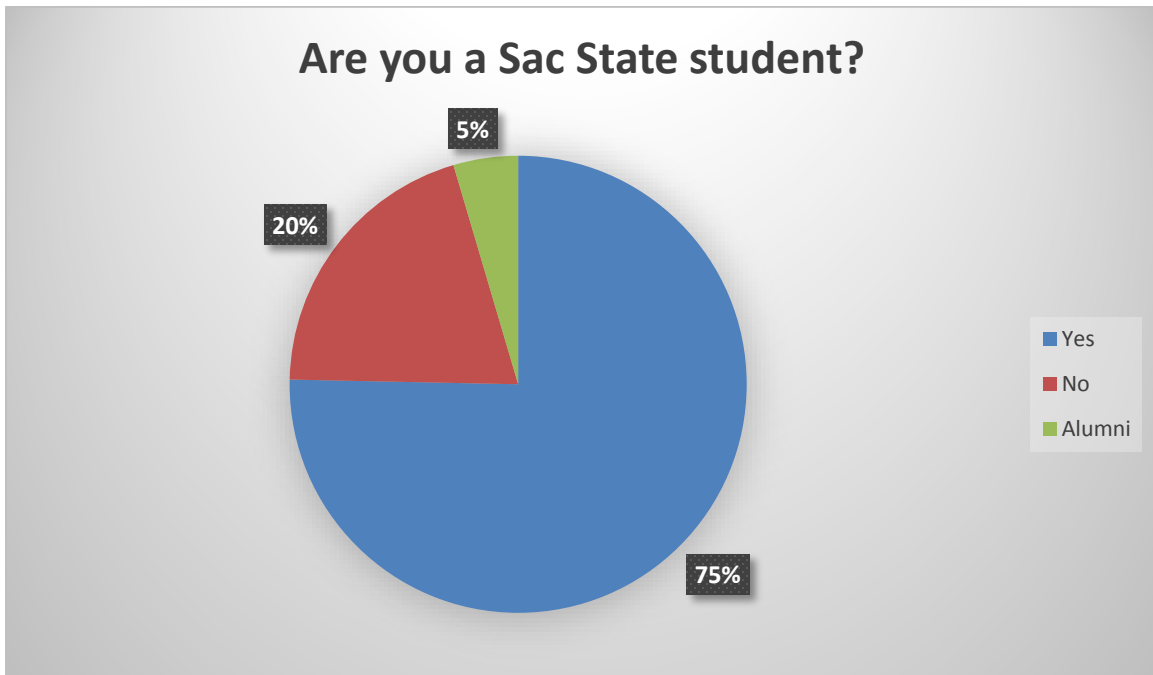
Gather self-reported data from UNIQUE Programs event attendees toward evaluating the efficiency of UNIQUE marketing and promotional efforts. Use survey results to guide future marketing and promotional efforts.

### **Methods and Measures**

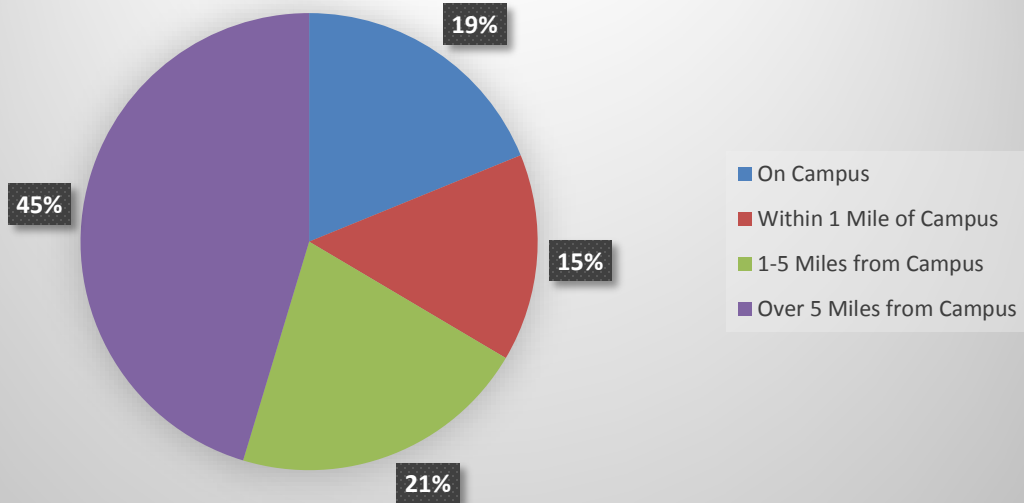
UNIQUE Programs volunteers administered a multiple-choice Student Voice survey (via iPod touch) to random attendees at UNIQUE Programs events. The survey was administered throughout the academic year at various types of evening events (concerts, lectures, comedy shows, films, etc.). The survey contained 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 is hosting the event, how they found out about the event, what type of events they most enjoy, and how much they typically pay for entertainment.

**Findings**

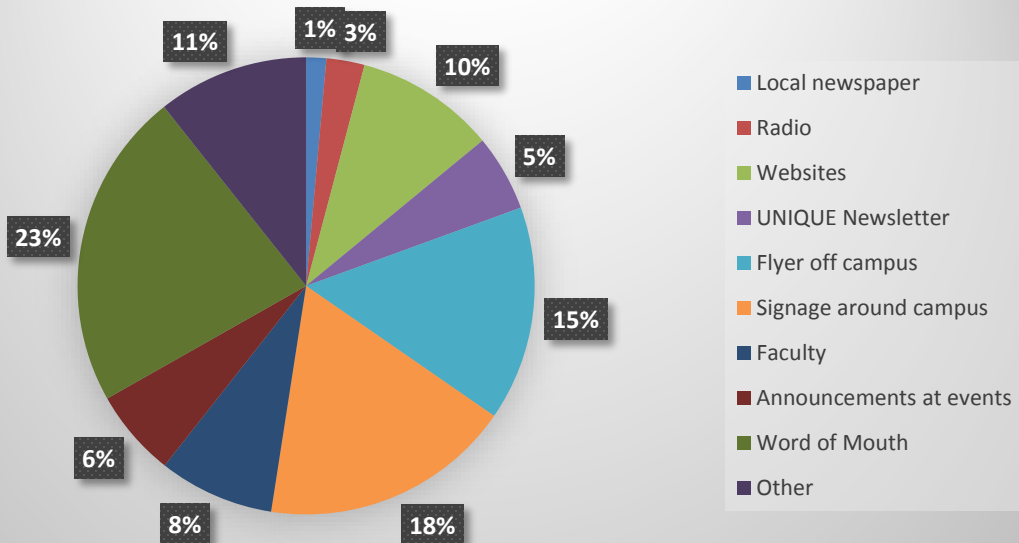
The survey was administered to 1,161 event attendees during the 2014- 2015 academic year. Of participants surveyed, 75% were Sacramento State students, 20% community members and 5% reported they were alumni. 45% reported residing over five miles away from campus and 19% lived on-campus in residence halls. Participants reported that word of mouth was the most effective marketing method (23%) followed by signage around the campus (18%) and flyer off campus (15%). Of printed media in the area, *The State Hornet* (46%) was reported most effective, followed by the *Sacramento Bee* (33%). Participants reported that the UNIQUE Programs website/ Campus Calendar were the most effective of the websites (38%) with UNIQUE’s social media accounts (Facebook, Twitter, Instagram) at 26%, followed by the University Union’s social media accounts (18%). Participants reported that UNIQUE’s 8’ hand-drawn paper banners (33%) were the most effective type of campus signage, followed by UNIQUE’s printed 4” x 6” flyers (26%) and a-frames (24%). Survey data showed that participants most enjoy concerts (48%), followed by comedy shows (26%) and movies (10%). Most attendees noted that they mostly only attend free entertainment events (34% compared to last year’s 50%). However, 17% reported that they typically pay between \$5-\$9 to attend entertainment events.



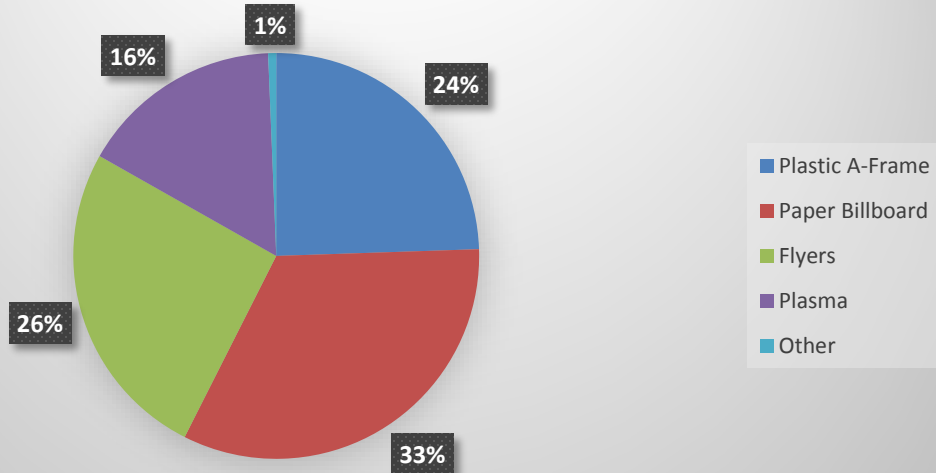
### Where do you live?



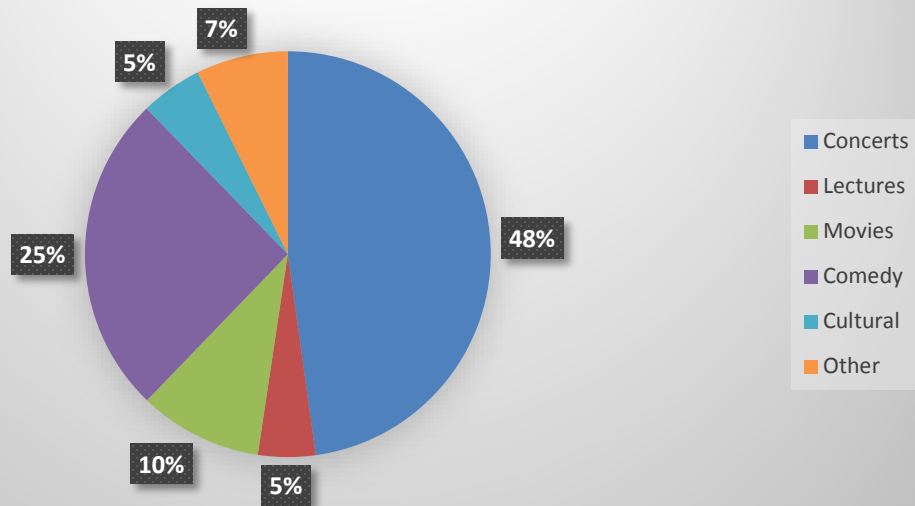
### How did you find out about this event?

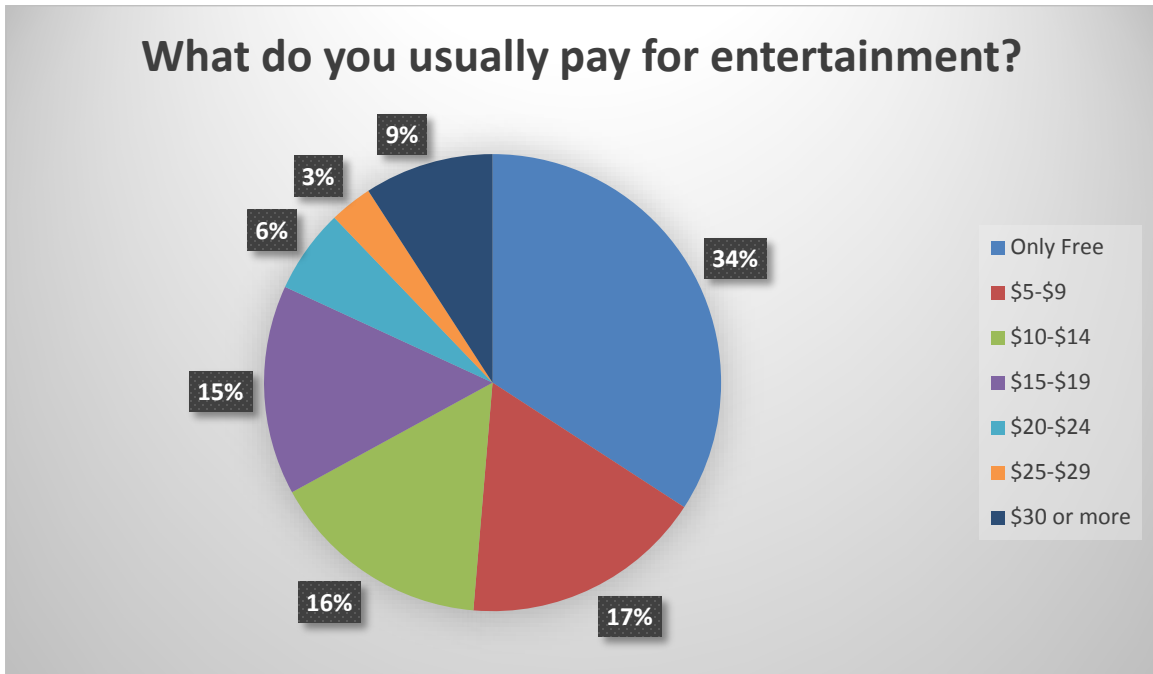


### What type of campus signage caught your attention?



### What type of UNIQUE events do you most enjoy?





**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, such as Elk Grove, Davis, Roseville, and Placerville, since a large percent of our participants indicated they lived more than 5 miles from campus. The most effective way of marketing was word-of-mouth, which UNIQUE volunteers can work to increase by “spreading the word” in classes and during their involvement in campus life groups. Over 33% indicated the hand-drawn paper banners were our most effective on-campus marketing method. Since these are so effective, UNIQUE and Union Staff have already been working to improve the presentation of this marketing tool, making the graphics bolder and more graphically appealing. Perhaps staff, with input from UNIQUE student volunteers, can identify additional locations for these banners. Additional locations and opportunities to distribute flyers should also be considered, since it was identified as being almost as effective as the banners. Survey results will also help determine event scheduling (based on participants’ preferred types of events) and admission pricing.

**Program Objective 3**

Gather data on number of students who participate in University Union Games Room tournaments. Use results to guide future programming and marketing efforts.

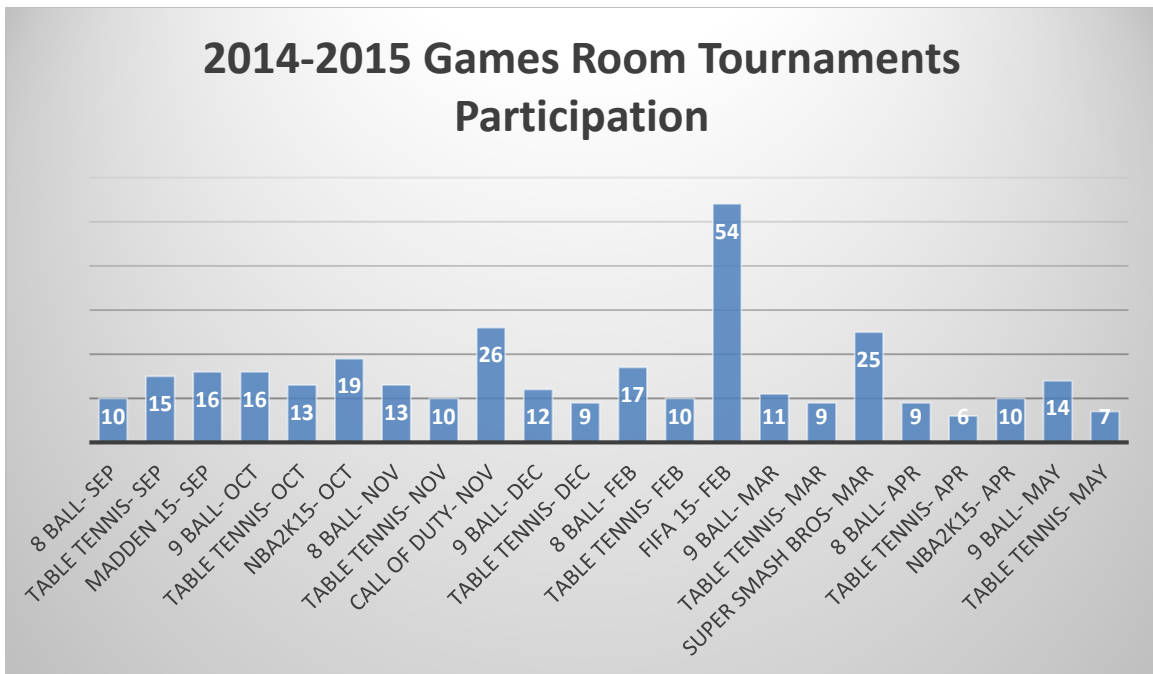
**Methods and Measures**

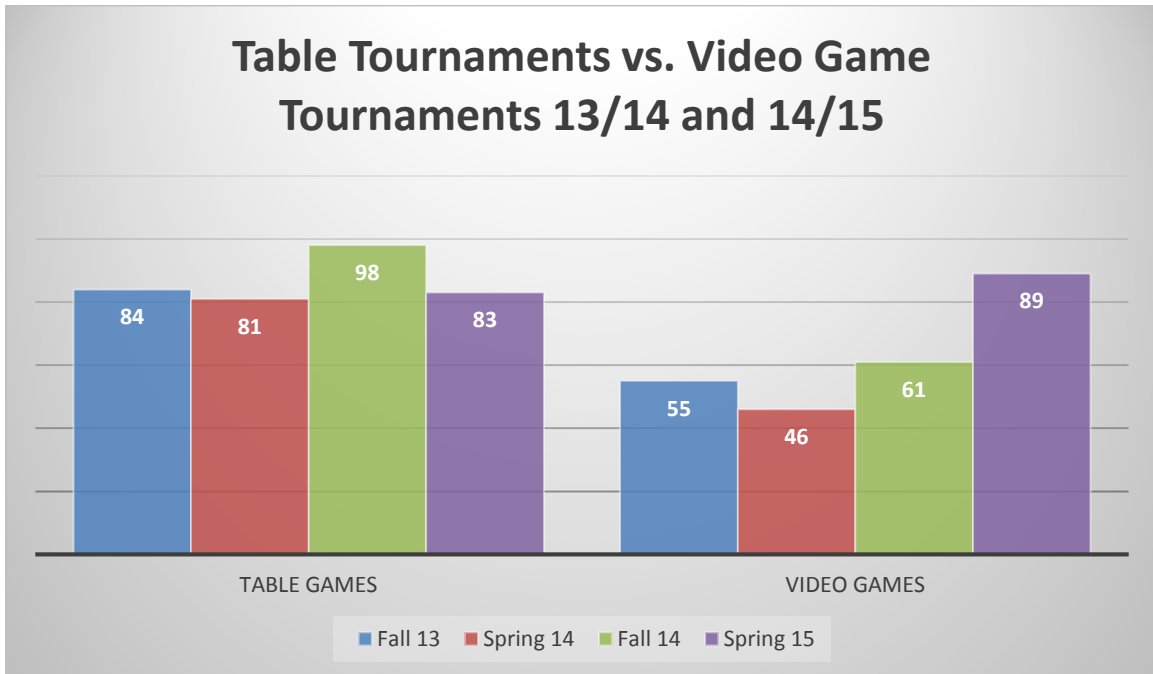
The University Union Games Room staff keep record of the number of participants for each tournament hosted in the Games Room, based on attendance and registration forms.



**Findings**

During the 2014-15 academic year, the Games Room had 331 students participate in tournaments, with 55% participating in “table games”, either table tennis, 8 ball billiards, or 9 ball billiards and 45% participating in a videogame tournament. Overall, participation levels among all tournaments remained consistent throughout the year, between 10- 20 participants. However, there were a few video games that stood out among the rest: Call of Duty in November (25 participants), FIFA 15 in February (54 participants), and Super Smash Brothers in March (25 participants). FIFA has been a generally popular game from year to year, with the tournament being typically with the most popular in the semester it is hosted. In comparing participation in table games versus videogames from 2013-2014 to 2014-2015, although table game numbers stayed consistent and overall was higher than video games, we can see a rise in video game tournament participation. Participation increased by 48.5% from the 2013-2014 academic year to the 2014-2015 year.





**Conclusions**

The results from this survey will be used to expand on and focus future promotional efforts as well as help make more informed programming choices. The table games numbers have remained robust throughout the four semesters. FIFA proved to be the most popular among the video game tournaments hosted, even though the release of the game was almost six months prior to the tournament. Perhaps the Games Room can continue to include it in the programming calendar, and further explore other video games with a similar type of following. Overall Games Room use and revenue by both individuals and group rentals was significantly higher last year and these tournaments are considered to be one of the factors in that success.

**Program Objective 4**

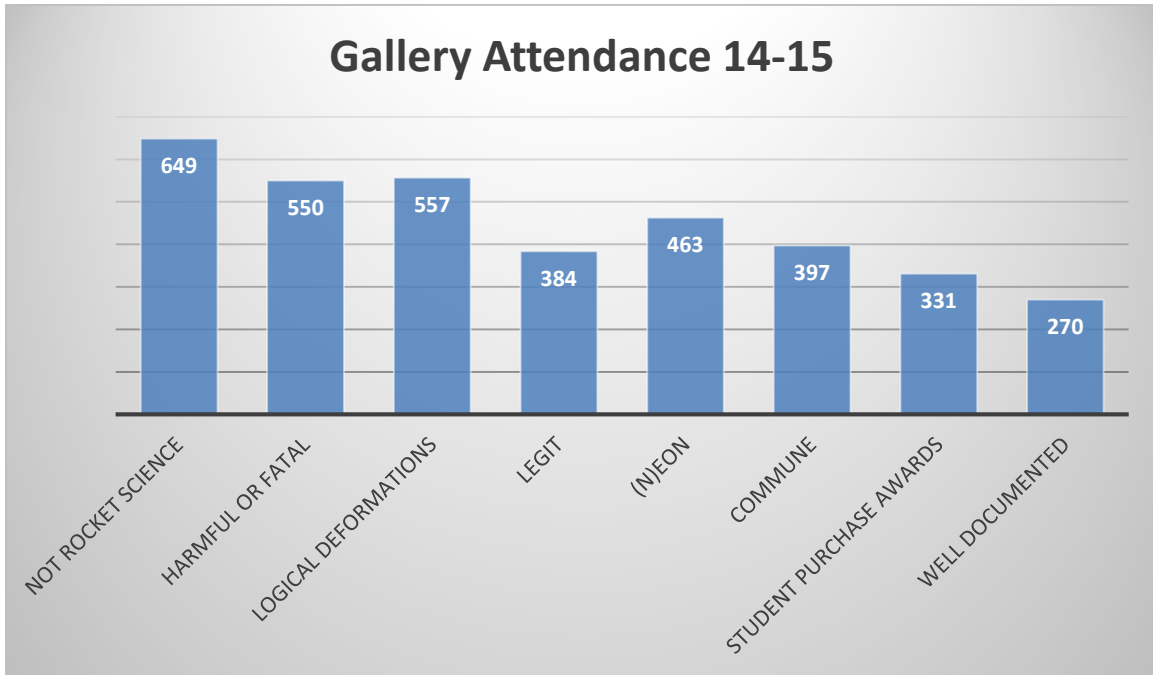
Gather and evaluate information on Union Gallery exhibit attendance. Use results to guide future marketing efforts and programming choices.

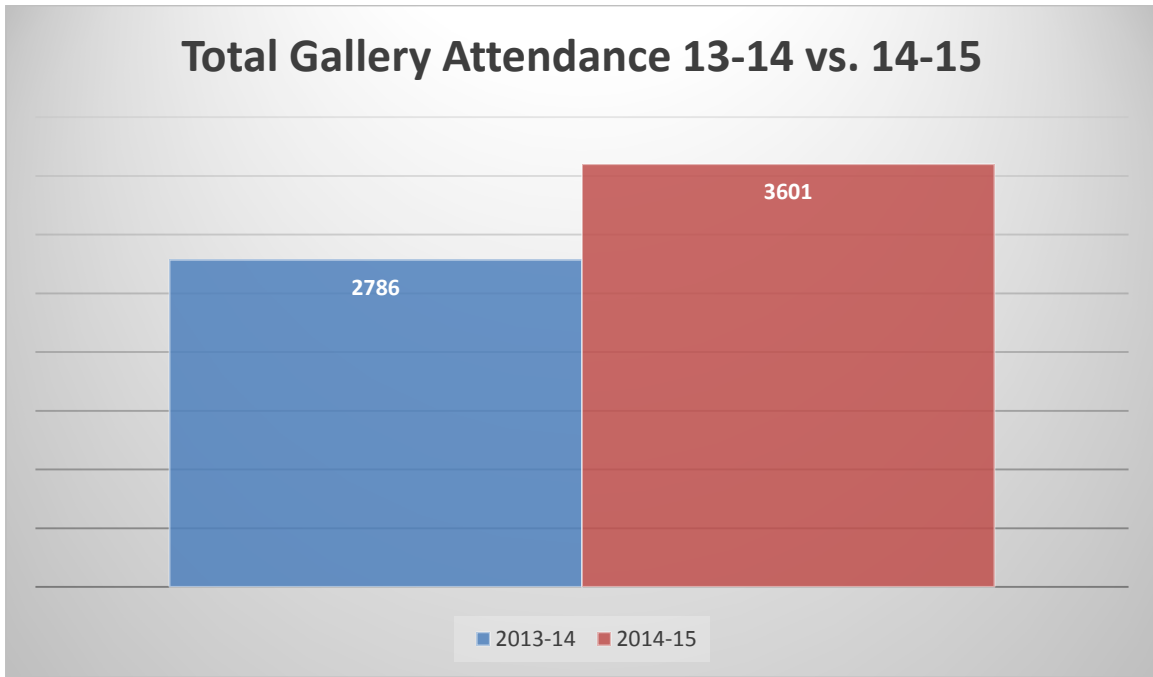
**Methods and Measures**

University Union Gallery attendants count guests as they enter the Gallery each day and during the receptions for each exhibit. Numbers are recorded per exhibit and compared to one another. Each Gallery exhibit is different, some featuring work from multiple artists and others only featuring one specific artists, various mediums and differing themes.

**Findings**

During the 2014- 2015 academic year, 3,601 guests visited the University Union Gallery during its eight exhibits hosted. Although attendance seems to have dropped as the year progressed, overall, compared to the 2,786 guests who visited during the 2013-2014 year, we've seen a 29% growth in this past year. Exhibits that featured work by a single artist (*Not Rocket Science*, *Harmful or Fatal*, *Logical Deformations* and *(N)EON*) attracted larger numbers collectively (2,219) versus exhibits that featured work by multiple artists (*Legit*, *Commune*, *Student Purchase Awards*, *WELL Documented*), which saw 1,382.





**Conclusions**

The results of this data will be used in consideration in planning future exhibits for the University Union Gallery. Since exhibits featuring a single artist saw 61% more attendees, it should be considered to focus programming more toward exhibiting specific artists versus a thematic collection.

**Program Objective 5**

Gather data from Event Services’ space scheduling software to evaluate University Union event space usage. Use survey results to assess space utilization efficiency.

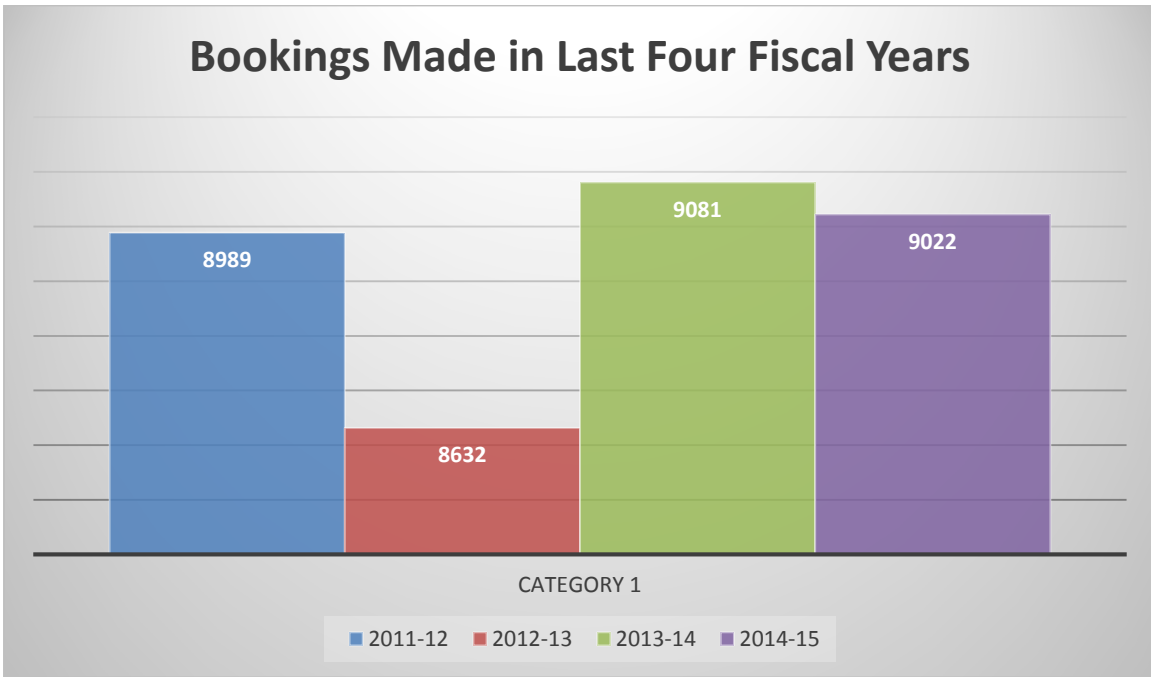
**Methods and Measures**

Event Services’ space scheduling software, EMS, holds all reservations made for The University Union.

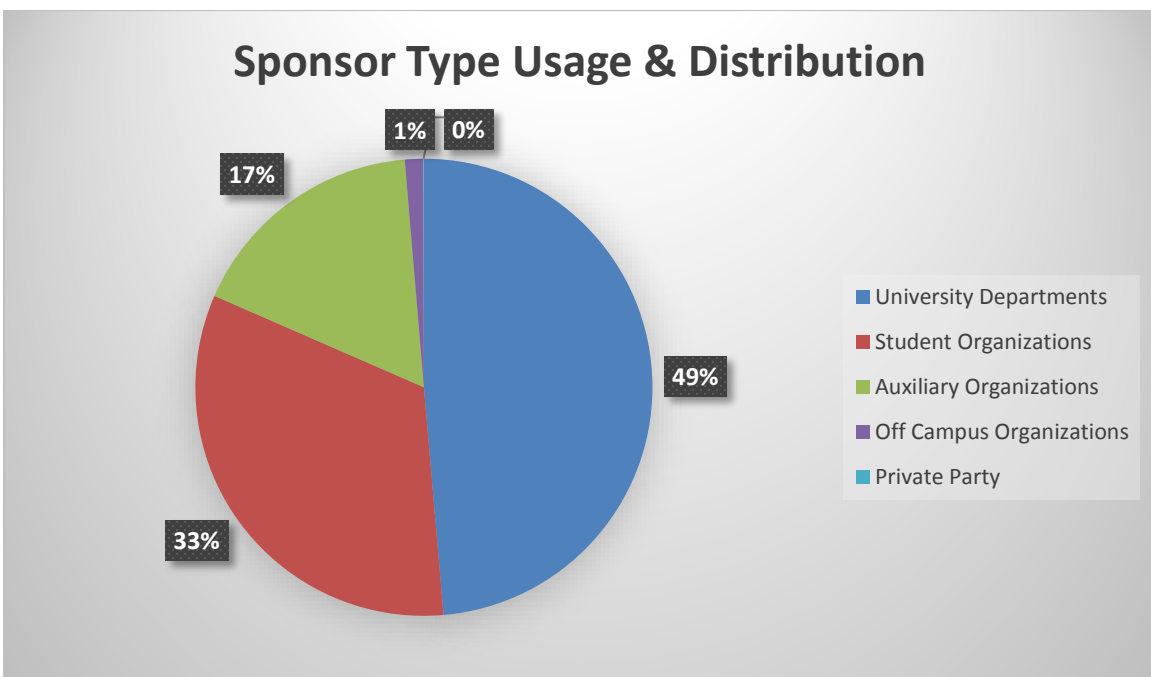
**Findings**

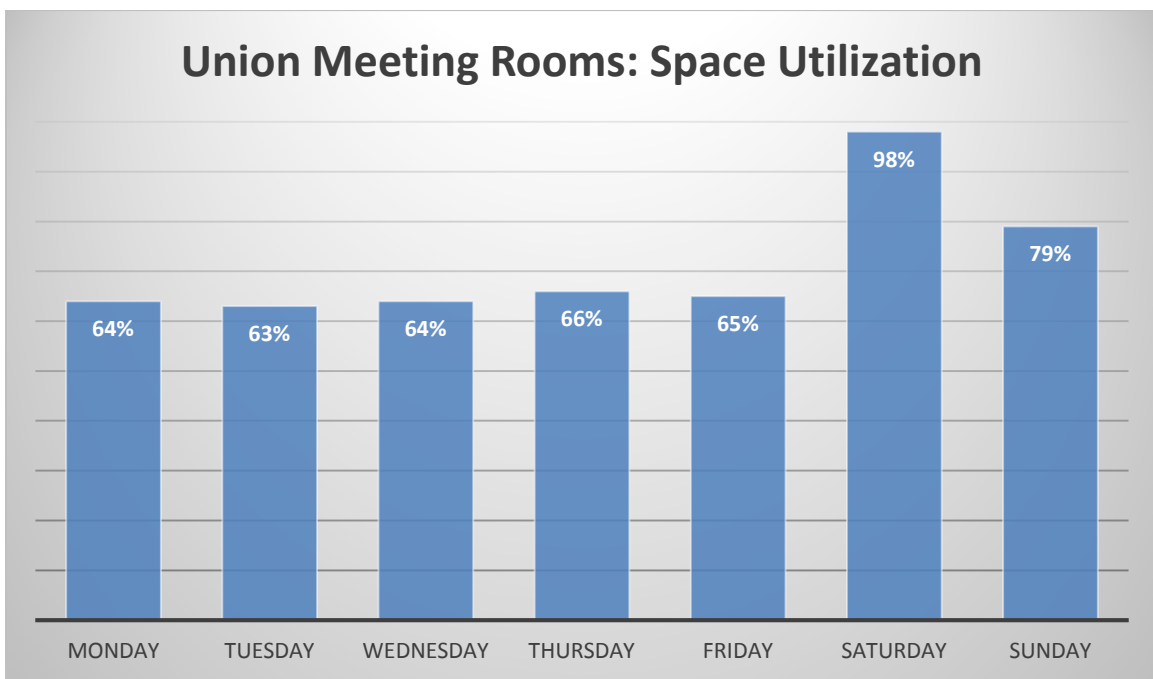
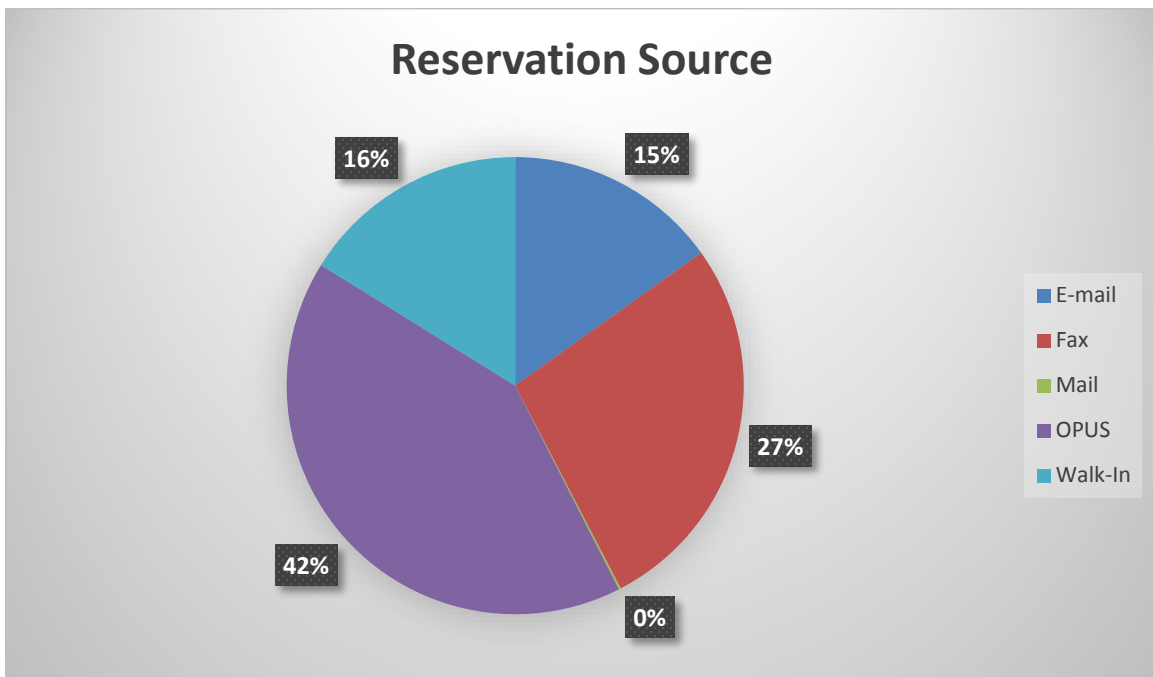
During the 2014-2015 fiscal year, the University Union had 9,022 reservations and a total attendance of approximately 593,787 at the events. Of these, 49% of the bookings were by hosted by University departments, 33% by student organizations, 17% by auxiliary organizations, 1% by off campus organizations and less than 1% private parties. OPUS was the leading reservation source with 42% of the bookings, followed by 27% by fax, 16% through walk-ins and 15% by e-mail. The building is most utilized on Saturdays, with an average 98% utilization, followed by 79% on Sundays, 66% on Thursdays and the remaining days of the week between 63%-65% utilization.

### Bookings Made in Last Four Fiscal Years



### Sponsor Type Usage & Distribution





**Conclusions**

The number of total individual bookings for this year remained consistent with last year as we continued to exceed 9,000 annually. The highest number of bookings we have ever recorded was only 4% higher than this year suggesting that while there is some room for growth at our present amount of space, there is not a lot of room for growth without additional spaces. The majority of our requests, 57%, come to us electronically and that is the most efficient way for us to process

requests. That number could be much higher so we need to look for ways to actively promote those electronic methods among our customers. Weekday evenings and weekends continue to be times of high utilization. Most of our opportunities to increase usage of meeting space exist during the morning and early afternoon on weekdays. This knowledge will be useful as we try to market our spaces and those specific windows of availability to new customers both on and off campus.

#### **Program Objective 6**

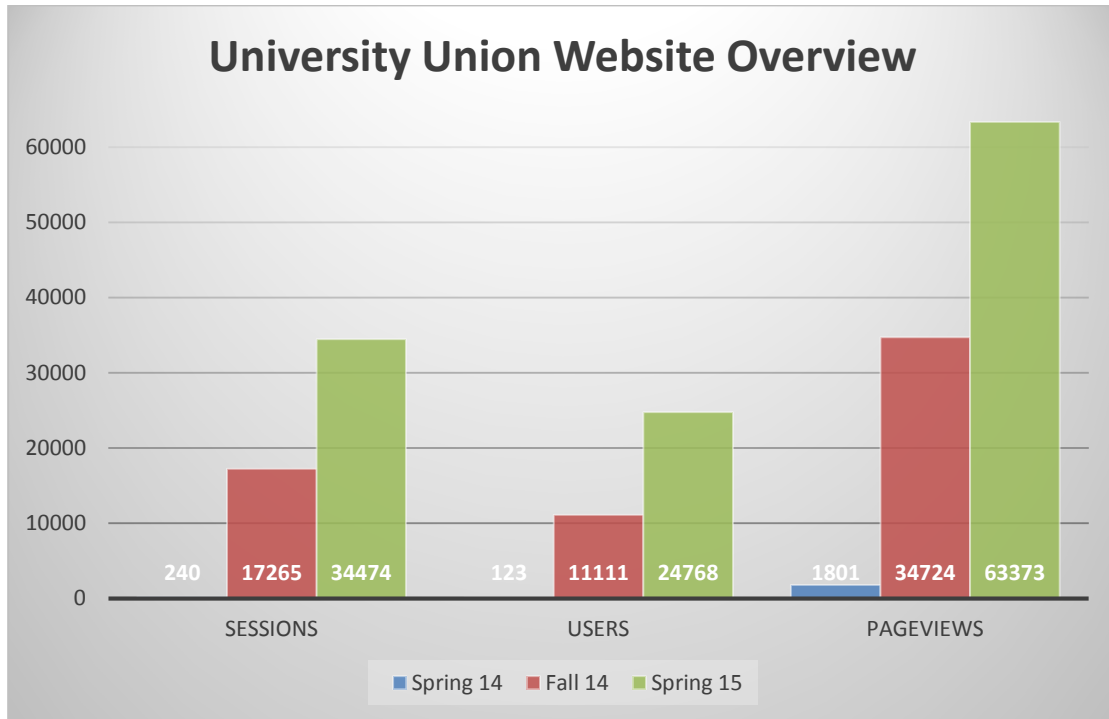
Gather data from Google Analytics to evaluate web traffic on the University Union's newly redesigned and reformatted website.

#### **Methods and Measures**

The University Union website has been utilizing Google Analytics to track and report website traffic since Spring 2014. Google Analytics is a web analytics services that provides statistics and basic analytical tools for search engine optimization and marketing purposes. The program provides the University Union insights into how visitors find and use the website, how long they spend on the site, and the number of new visitors.

#### **Findings**

The University Union website saw a dramatic change in traffic between Spring 2014 and Spring 2015. "Users" refer to users who have had at least one session within the selected date range. The site had 123 users during Spring 2014, compared to 1,801 users in Spring 2015 (99.5% increase). "Session" is a period of time a user is actively engaged with the website within the selected date range. In Spring 2014, the site had 240 sessions and saw a 99% increase to 34,474 in Spring 2015. "Pageviews" is the total number of pages viewed, including repeated views of a single page. Spring 2014 had 1,801 pageviews and 63,373 in Spring 2015, a 97% increase. Additionally, of the 240 sessions in Spring 2014, 51.25% of those were new sessions, while in Spring 2015, 63% were new sessions. Pages per session, or average page depth, is the average number of pages viewed during a session, including repeated visits to a single page. In Spring 2014, the average pages per session was 7.5, while in Spring 2015, it was 1.9.



**Conclusions**

The University Union completely redesigned its website during Summer 2014, which correlates with the change in traffic between Spring 14 and Fall 14. The old website was designed in a matter that made it difficult to make changes and add relevant, current information on any new programs or offerings of the building, and thus, was static. Additionally, it was hard to navigate and was not easily searchable by search engines for web indexing. The new website contains more information and new features, and is continuously being updated. It is also a much more user-friendly website, as evidenced by the decrease in pages per session from 7.5 to 2. Information is more organized, resulting in less clicks for a user to find their destination. With the newly designed website was a more marketable URL- [www.theuniversityunion.com](http://www.theuniversityunion.com). As the Union continues to update existing marketing collateral with the new URL, the traffic should only continue to increase.

**Program Objective 7**

Gather data from University Union’s door counter system to evaluate traffic flow on a daily basis.

**Methods and Measures**

The University Union has in place door counter systems at each of the four main entrances to the building. Prior to Spring 14, the Union applied a 15% error correction to the numbers reported by the system to help with accuracy. As of Spring 2014, the door counter system was replaced with a more accurate thermal sensor that can determine inbound and outbound traffic, and can make a distinction if two or more people are walking in together. Daily numbers from all four doors are added and then averaged for daily averages.

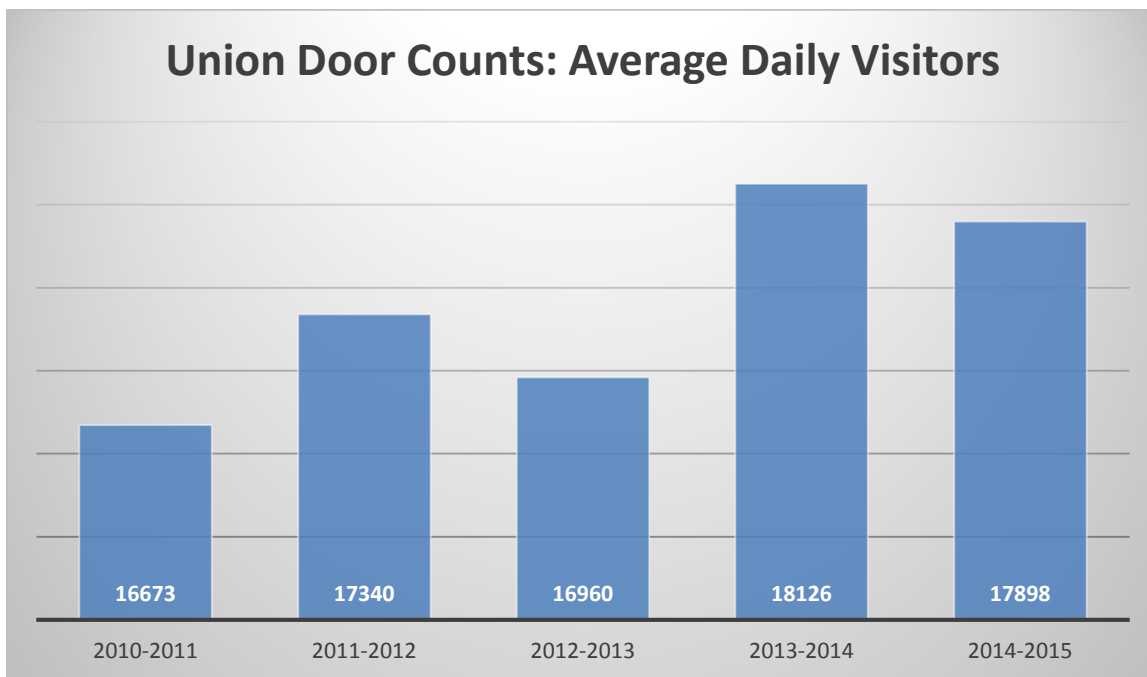


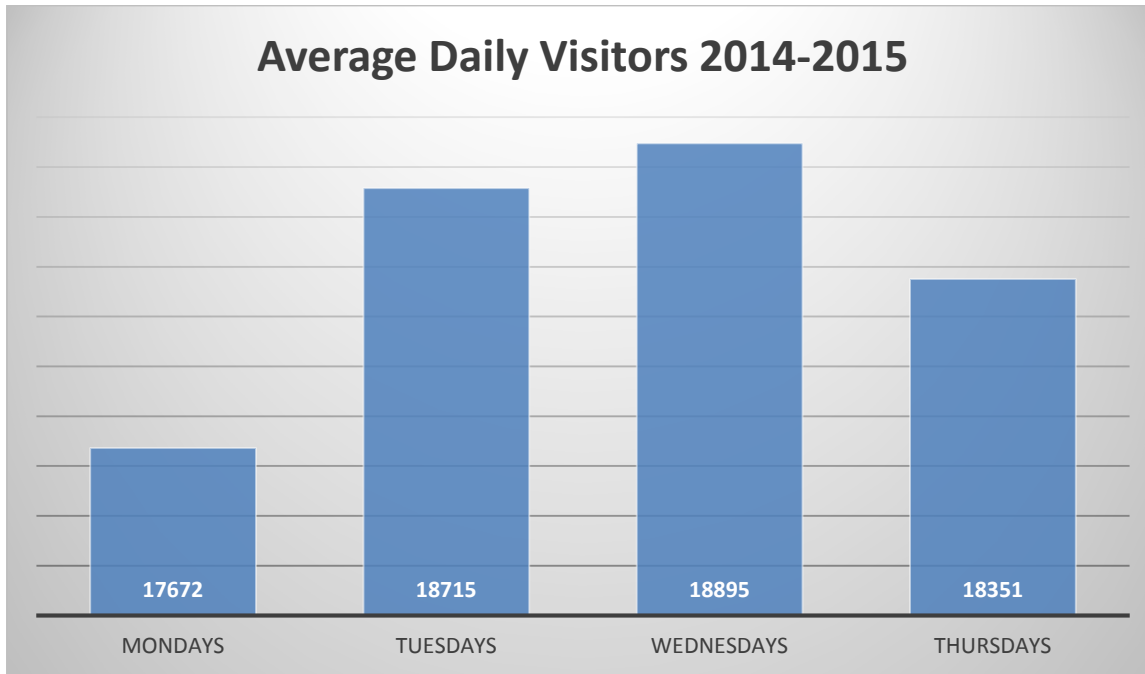
**Findings**

Mondays- Thursdays are the busiest days of the week for the Union and for the campus, generally. Of the four days, Mondays are the slowest, with an average of 17,672 visitors and Wednesdays being the busiest with 18,895. During the 2012-2013 academic year, the average daily door count was 16,960 and in 2013-2014, there was a 7% increase to 18,126. During 2014-2015, the count dropped slightly to 17,898, a 1.25% decrease.

**Conclusions**

With Sacramento State enrollment at about 27,000 for Fall 2014, the University Union is a highly utilized building with an average of 17,898 visitors (approximately 66% of the campus population).





#### PLANS FOR THE COMING YEAR

- Partner with Campus Labs and Sacramento State's Office of Research Affairs in conducting a campus-wide survey to collect data on University Union usage and areas of strength and improvement.
- The Games Room will expand its assessment on tournament attendance by studying its marketing effectiveness. A question will be added to the tournament registration form, allowing participants to self-report how they found out about the tournament.
- In preparation for the University Union's expansion, The Games Room will ask regular users and visitors to identify additional Games Room offerings they would like added to the news space.
- Analysis of the Union website traffic will include a more in depth assessment of the traffic coming from our social media accounts, search engines used, and views per page.