

## **Lankford Student Union and Student Activities Program Review 2016-17**

At Longwood University, each department within Student Affairs is required once every five years, to complete a formal program review based on professionally defined elements with some version of external input. In consultation with the Associate Dean for Student Engagement and the AVPSA, the Director of the University Center and Student Activities opted to develop two surveys intended to assess needs and satisfaction with the services currently offered by the Lankford Student Union. With a better understanding of student expectations of their union, decisions regarding staffing, policies, and procedures for the new Upchurch University Center (opening fall of 2018) will be better informed.

In the fall of 2016, a Satisfaction and Needs Survey was conducted to gather feedback from the student body on their thoughts and opinions about the Lankford Student Union and the services provided. Representing 9% of the student body, 371 completed surveys were received. Of the respondents, 60% lived in a residence hall on main campus and 45% were first year students, 21% were sophomores, 15% juniors, 18% seniors, and 2% graduate students.

In January 2017, a User-Satisfaction Survey was sent to individuals who had reserved space in the Lankford Student Union during the fall 2016 semester. Unfortunately, only 13 (7.7%) of the 100 users returned completed surveys. A decision to administer this satisfaction to users of the building at the conclusion of each semester has been made in hopes of increasing the response rate and as a means of tracking results. Copies of both surveys and their results are attached to this report.

A quick summary of the survey results as well as an action plan for improvements based on what was learned, are provided below. Furthermore, the reports have been shared with appropriate stakeholders including the Director of Longwood Dining Services who oversees the provision of food and convenience items within the Lankford Student Union.

### **Results from the spring 2017 Lankford Student Union User-Satisfaction Survey (based on 13 respondents):**

- 70% of respondents reported they received their reservation confirmation within two business days; 30% received it within a week.
- 50% of the respondents reported that the reservation form was very easy to navigate; 50% reported the form was easy to navigate.
- 96% of the respondents reported it was very easy/easy to make changes to their reservation.
- 100% of the respondent reported they were able to request all the resources needed.
- 85% of the respondents reported the space was set up as requested.
- 93% said they are very likely/likely to reserve a room in the Student Union in the future.

### **Results from the fall 2016 Student Union Satisfaction and Needs Survey (based on 371 respondents):**

- 46% of the respondents visit the Student Union two to four times a week, with 21% visiting the Student Union once a week.

- 55% of respondents are very satisfied/satisfied with how the Student Union publicizes opportunities to join student organizations.
- 55% of respondents are very satisfied/satisfied with how the Student Union promotes a sense of community on campus.
- 51% say they don't have time or are too busy to visit the Student Union and 32% responded there was nothing there they needed.
- The three most common reasons students visit the Student Union  
Eat: 87%  
Meet others/socialize: 51%  
Study: 37%.
- The three most frequently used ways students find out about events in the Student Union  
Weekly email: 44% extremely often/moderately  
Social media: 44% extremely often/moderately  
Posters/flyers/banners: 43% extremely often/moderately
- 78% of respondents strongly agree/agree that the Student Union is an enjoyable place to spend time.
- 84% of respondents strongly agree/agree that the Student Union is a place they feel welcome.
- 80% of respondents strongly agree/agree that the Student Union is a place to relax.
- 47% of respondents strongly agree/agree that the Student Union is a source of information on learning about campus events.
- 78% of respondents strongly agree/agree that the Student Union is a student-oriented facility.
- 48% of respondents strongly agree/agree that the Student Union is a place to get involved in campus life, while 41% were neutral.
- 68% of respondents strongly agree/agree that the Student Union provides a variety of services.
- The top three most common ways respondents learn about campus events:  
Weekly email: 73%  
Posters/flyers/banners: 63%  
Social media: 57%
- 55% of respondents moderately/extremely agree the Student Union staff is available, with 30% responding quite a bit.
- 60% of respondents moderately/extremely agree the Student Union staff is knowledgeable, with 26% responding quite a bit.
- 67% of respondents moderately/extremely agree the Student Union staff is courteous, with 23% responding quite a bit.
- 55% of respondents moderately/extremely agree the Student Union student staff is available, with 27% responding quite a bit.
- 55% of respondents moderately/extremely agree the Student Union student staff is knowledgeable, with 26% responding quite a bit.
- 62% of respondents moderately/extremely agree the Student Union student staff is courteous, with 22% responding quite a bit.

- 74% of the respondents moderately/extremely agree the Student Union promotes a student-centered environment.
- 66% of the respondents moderately/extremely agree the Student Union fulfills its mission.

**Areas of Strength and Opportunity based on the survey results:**

Strengths: customer service, sense of welcome, timely room reservation confirmations, professional and student staff availability and knowledge

Opportunities: publicizing information about how to get involved with student organizations, working with campus partners to promote programs and events, promoting a sense of community, and providing clarity about the mission of the Student Union

**Plans Moving Forward during the 2017-2018 academic year:**

Action Plan Item: Provide a variety of resources to students who are looking to become involved with a club or organization. The Assistant Director of Student Clubs and Organizations will hold Involvement Hours at least once or twice a week at central locations across campus.

Action Plan Item: Revitalize the Student Union Advisory Board to provide a voice in the planning of bus trips and improvements to the Lankford Student Union. The members will also be instrumental in decisions (i.e., the selection of furniture and use of space) and the transition into the Upchurch University Center. They can assist in educating the student body on upcoming events and programs.

Action Plan Item: Work closely with RCL to develop a plan to promote events sponsored by the University Center and Student Activities office and other offices within the Student Engagement Unit. The staff will meet with student staff during RA training to develop appropriate partnerships.

In summary, the information received from the surveys was generally positive in that students felt the reservation process was easy to navigate and the requested room set-ups met expectations. Students generally perceive both the professional and student staff as available and knowledgeable. Opinions regarding the quality, variety, and price of the food offerings were duly noted and shared appropriately. The information collected will be used to guide decisions and ensure a smooth transition into the new Upchurch University Center in the fall of 2018. Ultimately, this will enhance the student experience at Longwood for all students.

Submitted by: Susan Sullivan, Director of the University Center and Student Activities; June 7, 2017

Addendums included in this report

1. Lankford Student Union Customer/User-Satisfaction Survey Results
2. University Center and Student Activities Satisfaction Survey Results