

SIGNIFICANCE OF TRACKING ATTENDANCE AND INCENTIVES TO BOOST ENGAGEMENT

INTRODUCTION

Creating programming initiatives that serve our student population's evolving needs and interests is important in providing engagement outside of the classroom. How can we measure if our programming efforts are attracting students, and which incentives get them through the door?

OBJECTIVE

The purpose of this assessment is to actively take attendance at every SILP event using the Crimson Connection check-in feature to assess programming demand and trends based on incentives offered.

METHODOLOGY

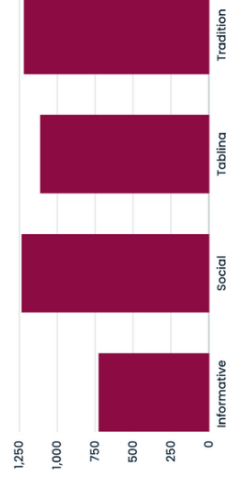
After each SILP event, attendance is noted along with other facets of the event such as event type, perks, and partnerships. This data is then evaluated to determine event success or need for improvement.

ANALYSIS

Through evaluation of event type along with incentives offered to attendees, we have found that events involving cross-departmental partnerships, along with giveaway type incentives appear to draw larger event attendance.



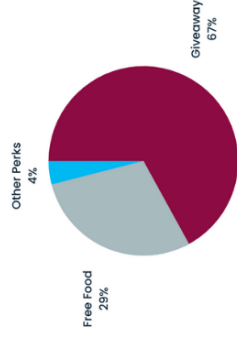
ATTENDANCE BY EVENT TYPE



This chart represents the sum of attendance based on event type.

EVENT TYPE: SOCIAL

Attendance response to incentives:



This chart represents attendance percentages based on incentive provided at events categorized as social.

INCENTIVE EXAMPLES

GIVEAWAYS: t-shirts, stuffed animals, notebooks, stickers, etc.

FREE FOOD: pizza, coffee, hot cocoa, popcorn.

OTHER PERKS: therapy dog, movie, mascot meet & greet, extra credit, etc.

Data collection was simplified using Crimson Connection Event Forms and Check-In feature.

AUTHOR

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RESULTS/FINDINGS

Events that are informative in nature represent the lowest attendance, but also featured minimal incentives. 80% of social events included cross-departmental partnerships, resulting in larger spending budgets and more diverse marketing efforts. It is clear informative events would benefit from following these trends to increase attendance.

CONCLUSION

Partnerships and giveaway items increase student attendance.

NEXT STEPS

Continue evaluation of attendance and incentive trends, incorporate findings across event categories where applicable and within budget.

