Survey Results
March 10, 2009
Agenda

• Project Overview
• Focus Groups Summary
• Survey Results
  • General Information
  • Fee Results
  • Survey Comments
• Recommendations
• Referendum Philosophy
Project Overview

Campus Assessment

- Project Initiation
- Focus Groups
- Survey Implementation

- Survey Analysis
- Presentation of Findings
- Final Report

Phase I

Phase II
Focus Groups Summary

Participants

• Recreation Staff
• Memorial Union Staff
• General Students
• Faculty and Staff
• General Students #1
• General Students #2
• Student Leaders
• Student Funded Construction Group

Over 80 Participants
Focus Groups Summary

Recreation

**Student Comments**

- Existing indoor and outdoor facilities are extremely popular
- IM fields are heavily utilized and students expressed concern about quality and safety from extended use
- Consensus on need for additional field space
- Mixed reaction with respect to natural vs. synthetic surface
  - Preference among certain students for natural grass, but understanding the opportunities associated with synthetic surface
- Support for renovation of McAlexander to include upgrades of existing program spaces
Focus Groups Summary

Memorial Union

Student Comments

• Students indicated that the Union and Library are the most heavily used facilities

• Need for additional meeting spaces

• Separation of space creates a disconnect between organizations which could be resolved with consolidated facility

• Use of Snell and Union is predicated on specific program connections

• Students were concerned with Snell in terms of safety and type of spaces

• More social spaces exist in academic buildings

• Graduate students use the Union for group meetings, information gatherings, use of retail spaces, and for taking naps (first-year students)
Focus Groups Summary

Memorial Union

Student Leaders

• International students lack defined social space in the MU

• Relocation of bookstore to space on first floor of parking structure would be inconvenient for students, out of foot traffic flow for most students

• Services in Snell undervalued by most students because they do not have the exposure and visibility of elements of the main MU

• Perception of Student Government is linked to Snell. Not always visible, want to be in the mainstream of student life. A more visible location with amenities linked to MU is positive
Fee Support

*Student Comments*

- Students had mixed responses in discussing fee for the various projects
- Support may come more from students who are involved with various functions of facilities versus general population
- Students supported the idea of separating projects versus one comprehensive fee
- Advertising and education will be critical to referendum support
- Students indicated a willingness to support fees that are imposed when the facilities opens versus collecting in advance
- Level of fee discussed; $100-$120 is reasonable; implement fee at start of construction
Survey Results

• Survey Statistics
• Survey Results
  • General Information
  • Memorial Union
  • Memorial Union East (Snell Hall)
• Recreation
• Fee Related Results
  • Full Response
• Fee Analysis
• Survey Comments
Survey Statistics

• Survey conducted over an eight day period (February 24th – March 3rd)
• Entire student population invited to participate via e-mail
• 3,259 responded to the survey
  • 16% of the student population
• Demographics consistent with survey results
• Margin of Error 1.7%
Survey Results – General Information

Please indicate what activities you are currently involved with? \((n = 3,107)\)

- A high percentage of students indicated being involved with Recreational/Intramural Sports/Club Sports – 45.5%

![Bar Chart showing various activities with percentages](chart.png)
Survey Results – General Information

Where do you currently live? (n = 3,105)

- A majority of survey respondents (75%) indicated living off campus
What are the best places to interact informally with other students? \((n = 3,120)\)

- Off-campus apartment/house: 14.8%
- Dixon Recreation Center: 13.8%
- Off-campus restaurant/club: 13.2%
- Memorial Union: 11.4%
- Library: 11.3%
- Quad or other outdoor space: 11.2%
- Dining Hall: 8.0%
- Residence Hall/on-campus: 7.1%
- Other (please specify): 6.6%
- Memorial Union East (Snell Hall): 1.7%
- Other responses included: Computer Labs, Cultural Centers, Fraternity/Sorority Houses, Kelley Engineering Center
How often do you typically visit the Memorial Union? \( (n = 3,123) \)

- Less than 5% of survey respondents indicated never visiting the MU.

Compared to Unions you know at other universities, the OSU MU is? \( (n = 2,963) \)

- 70% of survey respondents indicated the MU is very satisfactory/satisfactory compared to other unions.
Please indicated your level of satisfaction with the following facilities and services in the MU? (Very Satisfied/Somewhat Satisfied)

- Respondents indicated they are least satisfied with formal meeting spaces, group study spaces, retail food options, and student organization office/work spaces.
During what time period do you visit the MU most often? \((n = 2,968)\)

- Nearly 75% of students indicated visiting the MU between 11am and 4pm.

How long do you typically use the MU when you visit? \((n = 2,970)\)

- 40% of students indicated using the MU between 5 and 30 minutes.
What are the three main reasons you visit the MU? \( n = 2,981 \)

- To visit the Bookstore: 25.9%
- To get something to eat or drink: 25.0%
- To study: 10.1%
- To attend an event: 8.8%
- To meet friends: 7.9%
- To attend a meeting: 7.0%
- To relax and hang out: 6.0%
- Take a nap: 2.7%
- Other (please specify): 2.0%
- Use the internet: 1.6%
- To work with a student organization: 0.8%
- To visit the 25+ Commuter Lounge: 0.7%
- To go to work: 0.6%
- To meet a professor: 0.4%
- To visit the Student Life Offices: 0.2%
- To study: 0.2%

Students indicated that visiting the bookstore, to get something to eat or drink, and to study were three main reasons to visit the MU.
How often do you typically visit MU East? \((n = 3,122)\)

- Over 50% of students indicated that they never visit Snell Hall.

![Survey Results – Memorial Union East (Snell Hall)](chart.png)
Survey Results – Memorial Union East (Snell Hall)

Please indicate the reason(s) why you do not visit MU East? (n = 1,577)

- Students indicated not being familiar with MU east or aware of programs and activities that are offered.

![Bar Chart showing the reasons for not visiting MU East](chart.png)

- I am not familiar with Memorial Union East: 30.8%
- Not aware of programs and activities offered: 21.1%
- Friends do not visit the Memorial Union East: 10.8%
- Appearance/atmosphere of building: 6.3%
- Location is not convenient: 5.8%
- Not close to other amenities or service like those offered at the MU: 5.0%
- MU East is not user friendly, hard to access, and is falling apart: 4.1%
- Other (please specify): 4.0%
- Lack of convenient parking: 3.7%
- Lack of comfortable places to relax: 3.3%
- Lack of variety and quality of activities: 2.2%
- Building is often empty: 2.1%
- Building is too crowded: 0.4%
- Hours of operation are too limited: 0.4%
- Lack of convenient public transportation: 0.3%
- Restrictive rules: 0.1%
On average, how often do you use outdoor recreational sports facilities (IM fields and indoor/outdoor tennis courts)? \( (n = 3,123) \)

- A small percentage of students indicated using outdoor sports facilities on a regular basis.

Compared to outdoor recreation facilities you know of at other universities, the OSU recreation sports facilities are: \( (n = 1,824) \)

- 70% indicated the outdoor sports facilities are very satisfactory/satisfactory compared to universities.
What are the three main reasons you use outdoor recreation facilities and fields?  
(n = 1,812)

- To hang out: 22.8%
- To play pickup games: 22.3%
- To play Intramural Sports activities: 18.4%
- To play tennis: 14.4%
- To play other organized activities: 9.5%
- To play Sport Club activities: 4.6%

- Students indicated the main reasons for using fields is primarily for informal use.
How satisfied are you with the following aspects of the existing tennis and outdoor recreation fields on campus? (Very Satisfied/Somewhat Satisfied)

- Students are most satisfied with the location of outdoor facilities and least satisfied with conditions of fields/tennis courts.

**Survey Results – Recreation**

- Convenience of location: 35% Very Satisfied, 42% Somewhat Satisfied
- Availability of intramural sports: 27% Very Satisfied, 39% Somewhat Satisfied
- Availability of outdoor fields and tennis courts: 24% Very Satisfied, 41% Somewhat Satisfied
- Availability of informal recreation: 24% Very Satisfied, 38% Somewhat Satisfied
- Variety of services and activities: 21% Very Satisfied, 41% Somewhat Satisfied
- Availability of sport clubs: 20% Very Satisfied, 36% Somewhat Satisfied
- Conditions of fields/tennis courts: 19% Very Satisfied, 41% Somewhat Satisfied
- Availability of parking: 10% Very Satisfied, 24% Somewhat Satisfied
Please indicate reasons you do not use the outdoor recreation facilities and fields more often? \( n = 1,236 \)

- Not interested in the program activities that are offered: 61.6%
- Activities are not offered at convenient times: 11.8%
- Fields not available due to inclement weather: 10.2%
- Conditions of fields are undesirable: 6.5%
- Scheduled for other activities: 6.0%
- No lighting: 4.0%

- The main reason students indicated not using outdoor facilities is, they are not interested in the program activities offered.
Survey Results – Recreation

Are you familiar with McAlexander Fieldhouse? \((n = 3,123)\)

- 60% of students indicated being familiar with McAlexander.

On average, how often do you use McAlexander Field House? \((n = 1,888)\)

- Of those students familiar with McAlexander approximately half use the facility.
What are the three main reasons you use McAlexander Field House? \((n = 971)\)

- The three main reasons for using McAlexander are: to play pick up games, attend a special events, and to play organized activities.

Please indicate the reason(s) why you do not use McAlexander. \((n = 867)\)

- The main reason students indicated not using McAlexander is they are not interested in the program activities offered.
What activities do you participate in at McAlexander? \( (n = 950) \)

- Drop-in recreation: 35.5%
- Intramural sports: 13.5%
- PAC class: 12.5%
- Sport Clubs: 9.2%

- Drop-in recreation was cited as the activity students participated in the most.
How satisfied are you with the following aspects of McAlester Field House? (Very Satisfied/Somewhat Satisfied)

- Students indicated they were very satisfied with convenience of location and availability of informal recreation and less satisfied with condition of multipurpose courts.

- Students indicated they were somewhat satisfied with convenience of location and availability of informal recreation and less satisfied with condition of multipurpose courts.

- Students indicated they were very satisfied with availability of parking and availability of sport clubs and less satisfied with condition of turf fields.

- Students indicated they were somewhat satisfied with availability of parking and availability of sport clubs and less satisfied with condition of turf fields.

- Students indicated they were very satisfied with availability of intramural sports and variety of services and activities and less satisfied with condition of multipurpose courts.

- Students indicated they were somewhat satisfied with availability of intramural sports and variety of services and activities and less satisfied with condition of multipurpose courts.
Survey Results – Fee Results

Students were presented information and range of fees related to three projects and asked to indicate:

• How likely they would support the project
• If a student vote were held today on this project, would you vote in favor of this?

The three projects included:

• Memorial Union expansion to replace Snell Hall
• Student Recreation and Sports Fields Project
• McAlexander Field House Improvements
How likely would you be to support the Memorial Union Project? \( (n = 3,144) \)

- 50% of students indicated very likely/somewhat likely to support this project.

If a student vote were held today, would you vote in favor of this? \( (n = 3,135) \)

- 28% of survey respondents indicated they would support increasing fees for this project.
- 34% support when question asked first.
If a student vote were held today on the Memorial Union expansion, would you vote in favor of this - sorted by activity you are currently involved with.
Did you vote in the last ASOSU election – if a student vote were held today on this project, would you vote in favor of this.

**Likely Voters**

- **Yes I would support this project and raising my student fees**: 34.7%
- **No, I do not support this project and raising my fees**: 65.3%
How likely would you be to support the Student Recreation and Sports Fields project? \(n = 3,140\)

- 63% of students indicated very likely/somewhat likely to support this project.

If a student vote were hold today, would you vote in favor of this? \(n = 3,139\)

- 58% of survey respondents indicated they would support increasing fees for this project.
If a student vote were held today on the Recreation Fields Improvements, would you vote in favor of this - sorted by activity you are currently involved with.

Survey Results – Fee Results

- Intramural Sports: 80.5% Yes, 19.5% No
- Social Fraternities & Sororities: 74.0% Yes, 26.0% No
- Intercollegiate Athletics: 71.8% Yes, 28.2% No
- Sports Club Organization: 70.9% Yes, 29.1% No
- Recreational Sports: 69.5% Yes, 30.6% No
- Leadership Development: 65.1% Yes, 34.9% No
- Student Government: 60.9% Yes, 39.1% No
- Service Organization: 57.1% Yes, 42.9% No
- Student Media: 53.6% Yes, 46.4% No
- Not Active: 47.2% Yes, 52.8% No
- Intercultural Student Services: 45.5% Yes, 54.5% No
Did you vote in the last ASOSU election – if a student vote were held today on this project, would you vote in favor of this.

**Likely Voters**

- 63.0% Yes I would support this project and raising my student fees
- 37.0% No, I do not support this project and raising my fees
Survey Results – Fee Results

How likely would you be to support McAlexander Improvements? \((n = 3,142)\)

- 65% of students indicated very likely/somewhat likely to support this project.

If a student vote were held today, would you vote in favor of this? \((n = 3,135)\)

- 62% of survey respondents indicated they would support increasing fees for this project.
If a student vote were held today on the McAlexander Renovations, would you vote in favor of this - sorted by activity you are currently involved with.

Survey Results – Fee Results

- Intramural Sports: 78.5% Yes, 21.5% No
- Intercollegiate Athletics: 77.7% Yes, 22.4% No
- Sports Club Organization: 74.6% Yes, 25.4% No
- Recreational Sports: 71.0% Yes, 29.0% No
- Social Fraternities & Sororities: 70.6% Yes, 29.4% No
- Leadership Development: 65.9% Yes, 34.2% No
- Student Media: 59.8% Yes, 40.2% No
- Student Government: 59.5% Yes, 40.5% No
- Service Organization: 57.9% Yes, 42.1% No
- Intercultural Student Services: 55.7% Yes, 44.3% No
- Not Active: 52.3% Yes, 47.7% No
Did you vote in the last ASOSU election – if a student vote were held today on this project, would you vote in favor of this.

**Likely Voters**

![Pie chart showing survey results]

- **65.0%** Yes I would support this project and raising my student fees
- **35.0%** No, I do not support this project and raising my fees
Which answer best describes your opinion if all three projects were included in a referendum ballot this spring? \( n = 3,117 \)

- Nearly 30% of students indicated they would support the Recreation projects.
If a student vote were held this spring, how likely would you be to vote? 
\(n = 3,124\)

- Over 80% of survey respondents indicated that they would likely vote.
Survey Results – Comments

• “All of these projects sounds like a wonderful idea. The only reason I am hesitant about them is due to the cost. It's plain to see by looking at the economy these days that people are not willing to spend extra money on unnecessary things. An extra $150 a term doesn't seem like a lot, but in these times it is.”

• “All the projects are needed and would improve the facilities at Oregon State; however, the memorial union project is really expensive and I don't think students would support a hundred dollar increase per term for one project. If there was a break-down in the spending (similar to an itemized list) and students could see exactly where the money is going to go it might garner more support (or maybe a vote to remove some unnecessary spending).”

• “I am in support of the MU project, however, I feel that the increase in my fees that it would require is too much at this time, especially when student fees are already on the increase.”

• “I am in support of the MU project, however, I feel that the increase in my fees that it would require is too much at this time, especially when student fees are already on the increase.”
Recommendations - Union

• Current Union project does not have enough support at this time

• Current satisfaction of Union is very high

• General lack of awareness of program opportunities in Snell

• Collateral Issues Risk

• Need more time to educate students on project benefits
  • Current condition of Snell
  • History of Union

• Consider reducing scale of project
  • Partnership component

• Create more destination spaces / “wow” factor for referendum
Recommendations - Recreation

• Enough support to move forward with both projects

• Consider bundling of both projects on referendum

• Need to educate students on the benefits of synthetic versus natural turf and overall usage of fields
“The Referendum should not be a discovery phase. It should affirm the market analysis already identified.”
Referendum

Spring 2005 for:
- Union Renovation/Expansion
- Rec center Expansion
- New Student Life Building
- Outdoor Sports Complex
- Child Care
- $100 million project
- Phased in Fee of $21/quarter to $175/quarter

37% success, 5,300 votes

Spring 2007 Referendum for:
- Rec center expansion only
- $65/quarter fee

75% success, 7,300 votes


**Referendum**

Spring 2000 for:
- Union Renovation/Expansion
- Rec center Renovation/Expansion
- Athletics
- $100 million project
- $71/quarter

2003 Referendum for:
- Student Union 77k expansion only
- $44m project
- $39/quarter at opening

**Results**

- 44% success, 6,200 votes
- 54% success, 6,400 votes

UC, San Diego
Referendum

Spring 2000 Referendum for:
- Student Union expansion only
- $15m project
- $35/semester at opening

Results

78% success, 1,100 votes

Spring 2007 for:
- 125k GSF Recreation Center
- $65 million project
- Phased in Fee of $25/semester to $130/semester

57% success, 1,600 votes

CSU, Northridge
## Fee Policy

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<th>Impact on Referendum Success</th>
<th>I. Fee Starts Immediately</th>
<th>II. Phased In Fee</th>
<th>III. Student Fee starts at Groundbreaking</th>
<th>IV. Student Fee Starts at Building Opening</th>
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<td>Positive</td>
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<th>Impact on Student Fee</th>
<th>Lowest</th>
<th>2nd Lowest</th>
<th>2nd Highest</th>
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| Impact on Project Cost      | Lowest                    | 2nd Lowest        | 2nd Highest                             | Highest                                  |
Oregon State University – Campus Assessment

Survey Results
March 10, 2009