Assessment Note

Office of Academic Assessment and Institutional Research Ball State University

AAIR No. LEAP-A2-2006

Campus Organizations and Activities Survey Summary of Responses for General Organizational Questions

Introduction

In the spring 2006 semester, a group of randomly selected Ball State freshmen were invited to participate in a series of assessment activities over the course of their next four academic years. This group is known as the Longitudinal Evaluation and Assessment Panel (LEAP). The members of LEAP were asked to participate in three surveys during the first semester of this project. Participants received \$10 in Cardinal Cash for every survey completed.

The following is a brief summary of responses to selected items from the *Campus Organizations* and *Activities Survey*, which was one of the three surveys LEAP participants were invited to complete. Of the 350 students invited to complete the survey, 45 participated for a response rate of 13%. Comparisons between respondents and all freshmen on several demographic characteristics are listed in Table 1 below.

TABLE 1
Demographic Characteristics of Respondents and Freshmen

	Respondents	All Freshmen
	Percentages	
Gender*		
Female	82.5	57.4
Male	17.5	42.6
GPA *		
Lower than 2.00	2.2	17.1
2.00 to 2.49	6.5	17.0
2.50 to 2.99	23.9	22.6
3.00 to 3.49	32.6	24.6
3.50 to 4.00	34.8	18.7
Hours this term		
Part time	0.0	1.9
12-15 hours	55.6	62.1
16-18 hours	42.2	35.5
19 or more hours	2.2	0.5

^{*} Significant differences between this item and all respondents at $\alpha \le .05$

Most of the survey was specific to certain campus organizations or activities. However, two items at the end of the survey were concerned with the general dissemination of information about campus activities. The first question asked students how they would obtain more information about an organization, and the second asked what would be the best means for organizations to provide information to the students.

Obtaining Information from Campus Organizations and Activities

Respondents were asked how they would go about getting information if they wanted to get involved in a campus organization. Thirty-one percent indicated that they would look online, but did not indicate where they would look. About 27% reported that they would visit the Ball State website or "Pride Guide" or they would talk to a member of the organization. Approximately 22% indicated that they would go to the Student Center or Student Activities Office. A summary of the responses to this item is listed in Table 2, and the complete list of responses is located below.

TABLE 2 Obtaining Information About an Organization

If you wanted to get involved with an organization on campus, how would you get more information?	Percentages
"Online" (general)	31.1
BSU website or "Pride guide"	26.7
Talk to a member of the organization	26.7
Go to the Student Center/Student Activities Office	22.2
Organizational website or "Facebook" page	13.3
Other	11.1
Talk to Friends/"Other People"	8.9
Academic resources (department, staff, etc.)	6.7
Attend a meeting	4.4
E-mail	4.4

If you wanted to get involved with an organization on campus, how would you get more information?

- Ask a professor or search the Ball State website.
- Ask people about different organizations that you are interested in.
- BSU website.
- Email someone in charge or talk to someone I knew who knew about the program.
- Email the department or student activities office
- [Facebook] group or somebody I knew from organization.
- Find it on the ball state website
- Find out who is in charge and e mail them.
- Go to a website it has.
- Go to Lucina or student center
- Go to the SOA office or ask around to other people.
- Go to the student handbook that explains different organizations. Go to the student center and the UPB.

If you wanted to get involved with an organization on campus, how would you get more information? (cont.)

- Go to the student center or read your e-mails.
- I don't even know
- I tried checking the pride guide but not all of the organizations have contact info that is easy to find or get a response from
- I would ask around check the group profile on facebook or attend a meeting
- I would ask my friends or people in my hall what they do.
- I would check the Ball State website.
- I would contact an advisor or call for information on it.
- I would first research online then I would ask other people.
- I would go to the ball state website and look it up.
- I would go to the Student Center ask friends or look at the BSU website.
- I would go to the Student Center or online to the website that has information about the different organizations on campus.
- I would look at the pride guide online and email the person that it tells me to contact.
- I would look online or ask my R.A.
- I would probably ask someone who I know already belongs to the organization. I might also get online to find out more.
- I would probably go to a meeting or ask someone who is involved with it.
- I would probably look online or ask people who are already involved about it.
- I would probably look online.
- I would search the Ball State website and look for information on there if I was still interested I would look for an e-mail address and ask for more information.
- I would visit the website for the organization or talk to someone who has been involved with it.
- I'd research the BSU website.
- It would depend on what organization I want to get involved with. I am pretty sure there is things at the Student Center that tells all different types of Organizations that someone can get involved with.
- Look on line
- Look online at the BSU website
- Look online lots of information and certain websites for groups.
- Look online.
- Online
- Online or ask someone in the organization
- Online or go to the student center for more information.
- Search for the head of that organization on the BSU web page and then contact them
- The website friends and contacting people who are involved with it.
- Through the student activities office located in the Student Center.
- Website
- Website; email

Providing Students with Information

Students were asked about the best means to provide them with information about becoming involved in a campus organization. About 89% of respondents indicated that e-mail would be the best method. At least 9% of respondents indicated that flyers or direct mailing would be effective. A summary of responses can be found in Table 3.

TABLE 3 Providing Students with Information

If an organization on campus wanted to get information to you about how you could get involved, what would be the	Percentages
best way to get you that information?	
E-mail	88.6
Flyers	13.6
Direct mail	9.1
Academic Resources	4.5
Other advertising	4.5