

Campus Activities Board Survey Results – Assessment Day 2013

Last Modified: 03/28/2013

1. Gender

#	Answer	Response	%
1	Male	67	34%
2	Female	133	67%
	Total	200	100%

2. Race or Ethnicity






#	Answer	Response	%
1	White	182	91%
2	African American	9	5%
3	Hispanic	3	2%
4	Asian/Pacific Islander	4	2%
5	American Indian/Alaskan Native	0	0%
6	Other	2	1%
	Total	200	100%

Other

white/black

Human

3. Current Classification

#	Answer		Response	%
1	Freshman		24	12%
2	Sophomore		38	19%
3	Junior		32	16%
4	Senior		77	39%
5	Graduate or Professional		29	15%
	Total		200	100%

4. Major

#	Answer	Response	%
1	Accounting	2	1%
2	Economics - BBA	1	1%
3	Economics - BA	1	1%
4	International Business	0	0%
5	Finance	3	2%
6	Management	10	5%
7	Marketing	8	4%
8	Management Information Systems	0	0%
9	MBA	2	1%
10	Health Care Administration	1	1%
11	Human Resource Management	1	1%
12	Nurse Anesthesia	0	0%
13	Business Undecided	0	0%
14	Early Childhood Education	0	0%
15	Elementary Education	4	2%
16	Secondary Education	7	4%
17	Pre-Elementary Education	0	0%
18	Pre-Secondary Education	1	1%
19	Family and Consumer Science	0	0%
20	Hospitality Management	0	0%
21	Education Undecided	0	0%
22	Special Education	2	1%
23	Literacy Education	0	0%
24	Educational Leadership Studies	0	0%
25	Counseling	1	1%
26	EdD Program	0	0%
27	EdS Program	0	0%
28	EdS in School Psychology	0	0%
29	MAT Program	0	0%
30	RBA Program	1	1%
31	Bachelor of Applied Science Program	1	1%
32	Education Undecided	0	0%
33	Music	4	2%

34	Theatre		2	1%
35	Art		4	2%
36	Pre-Music		0	0%
37	Undecided Fine Arts		0	0%
38	Athletic Training		4	2%
39	Exercise Science		5	3%
40	Sports Administration		2	1%
41	Physical Education		0	0%
42	Nursing - ASN		0	0%
43	Nursing - BSN		17	9%
44	Nursing - MSN		1	1%
45	Communication Disorders		5	3%
46	Pre-Communication Disorders		2	1%
47	Dietetics		1	1%
48	Pre-Dietetics		1	1%
49	Pre-Clinical Laboratory Science		1	1%
50	Medical Laboratory Technology - Associate's Program		2	1%
51	Medical Technology - Bachelor's Program		2	1%
52	Cytotechnology		0	0%
53	Social Work		2	1%
54	Medical Imaging		0	0%
55	Respiratory Care		0	0%
56	Pre-Health Professions		2	1%
57	Advertising		5	3%
58	Broadcast Journalism		1	1%
59	Print Journalism		1	1%
60	Public Relations		3	2%
61	Radio/TV Production		2	1%
62	Sports Journalism		0	0%
63	Online Journalism		0	0%
64	Journalism Undecided		3	2%
65	Anthropology		1	1%
66	Communication Studies		1	1%
67	Criminal Justice		7	4%
68	English		5	3%

69	Geography		1	1%
70	History		4	2%
71	Humanities		4	2%
72	International Affairs		1	1%
73	Japanese		0	0%
74	French		0	0%
75	Spanish		5	3%
76	German		0	0%
77	Latin		1	1%
78	Political Science		4	2%
79	Psychology		11	6%
80	Sociology		0	0%
81	Undecided - Liberal Arts		0	0%
82	Biology		12	6%
83	Microbiology		2	1%
84	Biomedical Science		3	2%
85	Cellular/Molecular Biology		3	2%
86	Ecology/Evolutionary Biology		1	1%
87	Chemistry		5	3%
88	Chemistry - ACS		1	1%
89	Forensic Chemistry		2	1%
90	Biochemistry		1	1%
91	Environmental Science		1	1%
92	Geology		0	0%
93	Integrated Science and Technology		5	3%
94	Computer and Integrated Science and Technology		2	1%
95	Mathematics		0	0%
96	Applied Mathematics		2	1%
97	Natural Resources Recreation Management		2	1%
98	Physics		1	1%
99	Physical and Applied Science		1	1%
100	Pre-Science		1	1%
101	Science Undecided		1	1%
102	Computer Science (CITE)		2	1%
103	Engineering		5	3%

104	Safety Technology		0	0%
105	Technology Management		0	0%
106	Information Systems		1	1%
107	Pre-Engineering		0	0%
108	Pre-Computer Science		0	0%
109	Technology/Engineering Undecided		1	1%
110	Public Health		0	0%
111	Forensic Science		1	1%
112	Medical School		3	2%
113	Other		7	4%

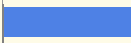


5. Do you live in a Marshall Residence Hall?

#	Answer		Response	%
1	Yes		75	38%
2	No		125	63%
	Total		200	100%

6. If you are a commuter, how far from campus do you live?

#	Answer		Response	%
1	Within easy walking distance		52	42%
2	5 to 14 minute drive		31	25%
3	15 to 29 minute drive		15	12%
4	30 - 59 minute drive		21	17%
5	1 to 2 hour drive		4	3%
6	More than 2 hour drive		0	0%
	Total		123	100%

7. Have you been to any Campus Activities Board events in the last 12 months?

#	Answer		Response	%
1	Yes		65	33%
2	No		102	51%
3	I do not know what the Campus Activities Board is.		33	17%
	Total		200	100%

8. Which Campus Activities Board events have you attended within the last 12 months? (Please check all that apply)

#	Answer		Response	%
1	Student Services Browse (WOW)		10	16%
2	Family Picnic Inflatables and Jabberwocky		4	6%
3	Movie on the Lawn		7	11%
4	Rec Fest		34	53%
5	Huntington Mall/Wal-Mart Bus Shuttle		0	0%
6	Comedy Caravan		3	5%
7	Campus Explosion featuring Dan, Nemo and Mountain Station		5	8%
8	RSO Round Up Mega Game/Student Organization Fair		1	2%
9	Herd Compass		3	5%
10	John Legend Show Me Tour		6	9%
11	Bowling		13	20%
12	Build a Bear		7	11%
13	Airbrushed Pennant Flags & Trucker Hats		12	19%
14	Hypnotist		3	5%
15	Picnic on the Plaza		21	33%
16	Homecoming Court Announcement Reception		9	14%
17	Good Morning Herd Homecoming Coffee and Hot Chocolate with Mugs		3	5%
18	NPHC Stepshow		2	3%
19	Adam Hunter, NBC Last Comic Standing		3	5%
20	Jabali Afrika		2	3%
21	Coffeehouse		1	2%

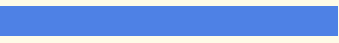


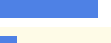








22	Inauguration Trip		4	6%
23	Something that Matters		4	6%
24	Inflatables on the Plaza		8	13%
25	Fat Tuesday with King Cake, Gumbo and Music		1	2%
26	Iceskating		2	3%
27	Laugh Out Loud Comedy Series		4	6%
28	Post Secret		3	5%
29	Get Lucky		1	2%
30	Lasertag		6	9%
31	LeCrae Concert		5	8%
32	Aziz Ansari		11	17%
33	Other		4	6%

Other
movie something
Mystery Dinner Theater
plays at the Keith Albee
movie night

9. Would you recommend these events to your friends?

#	Answer	Response	%
1	Yes	60	95%
2	No	3	5%
	Total	63	100%

10. How did you become aware of these events? (Please check all that apply)

#	Answer		Response	%
1	Email		55	86%
2	Flyers around campus		40	63%
3	Invited by a friend		18	28%
4	MyMU		16	25%
5	Newspaper advertising		3	5%
6	Newspaper article		1	2%
7	Our website (www.marshall.edu/getinvolved)		6	9%
8	Radio		1	2%
9	Social Networks (Facebook, Twitter, etc.)		21	33%
10	Television Advertising		1	2%
11	Word-of-mouth		11	17%
12	Other (please specify)		1	2%

Other (please specify)

RA

11. To what degree did this (these) event (s) help enhance your ability to:

#	Question	No t at all (1)	2	3	4	5	Moderately (6)	7	8	9	Extremely(10)	Total Response s	Mea n
1	Meet new people	6	4	6	3	4	13	4	12	5	7	64	5.95
2	Feel more at home	5	1	6	2	3	11	11	8	7	9	63	6.48
3	Adjust to college social environment	6	1	3	1	7	8	8	7	12	10	63	6.73
4	Enhance your college experience	2	0	2	3	1	9	10	8	9	19	63	7.68

12. What off-campus events have you attended this year?

Text Response

Lecrae concert

John Legend

Inauguration trip to DC

athletic events

I haven't been able to attend any but my residents loved the free bowling night!

Lecrae concert was awesome. Recfest is always a useful resource.

Football games

I have attended concerts at the Big Sandy.

Movie. Shows. Fellowships.

Recitals, concerts.

Gallery 842 events

Marshall Artists Series events.

International Festival

A few parties.

I attended a couple concerts, two of which were somewhere 3-4 hours away. It would be nice if Marshall University hosted more concerts.

fraternity events, and outdoor pursuits rec center sponsored trips, other personal trips

Bowling

Cyber Safety Summit

Bowling each time it is offered.

Football game

Bowling

International Film Festival at the Keith Albee

Anything for my sorority

live music, Huntington Music and Arts Festival, blues festival, open mic nights, comedy nights

Concerts, free bowling

International Festival at the Big Sandy Super Center located on 3rd Ave.

Concert at the Keith Albee

Movies

football games







Titanic Musical

Almost all sports games/meets, concerts







Production of Sweeney Todd

Quarters, Jakes, 90s night.
Various events at the Keith Albee.
Shows at the Keith Albee
I went to an off campus RA program
Plays at the Keith Albee, Rockin' for Robbie fundraiser by Tri Sig
The Irish Tenors
Three Irish Tenors
None, I didn't know there were any off-campus events.
Tsubasacon, Tricon
Avett Brothers Concert in Charleston.
Bowling
bowling
Football, basketball games, alumni events, QB club events
2013 ROTC Military Ball My friend's New Year's Party
Lecrae concert
Football and basketball games
Football and basketball games, and Rec Hall













13. What is the best day of the week for an event on campus?

#	Answer		Response	%
1	Monday		14	7%
2	Tuesday		23	12%
3	Wednesday		44	22%
4	Thursday		38	19%
5	Friday		51	26%
6	Saturday		26	13%
7	Sunday		1	1%
	Total		197	100%

14. What is the best time of day for an event on campus?

#	Answer		Response	%
1	Morning		8	4%
2	Noon		35	18%
3	3 pm - 5 pm		37	19%
4	5 pm - 7 pm		46	24%
5	7 pm - 9 pm		63	32%
6	9 pm - 11 pm		6	3%
	Total		195	100%

15. What type of event do you enjoy most? (Please check all that apply)

#	Answer		Response	%
1	Coffeehouse Act		35	18%
2	Comedian		103	53%
3	Concert		117	60%
4	Dance Party		30	15%
5	Fine Arts (e.g. Slam Poetry)		35	18%
6	Formal Event (e.g. Winter Formal)		47	24%
7	Guest Speaker or Lecture		62	32%
8	Movie		106	54%
9	Novelty Event (e.g. Photo Snowglobes, Photo Mousepads, etc.)		37	19%
10	Sporting Event (e.g. Bowling)		83	43%
11	Travel Opportunity		62	32%
12	Other (please specify)		4	2%

Other (please specify)

family friendly

International events

Video Games

Informal, friendly, informative, with food. As long as it fits in that category

16. How important are university sponsored weekend activities?

#	Answer		Response	%
1	Extremely important		48	24%
2	Somewhat important		69	35%
3	Neutral		61	31%
4	Somewhat Unimportant		4	2%
5	Not Important		15	8%
	Total		197	100%

17. What type of weekend activities would you attend or do you wish to see on campus?

Text Response

I'd like to see more concerts.

Bring more concerts, not just country music.

Good concerts that students actually want to attend... Such as WVU FallFest or Ohio University Fest

Comedy acts and other festivals.

Comedy

I enjoyed the carnival game night that was held in the student center last year, large casual fun event like that are my thing!

Some kind of backpacking or camping trip would be fun. Or to go to a big play or even Broadway.

big tailgates

Anything. I got bored easy around campus.

Outdoor concerts when the weather is warm would be really fun. They often have speakers playing music at the Student Center for club recruitment, but I think it would be cool to have a small, outdoor, weekend concert at the fountain so people could sit in the grass around campus and enjoy the music, the weather, and the fountain.

Camping concert/shows lectures

Bowling Alley, movies, and concerts

Concert (Hybrid Soul), Traveling, Free stuff and food.

Tennis matches, theme parks, zoos, aquariums

More social events to meet other students around campus

Travel opportunities.

Travelling to different cities

As college kids, anything that isn't going to cost money would be great!! Something fun and free to do with our friends and to meet new people.

I think Marshall should hold an annual ball! Some other colleges and universities do it and it's a big event!

More concerts.

more concerts of people that students actually want to see, and comedians

Some sort of sporting/physical activity open for all students--especially those who are NOT athletes (example: flag football, kick ball, etc. in Buskirk field)

More concerts

The bowling is a good idea because a group of friends can go and socialize on their own time. Lectures are more likely to attract individuals with common interests. This would be a good opportunity for receptions or events connected to the lecture or speaker. That would allow new friends to connect instead of socializing with old ones. I think more events that connect those with common interests would be good.

Concerts

Comedies, much like when Daniel Tosh came to Huntington. Perhaps getting a band to come and perform would be nice as well.

Outside activities that require movement

More movies!

I liked Jabali Afrika because it was a cultural event, it was good music, interactive, and informal. I wish more people attended awesome events like this!

None, unless SAPB is brought back

Movie night out on Buskirk field

Social

I occasionally attend a football game.

Can we shut down a few blocks on 4th avenue and Hal Greer Boulevard for an art and music festival with live bands and a lot of local artists? I'm sure all the 4th avenue businesses would sponsor it, and Blacksheep/V-Club would know who to bring in for national acts, help pay, even probably find a stage and stuff with lighting and what not, because the owner is awesome and all about getting Marshall students involved downtown! How cool would it be to mix Art in the Park with the Huntington Music and Arts Festival concepts, but have it ON 4th avenue as part of the Old Main Corridor Project!? We could call it the Old Main Campus Phenomenon or something lol

Concerts

Golf outing, monthly picnic

Group outdoor activities

I am less likely to participate in a weekend activity.

International films and events like International dinners

Sporting events

concert

I would love to attend anything

Movies, expos, performance

I think it would be awesome to have a homecoming dance and winter formal!!!!

ANYTHING!

concerts and theater productions

Hiking fishing rock repelling skiing watersports conoes kyaks movies

A ski trip or something like that.

Activities close by, easily

A Marshall formal would be cool

Dance party

School Dances

Fun events.

A running group or camping trip. I like outdoor activities.

Better guest speakers and concerts. We need better, more modern events at Marshall to get more people involved.
Jazz or music
Dance Marathons
Recreational activities: hiking, camping, kayaking -- could also promote the Rec Center at the same time Concerts: big name bands, karaoke, local band-offs -- support local bands around the area for more local publicity on MUs campus
Formal dances, more musical artists that are popular and recent
Ziplining, fishing, back packing
You're doing fine. More free lunches!
Why limit to on-campus? How about Marshall day @ Snowshoe or The Greenbrier?
Medieval festival, other festivals.
Comedy or anything with food or crafts
Informal, friendly, informative, with food I like animals, so maybe one where people can bring in their pets and socialize with other pet owners (NOT just cats or dogs, please!)
formals and concerts
concerts
Anything fun. I hated being bored when I used to live on campus.

18. What kind of music do you wish to hear at concerts? (Please check all that apply)

#	Answer	Response	%
1	Rock (e.g. Foofighters, Coldplay, the New Classic Rock Allstars)	114	59%
2	Pop (e.g. Maroon 5, Rihanna, LMFAO)	117	60%
3	Country (e.g. Martina McBride, Rascal Flatts, Miranda Lambert)	101	52%
4	Hip Hop/Rap (e.g. Wale, Chris Brown, Drake, J. Cole)	62	32%
5	Electronic (e.g. DJ Alzy, Ropatt)	30	15%
6	Punk/Elmo (e.g. Standing Shadows, Angels & Airwaves, Johnny Bennett)	24	12%
7	Other (Please specify)	27	14%

19. Who would you like to see in concert at MU?

Text Response

Akon, Usher, Rascal Flatts, Keith Urban, Chris Brown
All Time Low! Bassnectar, Skrillex, Taylor Swift, Flo Rida, anything would be so fun!
Andrew W.K.
Any celebrity performer. - several respondents said this.
Any country artist or pop. Taylor Swift
Any country artists, or popular 'pop' acts. - several respondents said this.
any country singer or rock singers
Avett Brothers again!! Old Crow Medicine Show, Mumford and Sons, Of Monsters and Men
Avett Brothers, For Today, August Burns Red, Frightened Rabbit
Blake Shelton, Brad Paisley, Trey Songz, Usher
Blake Shelton, Brantley Gilbert, and/or Reba McEntire
Boyce Avenue, Safetysuit, OneRepublic
Brad Paisley
Brantley Gilbert
Bruno Mars
carrie underwood - a couple of requests
Carrie Underwood
Casting Crowns
Chris Tomlin
Chris Tomlin, Casting crowns
Chris Tomlin, Casting Crowns
Corey Smith
Country singers: Brad Paisley, Jason Aldean, Luke Bryan
David Guetta and Avicii
Deadmau5, Calvin Harris, The Prodigy, Pendulum, Madeon, Daft Punk, Justice, Televisor
Don't go for big names that have faded out, like celo green. Go for smaller bands with good music and compare them to someone. For example, find small bands and advertise them as SOUNDING like mumford and sons or someone popular. This will attract people who are interested in the experience vs a certain name.
Drake
Drake, Bruno Mars
Drake, Robin Thicke, Wale, J.Cole
Eric Church
Eric Church, Gary Allan
Florence and the Machine, Luke Bryan, Switchfoot, Justin Timberlake
Foofighters, Maroon 5, Muse!!!!!!!, Drake, Victor Wooten,
Free or under \$10
Fun.
Fun. / The Wanted / Anyone famous

Fun. Ke\$ha

Fun., All Time Low, Fall Out Boy, Passion Pit, Paramore, Yellowcard, The Black Keys, Foster the People, & Mayday Parade.

George Strait

GooGoo Dolls, John Mayer, Maroon 5, Phillip Phillips

Hank III

Holy Grail, Bullet for My Valentine or Bobaflex

India Arie!

J Cole

Janelle Monae, Lupe Fiasco, Childish Gambino, Janelle Monae, Hybrid Soul, Erykah Badu, Childish Gambino, Janelle Monae, Childish Gambino, and Donald Glover.

Jason Aldean, Jake Owens, Rihanna, Bruno Mars

Justin Timberlake. Linkin Park.

Keith Urban or Coldplay

Kendrick Lamar, Wale, J Cole

Kid Cudi or Wiz Khalifa

Lady Antebellum

Lil Wayne

Local pop punk bands like Talk is Cheap.

Luke Bryan

Luke Bryan

Luke Bryan!

Mac Miller. Avett Brothers. Apache Relay.

Marilyn Manson would be great. Coldplay, 3 Doors Down, Nickelback.....Adele, Rihanna.

Mark Wahlberg

Maroon 5 (3 respondents)

Maroon 5 and Bob Dylan

Maroon 5, Beyonce

Maroon 5, Rihanna, Lady Gaga, Coldplay, Jay-Z

Maroon 5, Scotty McCreery, Mumford and Sons, Jason Mraz,

Metallica

Miranda Lambert (2 responses)

More Christian rap

Mumford & Sons, City and Colour, Ellie Goulding, The Story So Far.

Otep!!! PLEASE!!! / / Also, I would LOVE to listen to Lindsey Stirling!! She's a BEAUTIFUL violinist.

Dani Shay is also someone I'd like to see live! / / Even though with my Marshall ID I could probably get a discount, I'd pay TWICE full price to see these wonderful artists! I've never been interested in any of the people ever brought to Huntington by Marshall, but these artists would break my concert virginity EASILY!

PHY

Pretty Lights

Rascal Flatts

Rihanna, Drake, Darius Rucker

Sara Bareilles, Ingrid Michaelson, Mumford and Sons, The Avett Brothers, Lissie, Drake, Of Monsters and Men
 Sleeping with Sirens, Of Mice and Men
 Stars, Milo Greene, Foster the People, Phoenix, The XX, Guster, Wilco
 Taylor Swift
 Tech Nine
 The Avett brothers (3 responses)
 The Avett Brothers or Dr. Dog
 The Ready Set!!!!!!
 Tim McGraw!!
 Toby Keith, Carrie Underwood, Brad Paisley, T-pain, Lil Wayne, Chris Brown, Nelly
 TobyMac
 Trey Songz
 Trip Lee
 Video Games Live, Chris Tomlin, Matt Maher, Bradley Hathaway, Josh Groban, Distant Worlds
 wiz khalifa, rihanna, kid cudi
 Yo Yo Ma






20. Have you attended an MU sponsored concert in the past?

#	Answer		Response	%
1	Yes		87	44%
2	No		109	56%
	Total		196	100%

21. How likely are you to attend an MU concert?

#	Answer		Response	%
1	Definitely yes		59	30%
2	Probably yes		78	40%
3	Maybe		47	24%
4	Probably no		12	6%
5	Definitely no		1	1%
	Total		197	100%

22. How much are you willing to pay for an activity?

#	Answer		Response	%
1	\$0.00		28	14%
2	\$1.00 - \$10.00		52	26%
3	\$11.00 - \$20.00		82	41%
4	\$21.00 - \$30.00		21	11%
5	\$31.00 or more		15	8%
	Total		198	100%

23. Any comments or ideas for events?

Text Response

All comments were sent to the CAPB immediately after Assessment Day.