

# Weekend Events Survey Results



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**VASSAR COLLEGE**

# About the Survey

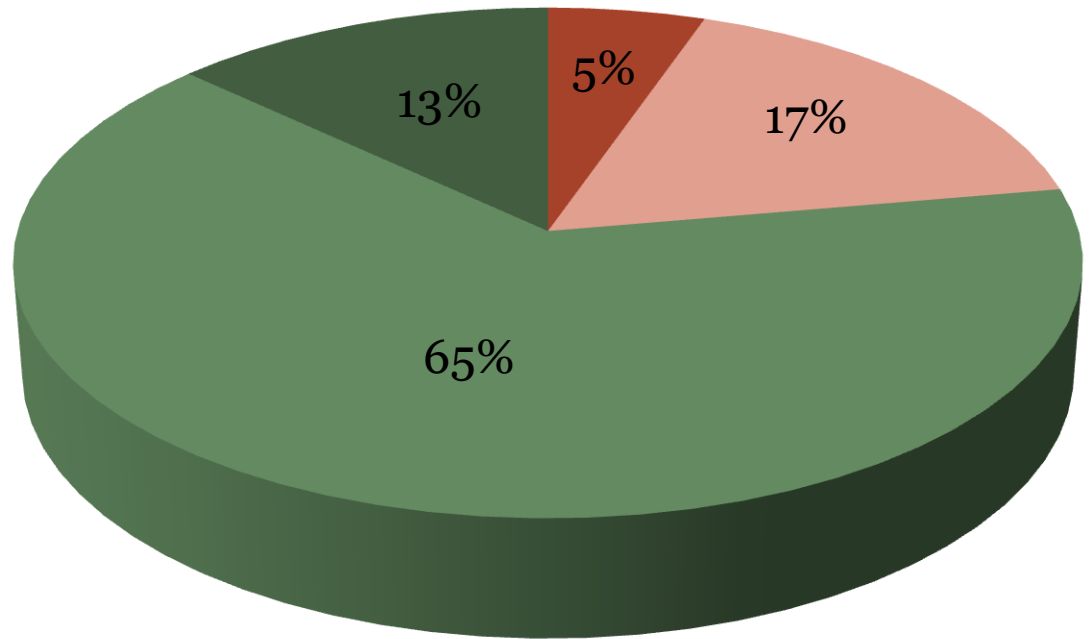


- **Created in conjunction with**
  - Residential Life
  - Campus Activities
  - VSA
- **Administered March 22<sup>nd</sup> – April 1<sup>st</sup>, 2012**
  - Opened March 22, 2012
  - Closed April 1, 2012
- **Respondents**
  - 615 (25% of Student Body)
  - 563 Completed (23% of Student Body)



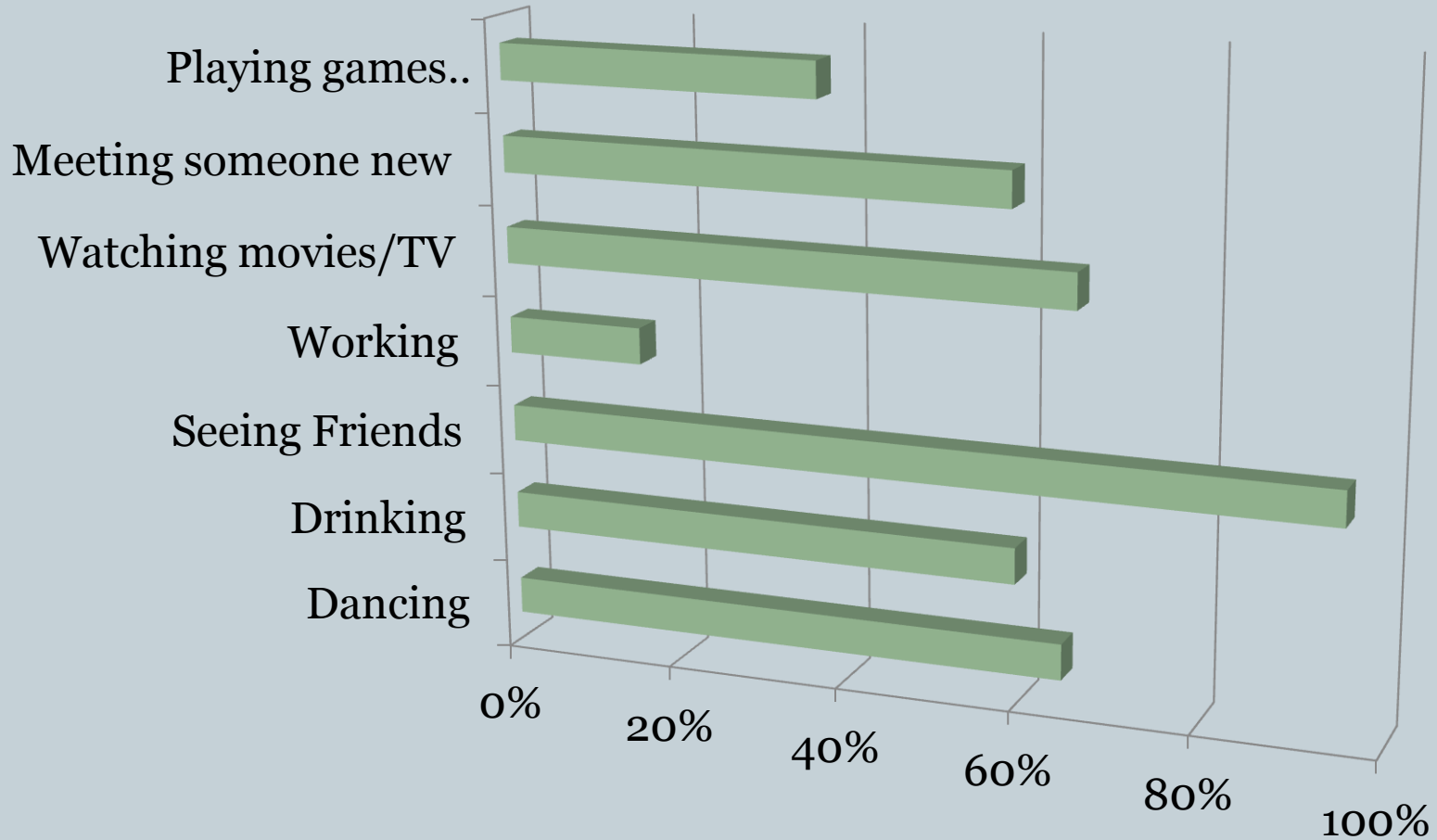
## Overall Satisfaction with Weekends

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

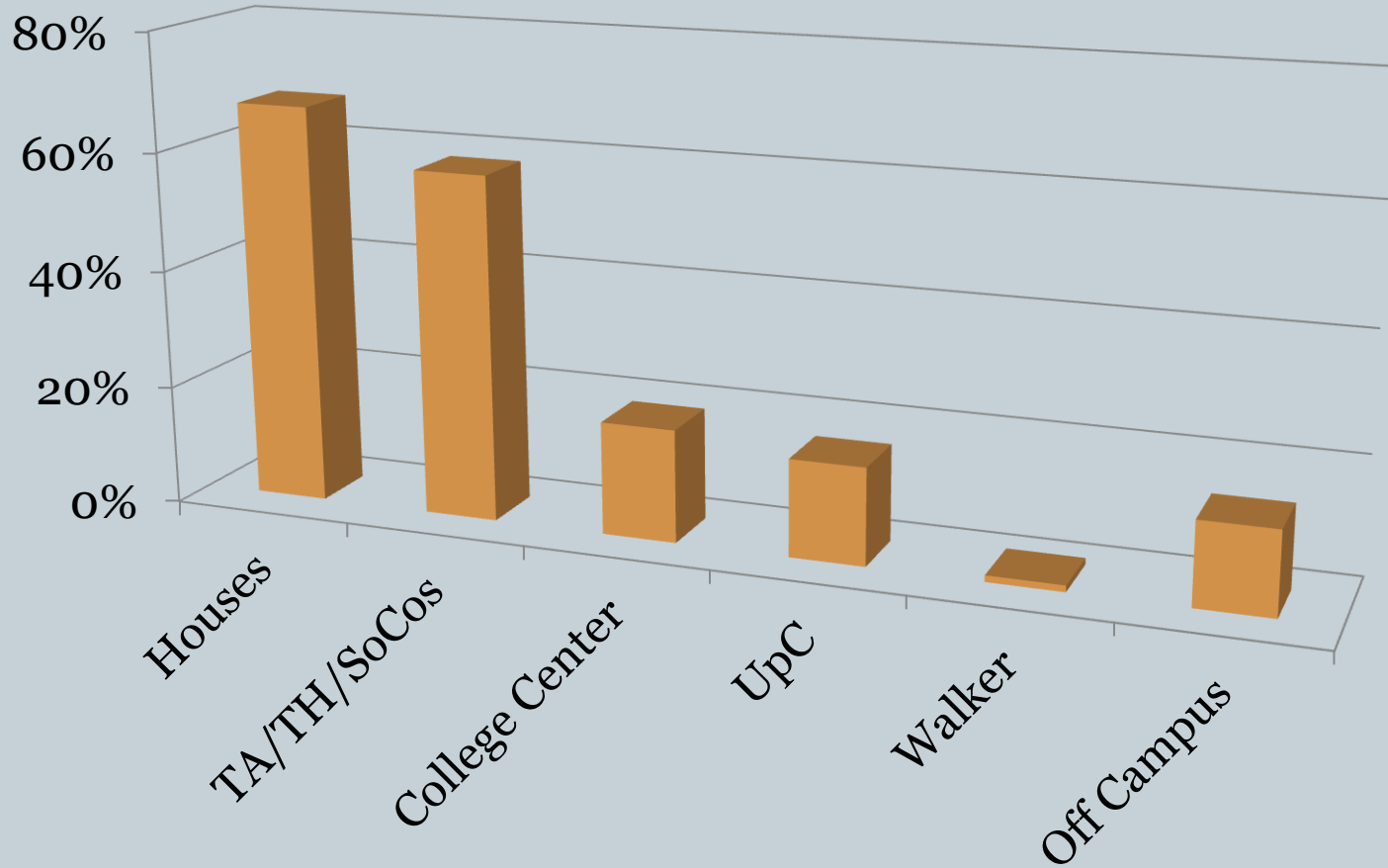


■ Very Unsatisfied ■ Unsatisfied ■ Satisfied ■ Very Satisfied

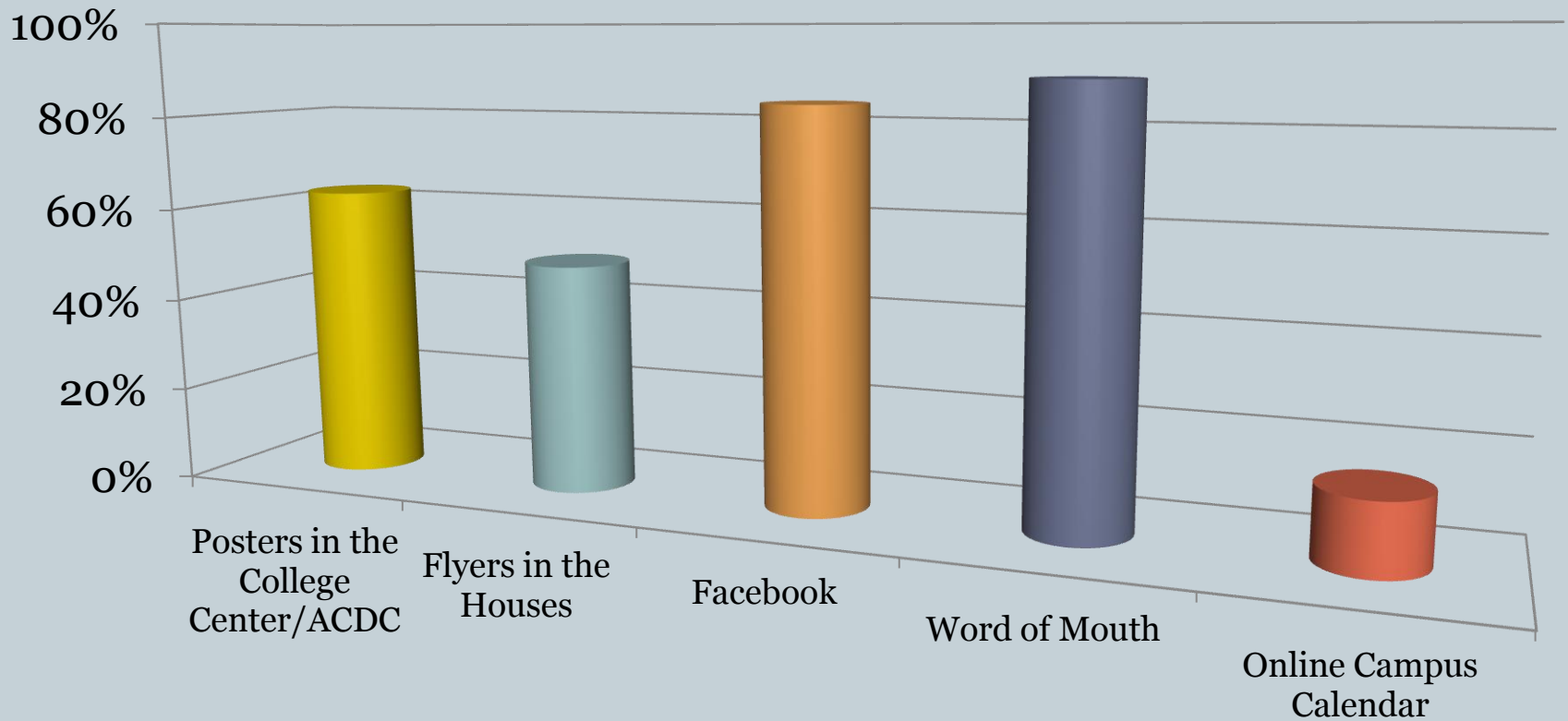
# Weekend Night Expectations/Hopes



# Location of Weekend Nights

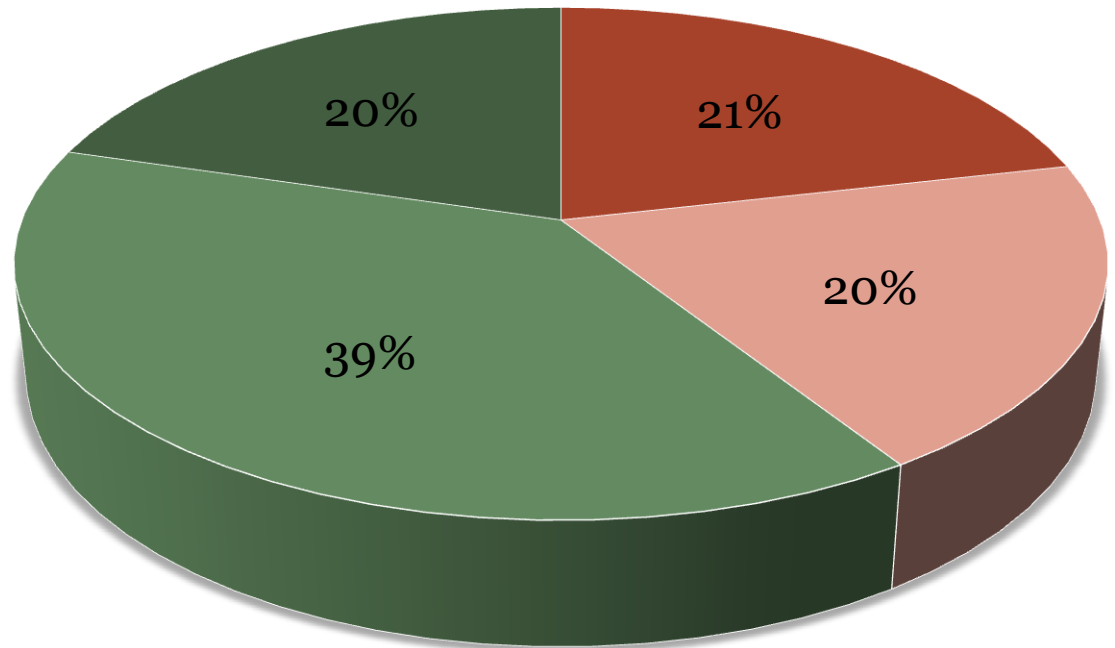


# Event Marketing Effectiveness



# Pregaming for Campus Events

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



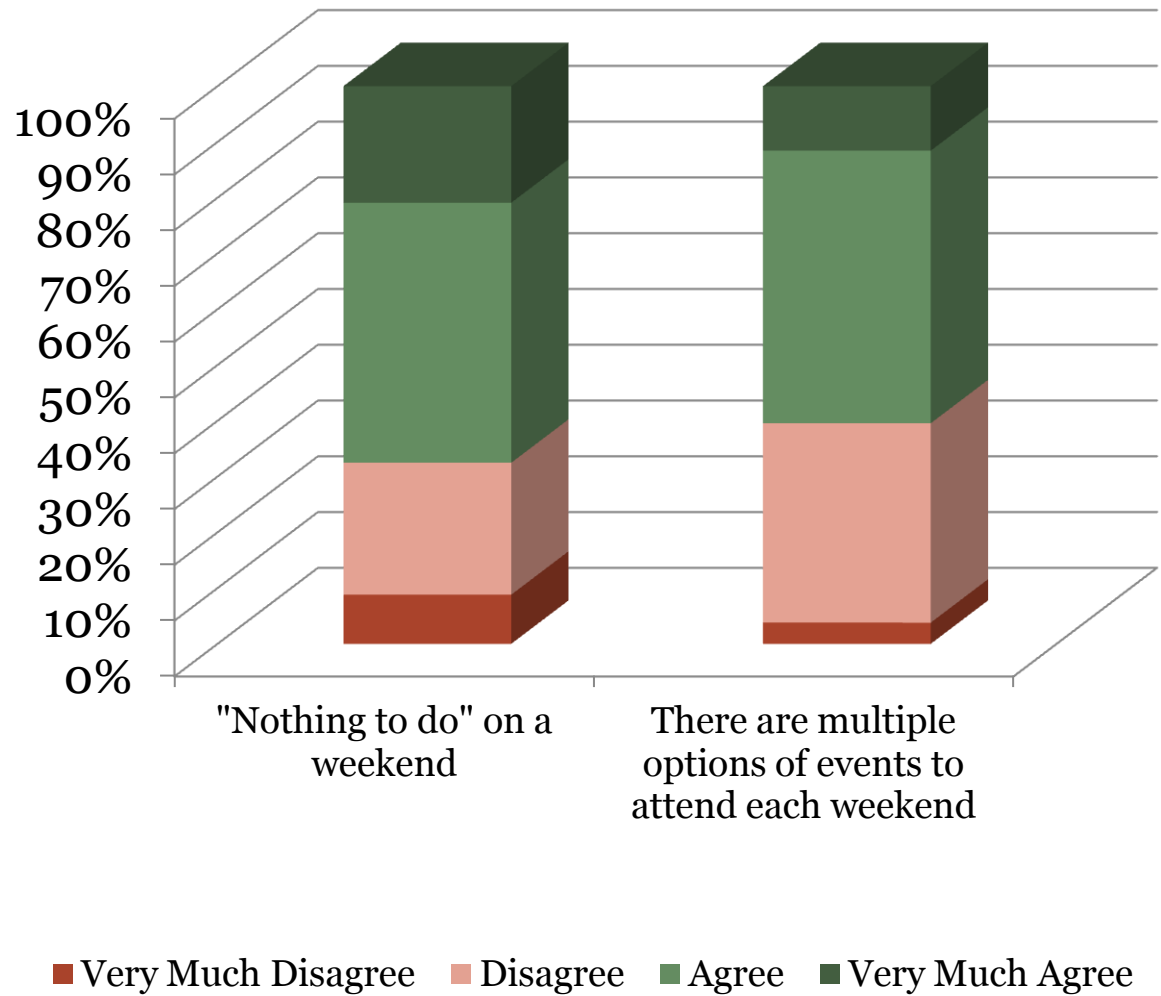
■ Very Much Disagree ■ Disagree ■ Agree ■ Very Much Agree



# Perceptions on events offered

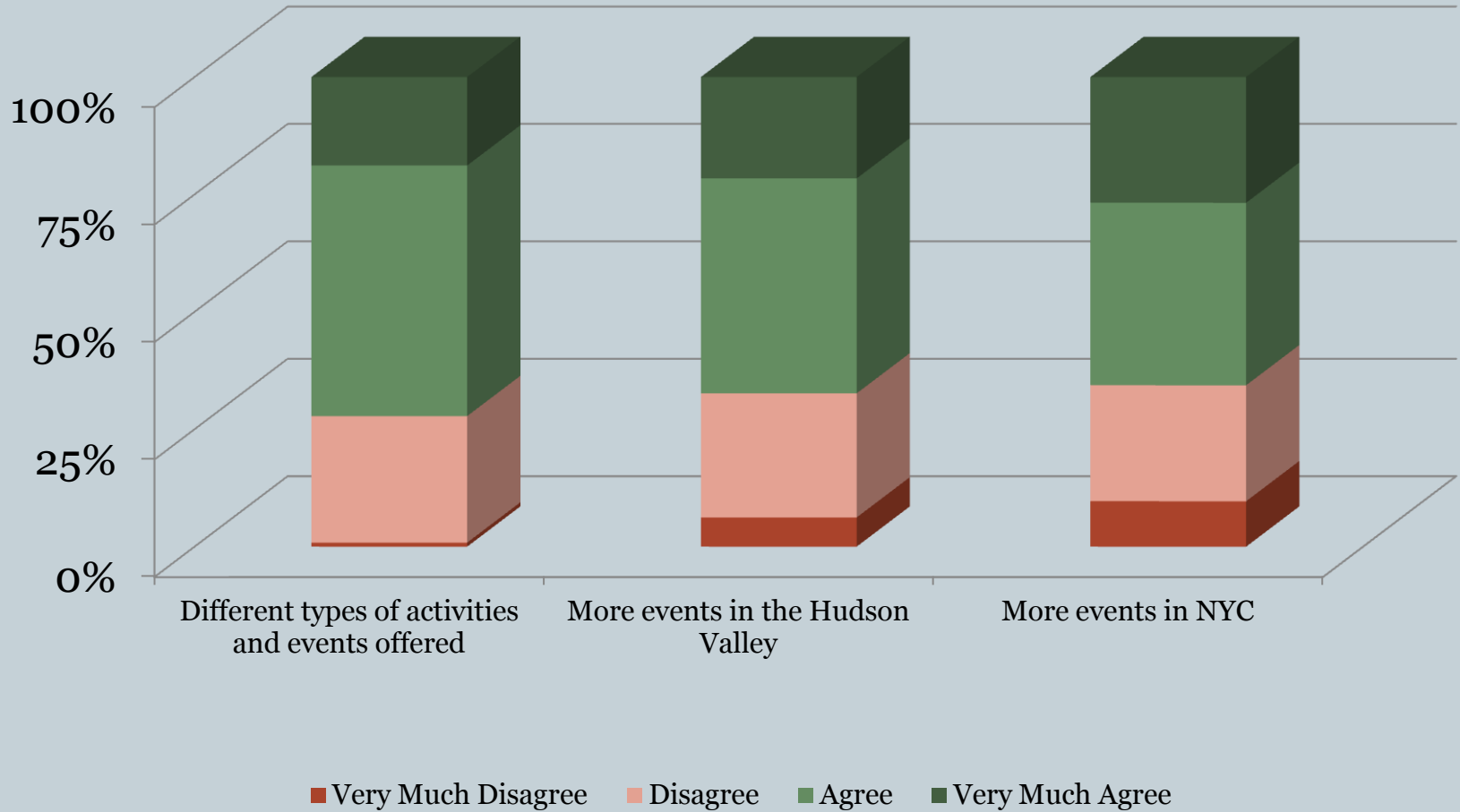
Multiple options...

...but "nothing to do"?

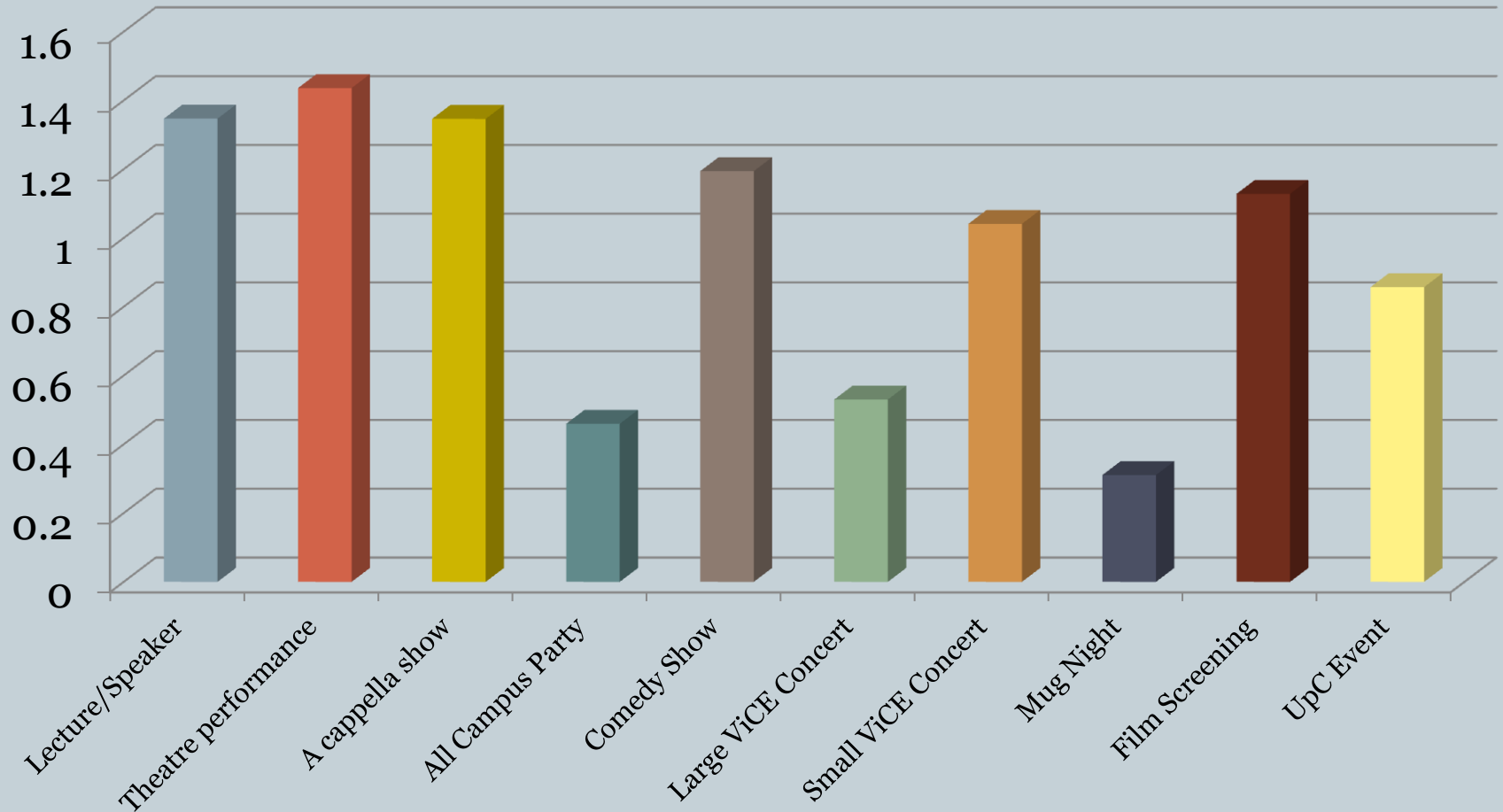




# Diversity of Programming



# Average Event Satisfaction

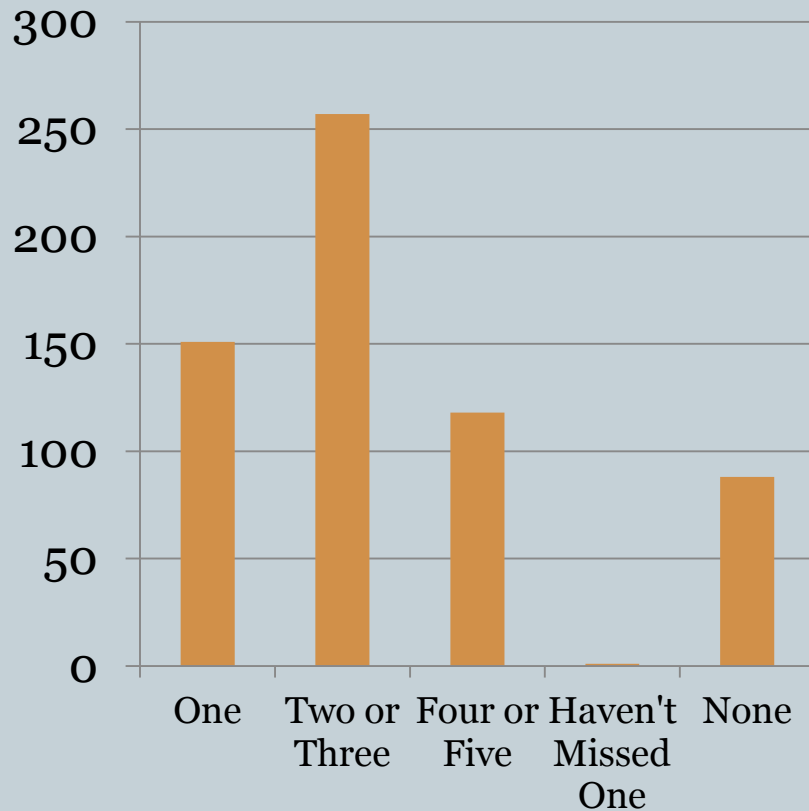


Average based on attendance and scale (Very Unsatisfied: -2, Unsatisfied: -1, Satisfied: 1, Very Satisfied: 2)

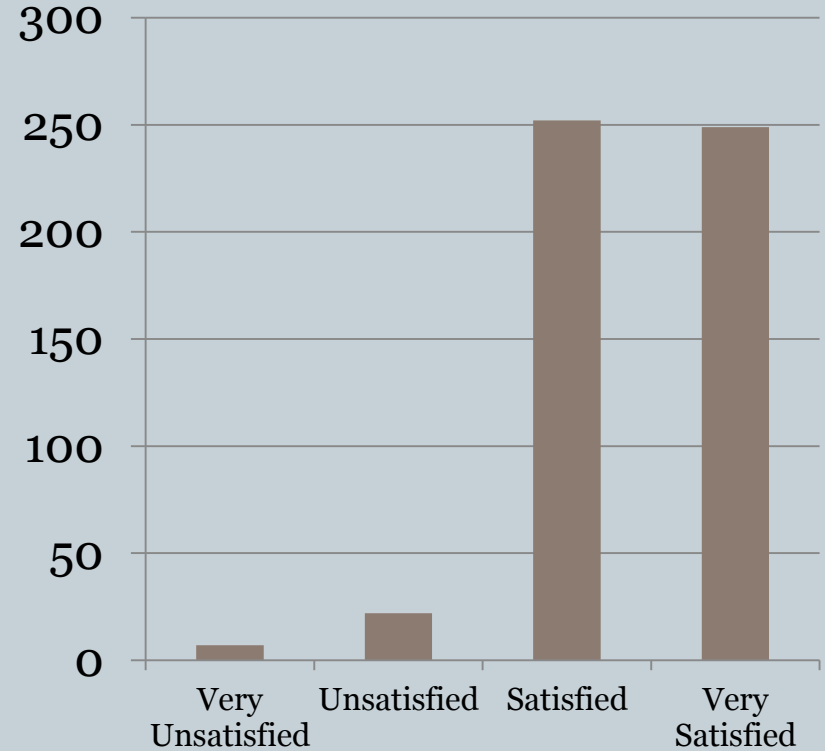
# Lectures and Speakers



## Attendance



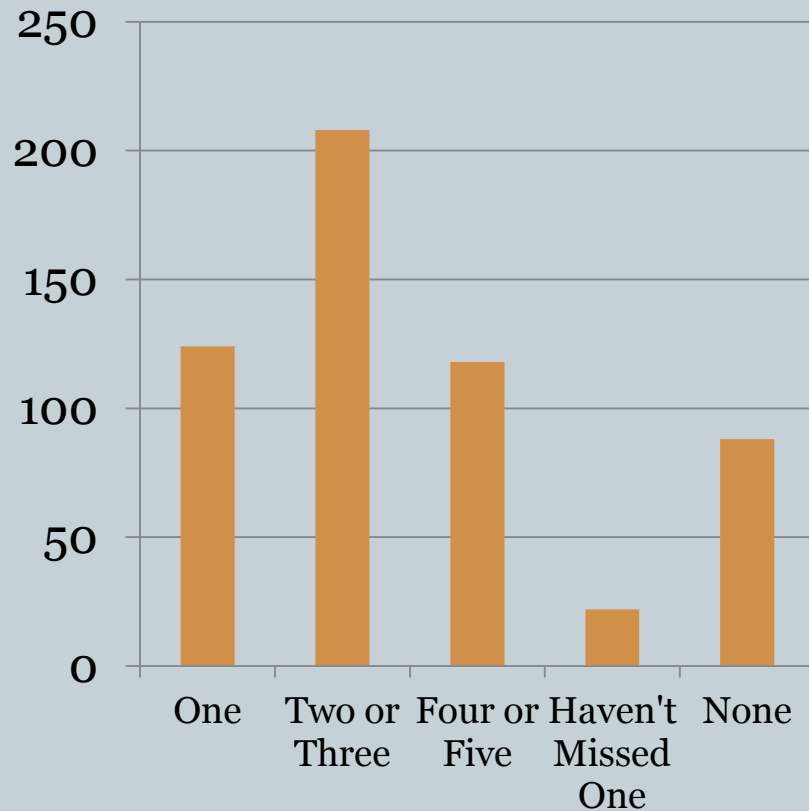
## Satisfaction



# A cappella Shows



## Attendance



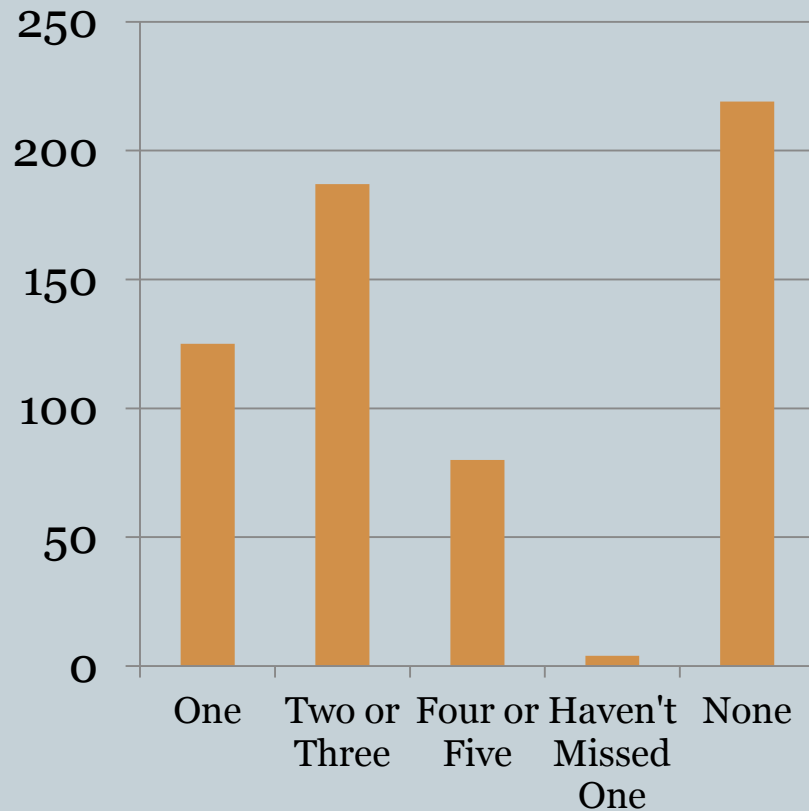
## Satisfaction



# Theatre Performances



## Attendance



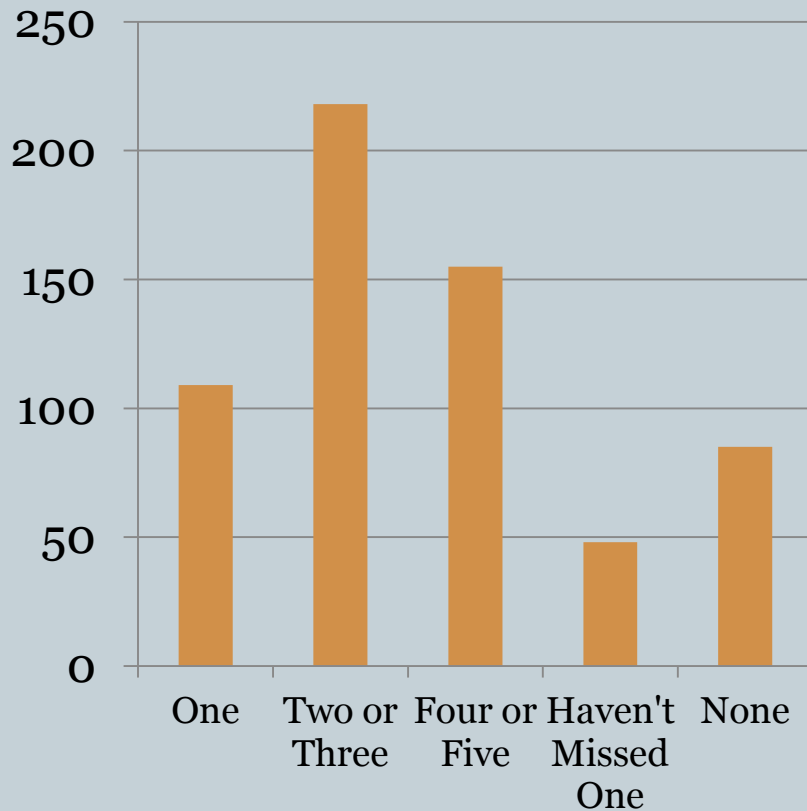
## Satisfaction



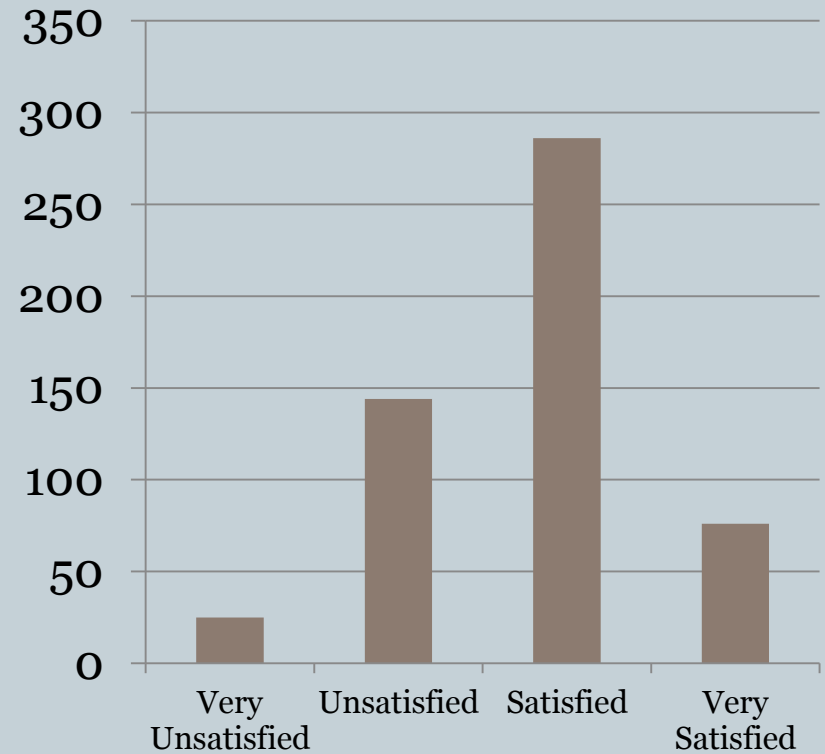
# All Campus Parties (i.e. Villard Room)



## Attendance



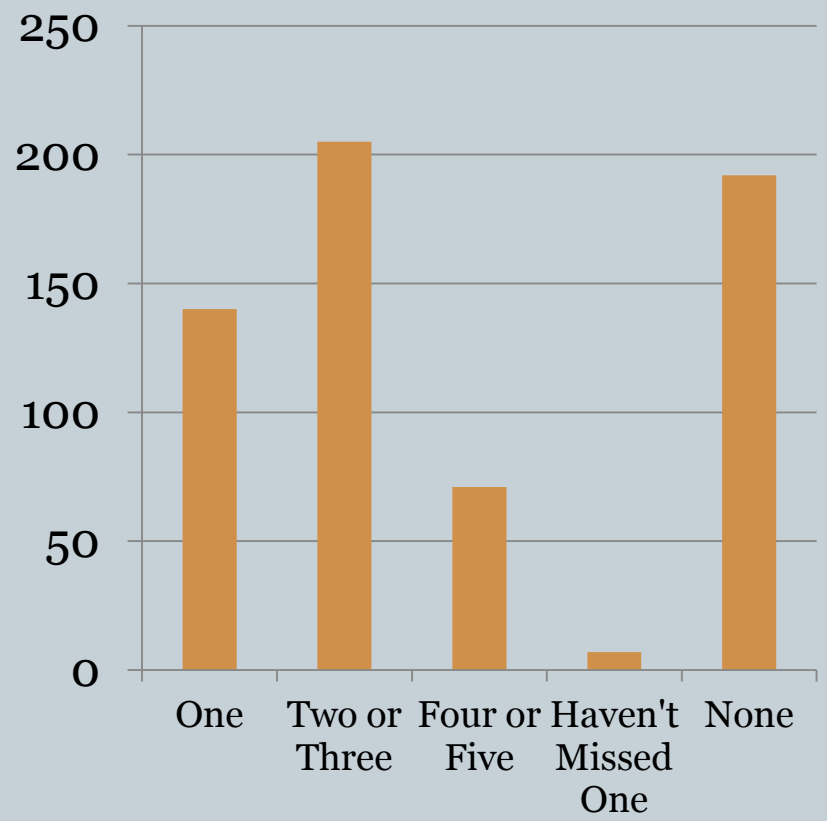
## Satisfaction



# Comedy Shows



## Attendance



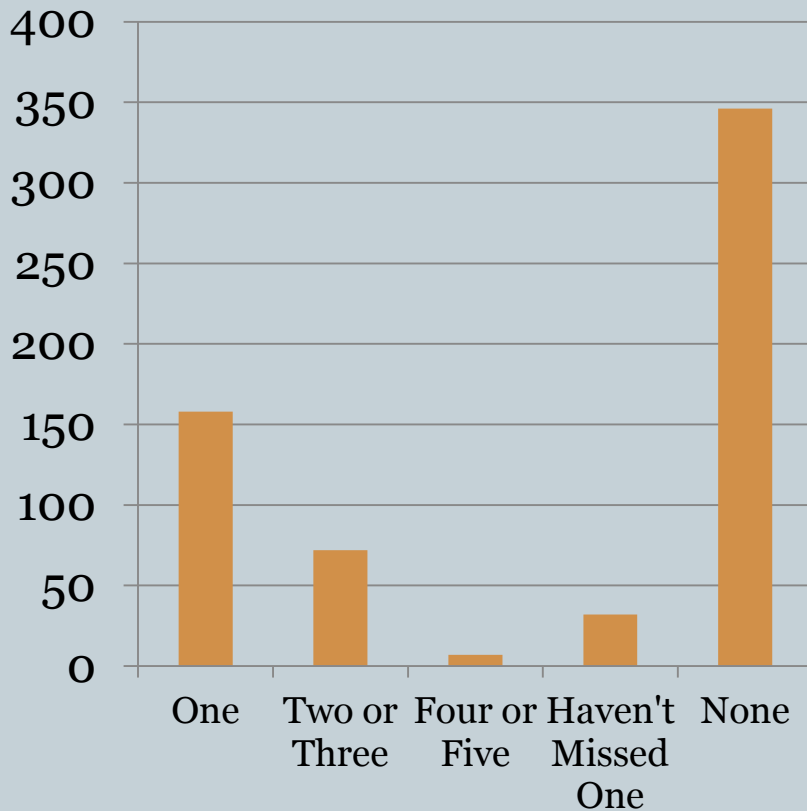
## Satisfaction



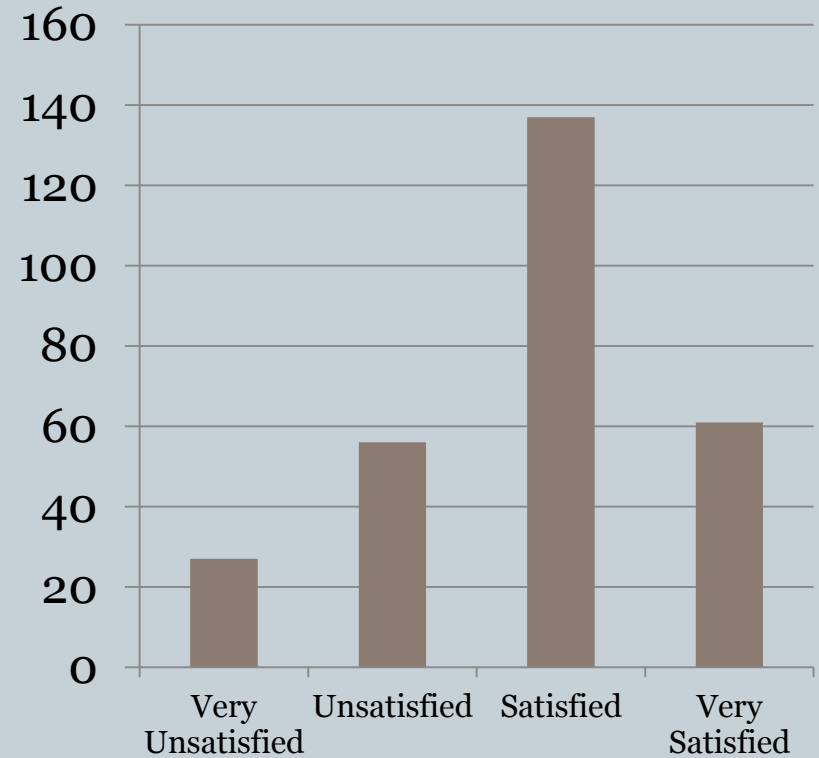
# Large ViCE Concerts



## Attendance



## Satisfaction

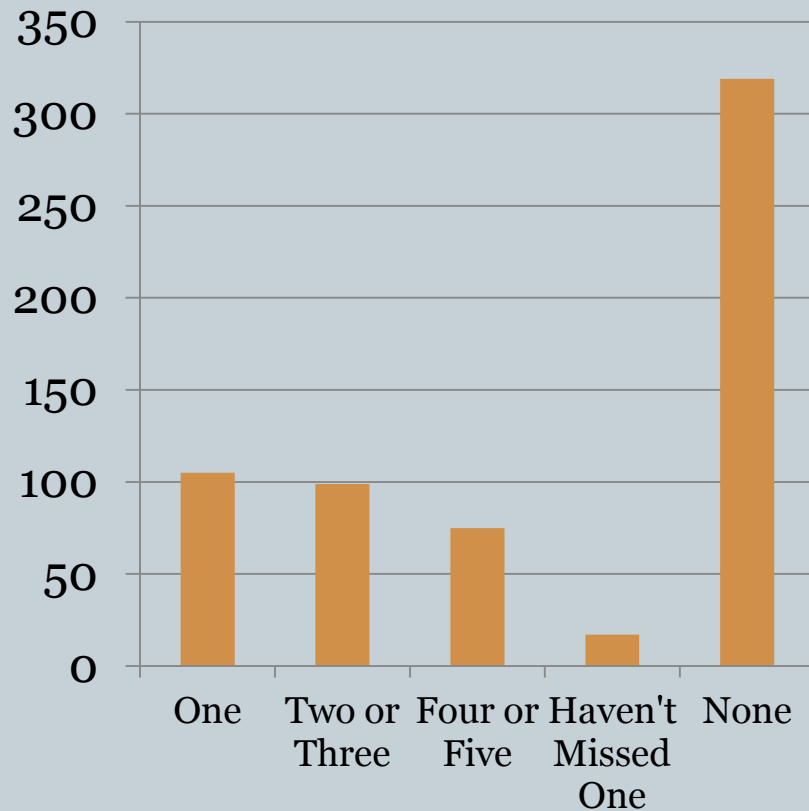




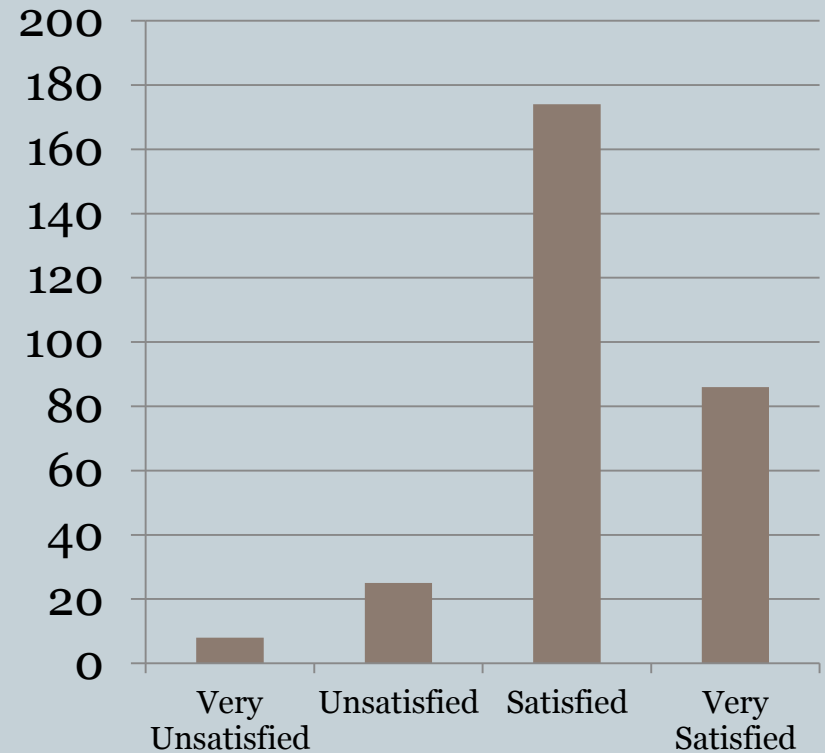
# Small ViCE Concerts (No ViCE, ViCE Jazz, etc.)



## Attendance



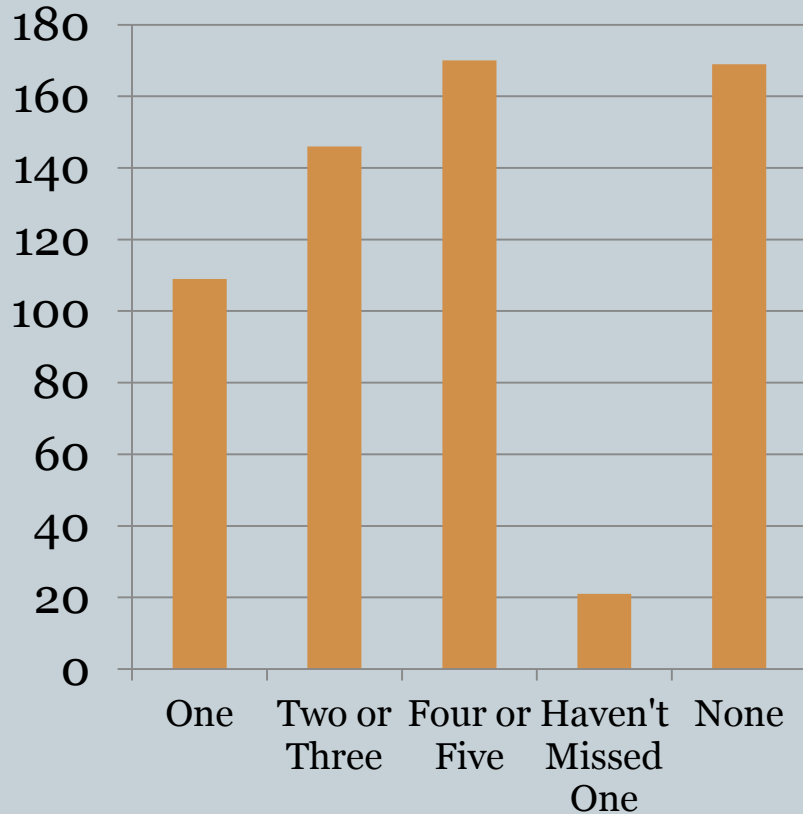
## Satisfaction



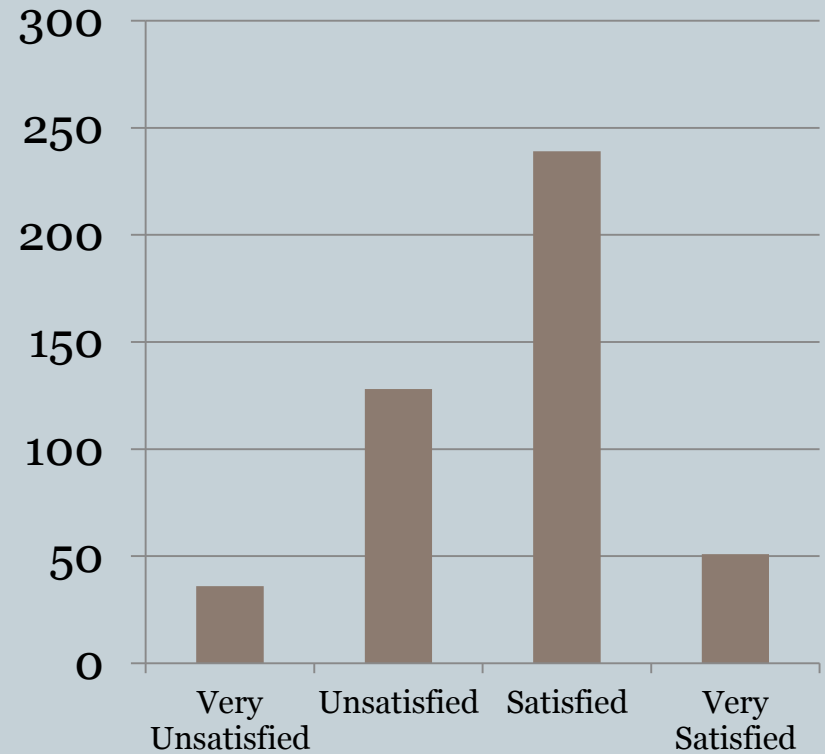
# Mug Nights



## Attendance



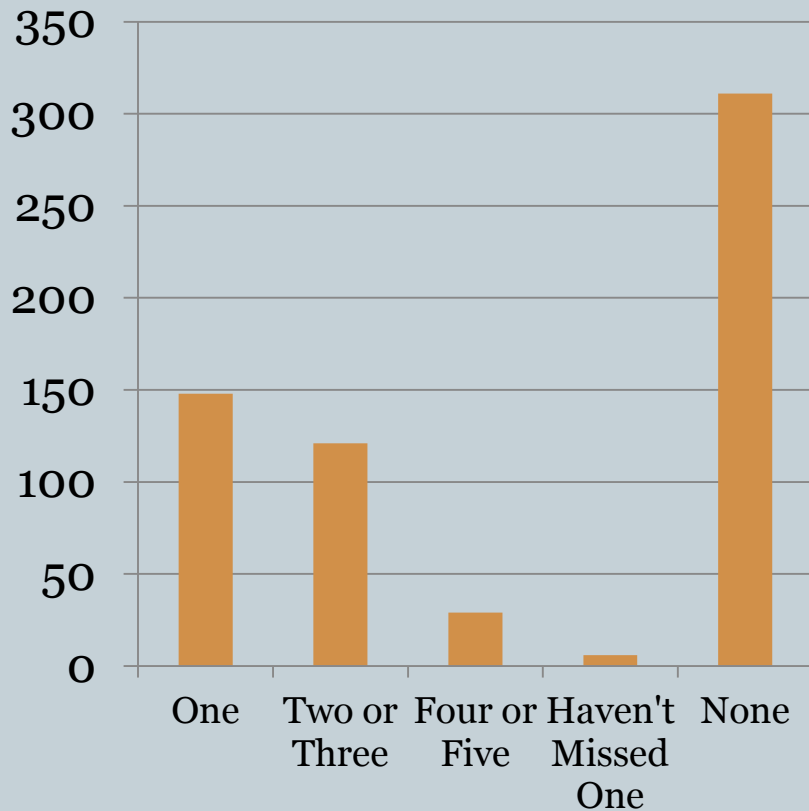
## Satisfaction



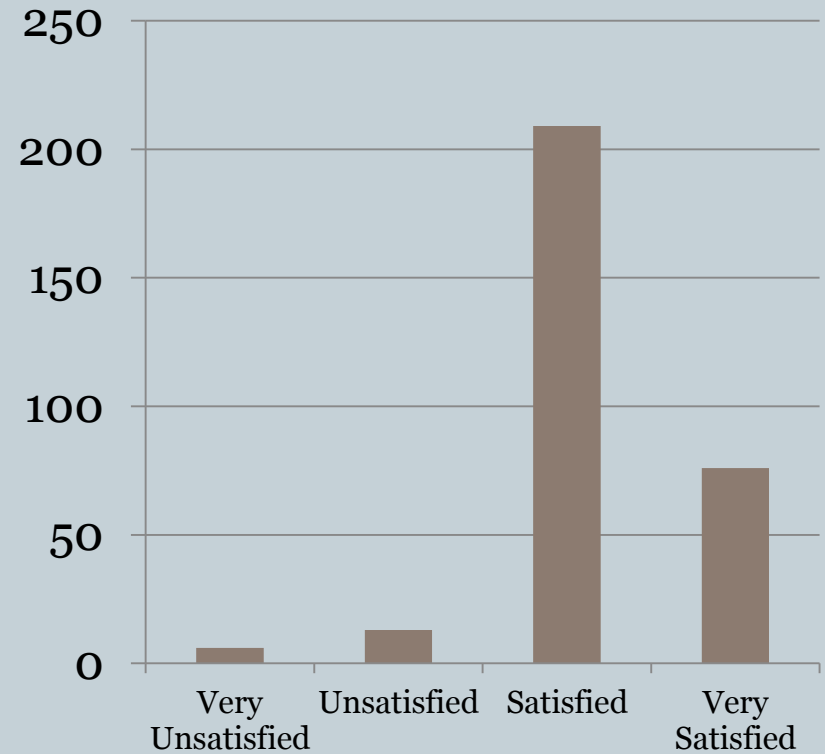
# Film Screenings



## Attendance



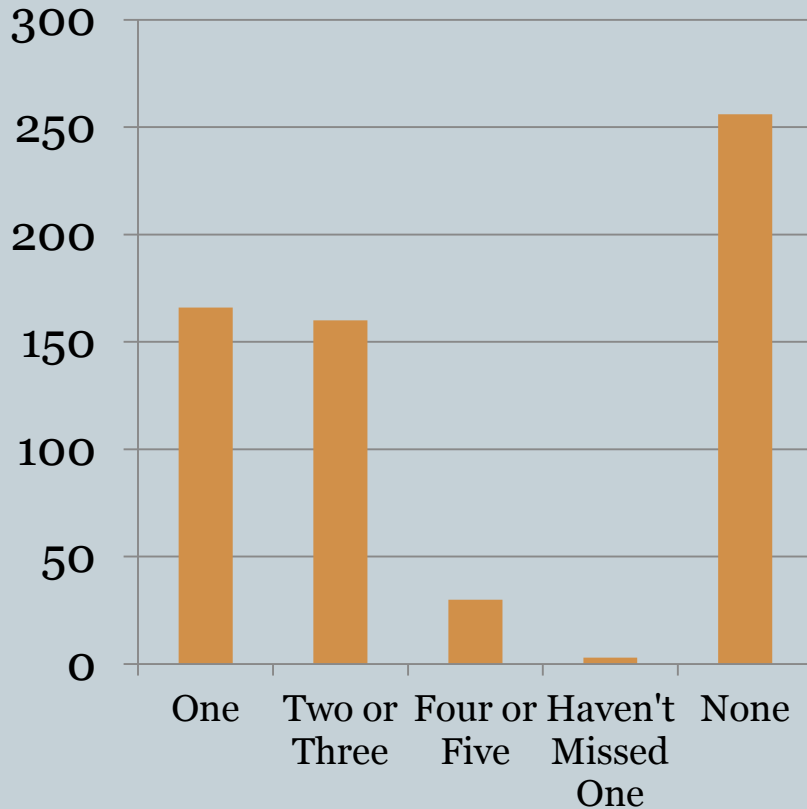
## Satisfaction



# UpC Events



## Attendance



## Satisfaction



# Favorite Events of the Year (as of 4/1)



| #  | Event                      |
|----|----------------------------|
| 1  | 100 Nights                 |
| 2  | Halloween Weekend          |
| 3  | Lectures/Panels            |
| 4  | Mug Nights                 |
| 5  | Student Comedy Shows       |
| 6  | Jazz Nights/Small Concerts |
| 7  | Student Theater            |
| 8  | Serenading and Concert     |
| 9  | Shiva Rave                 |
| 10 | Day-Glo Toga               |

| #  | Event                  |
|----|------------------------|
| 11 | Seven Deadly Sins      |
| 12 | ABC Party              |
| 13 | Harvest Ball           |
| 14 | ViCE Comedy Show       |
| 15 | Dormal Formal          |
| 16 | Senior Housing Parties |
| 17 | Yule Ball              |
| 18 | A cappella Shows       |
| 19 | Low Anthem Concert     |
| 20 | Film Screenings        |

# If you could change one thing...



## Top Ten Suggestions

More variety in events

More substance-free/less drinking/less pre-gaming

More variety of music/live music

Better use of campus spaces

Better publicity

More off-campus events

More socially interactive events/able to meet new people

Events to start earlier

More events in general

Spread events out in the calendar