

# Student Organization On-campus Event Planning Needs

**What do student organizations need related to planning on-campus programming, and to what extent does the Office of Student Involvement meet these needs?**

## Methodology

- An internally-created Qualtrics survey was distributed to student organization leaders identified from the online community management system for student organizations.
- Quantitative data were analyzed by calculating frequencies and percentages for survey items and qualitative data were analyzed using thematic analysis for areas of commonality.

## Demographics

- Of the 658 students invited to participate, 112 opened the survey, of which 44 provided partial or complete responses.
- Student leaders include organization presidents, treasurers, and any other leadership roles designated within each organization.
- Organization types represented by respondents include: academic, pre-professional, fraternities and sororities, religious, cultural, activist/political, entertainment/performance and community service/engagement.

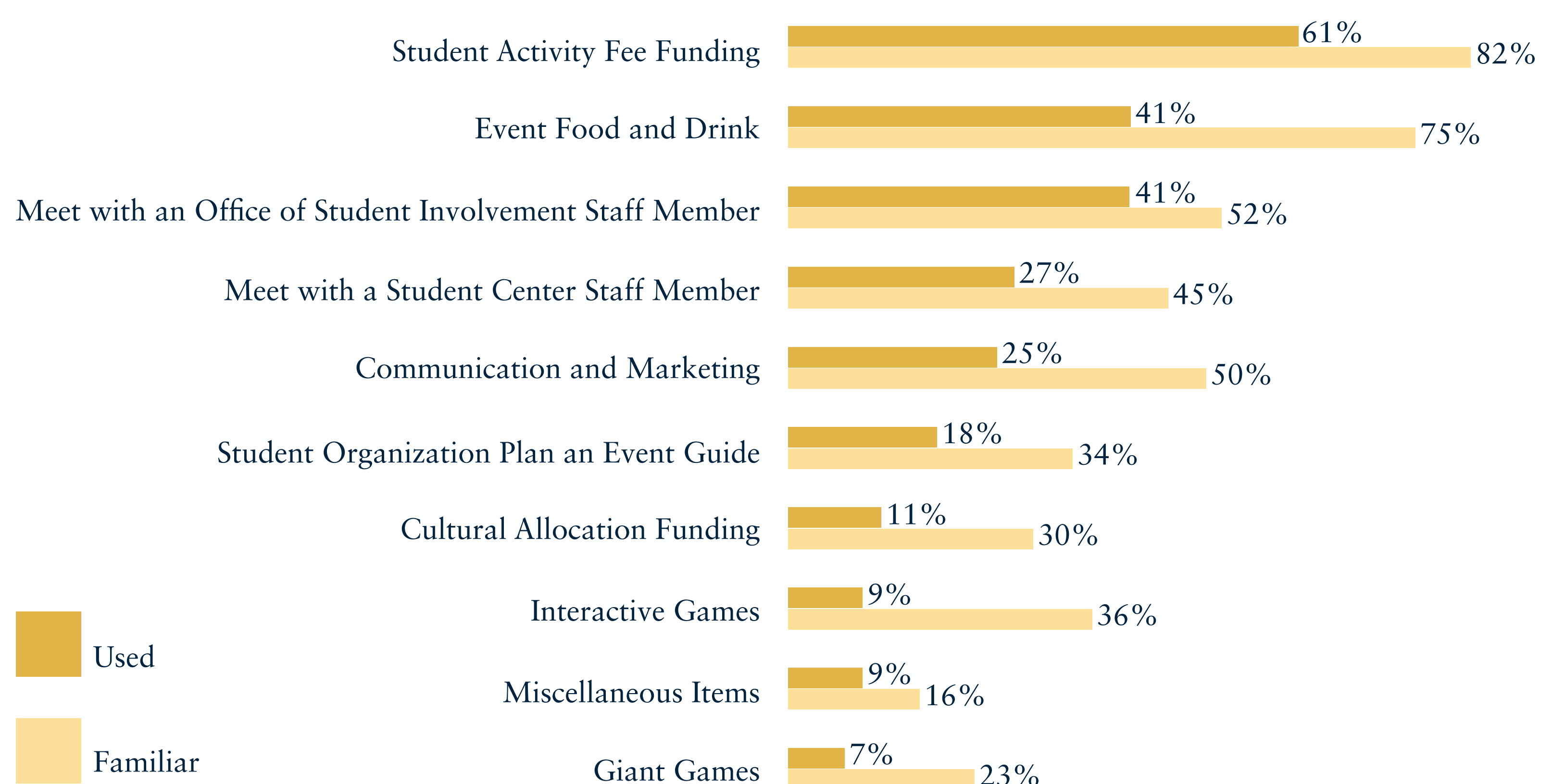
## Key Findings

- Most commonly used resources included Student Activity Fee funding (61%), meeting with an OSI staff member (41%) and event food and drinks (41%).
- Least commonly used resources included giant games (7%), interactive games (9%) and other miscellaneous items (9%).
- 43 of 44 respondents reported their primary on-campus event planning concerns were funding sources (28 students), marketing and advertising (26 students) and space availability (24 students).
- Areas that students felt were below average in meeting their organizations' needs included the Student Activity Fee Funding (12 students) and the Cultural Allocation Fund (8 students).

## Plan of Action

- Develop a marketing plan for on-campus event planning resources to help students understand how they can use existing resources.
- Incorporate a section on additional funding sources during the Student Activity Fee Board and Cultural Allocation Board trainings.
- Create and post new event bases to include templates for coordinating materials, room reservations, layouts and additional resources for on-campus events (e.g., karaoke, movie night, bingo).

## On-campus Event Planning Resources: Used vs Familiar



### Social Media Information