



Student Activities and Programming October 2007

INTRODUCTION

The focus of this survey is to assess University Park students' interests related to student activities and programming. Included in the survey are questions concerning students' interest in music concerts, LateNight-PennState activities, and non-credit art classes sponsored by the Center for Arts and Crafts. Additionally, students were asked questions about effective methods to learn about campus activities and events. This survey, conducted by Student Affairs Research and Assessment and requested by the Center for Student Activities and Programming and the Student Programming Association (SPA), was administered by phone and by Web.

In total, 974 students responded to the survey for a 24.3% response rate. By phone, 612 participated; 362 participated by Web. The confidence interval for the total sample is +/-3.08%.

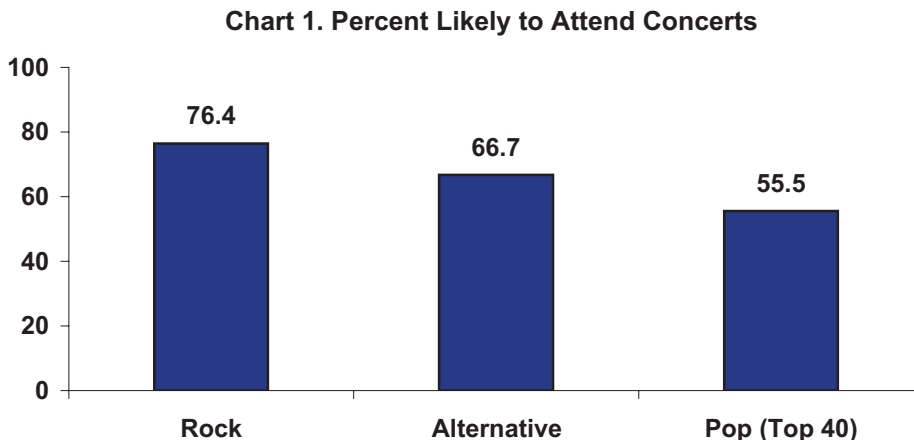
Of the respondents, 53.4% are between 18 and 20 years of age, 50.6% are female, 85.0% are White/Caucasian, 23.1% live on campus, and 74.3% are members of a club or organization at Penn State. For additional information on the Pulse methodology, please visit: <http://www.sa.psu.edu/sara/qa.shtml>.

FINDINGS

Concerts

Students were asked the likelihood of them attending a concert based on the genre of music.

- The three most popular genres of music are Rock (with 76.4% likely to attend), Alternative (with 66.7% likely to attend), and Pop (with 55.5% likely to attend) (see Chart 1).



- In addition, 50.6% indicated they would be likely to attend a Hip Hop/Rap concert and 36.5%, Blues/Jazz (see Table 1).

Students' interests related to student activities and programming

For more information please visit Student Affairs Research and Assessment at <http://www.sa.psu.edu/sara>



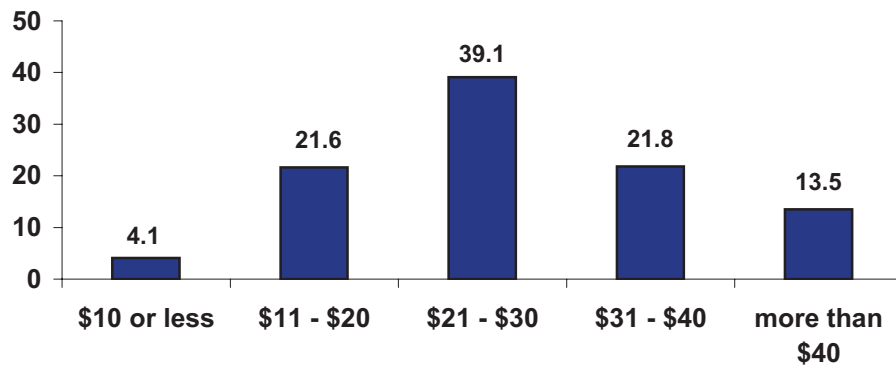
Table 1: Likelihood of Attending Concerts

Music Genres	Percent likely
Hip Hop/ Rap	50.6
Blues/ Jazz	36.5
R & B/ Soul	33.6
Country	30.4

In addition, students were asked about the amount they are willing to spend to see a performer they like and what venues they are most likely to go to see a concert that interests them.

- The majority of students are willing to spend at least \$21 to see a band or performer they like (see Chart 2).
- Three-quarters of students (77.6%) indicated they are most likely to attend a concert at the Bryce Jordan Center. Another 7% indicated they were most likely to attend a concert at the State Theatre and 6.2% at Eisenhower Auditorium (data not shown).

Chart 2: On Average What Students will Spend to See a Band or Performer They Like (by percent)



LateNight-PennState

Similarly, students were asked about the likelihood of them attending a variety of LateNight-PennState events.

- Among the types of events, concerts (84.1%), comedians (79.2%), and movies (71.7%) are the most popular (see Table 2).
- Over half of the students (52.9%) indicated they are likely to attend White Building activities, and 40.9% are likely to attend programs sponsored by student organizations (see Table 2).

Table 2: Likelihood of Attending LateNight-PennState Events

Type of Event	Percent likely
Concert	84.1
Comedian	79.2
Movies	71.7
White Building activities	52.9
Programs sponsored by student organizations	40.9
Student performers on Joegies stage	27.6
Arts and crafts	19.4
Novelty acts	14.3

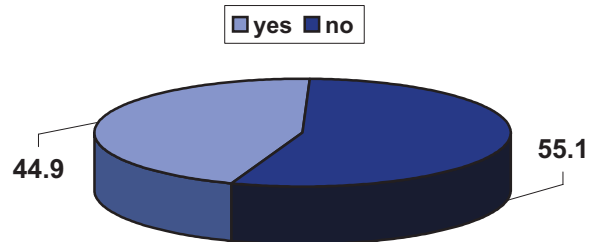
Student Programming Association

Students were asked several questions about their awareness of the Student Programming Association (SPA), a student-run programming board.

- Approximately 45% indicated they were aware of SPA (see Chart 3). This marks a 25% increase from the survey conducted in 2006 (data not shown).

- In addition, 33.7% indicated they had attended at least one event sponsored by SPA (data not shown). (It is probable that the percentage who attended events is actually higher, but students may not have been aware that an event was sponsored by SPA, as indicated in the following findings about LateNight and the Distinguished Speaker Series.)
- Only 18.6% were aware that LateNight-PennState is now a part of SPA, and 23.1% were aware that the Distinguished Speaker Series is now a part of SPA (data not shown).

Chart 3. Percent who are Aware of the Student Programming Association

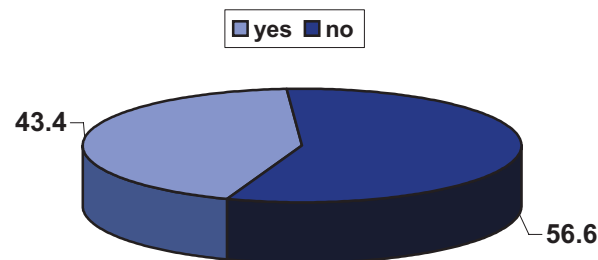


Non-Credit Art Classes

Students were also asked a series of questions about the Arts and Crafts Center and non-credit art classes.

- A third of students (33.1%) indicated they were aware of the Arts and Crafts Center -- funded by student fees and offering low cost non-credit art classes to students (data not shown).
- Furthermore, 43.4% responded they would consider taking a non-credit art class (see Chart 4).

Chart 4. Percent who Would Consider Taking a Non-Credit Art Class



Among the 43.4% who indicated they would consider taking a non-credit art class:

- Over 63% responded that they would be likely to attend a wheel-thrown pottery class (63.3%) or a fused glass class (63.1%) (see Table 3).
- In addition, 46.5% responded they are likely to register for a one-time art workshop that meets for 2-3 hours and costs around \$20, and 41.3% indicated they are likely to register for an art class that meets once a week for 12 weeks and costs around \$50 (data not shown).
- Lastly, 44.5% indicated they are willing to spend \$20 or less for an art class and 31.4% are willing to spend between \$21 and \$30 (data not shown).

Table 3: Likelihood of Attending Non-Credit Art Classes*

Type of Art Class	Percent likely
Wheel-thrown pottery	63.3
Fused glass	63.1
Acrylic painting	53.0
Cartooning and illustration	39.3
Crocheting	25.2

* Of those students who indicated they would ever consider taking a non-credit art class

Marketing Events

Lastly, students were asked about effective ways to learn about campus activities and events.

- Most frequently, students indicated that ads in *The Daily Collegian* (91.3%), posters or flyers (87.3%), club or organization listservs (77.7%), the Venues insert in *The Daily Collegian* (77.0%), Facebook group invitations (76.7%), and the “What’s Goin’ On” section in *The Daily Collegian* (75.4%) are effective ways to learn about campus activities and events (see Table 4).
- Also popular are paid advertisements on Facebook.com (52.4%) and ANGEL groups (49.6%) (see Table 5).

Table 4: Effective Ways to Learn about Campus Activities and Events

	Percent
Ads in <i>The Daily Collegian</i>	91.3
Posters or flyers	87.3
Club or organization listservs	77.7
Venues insert in <i>The Daily Collegian</i>	77.0
Facebook group invitations	76.7
“What’s Goin’ On” section in <i>The Daily Collegian</i>	75.4

Table 5: Effective Ways to Learn about Campus Activities and Events

	Percent
Paid advertisements on Facebook.com	52.4
ANGEL groups	49.6
PSU Web Event calendars	43.9
Radio	41.7
RSS feeds on Web sites	32.4
WEEKENDER insert in <i>The Centre Daily Times</i>	31.1
Podcasts available on Web sites	20.4
Podcasts available on iTunes	14.4