

# Campus Auxiliary Services Assessment Programs

## Program Analysis

Project: Campus Programs Spring Semester 2010

Date: November 24, 2010

### Objectives:

- To assess participation in Campus Programs events by identifying key characteristics of participants
- To assess patterns of involvement by gender, college, enrollment status, and place of residence
- To assess level of participation by individual participants
- To assess commuter student engagement
- To assist Campus Programs staff initiate program improvements by defining user profiles that will assist in understanding the current market and highlight opportunities for targeting potential participants

### Overview

Participants attending Campus Programs events in Spring 2010 were required to swipe their i-cards to a capture device for admittance. Unlike Campus Recreation entry, this procedure did not verify current enrollment status, so a number of individuals who were not enrolled for the semester attended the program. This report counts each person only one time per event, however, events are reported by categories, except for some college specific events. Unverified and incorrect UINs were not counted in this summary. This report does not include Friday Night Live attendance. Some Lounge Series West events are missing from totals. While this will provide a general overview of student attendance at events, the accuracy and categorization of the swipe data needs improvement to build a complete profile.

### Participant Profile:

- 2,410 valid swipes were recorded at the Spring Semester 2010 Campus Programs events.
- 1,229 unique registered students attended one or more of the event with 476 people attending 2 or more events. 19 individuals attended 10 or more events.
- 735 (59.8%) females and 490 (39.9%) males attended. 4 students were not identified by gender.
- 376 (31.6%) residents and 853 (69.4%) commuter students attended. See table 1 for breakdown by building. 12.3% of the commuters lived in 60607 and 60612.
- 734 (59.7%) undergraduates attended, including 284 Freshmen. See table 2 for breakdown by class standing.
- 246 graduate students and 258 professional students attended.
- 416 (33.8%) individuals were Asian/Pacific-Islanders, 367 (29.9%) White Non-Hispanic, 140 (11.4%) Hispanic, 134 (10.9%) Black Non-Hispanic, Other 56 (4.6%), Unknown, 49 (3.9%) and 3 (0.2%) American Indian.
- 220 (92.0%) of 239 2009 First Time Freshmen were retained to Fall 2010.
- Students from 14 colleges attended, with 479 (39.0%) from LAS, 124 (10.1%) from Engineering, and 98 (8.0%) from Applied Health. See table 3 for breakdown by college.
- Students from 98 majors attended.

## Campus Programs Event Participation Spring

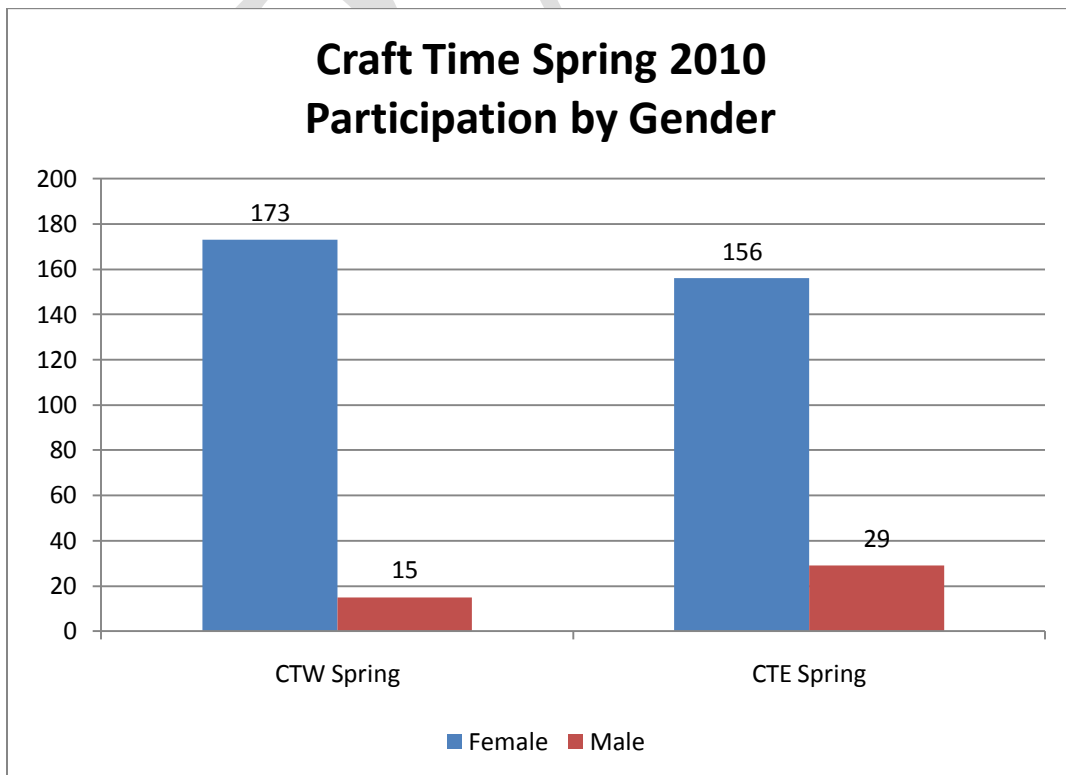
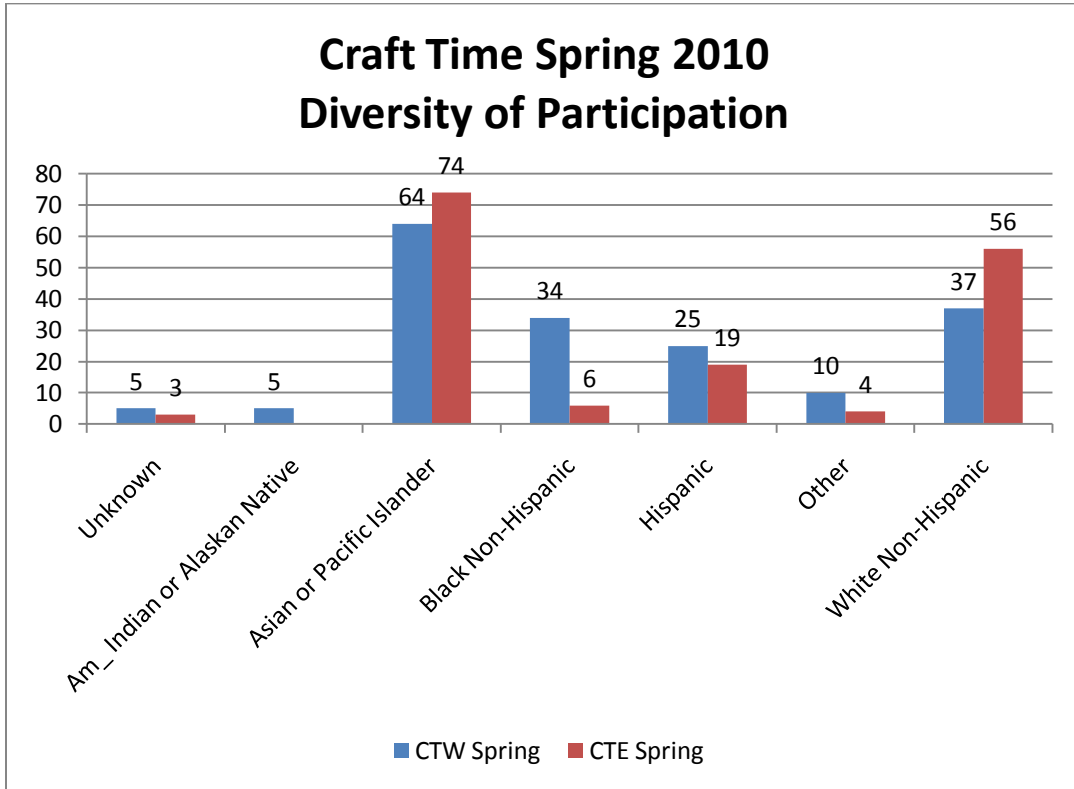
<b>Table 1 Participants by Building</b>		
<b>Building</b>	<b>Number</b>	<b>Percent</b>
SSR	105	27.9%
SRH	96	25.5%
PSR	40	10.6%
CTY	30	8.0%
CMW	28	7.4%
TBH	21	5.6%
CMS	21	5.6%
MRH	12	3.2%
CMN	12	3.2%
JST	11	2.9%
Commuters	853	

<b>Table 3 Participants by College</b>		
<b>College</b>	<b>Number</b>	<b>Percent</b>
Liberal Arts & Sciences	479	39.0%
Engineering	124	10.1%
Applied Health Sciences	98	8.0%
Business Administration	89	7.2%
Coll Medicine at Chicago - CS	91	7.4%
Pharmacy	80	6.5%
School of Public Health	68	5.5%
Nursing	66	5.4%
Dentistry	46	3.7%
Architecture and the Arts	42	3.4%
Urban Planning & Public Affairs	22	1.8%
Education	11	0.9%
Graduate College	10	0.8%
Social Work	3	0.2%

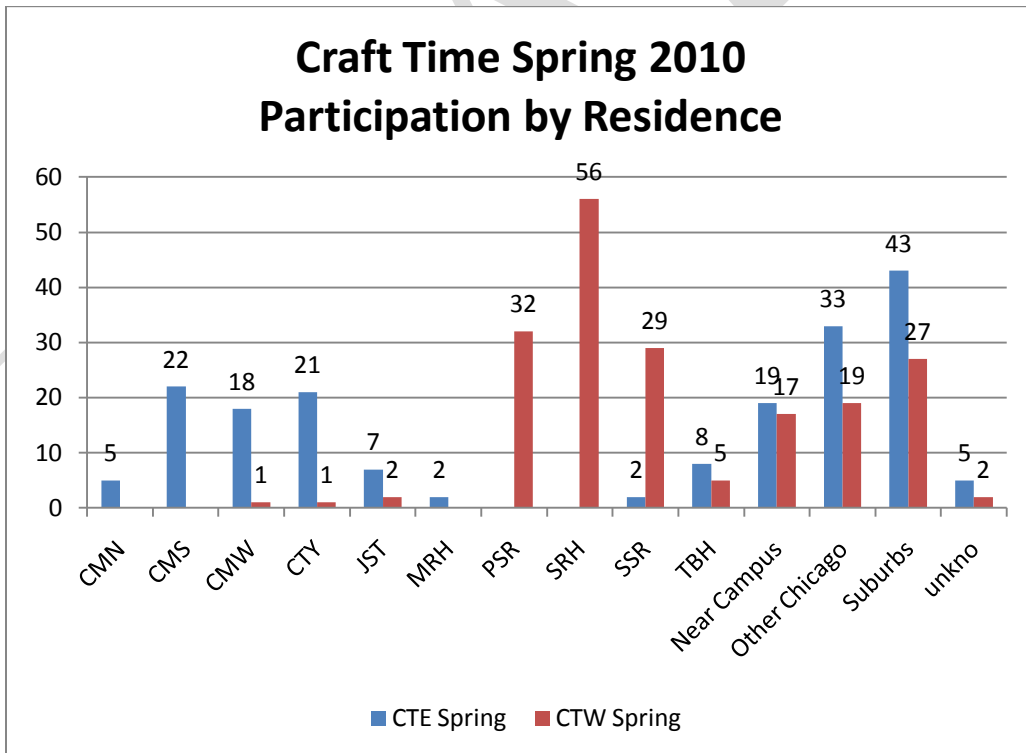
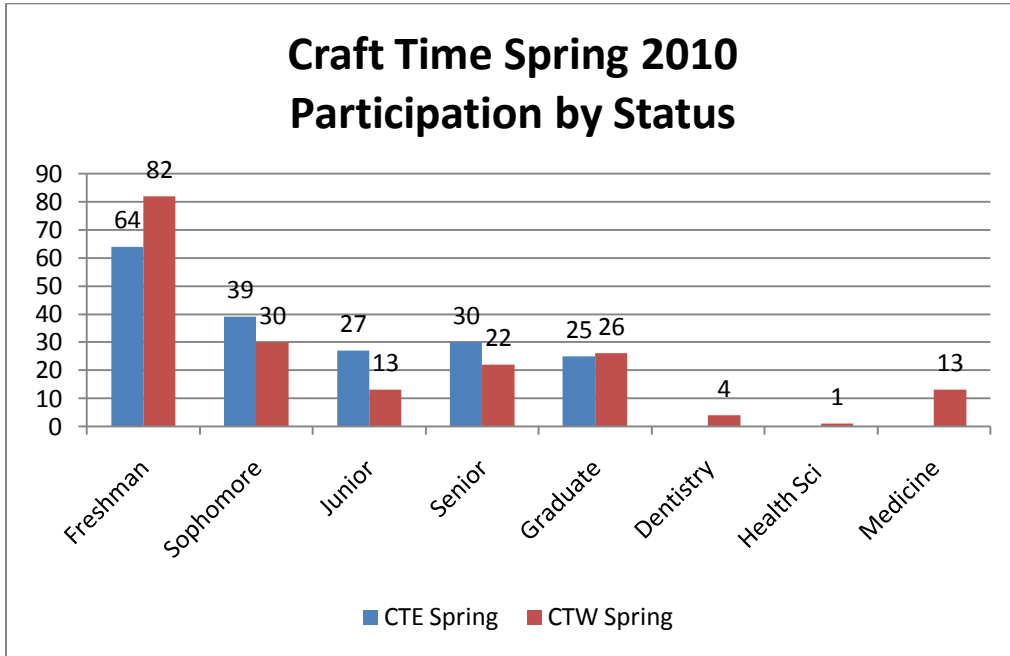
<b>Table 2 Participants by Class</b>		
<b>Class</b>	<b>Number</b>	<b>Percent</b>
Freshman	284	23.1%
Sophomore	157	12.8%
Junior	141	11.5%
Senior	146	11.9%
Und Non-Degree	6	0.5%
Graduate	246	20.0%
Dentistry	46	3.7%
Health Sciences	53	4.3%
Medicine	85	6.9%
Pharmacy	74	6.0%

<b>Table 4 Diversity of Participation</b>		
<b>Ethnicity</b>	<b>Number</b>	<b>Percent</b>
Asian or Pacific Islander	416	33.8%
White Non-Hispanic	367	29.9%
Hispanic	140	11.4%
Black Non-Hispanic	134	10.9%
Other	56	4.6%
Unknown	49	4.0%
Am. Indian or Alaskan Native	3	0.2%

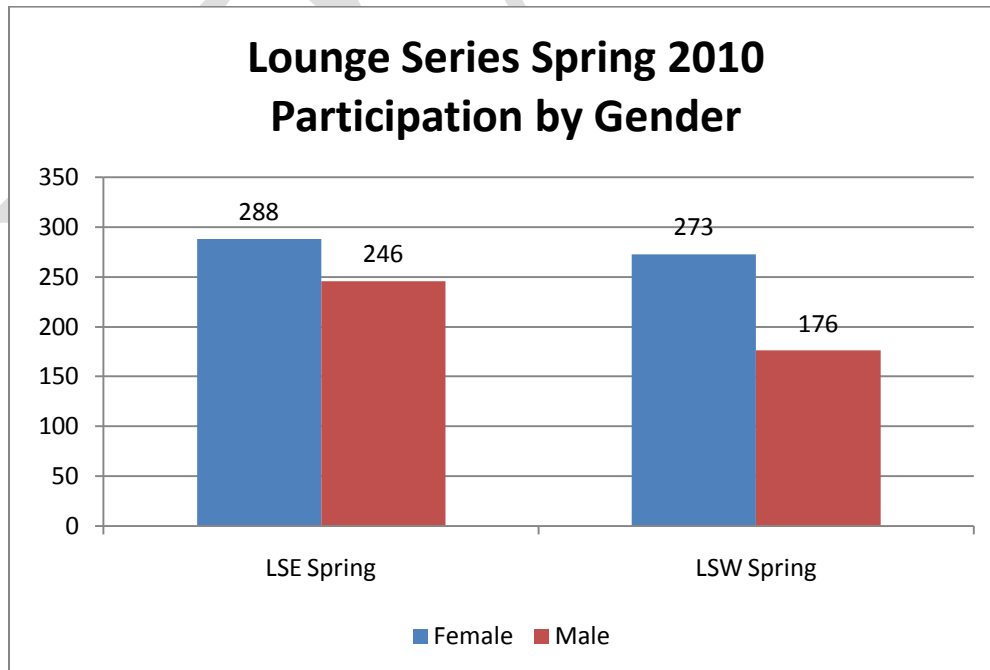
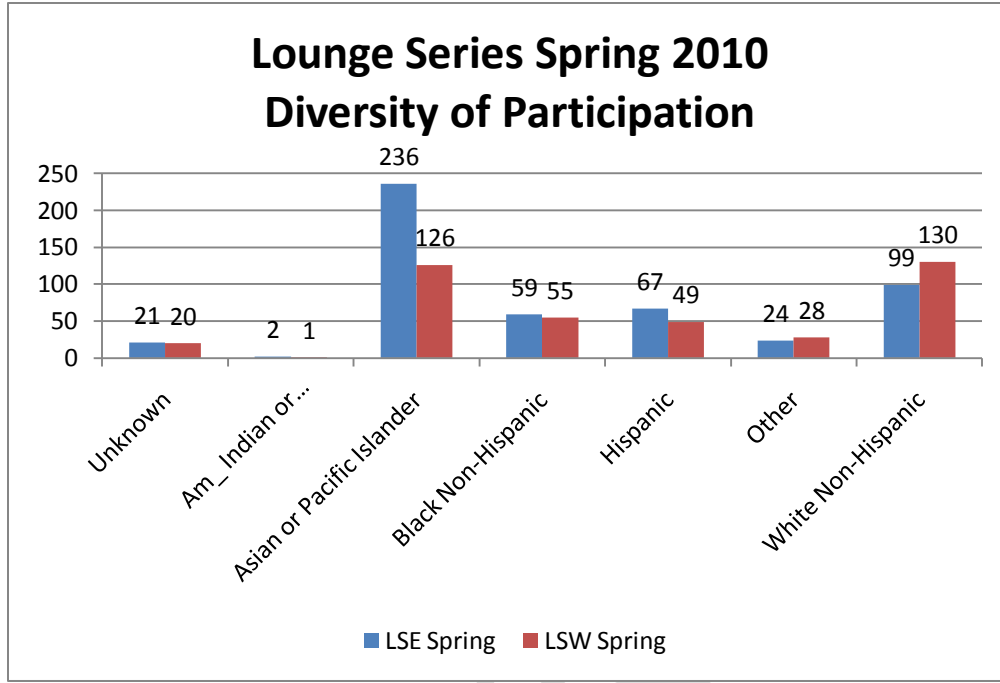
**Attendance Distribution for Select Programs  
Spring 2010**



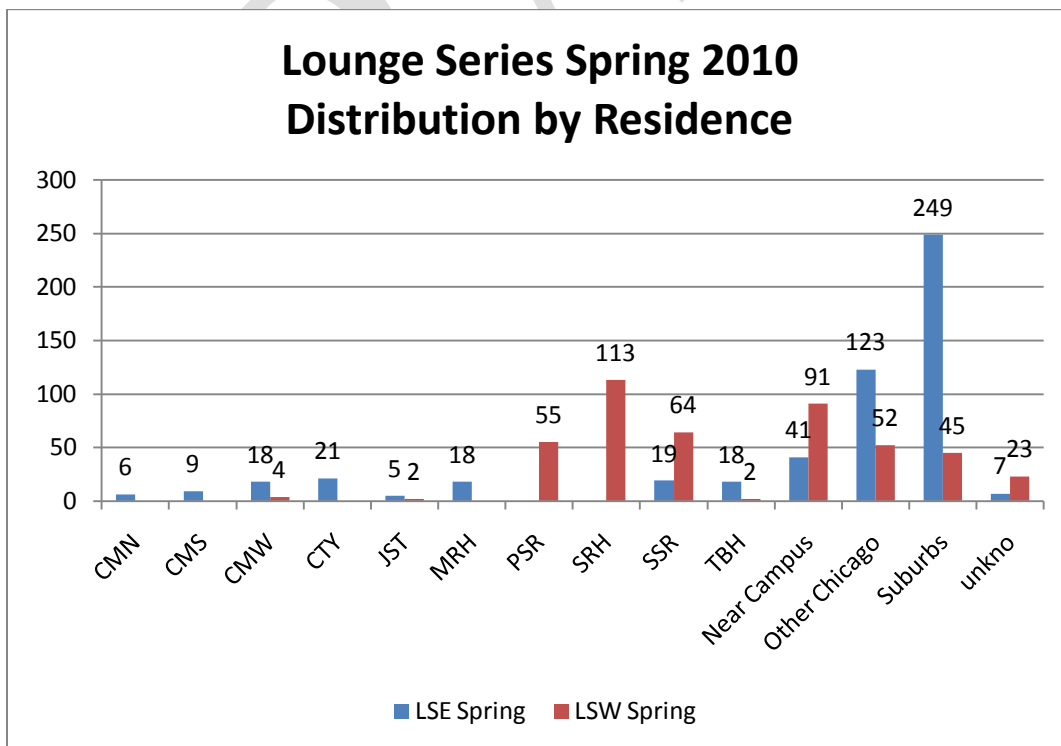
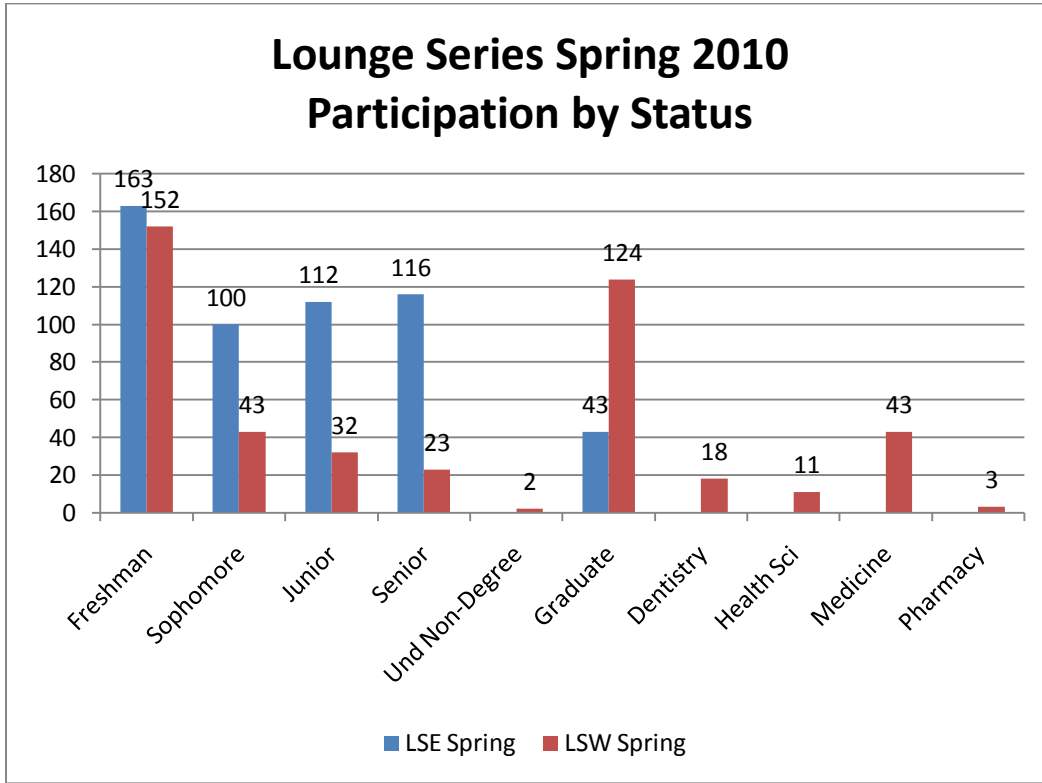
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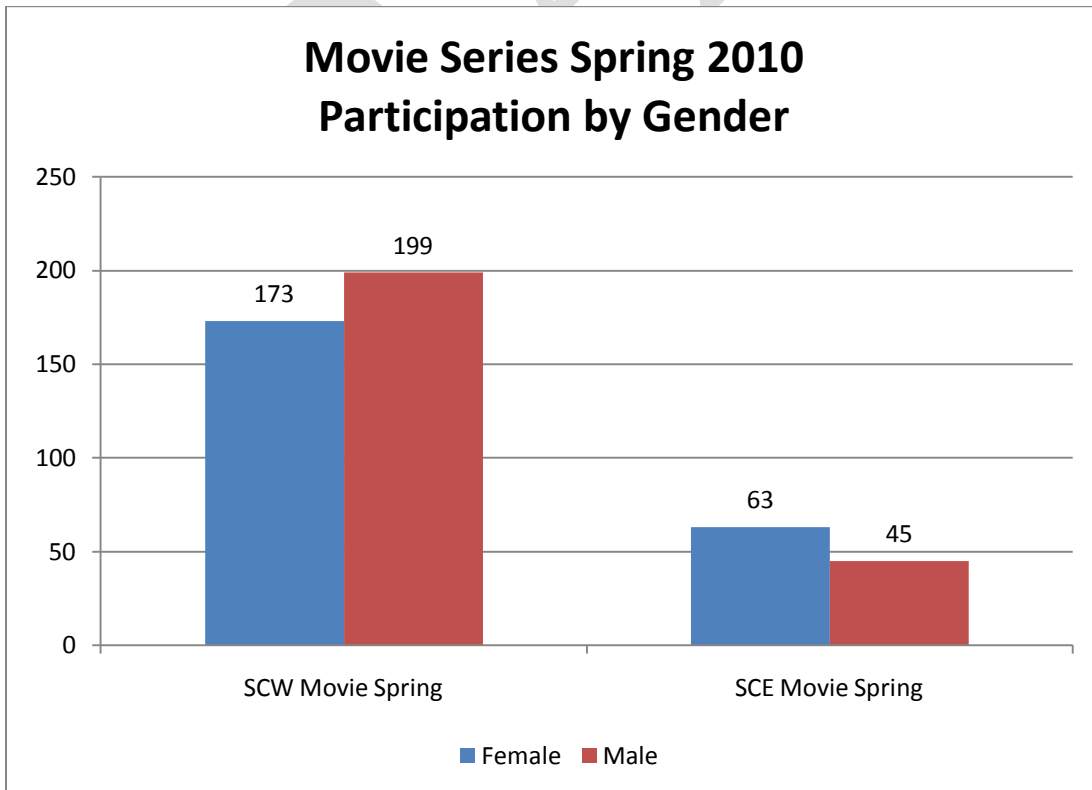
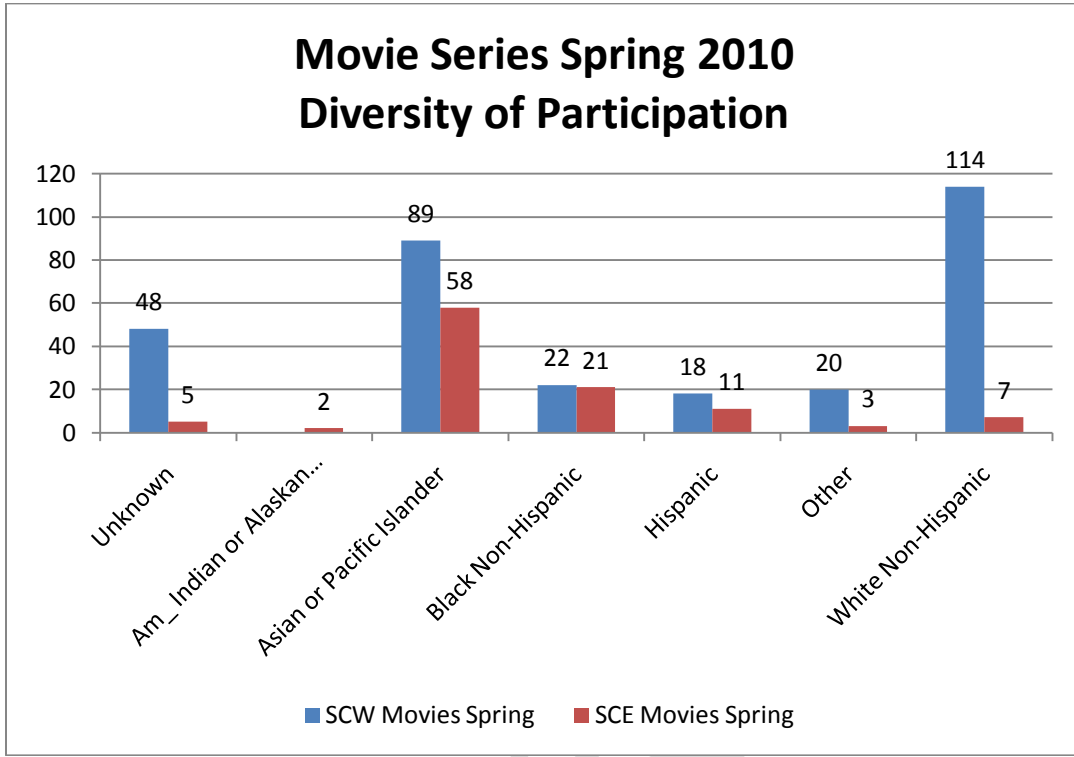
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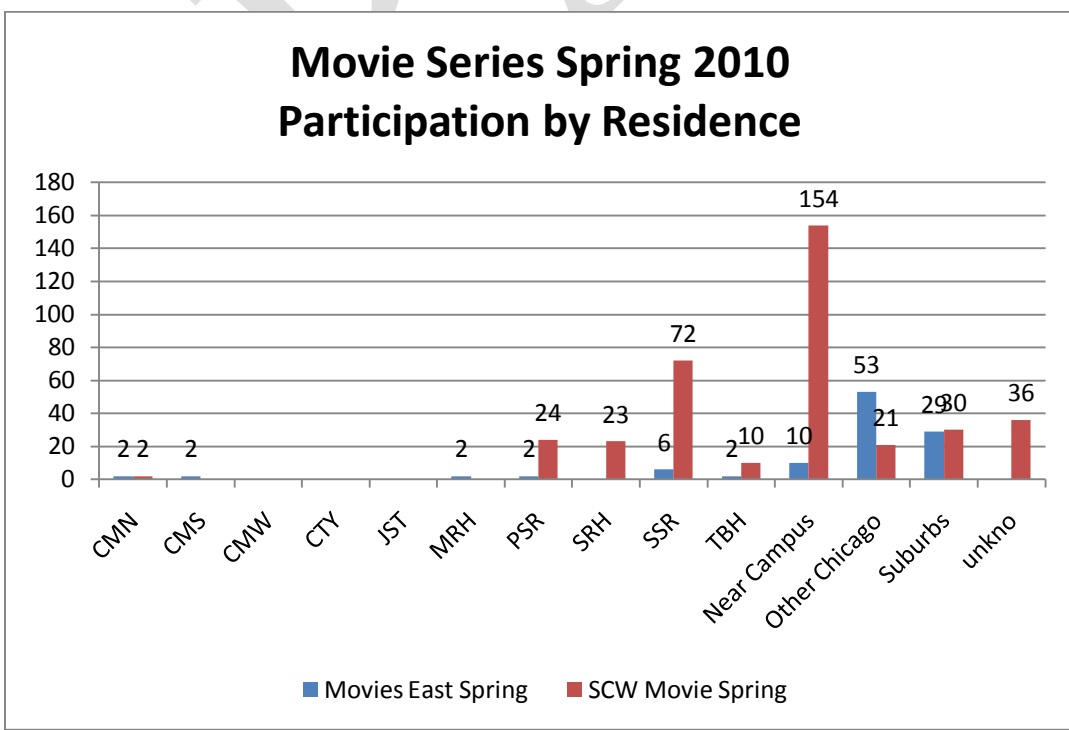
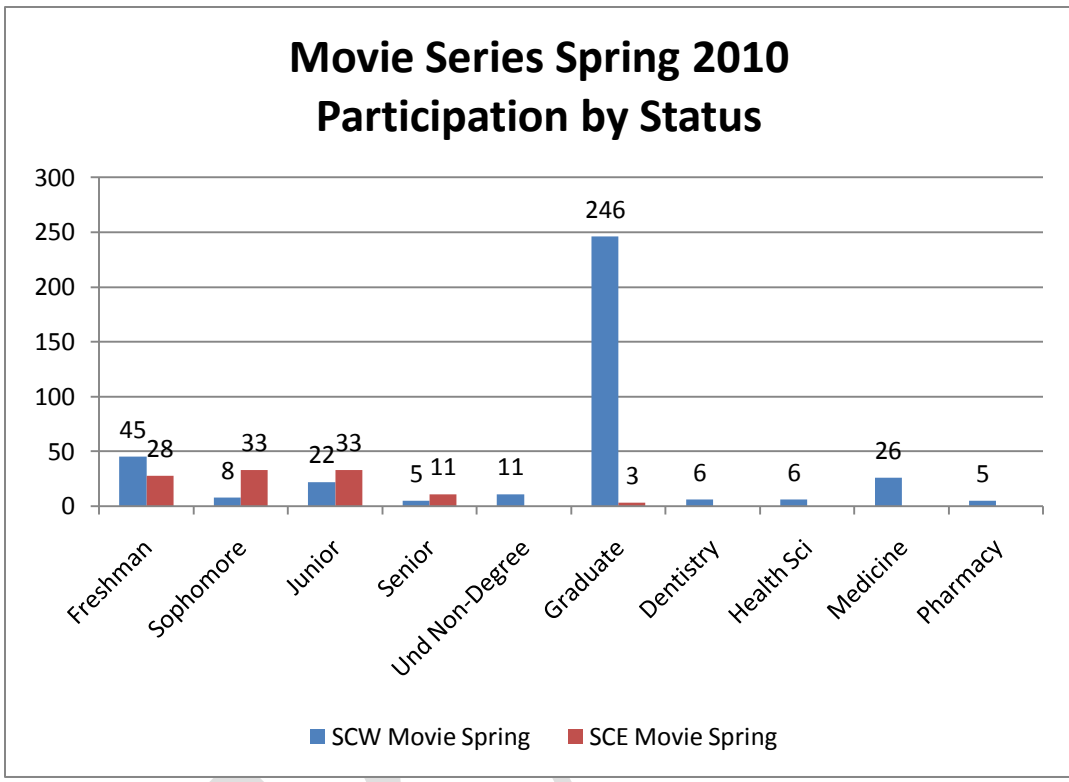
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# Commuter Student Participants Zip Code Distribution

