

# Student Activity Fee at OSU

## EXECUTIVE SUMMARY

Prepared by The Ohio Union

In the Fall of 2003 a student activity fee was implemented at The Ohio State University for the first time. Each new student began paying \$15 per quarter and current students were not required to pay the fee although they were allowed to participate in the activities it funded. For the next few years, all new students will pay the activity fee until all OSU students pay the quarterly fee. The fee is earmarked for student activities, student government, and student organization programs and events.

With the assistance of Educational Benchmarking Inc., random samples of 7827 students in the Fall quarter and 7922 students in the Spring quarter were surveyed via email to assess the impressions of the student activity fee. A total of 3205 (40.5%) Fall surveys and 2069 (26.4%) Spring surveys were completed. Provided below are highlights of the data.

### **Notable differences from Fall to Spring**

- ❖ 37% fewer students responded in the Spring than did in the Fall. (3559 compared to 2242)
- ❖ In the Fall, 15% of respondents were 18 years old or younger. In the Spring, only 4% of respondents were in that age group.
- ❖ Fall respondents had greater preference for attending events in my residence hall. (47% of Fall respondents and 32% of Spring respondents indicated substantial or extreme preference.)
- ❖ From Fall to Spring, preference decreased for events taking place at 12:00PM 46% in the Fall and 53% in the Spring responded that they not at all or slightly prefer to attend events that occur at 12:00PM. 19% in the Fall and 14% in the Spring responded that they substantially or extremely prefer to attend events that occur at 12:00PM.
- ❖ From Fall to Spring, preference decreased for events taking place at 2:00PM. 34% in the Fall and 41% in the Spring responded that they not at all or slightly prefer to attend events that occur at 2:00PM. 32% in the Fall and 25% in the Spring responded that they substantially or extremely prefer to attend events that occur at 2:00PM.
- ❖ Students showed greater preference for events taking place at 7:00PM from Fall to Spring. 73% of Fall respondents and 81% of Spring respondents said they substantially or extremely prefer to attend events that occur at 7:00PM.
- ❖ Students showed greater preference for events taking place at 11:00PM from Fall to Spring. 41% of Fall respondents and 48% of Spring respondents said they substantially or extremely prefer to attend events that occur at 11:00PM.
- ❖ 52% of Fall respondents and 63% of Spring respondents said they never or rarely hear about events and activities that occur on campus through residence hall staff or meeting.

- ❖ 60% of Fall respondents and 71% of Spring respondents said they never or rarely hear about events and activities that occur on campus through class instructors.
- ❖ 30% of Fall respondents and 37% of Spring respondents said they frequently or always hear about events and activities that occur on campus through The Lantern.
- ❖ 57% of Fall respondents and 47% of Spring respondents said they frequently or always hear about events and activities that occur on campus through signs and posters on campus.
- ❖ 48% of Fall respondents and 24% of Spring respondents are not at all or slightly aware that a new student activity fee has been instituted this year. 38% of Fall respondents and 62% of Spring respondents are substantially or extremely aware that a new student activity fee has been instituted this year.
- ❖ 52% of Fall respondents and 28% of Spring respondents are not at all or slightly aware that new students are paying a quarterly student activity fee of up to \$15. 34% of Fall respondents and 56% of Spring respondents are substantially or extremely aware that new students are paying a quarterly student activity fee of up to \$15.
- ❖ 67% of Fall respondents and 48% of Spring respondents are not at all or slightly aware that while returning students are not paying a student activity fee this year, additional funding has been allocated by the university to support programming and student organizations. 16% of Fall respondents and 29% of Spring respondents are substantially or extremely aware of the same.
- ❖ 58% of Fall respondents and 34% of Spring respondents are not at all or slightly aware that over the next several years, all students will pay a student activity fee. 25% of Fall respondents and 47% of Spring respondents are substantially or extremely aware of the same.
- ❖ 55% of Fall respondents and 24% of Spring respondents are not at all or slightly aware that tickets to campus and community events are available to students at a discounted rate at the Ohio Union as a result of the student activity fee. 27% of Fall respondents and 60% of Spring respondents are substantially or extremely aware of the same.
- ❖ 55% of Fall respondents and 22% of Spring respondents are not at all or slightly aware that funding for on-campus activities such as concerts, comedians, Late Night programs, and movies has increased as a result of the student activity fee. 25% of Fall respondents and 59% of Spring respondents are substantially or extremely aware of the same.
- ❖ 59% of Fall respondents and 35% of Spring respondents are not at all or slightly aware that student organization and student government funding has increased as a result of the student activity fee. 21% of Fall respondents and 44% of Spring respondents are substantially or extremely aware of the same.
- ❖ 69% of Fall respondents and 74% of Spring respondents would substantially or extremely like to see the student activity fee be used for concerts.
- ❖ 54% of Fall respondents and 65% of Spring respondents would substantially or extremely like to see the student activity fee be used for comedians.
- ❖ 42% of Fall respondents and 51% of Spring respondents would not at all or slightly like to see the student activity fee be used for Alternative Spring Break.

- ❖ 56% of Fall respondents and 62% of Spring respondents consider themselves to be substantially or extremely involved in the activities of their student organization.
- ❖ 63% of Fall respondents and 52% of Spring respondents are not at all or slightly aware that there is a resource center (SOURCE) in the Ohio Union available for their student organization to use computers, make posters/bulletin boards, plan retreats, facilitate teambuilders, etc. 19% of Fall respondents and 32% of Spring respondents are substantially or extremely aware of the same.
- ❖ 73% of Fall respondents and 63% of Spring respondents are not at all or slightly aware that the SOURCE will be/has been enhanced as a result of the student activity fee. 11% of Fall respondents and 22% of Spring respondents are substantially or extremely aware of the same.
- ❖ 76% of Fall respondents and 67% of Spring respondents are not at all or slightly aware that as a result of the student activity fee, their student organization has access to the services of a graphic artist to design promotional materials and other resources free of charge. 9% of Fall respondents and 19% of Spring respondents are substantially or extremely aware of the same.

#### **Notable demographic differences of compiled survey**

- ❖ 94% of respondents are full-time students.
- ❖ 76% of respondents are White/Caucasian. 8% are Asian American/Pacific Islander. 6% are African American/Black.
- ❖ 54% of respondents identify as a female. 45% of respondents identify as a male.
- ❖ 25% of respondents live on-campus.
- ❖ 64.1% of first year undergraduates who responded indicated that they are substantially or extremely satisfied with the types of events and activities that occur on campus. 38.6% of fourth year undergraduates and 36.7% of graduate students who responded indicated that they are substantially or extremely satisfied with the types of events and activities that occur on campus.
- ❖ 19.3% of first year undergraduates who responded indicated that they substantially or extremely prefer to attend events that are located off campus. 39.9% of fourth year undergraduates, 34.3% of graduate students, and 42.6% of professional students indicated that they substantially or extremely prefer to attend events that are located off campus.
- ❖ 50.6% of professional students who responded indicated that they substantially or extremely prefer to attend events or activities that are located in the Hospital/Medical facilities. No other student rank group had more than 19.5% of respondents say they substantially or extremely prefer the same.
- ❖ 44% or more of respondents in each student rank undergraduate classification indicated that they substantially or extremely prefer to attend events that occur at 11:00PM. 25.7% of graduate students and 23.3% of professional students indicated that they substantially or extremely prefer the same.
- ❖ 30.4% of first year undergraduates, 50% of second year undergraduates, 72.6% of fourth year undergraduates, and 74.5% of graduate students never or rarely hear about events and activities that occur on campus through residence hall staff/meeting.

- ❖ 14.4% of first year undergraduates who responded indicated that they would substantially or extremely like to see the student activity fee used for lectures. 46.4% of graduate students who responded indicated that they would substantially or extremely like to see the same.
- ❖ 33.5% of African-American respondents and 11.4% of White respondents indicated that they feel that the events/activities that occur on campus not at all or slightly meet the needs of students with diverse backgrounds.
- ❖ 49.1% of African-American respondents, 9.0% of White respondents, and 13.6% of Asian American respondents indicated that they would substantially or extremely like to see the student activity fee used for poetry slams.
- ❖ 23.8% of male respondents and 34.3% of female respondents would substantially or extremely like to see the student activity fee used for Alternative Spring Break.
- ❖ 48.1% of male respondents and 56.9% of female respondents frequently or always hear about events and activities that occur on campus through signs/posters on campus.
- ❖ 43.8% of male respondents and 53.9% of female respondents substantially or extremely prefer to attend events or activities that are located in the Ohio Union.
- ❖ 35.8% of male respondents and 44.9% of female respondents substantially or extremely prefer to attend events or activities that are located in my residence hall.
- ❖ 37.6% of male respondents and 50.3% of female respondents are substantially or extremely satisfied with the type of events and activities that occur on campus.

#### **Notable general data from compiled surveys**

- ❖ When deciding whether or not attend a campus event, respondents are most concerned with time of day, day of week, cost, and if friends are going.
- ❖ Respondents prefer to attend events or activities that are located outside/on the Oval or at the Ohio Union more than other places on campus. Respondents prefer to attend events that are located at the Hospital/Medical facilities and on West Campus less than other places.
- ❖ Respondents prefer to attend events that occur at 7:00PM more than any other time. Respondents prefer to attend events that occur at 8:00AM, 10:00AM, and 12:00 PM less than other times.
- ❖ Students most frequently hear about events from friends, email, and signs/posters on campus. They least frequently hear about events from residence hall staff/meeting, class instructors, RA's, and calendar postcards.
- ❖ Overall, students would most like to see the student activity fee used for discount tickets for arts and sporting events and concerts. Students would least like to see the student activity fee used for poetry slams and arts and crafts.
- ❖ Of the 67% who attended events brought by the student activity fee, 69% attended concerts, 57% attended comedians, 35% bought discount tickets for arts and sporting events, 28% attended films, 27% attended Late Night events, and 20% attended lectures.
- ❖ Student with lower class rank are more satisfied with the activities and events that occur on campus than are students with higher class rank and graduate and professional students.

- ❖ 37% of students indicated that the events and activities that occur on campus substantially or extremely meet their needs. 55% of students indicated that the events and activities that occur on campus substantially or extremely meet the needs of students with diverse backgrounds.
- ❖ 61% of respondents would like to see more campus activities and events offered to students.
- ❖ 58% of students are substantially or extremely involved in the activities of their student organization. 42% of students are substantially or extremely satisfied with their student organization experience.
- ❖ Students indicated that their student organization could substantially or extremely benefit from more funding by being able to travel to regional/national conferences or meetings (61%), plan more activities/events (74%), recruit more members (52%), purchase more equipment/supplies (63%), and make meetings more enjoyable (69%).
- ❖ 58% of respondents are not at all or slightly aware that there is a resource center (SOURCE) in the Ohio Union for their students organization to use computers, make poster/bulletin boards, plan retreats, facilitate teambuilders, etc.
- ❖ 68% of respondents are not at all or slightly aware that the SOURCE has been enhanced as a result of the student activity fee.
- ❖ 72% of respondents are not at all or slightly aware that, as a result of the student activity fee, student organizations have access to the services of a graphic artist to design promotional materials and other resources free of charge.
- ❖ Of students who have use the service they received in the Graphic Design Department, only 7% were very dissatisfied or dissatisfied.