

Campus Auxiliary Services Assessment Programs

Program Analysis Project: Campus Programs Fall Semester 2009 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 Fall 2009 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:

- 2,633 valid swipes were recorded at the Fall Semester 2009 Campus Programs events.
- 1,561 unique registered students attended one or more of the event with 454 people attending 2 or more events. 15 individuals attended 10 or more events.
- 950 (60.8%) females and 603 (38.6%) males attended. 8 students were not identified by gender.
- 453 (29.0%) residents and 1108 (71.0%) commuter students attended. See table 1 for breakdown by building. 13.2% of the commuters lived in 60607 and 60612.
- 1140 undergraduates attended, including 439 Freshmen. See table 2 for breakdown by class standing.
- 240 graduate students and 180 professional students attended.
- 533(34.1%) individuals were Asian/Pacific-Islanders, 483 (30.9%) White Non-Hispanic, 247 (15.8%) Hispanic, 183(11.7%) Black Non-Hispanic, 60 (3.8%) Other, 51 (3.3%) Unknown, and 4 (0.3%) American Indian.
- 333 (85.8%) of 388 2009 First Time Freshmen were retained to Fall 2010.
- Students from 14 colleges attended, with 749 (48.0%) from LAS, 186 (11.9%) from Engineering, and 149 (9.5%) from Business Administration. See table 3 for breakdown by college.
- Students from 106 majors attended.

Campus Programs Event Participation Fall 2009

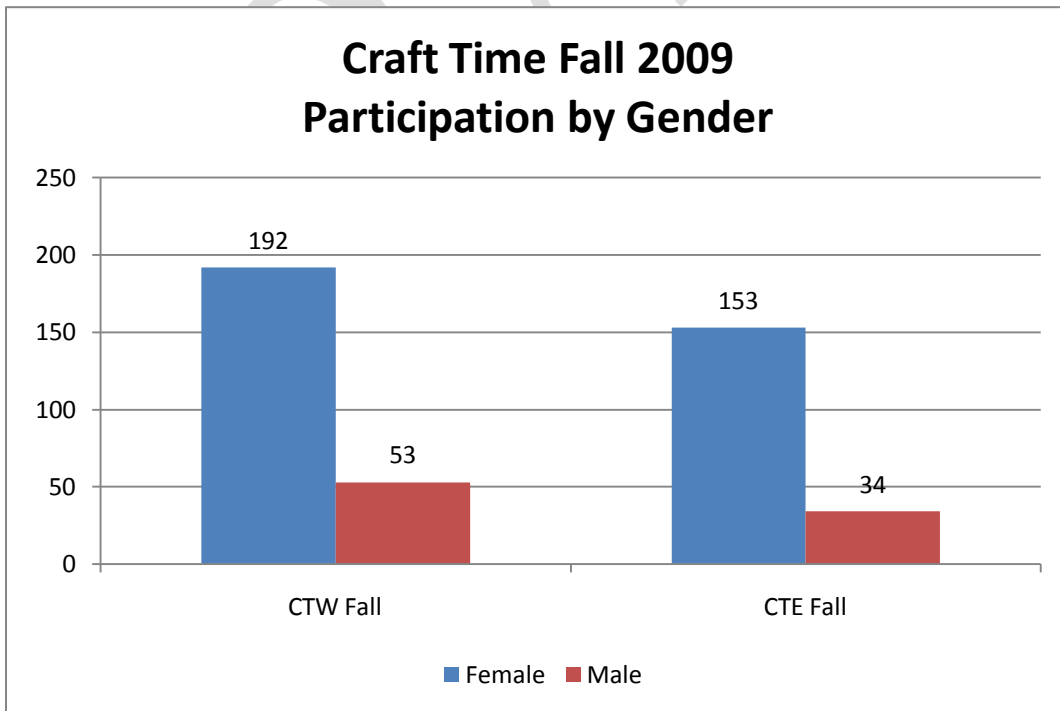
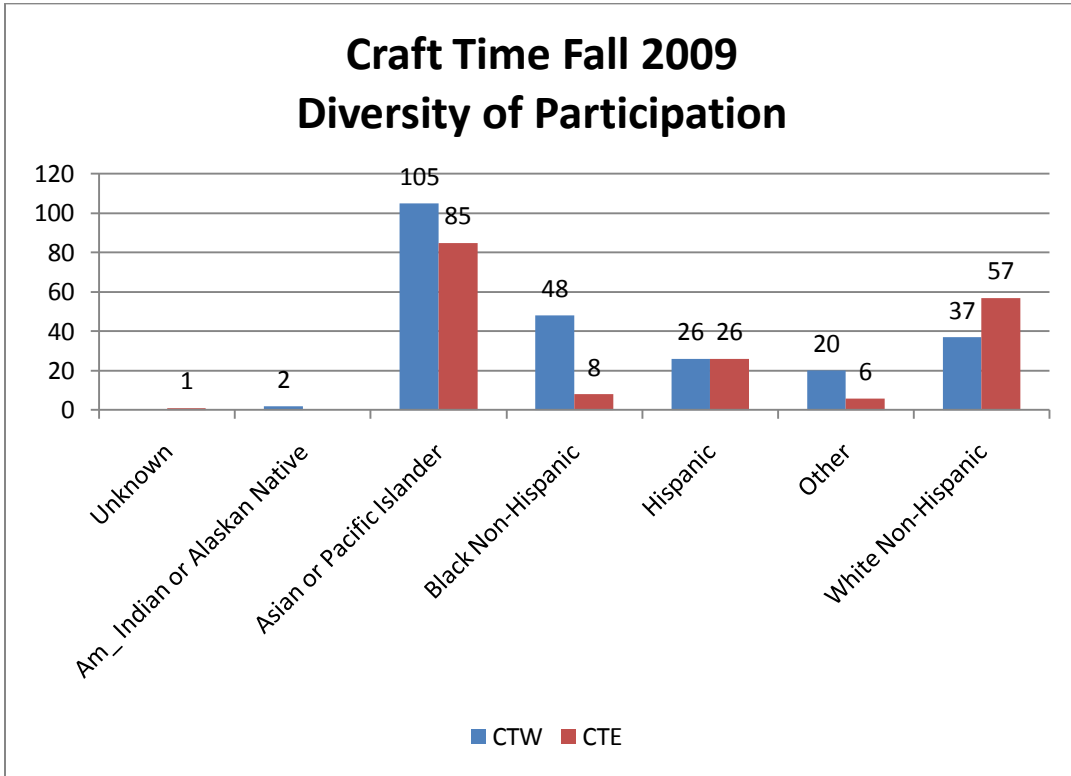
Table 1 Participants by Building		
Building	Number	Percent
SRH	96	21.2%
SSR	89	19.6%
CTY	55	12.1%
CMW	45	9.9%
TBH	40	8.8%
JST	37	8.2%
PSR	33	7.3%
CMS	25	5.5%
MRH	22	4.9%
CMN	11	2.4%
Commuters	1108	

Table 3 Participants by College		
College	Number	Percent
Liberal Arts & Sciences	749	48.0%
Engineering	186	11.9%
Business Administration	149	9.5%
Coll Medicine at Chicago	98	6.3%
Pharmacy	80	5.1%
Applied Health Sciences	72	4.6%
Nursing	71	4.5%
School of Public Health	59	3.8%
Architecture and the Arts	53	3.4%
Education	18	1.2%
Graduate College	8	0.5%
Dentistry	8	0.5%
Urban Planning & Public Affairs	6	0.4%
Social Work	4	0.3%

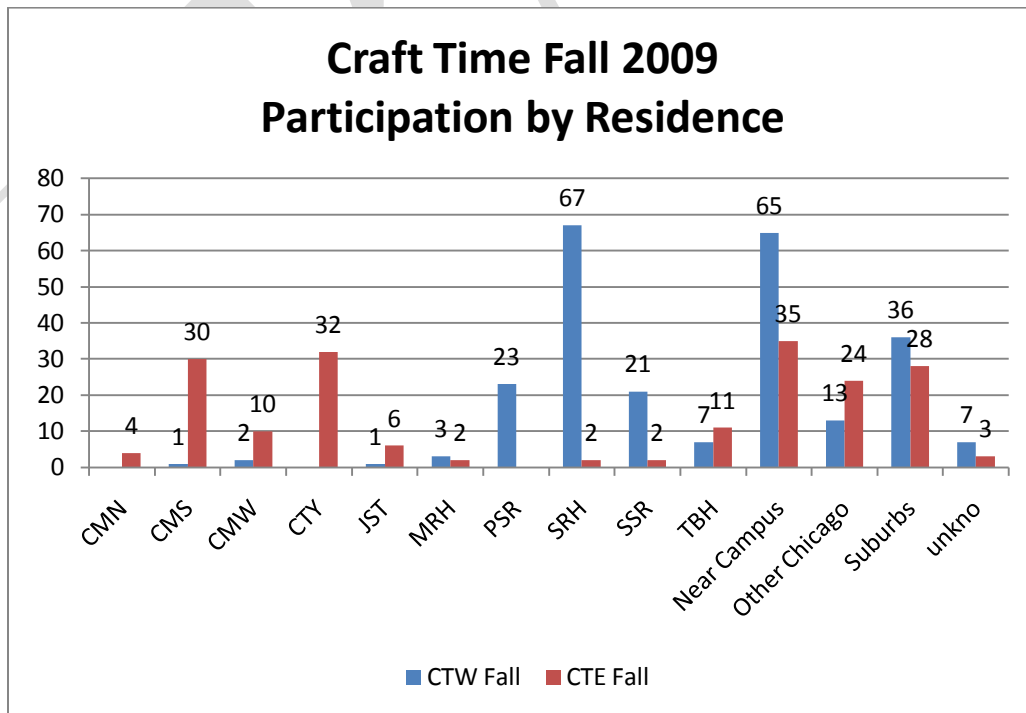
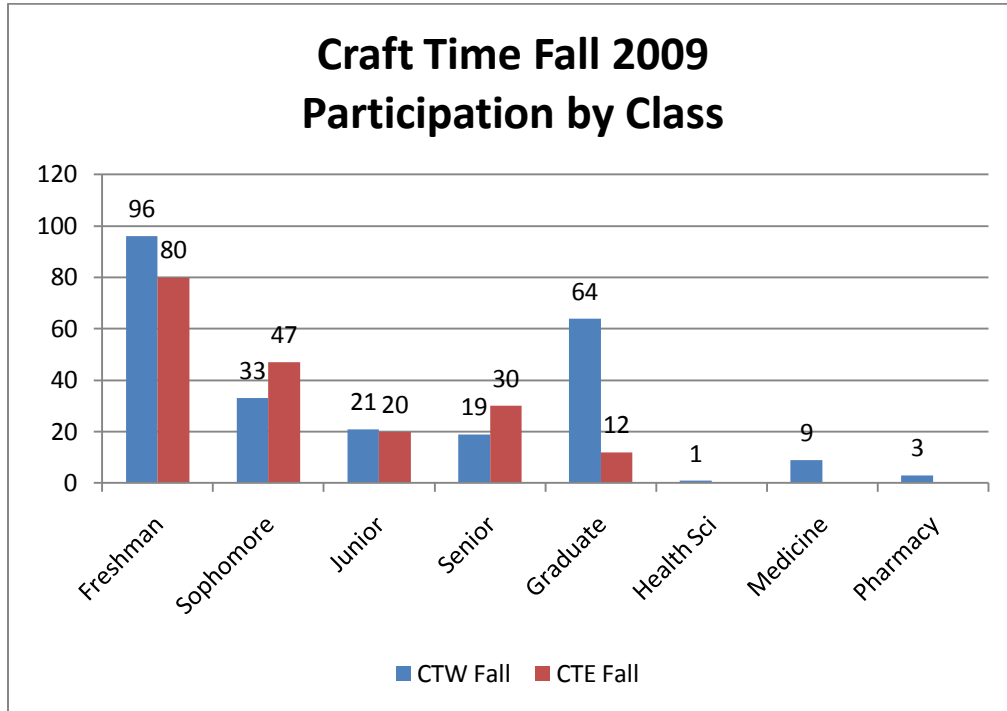
Table 2 Participants by Class		
Class	Number	Percent
Freshman	439	28.1%
Sophomore	211	13.5%
Junior	236	15.1%
Senior	246	15.8%
Und Non-Degree	8	0.5%
Graduate	241	15.4%
Dentistry Yr 1	3	0.2%
Dentistry Yr 2	5	0.3%
Health Sci Yr 1	8	0.5%
Health Sci Yr 2	1	0.1%
Health Sci Yr 3	2	0.1%
Medicine Yr 1	57	3.7%
Medicine Yr 2	13	0.8%
Medicine Yr 3	13	0.8%
Medicine Yr 4	7	0.4%
Pharmacy Yr 1	36	2.3%
Pharmacy Yr 2	23	1.5%
Pharmacy Yr 3	5	0.3%
Pharmacy Yr 4	7	0.4%

Table 4 Diversity of Participation		
Ethnicity	Number	Percent
Asian or Pacific Islander	533	34.1%
White Non-Hispanic	483	30.9%
Hispanic	247	15.8%
Black Non-Hispanic	183	11.7%
Other	60	3.8%
Unknown	51	3.3%
Am. Indian or Alaskan Native	4	0.3%

**Attendance Distribution for Select Programs
Fall 2009**

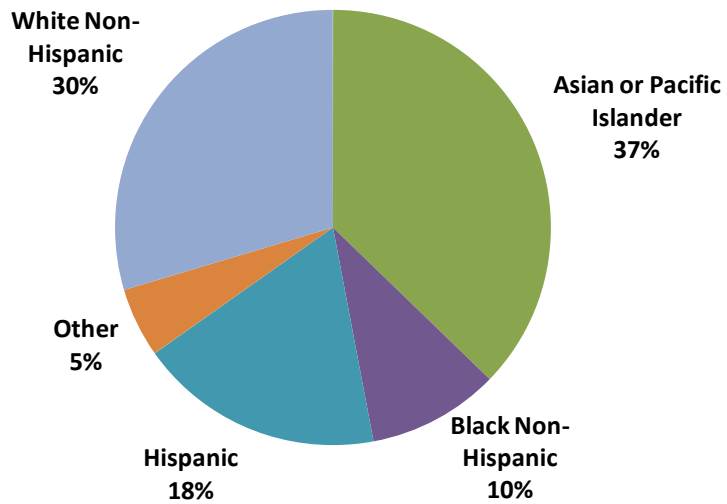


**Attendance Distribution for Select Programs
Fall 2009**

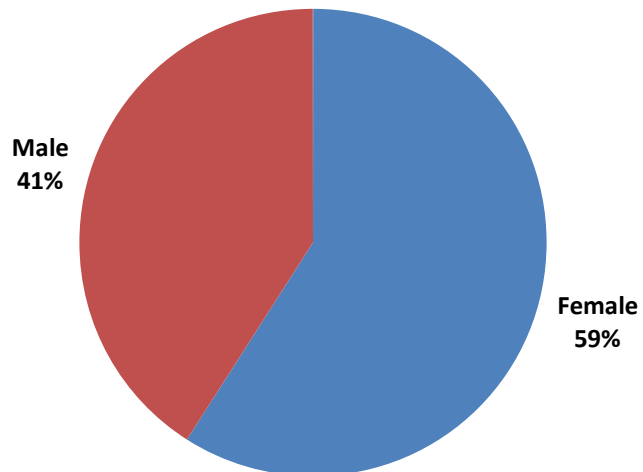


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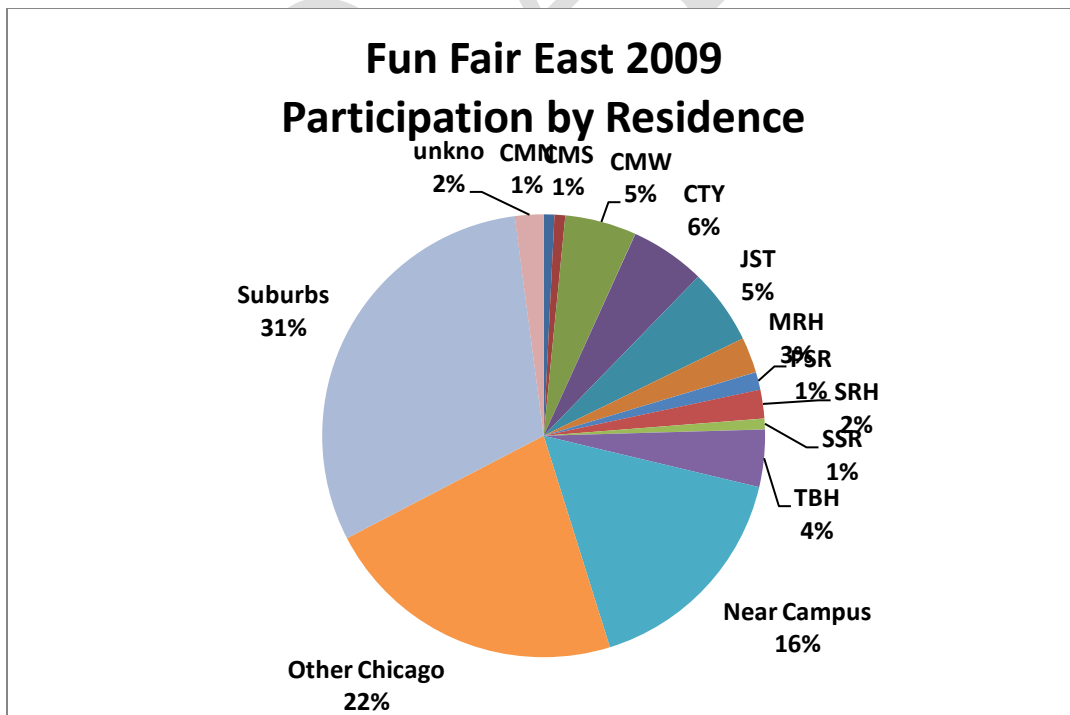
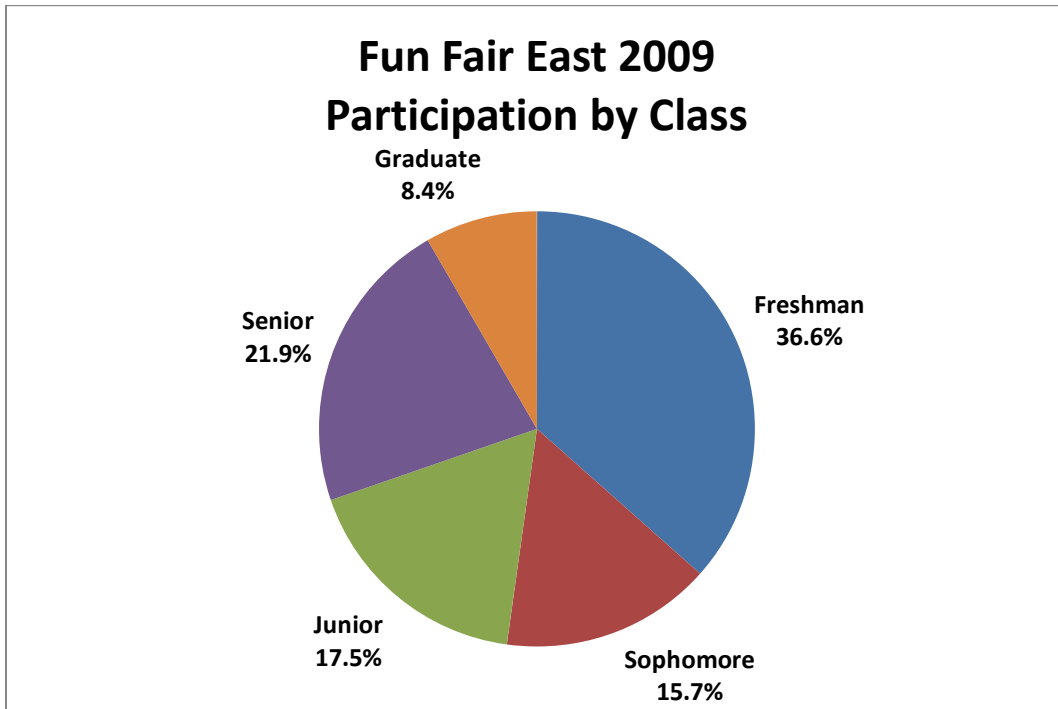
**Fun Fair East 2009
Diversity of Participation**



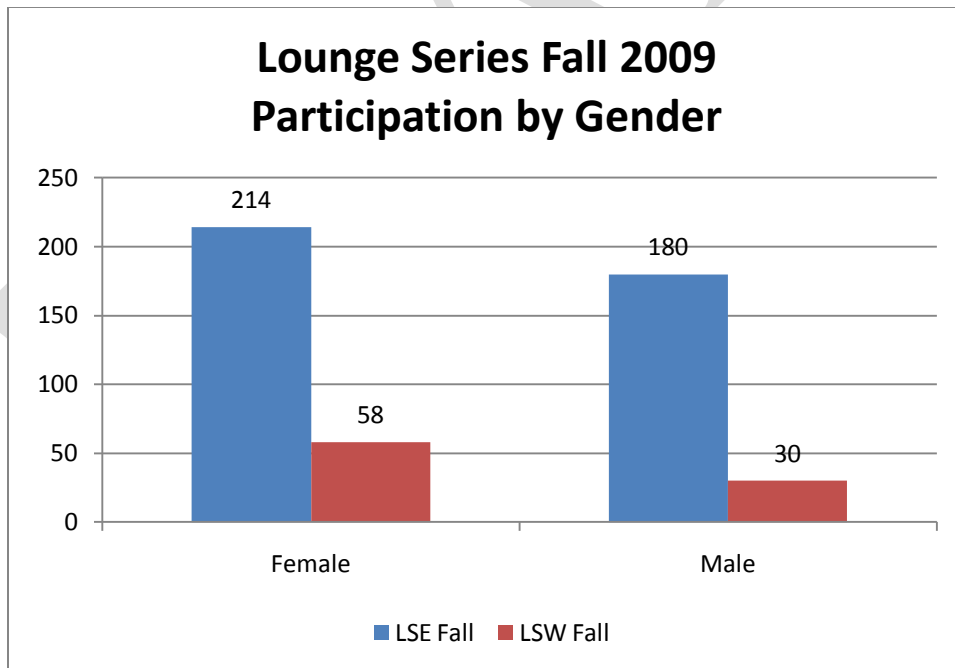
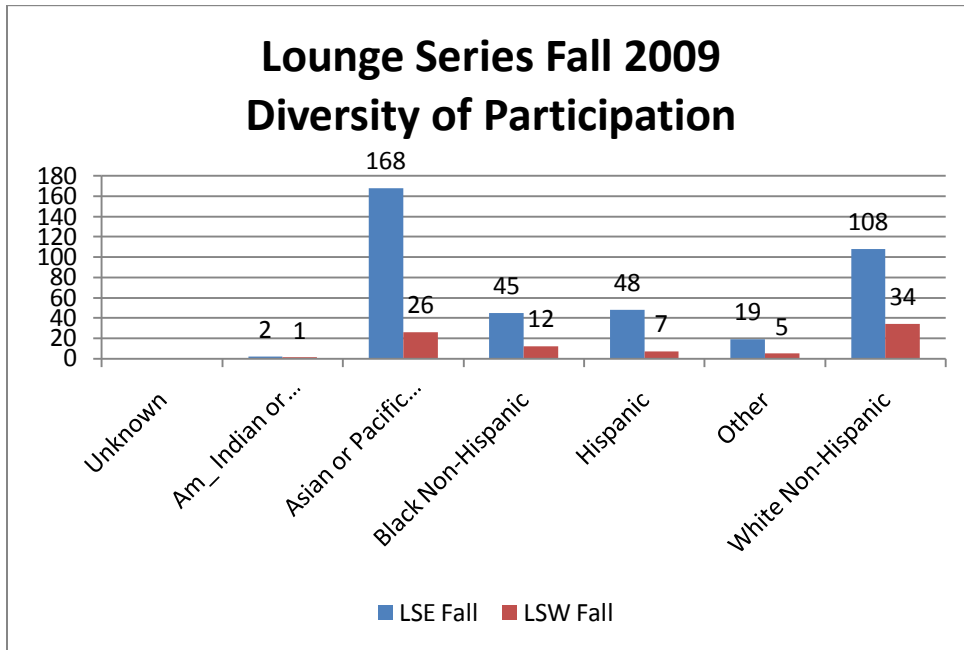
**Fun Fair East 2009
Participation by Gender**



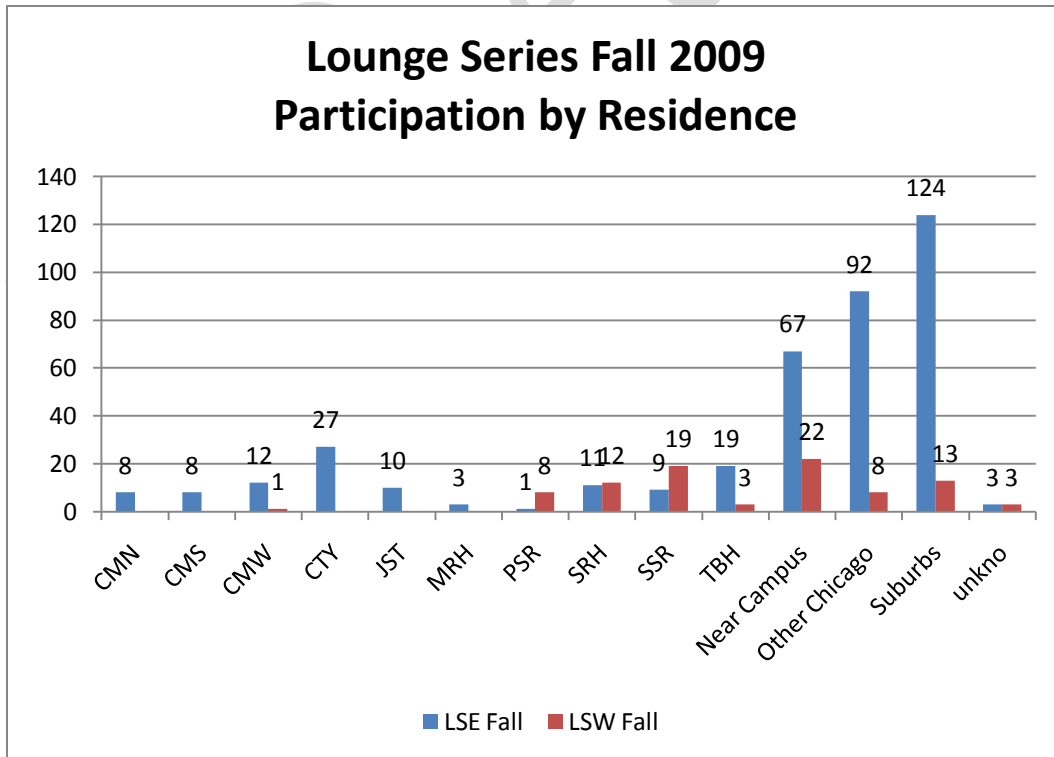
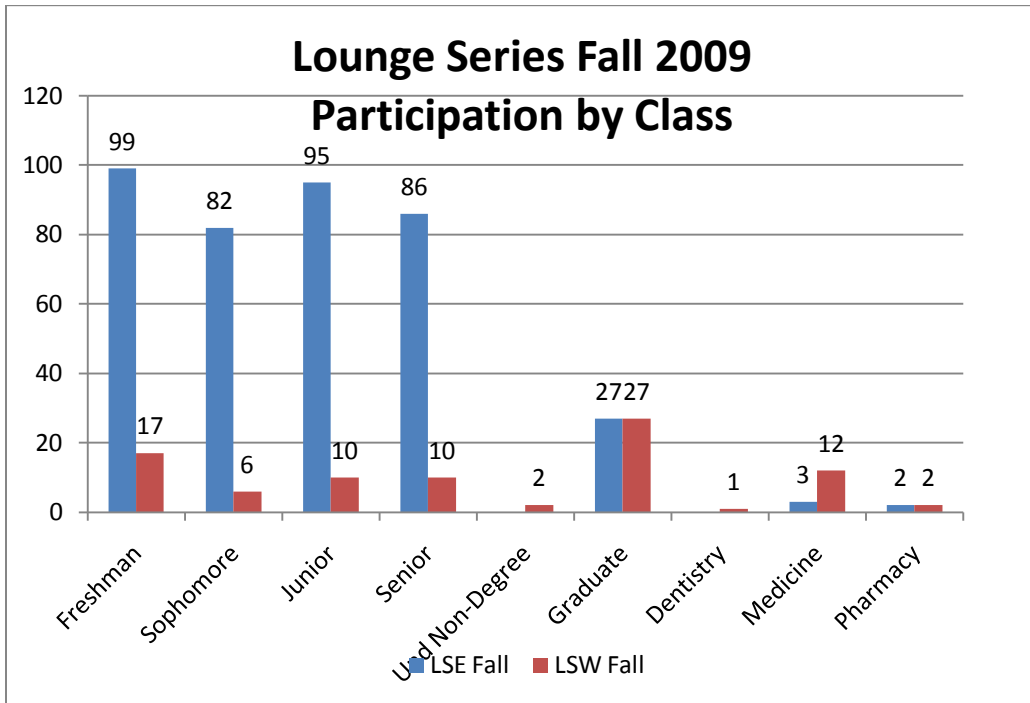
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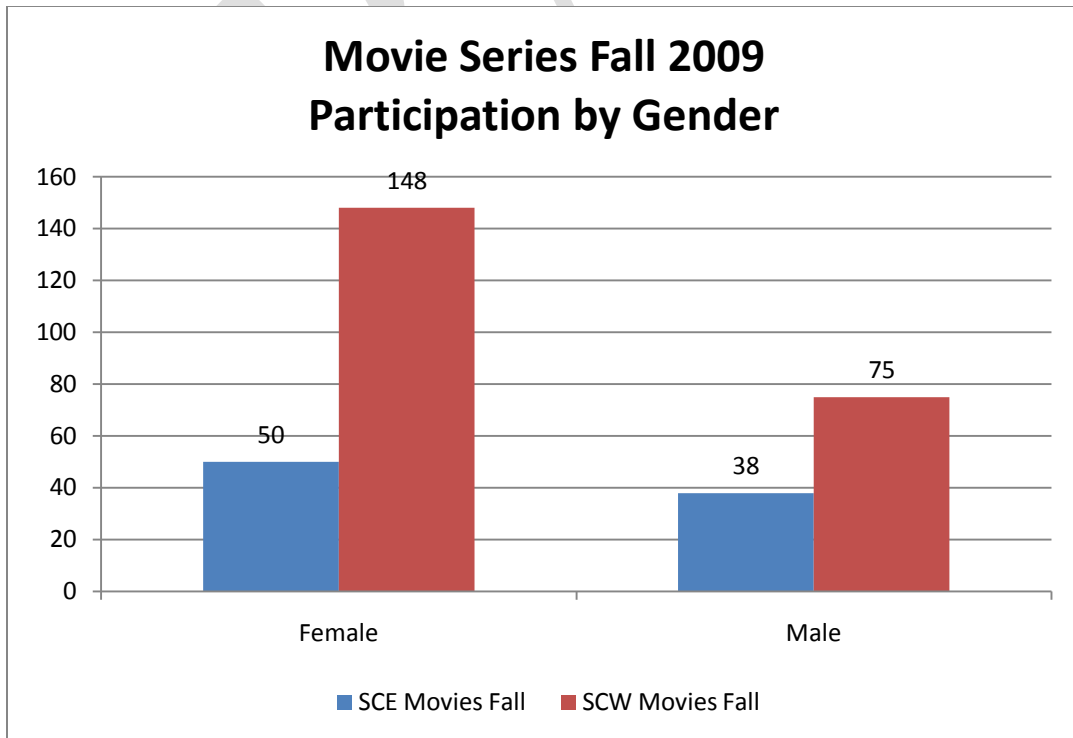
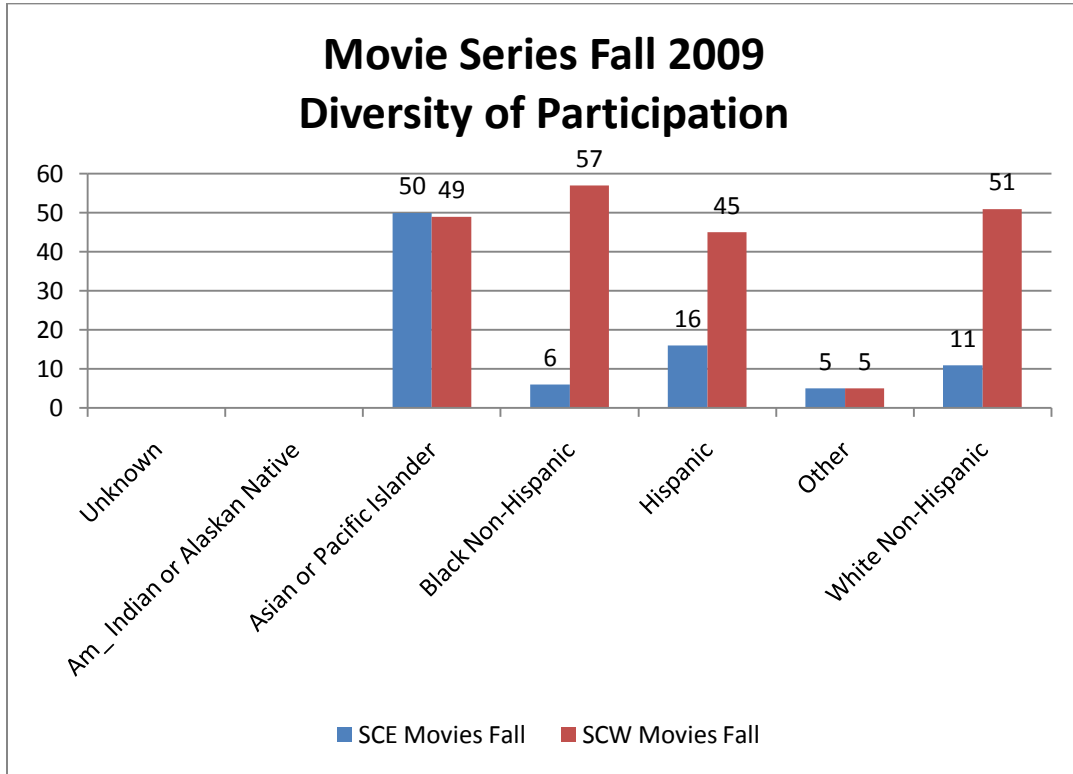
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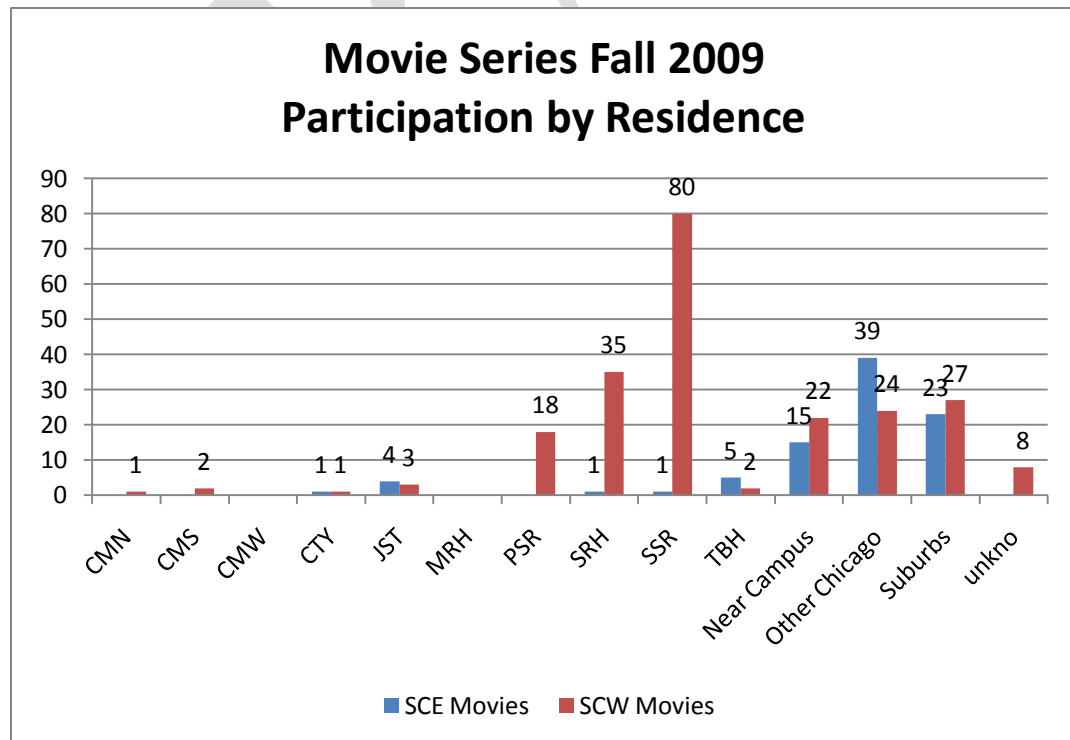
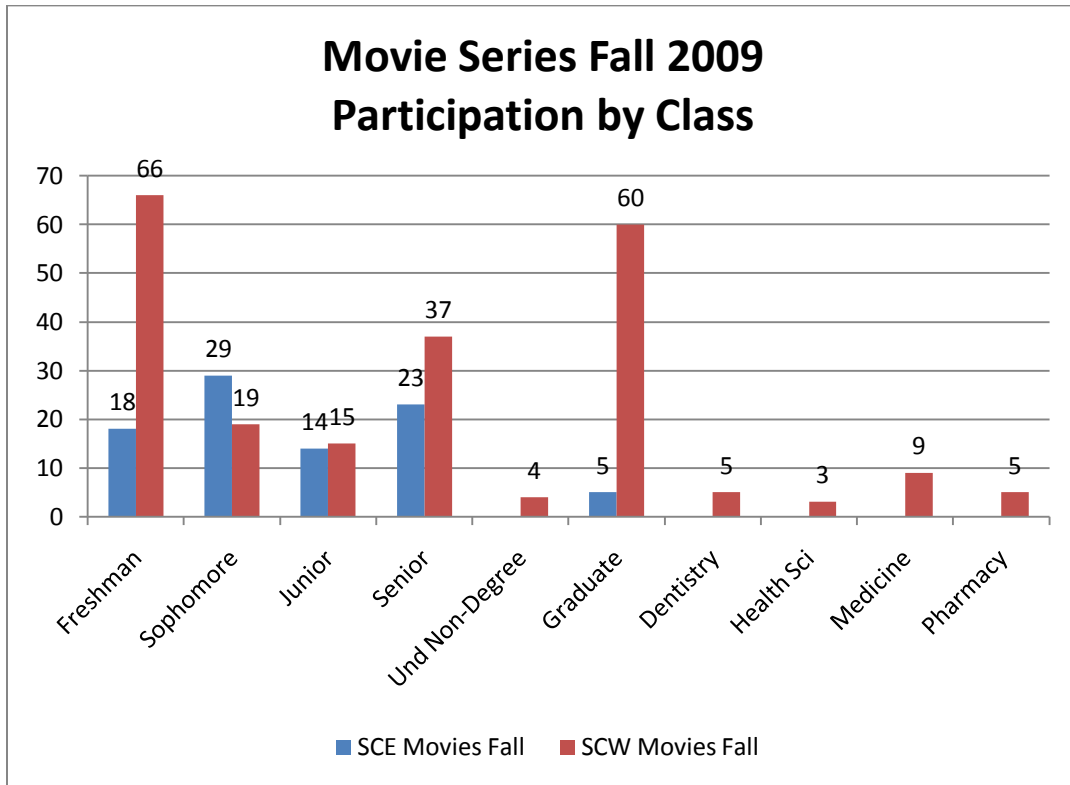
**Attendance Distribution for Select Programs
Fall 2009**



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**Attendance Distribution for Select Programs
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Commuter Student Participants Zip Code Distribution

