

Executive Summary

At the conclusion of the Fall 2008 semester, a survey was conducted by the Office of Student Affairs Quality Enhancement at the request of the Brown-Lupton University Union (BLUU) staff. The purpose of the survey was to identify student utilization patterns, barriers to student utilization, and ways to increase student utilization. A sample of 1824 students were selected randomly from the full-time (12 hours or more) undergraduate student population. The survey was administered during the final week of classes. Approximately 443 students completed the survey, resulting in a 24% response rate. Incentives were provided for survey completion. Results were compiled and an overall summary of those results are presented in this summary.

Classification

The sample seems to represent each class relatively evenly, with senior students comprising the majority of the sample (28%). Twenty percent of the sample indicated they were first year students, 27% indicated sophomore, while 24% indicated junior level status. Chi-square analysis demonstrated no significant difference in class representation.

Residentiality

The majority of respondents indicated living on campus (56%), with 31% reportedly living off campus but within 3 miles of campus. Thirteen percent of the respondents indicated living more than 3 miles from campus. Chi-square analysis demonstrated a significant difference existed between the three responses.

BLUU Utilization Patterns

The majority of respondents visited the BLUU at least once during the fall semester (87%). Most students reported visiting the BLUU one to three times (29.4%). However, almost as many respondents reported visiting ten or more times during the fall semester (29.1%). Seventeen percent of respondents indicated visiting the BLUU four to six times, with 12% reporting visiting the BLUU seven to ten times during this same time period. Chi-square analysis revealed that a significant difference did not exist between the two most often cited visitation frequencies, nor did a significant difference exist between the three remaining frequency selections. However, a significant difference was demonstrated between these two answer clusters.

In terms of time of day usage rates, respondents were most likely to visit the BLUU in the early evening from 5-8pm (62%) and at lunch time between 11am and 2pm (60%). Students reported moderate visitation mid-afternoon between 2pm and 5pm (32%). The least likely times for students to visit the BLUU were mid-morning from 9-11am (22%), during evening hours after 8pm (18%), and early morning before 9am (16%).

Regarding destinations, students clearly visited the BLUU most frequently with the intent to eat at Market Square. Sixty-seven percent of students reported visiting this eatery “frequently” or “always.” The next most cited destination was the Post Office, with approximately 50% of respondents indicating visiting this destination “frequently” or “always.” The next cluster of destinations visited by respondents included 1873, the Corner Store, and the Information Desk.

Sixty-two percent of respondents indicated visiting 1873 “rarely” or “frequently.” Almost 59% of students reported visiting the Corner Store “rarely” or “frequently,” while 55% of respondents cited visiting the Information Desk with similar regularity. Unfortunately, respondents indicated that several destinations were “rarely” or “never” visited. This cluster includes such locations as the BLUU staff offices (96.5%), Frog Prints (93.5%), the Spirit Shop (91.5%), the Student Affairs Office Suite (90.3%), the Student Organization area (88%), free study space (86.4%), and meeting rooms (82.4%).

When asked about student organization use of the BLUU, the overwhelming majority of respondents indicated little to no utilization of the facility. Students indicated the least utilized destination for organizational purposes was 1873, with 84% of respondents indicating having never used this venue. Eighty-two percent of students reported never using Frog Prints for organizational purposes. Surprisingly, almost 76% of respondents reported never using the designated Student Organization area. This was followed by use of outdoor space (72%), Market Square (66%), and meeting rooms (55%).

Barriers to Current Utilization

Respondents who indicated minimal utilization of the BLUU (two or fewer visits per month) were asked about possible barriers to use. Of those potential barriers listed, “Distance” was the most frequently cited, with 43% of respondents selecting this as a barrier to more frequent use. The next most frequently cited barriers included “Food cost” (41%), “Parking” (39%), and “Food quality” (31%). Chi-square analysis revealed no significant difference between items within this cluster of barriers. However, chi-square analysis did reveal a significant statistical difference between this cluster and the next.

This next cluster of barriers includes “Reservation process” (15%), “Room availability” (14%), “Type of space” (10%), “Size of space” (8.5%), “Shuttle convenience” (3%), and “Safety concerns” (1%). Chi-square analysis revealed no significant difference between items within this cluster of barriers.

Future Utilization

When asked what types of programs students would prefer, the majority indicated “Weeknight entertainment” (52%) followed closely by “Weekend entertainment” (45%). Seventeen percent requested “Weekday entertainment.” While entertainment seemed to garner the majority of responses, it should be noted that a moderate number of respondents (31%) requested more “educational opportunities” such as lectures, documentaries, and workshops. Seventeen percent of respondents indicated being “satisfied with current programming.”

When asked about specific services students would like to see featured in the BLUU, 57% requested a “Lounge,” preferably with computers. The next most frequently cited request (50%) was “Rental equipment” such as popcorn machines, grills, tables, chairs, etc. This request was followed by “Additional study space” (40%) and advertisement opportunities from both off-campus (29%) and student organizations (17%).