





















FOLLOWING FOLLOWERS **TWEETS** 2,012 2,013 36,000

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#METHODOLOGY

At each event, Student Activities swiped student IDs to attain attendance numbers along with demographic data. Not every student that attended was accounted for using the card swiping system, due to card swipe locations and student personal preference. Demographics for each of the events were compared to get a snapshot of what kinds of students attend Student Activities events.

#DISCUSSION

- First Flight Movie Night
- Mean Green Fling
- # Non-Trad Week
- # Off Campus Eagle Extravaganza
- # Homecoming 2013 (5 events)
- # University Day
- # **EarthFest**
- # Family Fun Night Spring and Fall 2013
- Welcome Back Bash 2014 #

SAC tends to typically reach the freshman class at UNT; this could be due to our large campus events reaching out to incoming/on-campus students, such as Mean Green Fling. With the growth of OCSS, we are anticipating an increase in juniors and seniors stats.

SAC and OCSS's events are fairly representative of the UNT student population; the most active ethnicity that attends our events is white, while they make up 43.36% of the UNT population. Hispanics and African American students are the next larger demographics we appeal to at our events. A challenge for all events is: "How do we appeal to a variety of audiences at each event?"

It is not a surprise that the population attending our events is between 19-24 years old and female. This is the traditional age of college students attending universities, and females make up the larger part of students attending UNT. We are working to provide better programs to our non-traditional and commuter students, in addition to getting them involved in our larger campus events. However, we know their attendance will remain an issue for programs that are provided during typical work hours (8AM-5PM).

#GROWTH

Our study focused on how Student Activities and Off Campus Student Services helps connect students to the institution by getting them involved and providing them with easy access to various resources on campus throughout the academic year. Research shows that students who get involved on campus are more likely to persist at an institution.

We examined the overall university enrollment compared to one of our largest programs, Mean Green Fling, to illustrate the reach of our programming efforts on the student population over time.

#SELFIE: Student Activities Involvement

#INTRO

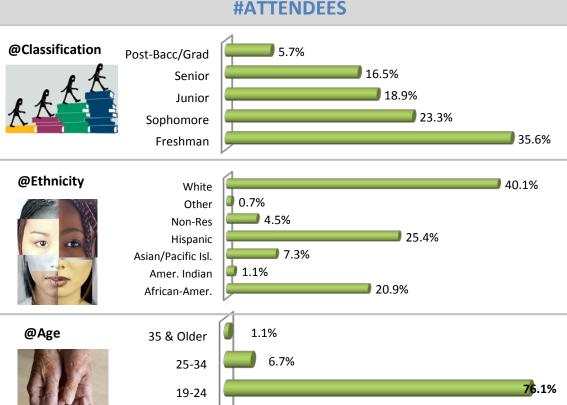
A significant part of students' college experience is getting involved on campus. Student Activities provides a wide range of services for diverse students, from incoming freshmen to off-campus & commuter students. ♣ Reply ♣ Retweet ★ Favorite ••• More

By reviewing the demographics of Student Activities large and small campus events, we will identify the classification, ethnicity, age, and gender of students that attend our events. ◆ Reply ★ Retweet ★ Favorite ••• More

After reviewing the data for 14 of the main large and small programs hosted by Student Activities (SAC) and Off Campus Student Services (OCSS), we have identified many patterns that are not a surprise to our office. ◆ Reply ♣ Retweet ★ Favorite ••• More

By focusing on who is attending our campus events, we can create access for multiple demographics and better engage the entire UNT student population.

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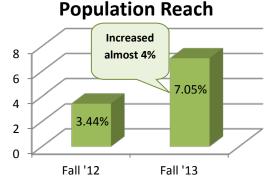


*data from 2013-2014 SAC Events

#GROWTH

MGF Attendance 3000 2000 2540 1000 1240 0 0 Fall '12 Fall '13

Under 19



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