

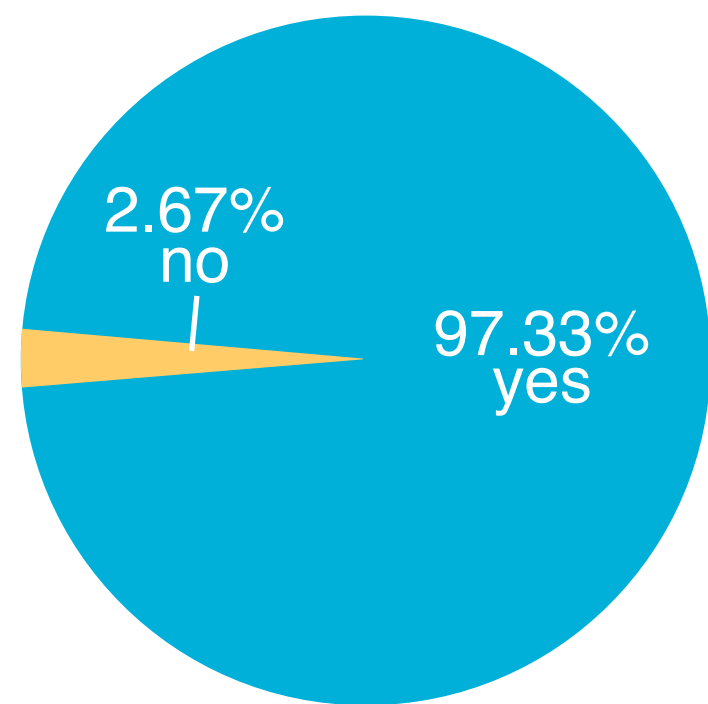
Associated Students Incorporated

Associated Students Incorporated (ASI) is a recognized auxiliary of the University that seeks to advocate for students, promote leadership development and provide high quality programs and services. ASI's motto is "students serving students." One way ASI serves students is through the programs and services offered through the Bronco Student Center (BSC). ASI has many learning outcomes throughout the year, the one we are choosing to feature today is:

After reviewing ASI promotional materials, students will be able to identify the location of the Bronco Student Center and name three types of programs and services found there.

Percentage of Students Who Know the BSC Location

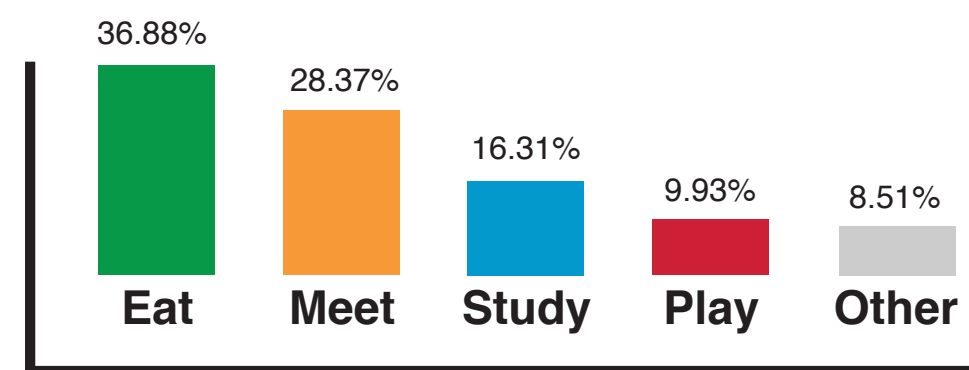
The first thing ASI determined was student's familiarity with the location of the BSC.



Do you know where the BSC is located?

Why Students Visit the BSC

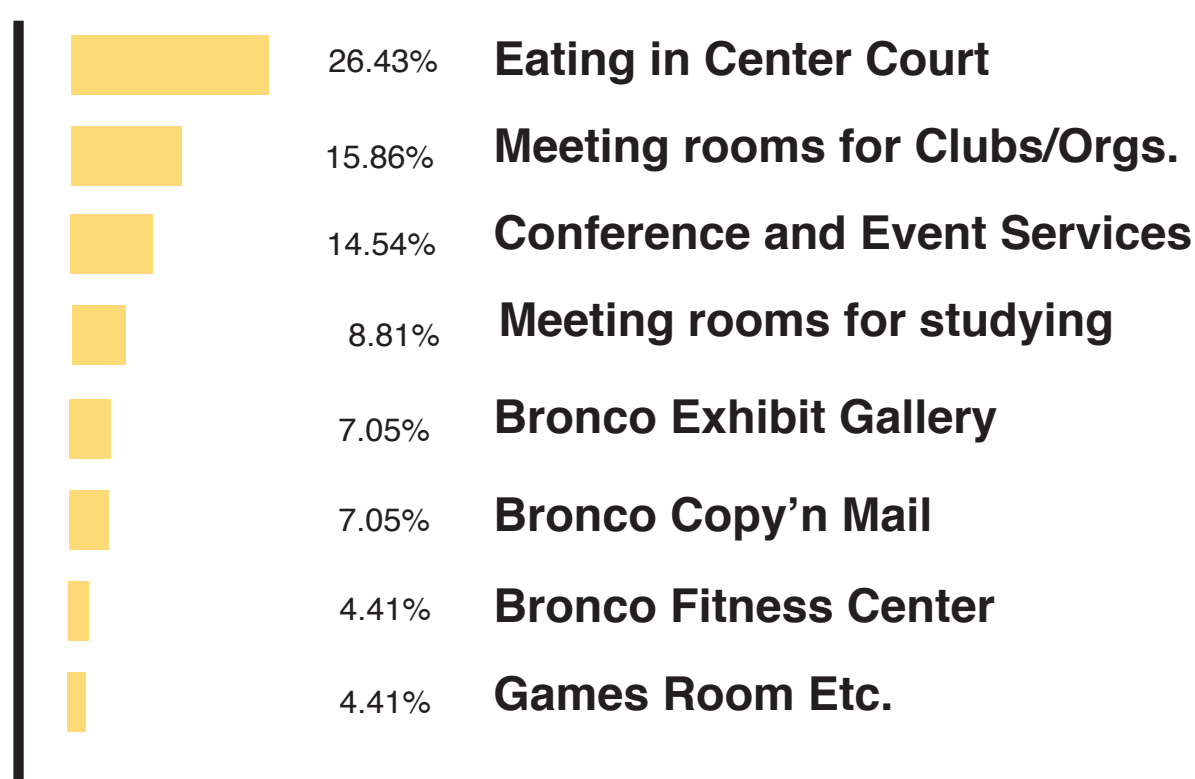
ASI engaged in a marketing campaign in Spring 2007 to highlight the programs and services of the BSC. There are many programs and services offered, so the marketing team condensed them into Eat, Meet, Study, and Play. When students were asked the purpose of their visit to the BSC, we discovered:



For what purpose do you frequent the BSC?

What Students Do in the BSC

"Eat, Meet, Study, Play" only gives students a broad overview of the BSC's programs and services. We asked students which programs and services they have attended or utilized between July 2007 and January 2008 specifically what students do when they visit the BSC.



What BSC programs have you used in the past six months?

Methodology

An initial paper survey was distributed in September 2007. This survey focused primarily on students' knowledge of the "Eat, Meet, Study, Play" campaign. There were 47 respondents to the paper survey that was randomly conducted during the Hot Dog Caper event in front of the BSC. A follow-up survey was conducted with PDAs using the Student Voice software in January 2008. The follow-up survey focused on the location, programs, and services of the BSC. Students were randomly surveyed at various times and locations across campus, 75 students responded.

Follow-up

In Spring 2008 ASI will conduct a final Student Voice survey using PDAs and Web to learn more about student's knowledge of the BSC's programs and services.

