Weekend Events Survey Results

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VASSAR COLLEGE
About the Survey

- Created in conjunction with
  - Residential Life
  - Campus Activities
  - VSA

- Administered March 22nd – April 1st, 2012
  - Opened March 22, 2012
  - Closed April 1, 2012

- Respondents
  - 615 (25% of Student Body)
  - 563 Completed (23% of Student Body)
Overall Satisfaction with Weekends

1. What does this mean?
2. Did our events impact this?
3. If so, could we do better?

- Very Unsatisfied: 5%
- Unsatisfied: 13%
- Satisfied: 65%
- Very Satisfied: 17%

Legend:
- Very Unsatisfied
- Unsatisfied
- Satisfied
- Very Satisfied
Weekend Night Expectations/Hopes

- Dancing
- Drinking
- Seeing Friends
- Working
- Watching movies/TV
- Meeting someone new
- Playing games
- Meeting someone new
- Playing games
Location of Weekend Nights
Event Marketing Effectiveness

- Posters in the College Center/ACDC
- Flyers in the Houses
- Facebook
- Word of Mouth
- Online Campus Calendar
Pregaming for Campus Events

- What were your expectations?
- Is this an issue?
- What can we do?

![Pie chart showing percentages of responses to questions about pregaming for campus events.]

- 20% Very Much Disagree
- 21% Disagree
- 39% Agree
- 20% Very Much Agree
Perceptions on events offered

Multiple options...

...but “nothing to do”?

There are multiple options of events to attend each weekend

- Very Much Disagree
- Disagree
- Agree
- Very Much Agree

"Nothing to do" on a weekend
Average Event Satisfaction

Average based on attendance and scale (Very Unsatisfied: -2, Unsatisfied: -1, Satisfied: 1, Very Satisfied: 2)
Lectures and Speakers

**Attendance**

- One Lecture
- Two or Three Lectures
- Four or Five Lectures
- Haven't Missed One
- None

**Satisfaction**

- Very Unsatisfied
- Unsatisfied
- Satisfied
- Very Satisfied
A cappella Shows

### Attendance

- One: 100
- Two or Three: 200
- Four or Five: 150
- Haven't Missed One: 50
- None: 0

### Satisfaction

- Very Unsatisfied: 50
- Unsatisfied: 100
- Satisfied: 200
- Very Satisfied: 250
Theatre Performances

**Attendance**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>120</td>
</tr>
<tr>
<td>Two or Three</td>
<td>150</td>
</tr>
<tr>
<td>Four or Five</td>
<td>100</td>
</tr>
<tr>
<td>Haven't Missed One</td>
<td>50</td>
</tr>
<tr>
<td>None</td>
<td>200</td>
</tr>
</tbody>
</table>

**Satisfaction**

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Unsatisfied</td>
<td>10</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>20</td>
</tr>
<tr>
<td>Satisfied</td>
<td>200</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>250</td>
</tr>
</tbody>
</table>
All Campus Parties (i.e. Villard Room)

**Attendance**

- One
- Two or Three
- Four or Five
- Haven't Missed One
- None

**Satisfaction**

- Very Unsatisfied
- Unsatisfied
- Satisfied
- Very Satisfied
Comedy Shows

**Attendance**

- One
- Two or Three
- Four or Five
- Haven't Missed One
- None

**Satisfaction**

- Very Unsatisfied
- Unsatisfied
- Satisfied
- Very Satisfied
# Large ViCE Concerts

## Attendance

<table>
<thead>
<tr>
<th>Attendance</th>
<th>None</th>
<th>Haven't Missed One</th>
<th>Four or Five</th>
<th>Two or Three</th>
<th>One</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
<td>350</td>
<td>300</td>
<td>250</td>
<td>200</td>
</tr>
</tbody>
</table>

## Satisfaction

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Very Unsatisfied</th>
<th>Unsatisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>20</td>
<td>100</td>
<td>40</td>
</tr>
</tbody>
</table>
Small ViCE Concerts (No ViCE, ViCE Jazz, etc.)

### Attendance

- One: 100
- Two or Three: 150
- Four or Five: 200
- Haven't Missed One: 250
- None: 300

### Satisfaction

- Very Unsatisfied: 0
- Unsatisfied: 10
- Satisfied: 150
- Very Satisfied: 200
Film Screenings

Attendance

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>150</td>
</tr>
<tr>
<td>Two or Three</td>
<td>100</td>
</tr>
<tr>
<td>Four or Five</td>
<td>50</td>
</tr>
<tr>
<td>Haven't Missed One</td>
<td>20</td>
</tr>
<tr>
<td>None</td>
<td>50</td>
</tr>
</tbody>
</table>

Satisfaction

<table>
<thead>
<tr>
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<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Unsatisfied</td>
<td>10</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>5</td>
</tr>
<tr>
<td>Satisfied</td>
<td>250</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>50</td>
</tr>
</tbody>
</table>
UpC Events

### Attendance

- One
- Two or Three
- Four or Five
- Haven't Missed One
- None

### Satisfaction

- Very Unsatisfied
- Unsatisfied
- Satisfied
- Very Satisfied
## Favorite Events of the Year (as of 4/1)

<table>
<thead>
<tr>
<th>#</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100 Nights</td>
</tr>
<tr>
<td>2</td>
<td>Halloween Weekend</td>
</tr>
<tr>
<td>3</td>
<td>Lectures/Panels</td>
</tr>
<tr>
<td>4</td>
<td>Mug Nights</td>
</tr>
<tr>
<td>5</td>
<td>Student Comedy Shows</td>
</tr>
<tr>
<td>6</td>
<td>Jazz Nights/Small Concerts</td>
</tr>
<tr>
<td>7</td>
<td>Student Theater</td>
</tr>
<tr>
<td>8</td>
<td>Serenading and Concert</td>
</tr>
<tr>
<td>9</td>
<td>Shiva Rave</td>
</tr>
<tr>
<td>10</td>
<td>Day-Glo Toga</td>
</tr>
<tr>
<td>11</td>
<td>Seven Deadly Sins</td>
</tr>
<tr>
<td>12</td>
<td>ABC Party</td>
</tr>
<tr>
<td>13</td>
<td>Harvest Ball</td>
</tr>
<tr>
<td>14</td>
<td>ViCE Comedy Show</td>
</tr>
<tr>
<td>15</td>
<td>Dormal Formal</td>
</tr>
<tr>
<td>16</td>
<td>Senior Housing Parties</td>
</tr>
<tr>
<td>17</td>
<td>Yule Ball</td>
</tr>
<tr>
<td>18</td>
<td>A cappella Shows</td>
</tr>
<tr>
<td>19</td>
<td>Low Anthem Concert</td>
</tr>
<tr>
<td>20</td>
<td>Film Screenings</td>
</tr>
</tbody>
</table>
### Top Ten Suggestions

1. More variety in events
2. More substance-free/less drinking/less pre-gaming
3. More variety of music/live music
4. Better use of campus spaces
5. Better publicity
6. More off-campus events
7. More socially interactive events/able to meet new people
8. Events to start earlier
9. More events in general
10. Spread events out in the calendar