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## Executive Summary:

This We are Listening survey was anonymously distributed to all students via student listserv and QR code and ran for first 2 weeks of September. There were 416 total responses. The goal of this survey was to assess students' preferences for events and activities and to determine how the University can best support students' needs and wants. Key findings from the survey are:

1. Freshmen and graduate students were most likely to participate in an activity with seniors being the least likely. Freshmen were most interested in Beaver Athletic events, residence hall activities, the Gillett Wellness Center, concerts, and student clubs.
2. A quarter (26%) of all students rated the Gillett Wellness Center as "extremely important" to their experience at BSU. The next most important activities to students' experiences were Beaver Athletic events, student clubs, sustainability activities, and career fairs.
3. 69% of online students across all activities (on average) reported they would never participate in an activity. For online students, the activities they would be most likely to attend still had a high rate of "never" with guest lectures (45% never), cultural events (47% never) and athletic events (50% never).
4. Approximately half of online and on-campus students reported that they were likely to attend an activity if an online option was available (49% On-campus, 56% Online).
5. Students rated activities as being more important to their experience at BSU than their plans to attend them. This is true across every activity.
6. Cultural events were considered important (moderately to extremely) to 79% of students of color compared to 61% of white students. Additionally, 30% of students of color planned to frequently or almost always attend cultural events compared to 10% of white students. American Indian students rated these the most important while Black students planned to attend the most.

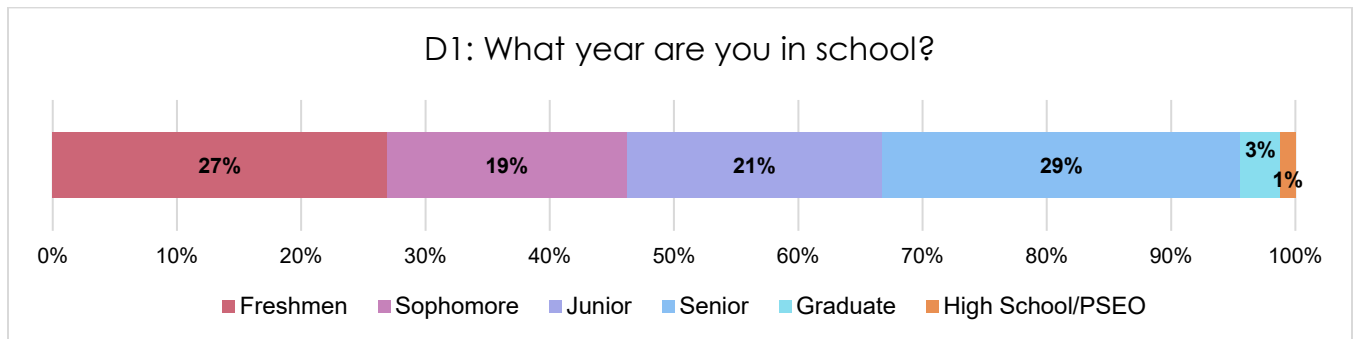


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7. 65% of American Indian students reported they planned to never or seldom participate in student clubs. Meanwhile, 58% of students from all other ethnicities said they would participate occasionally to almost always.
  8. Across all demographics, on-campus students overwhelmingly reported they were most interested in having fun and meeting people. Online students primarily wanted to learn something new.
  9. The most preferred way of learning about campus events was e-mail (63%). Posters, social media, Beaver Link, and word of mouth from friends or classmates were next most preferred (30-35%).
  10. Only 3% of students preferred digital signs as means to learn about events or activities.
  11. Overall, 31% of students did not know what Beaver Link is. Of the ones who did, it was the 2<sup>nd</sup> most preferred way (45%) to learn about new events or activities, behind email.
  12. Fewer than 22% of students were available to participate in an event or activity before 4:00 pm. After this time, 53-70% of students were available between 4:00 pm and 8:00 pm, and 40% were still available after 8:00 pm.
  13. 64% of students reported attending an event as part of a course. Of these students, 82% found the event to be worthwhile. When students were required to attend, 78% still found it worthwhile compared to 83% who received extra credit and 89% who had the event recommended.

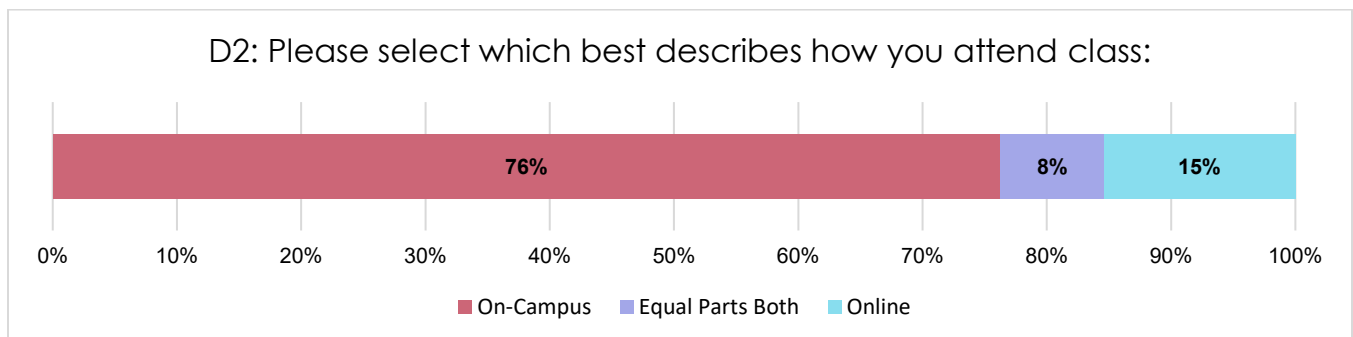
## Appendix:

### Demographic Distribution:

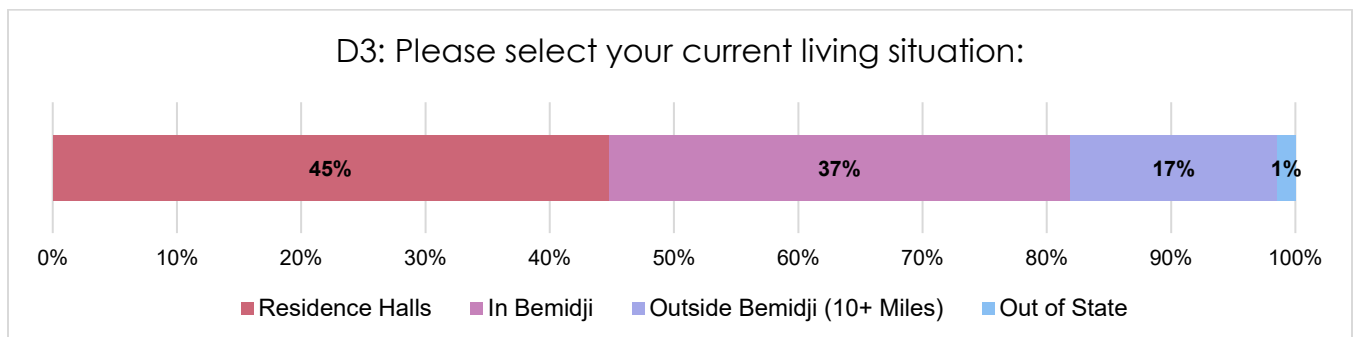
The following questions are optional on all *We are Listening* surveys and help assess coverage across the diverse demographics of our student population.



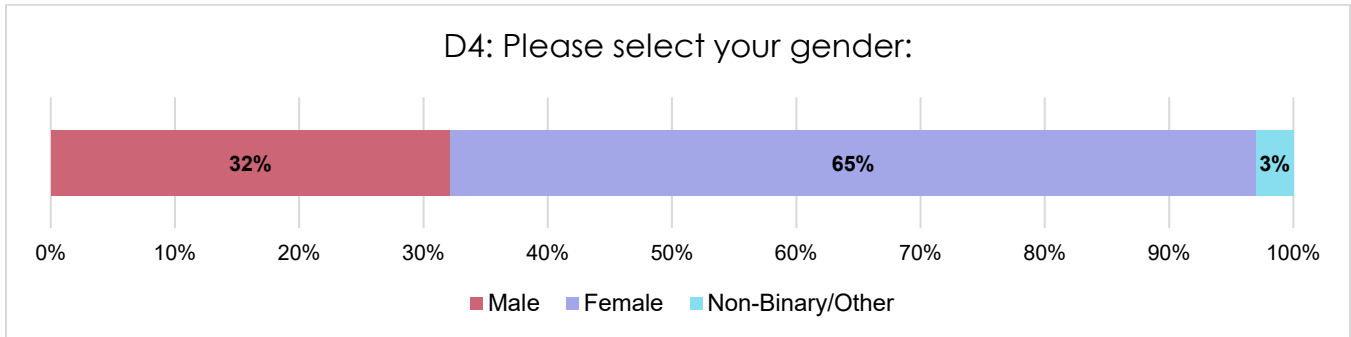
**Question D1:** 409 Responses



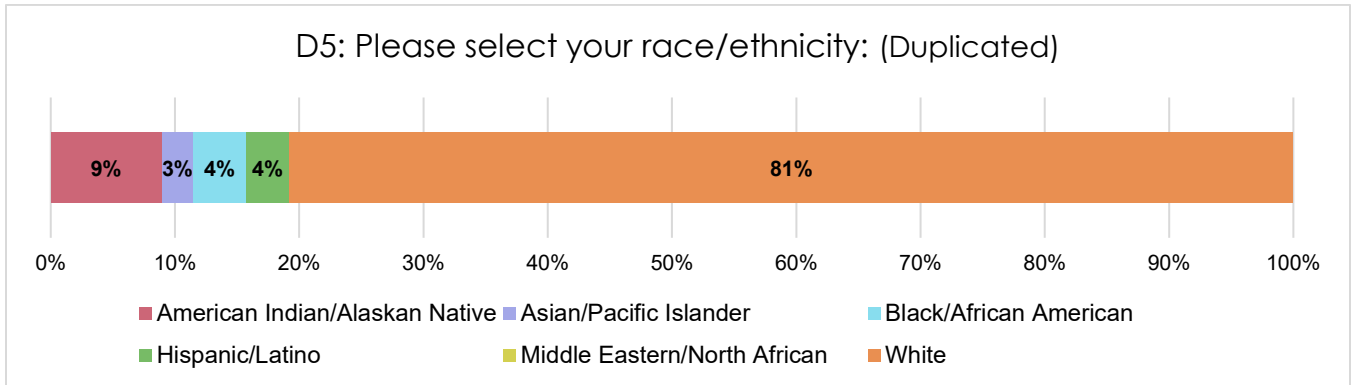
**Question D2:** 409 Responses



**Question D3:** 409 Responses

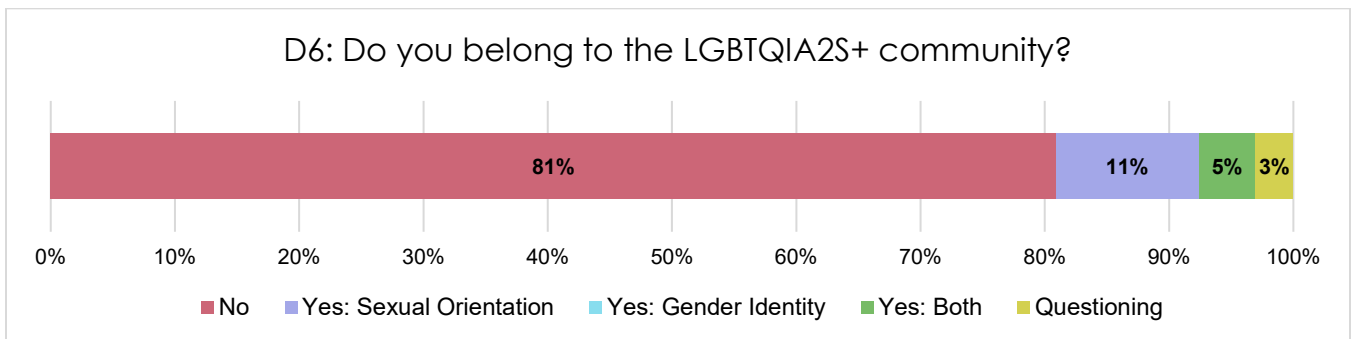


**Question D4:** 401 Responses



**Question D5:** 398 Responses

(No responses to Middle Eastern/North African)

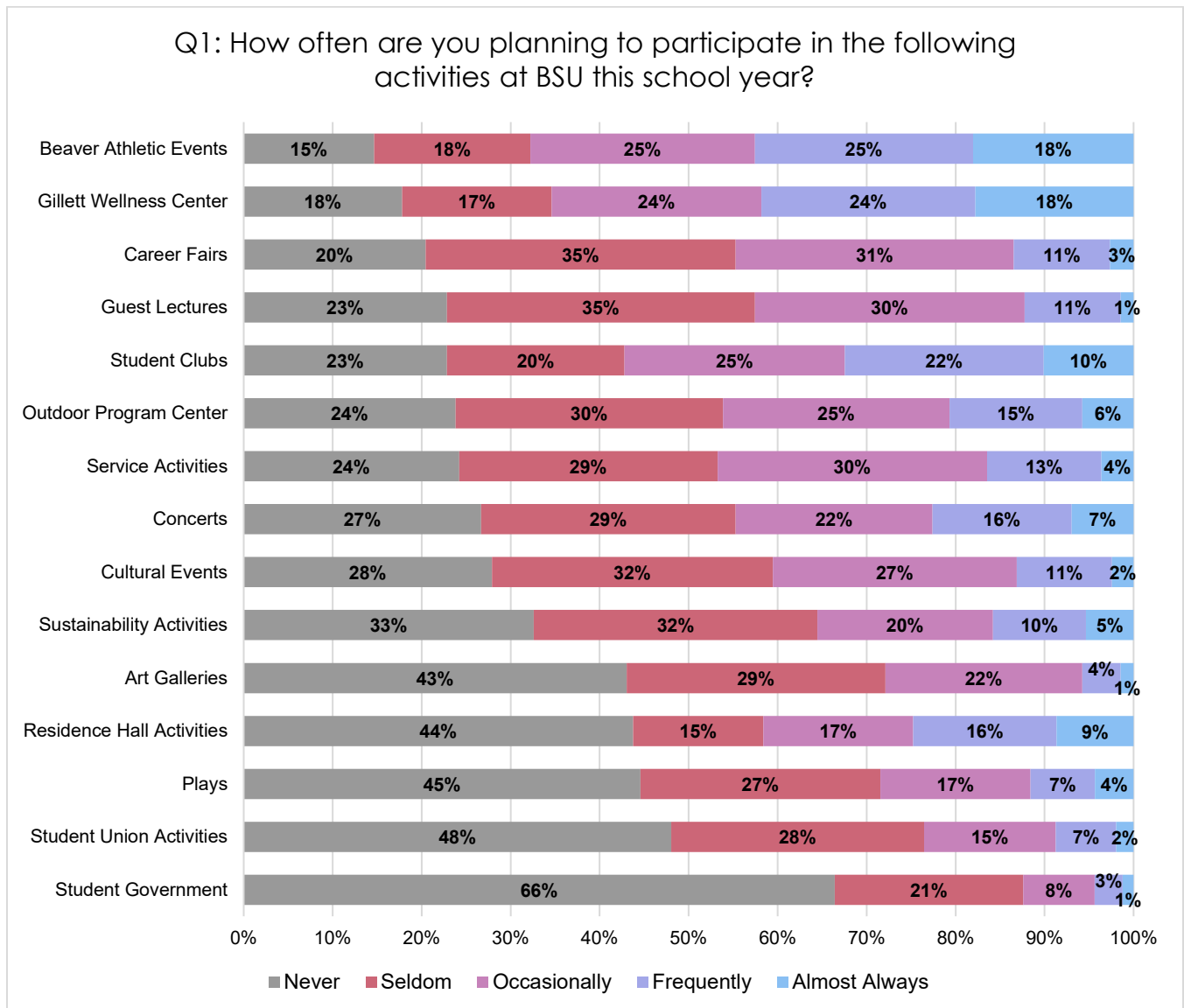


**Question D6:** 393 Responses

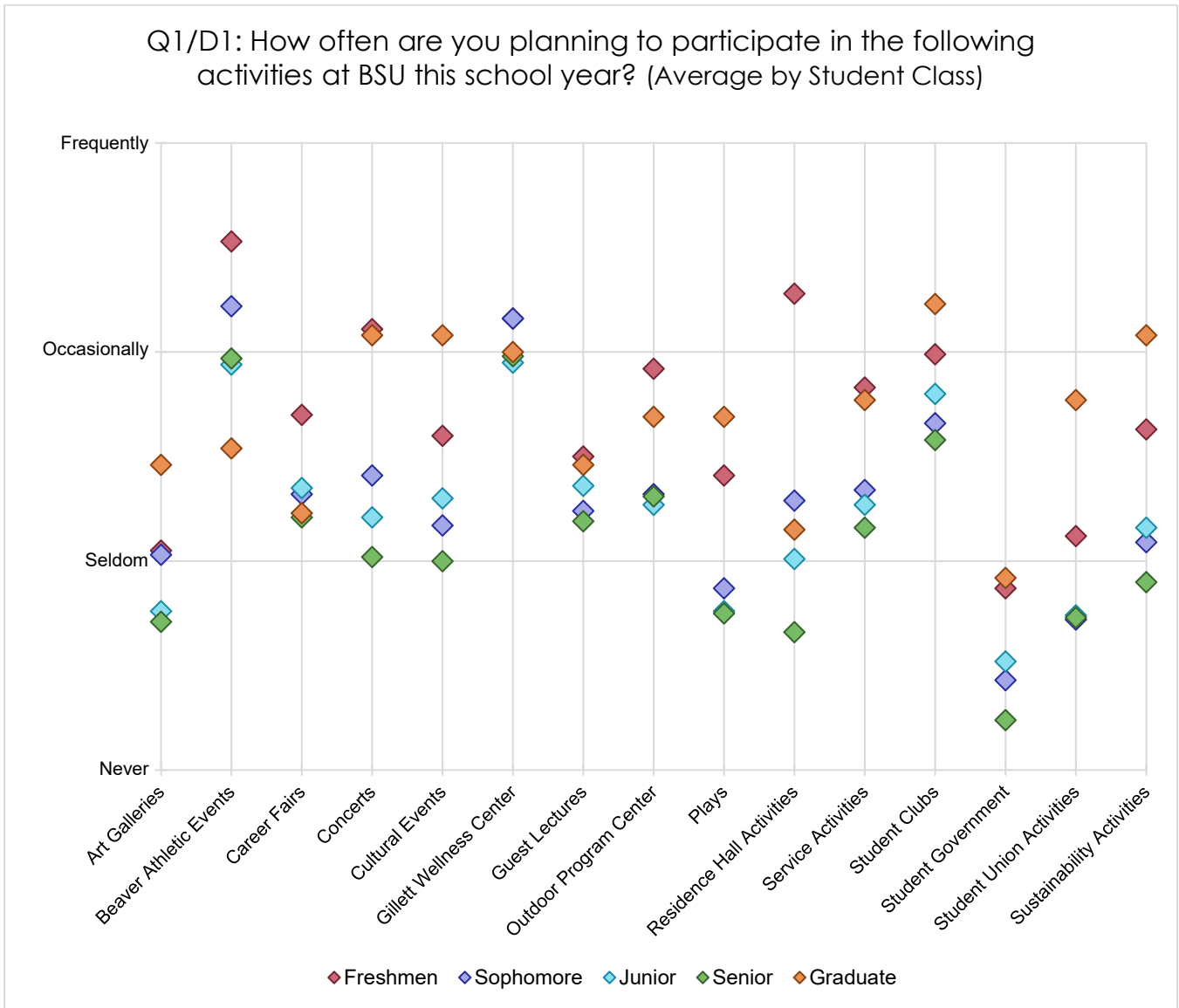
(No responses to Yes: Gender Identity)

## Survey Questions:

The following questions are related to this month's topic of Student Activities and are intended to capture students' thoughts, feelings, and preferences on Student Activities to help guide university decision-making and educational practices. Responses are presented in summary form with demographic breakdowns following if the breakdown is relevant and provides new information (Note: Demographic sub-groups are excluded from breakdowns if they have fewer than 10 individuals responding).

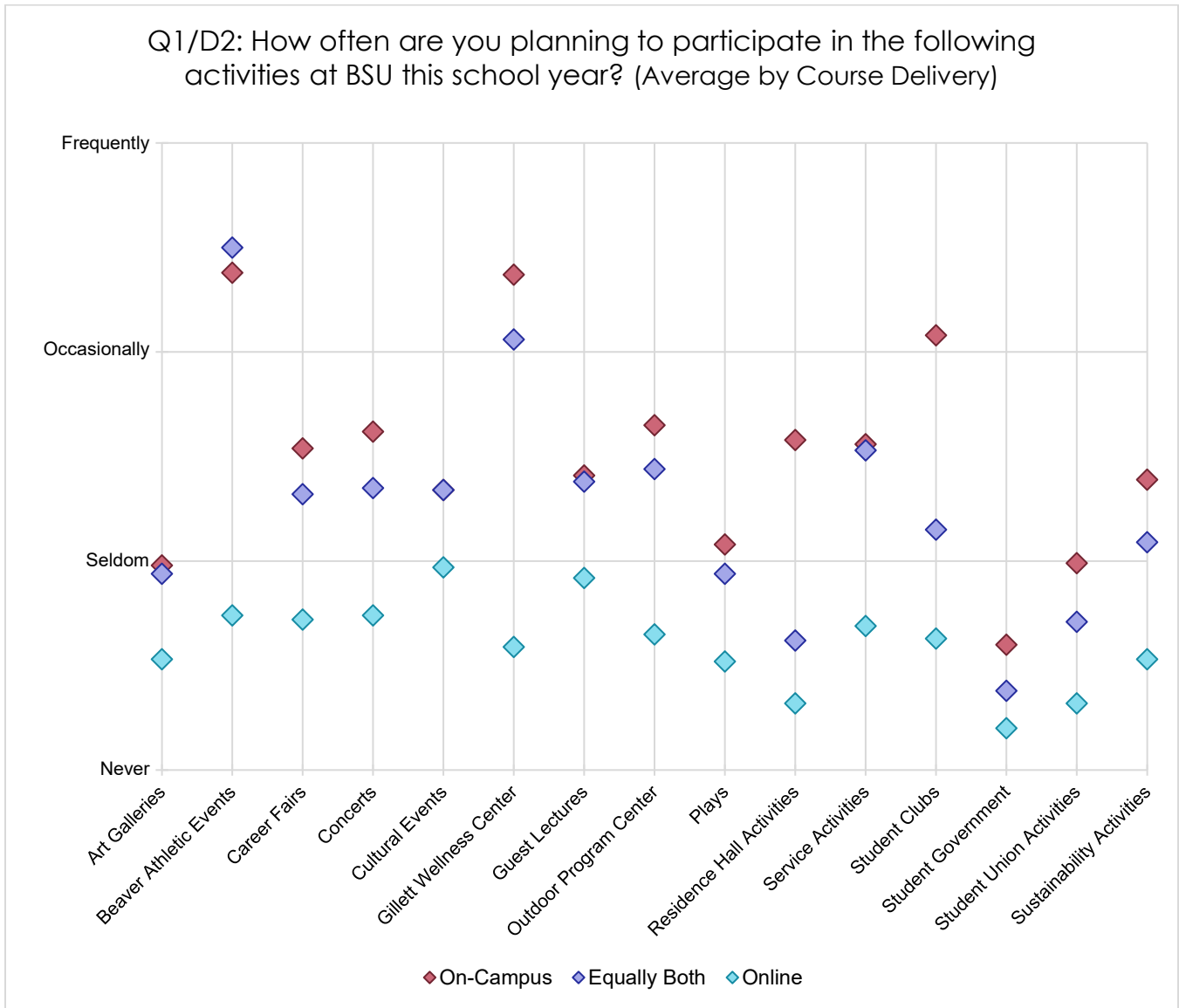


Question Q1: 416 Responses



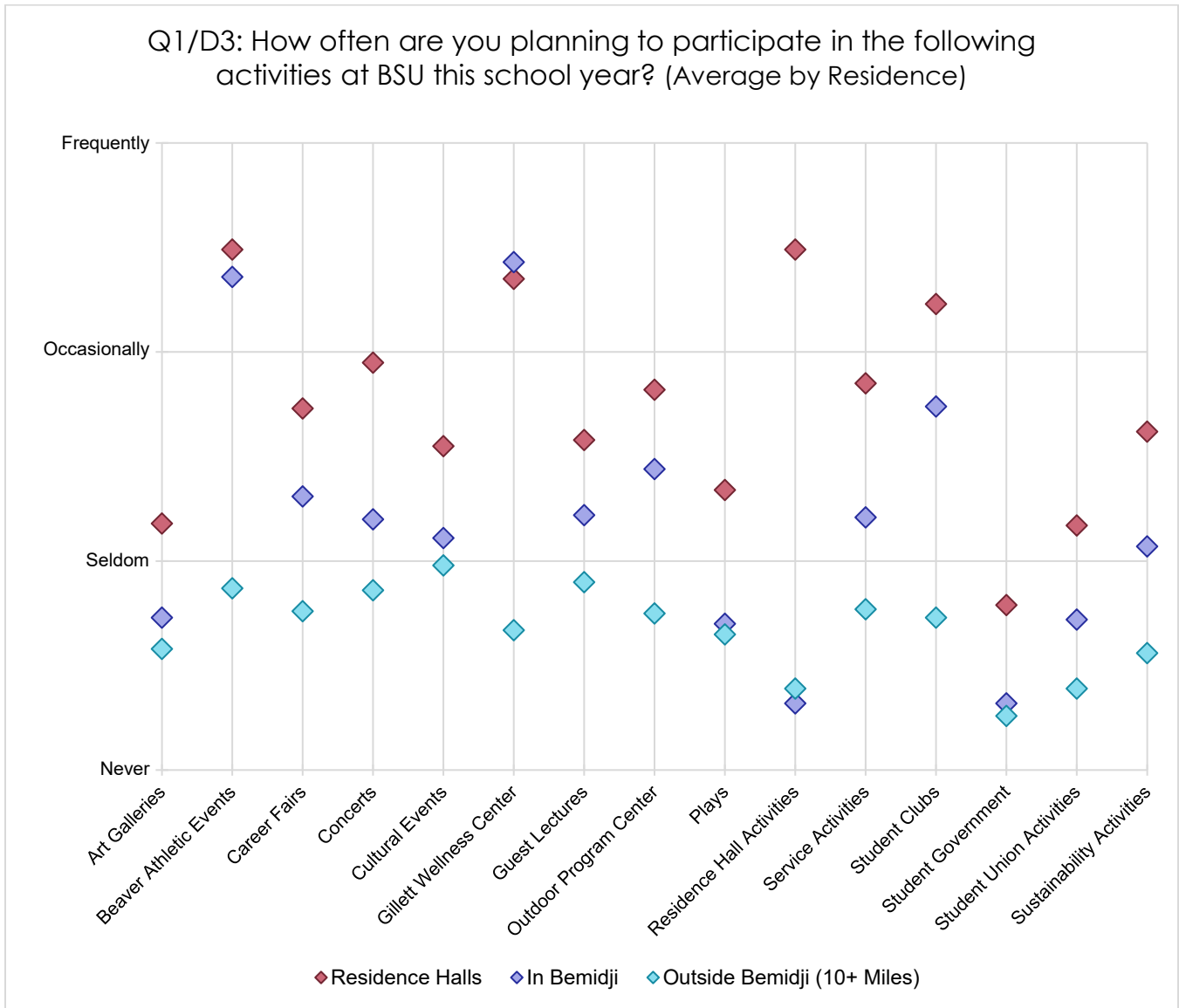
**Question Q1/D1: 401 Matching Responses**  
(High School/PSEO omitted due to <10 responses)

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**Question Q1/D2: 407 Matching Responses**

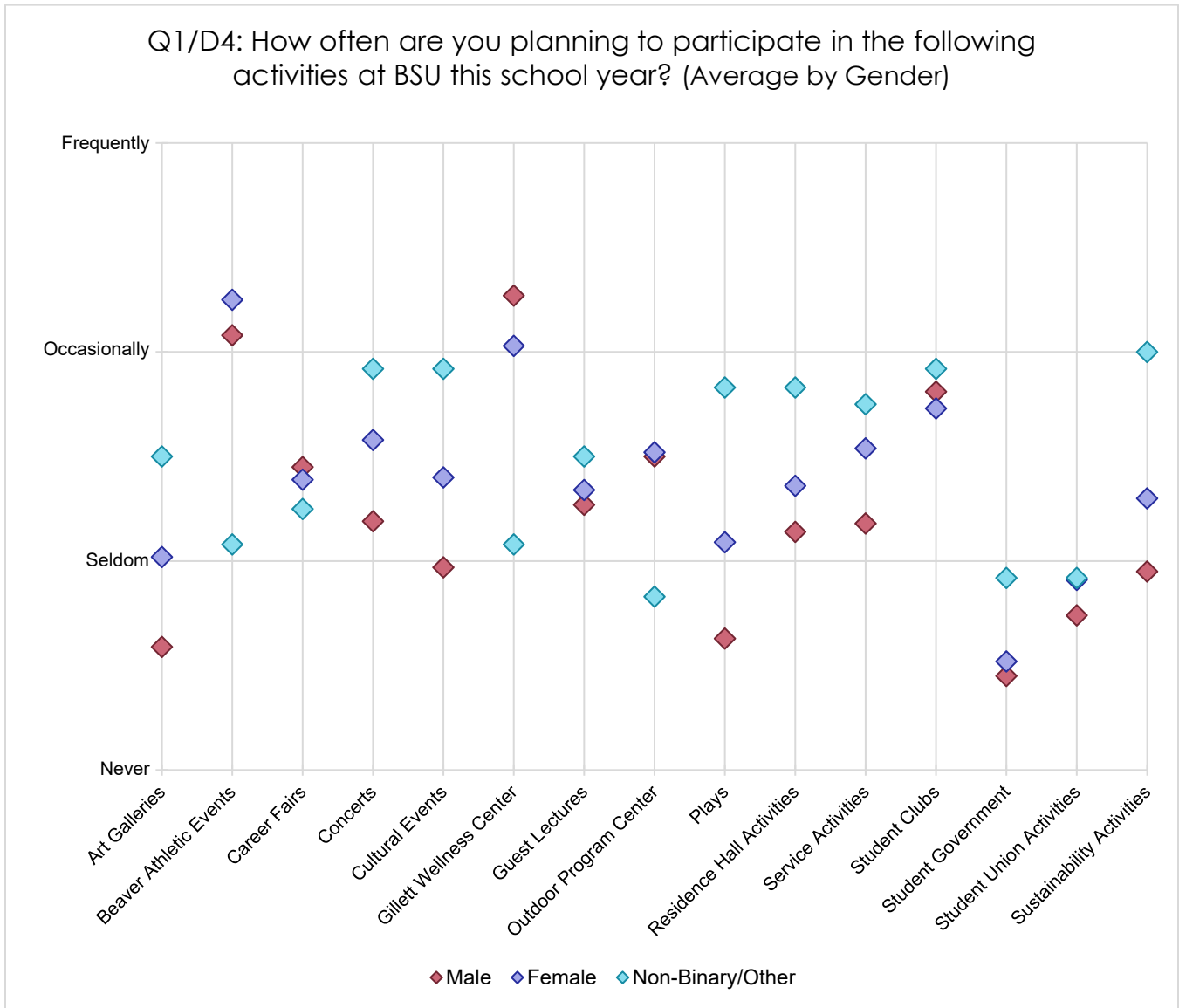
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**Question Q1/D3: 401 Matching Responses**  
(Out of State omitted due to <10 responses)

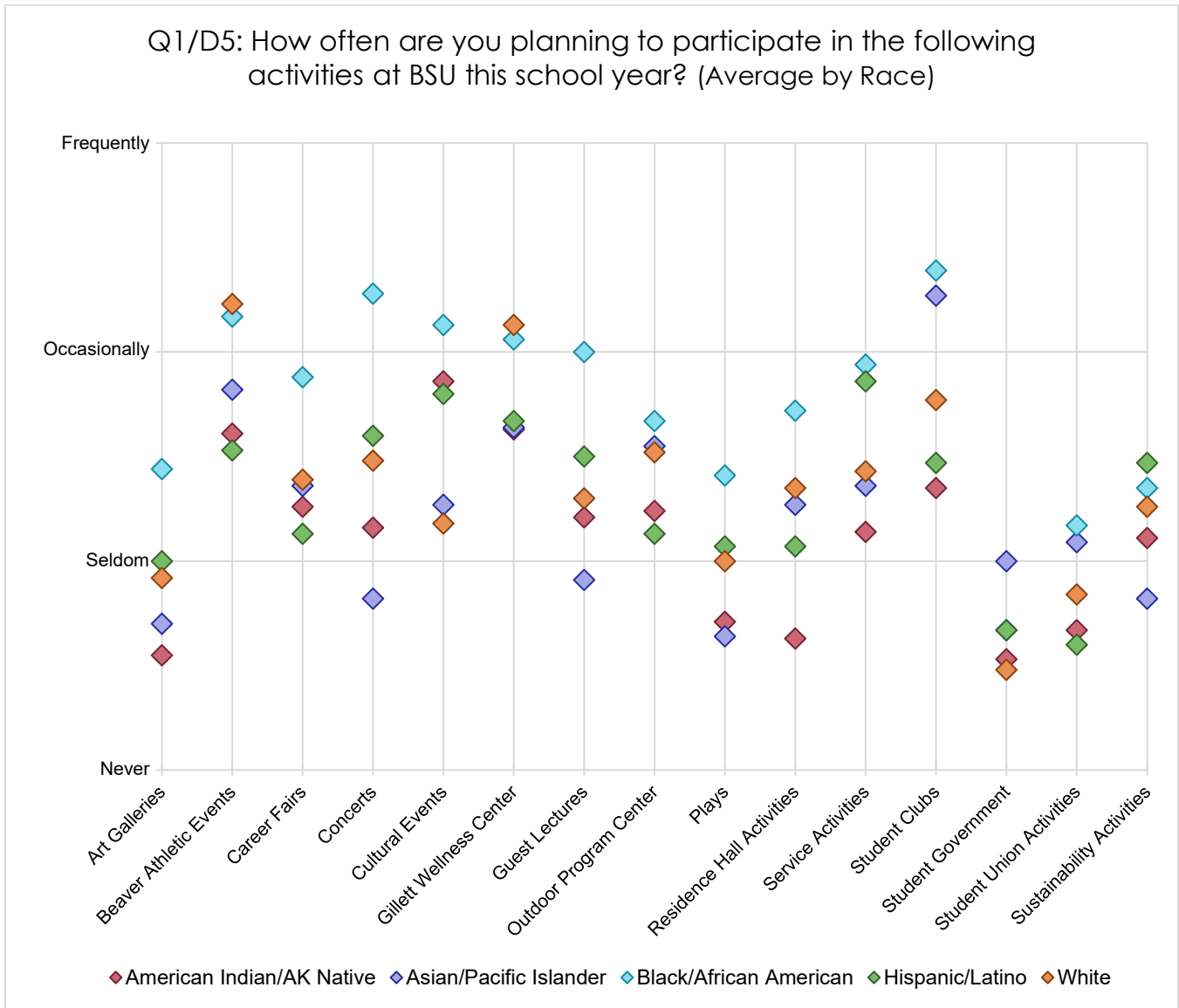
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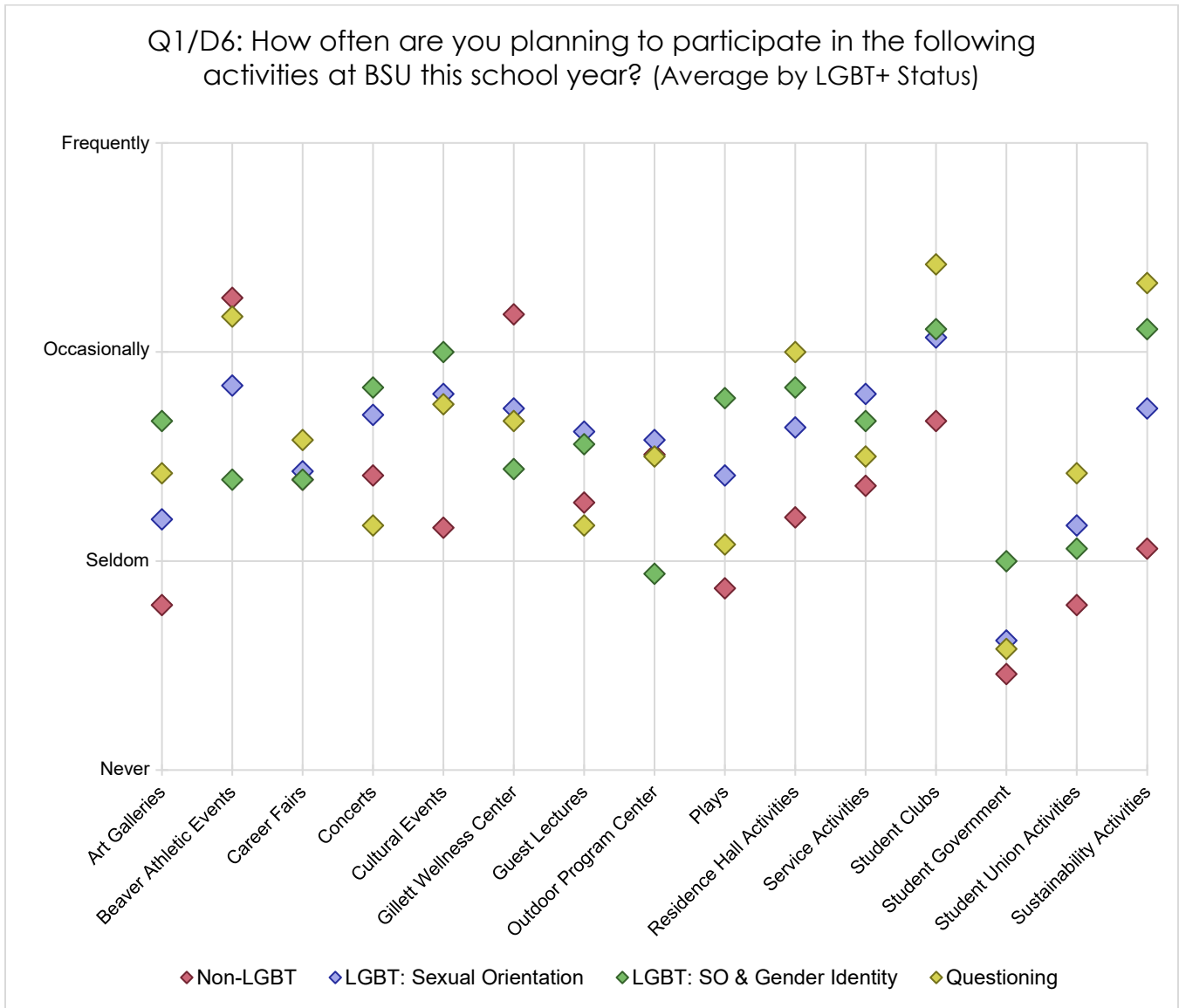
**Question Q1/D4: 400 Matching Responses**

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**Question Q1/D5:** 426 Matching Responses (Duplicated)  
(Middle Eastern/North African omitted due to <10 responses)

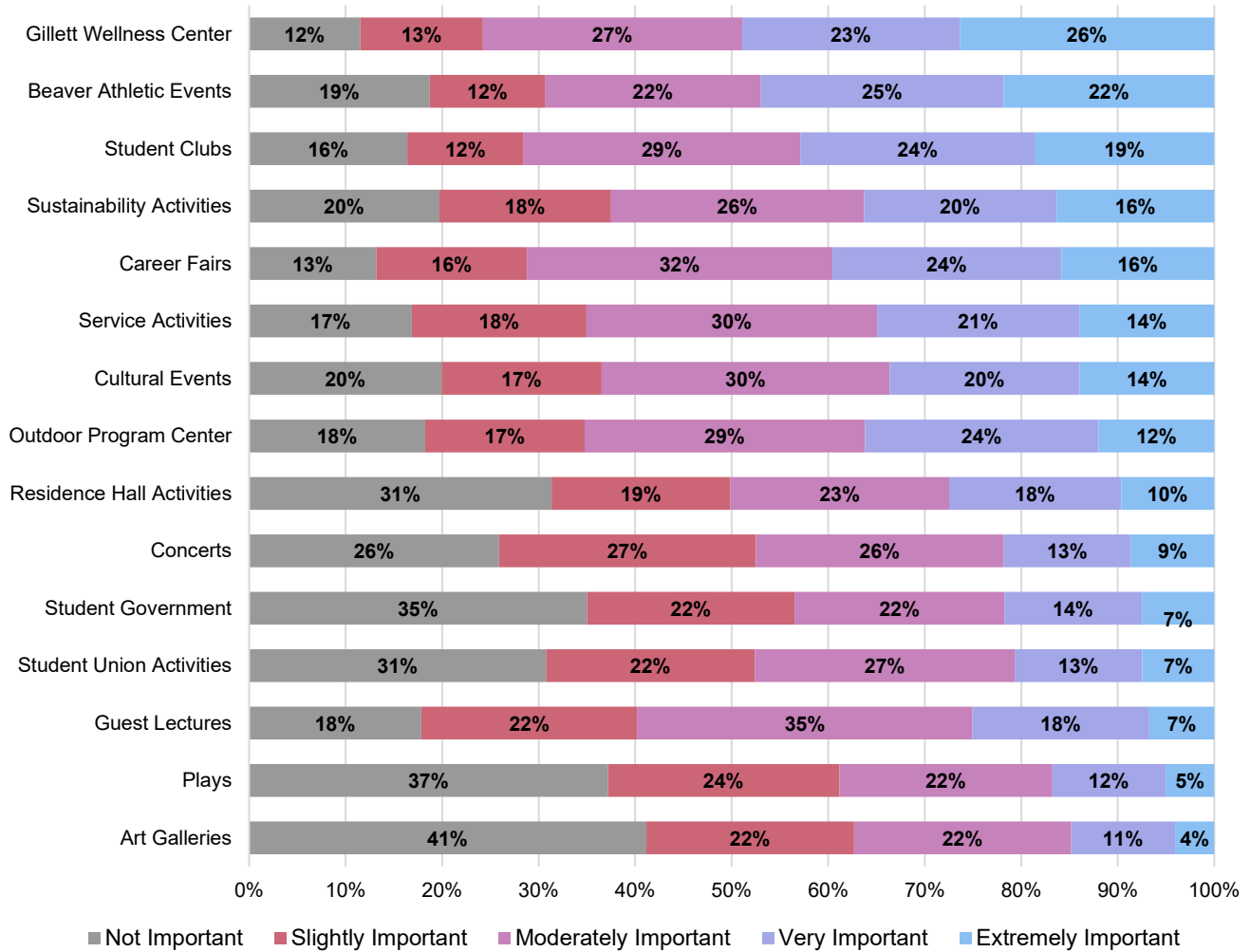
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**Question Q1/D6:** 391 Matching Responses  
(LGBT: Gender Identity omitted due to <10 responses)

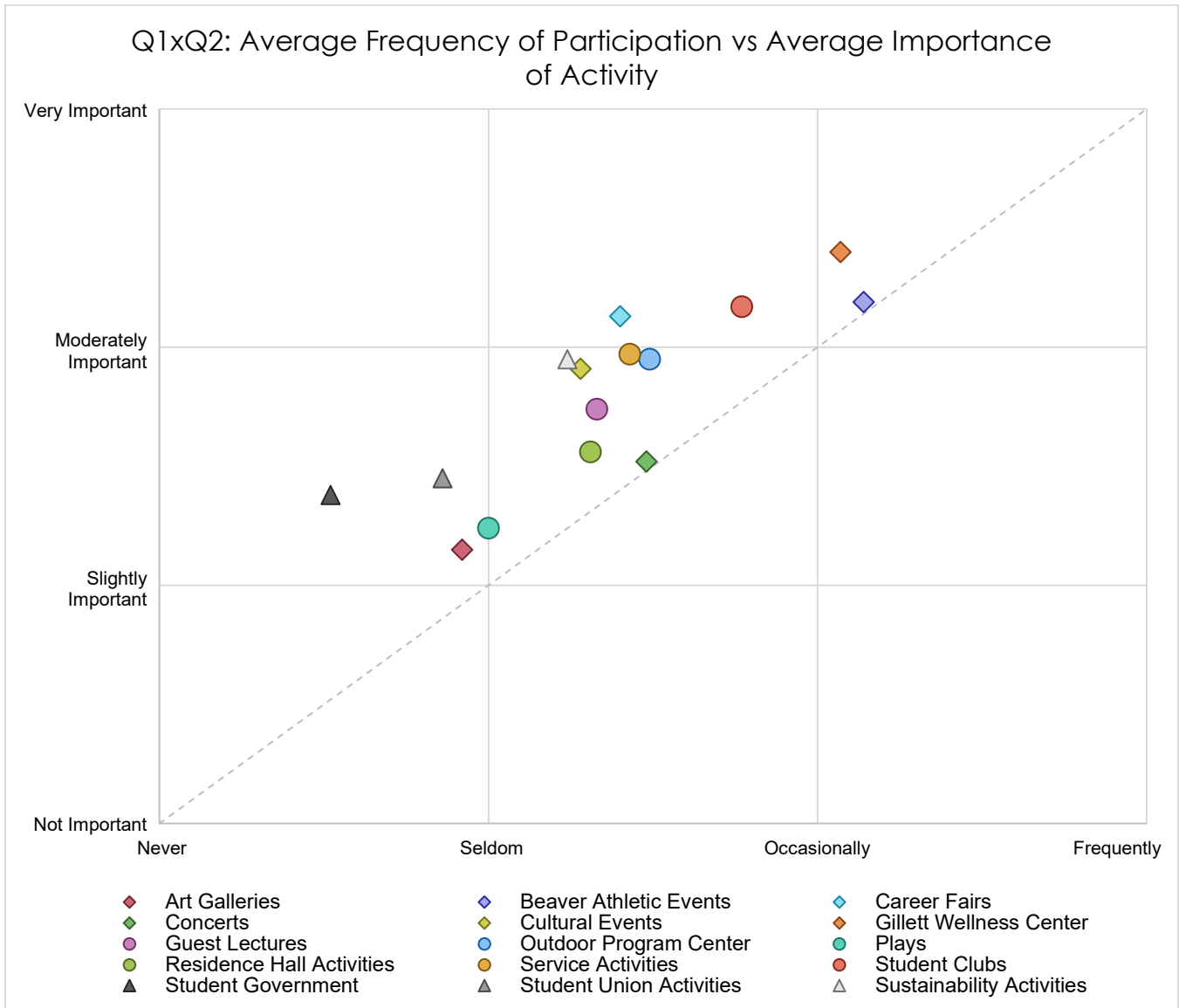
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Q2: How important are the following activities to your experience at BSU?



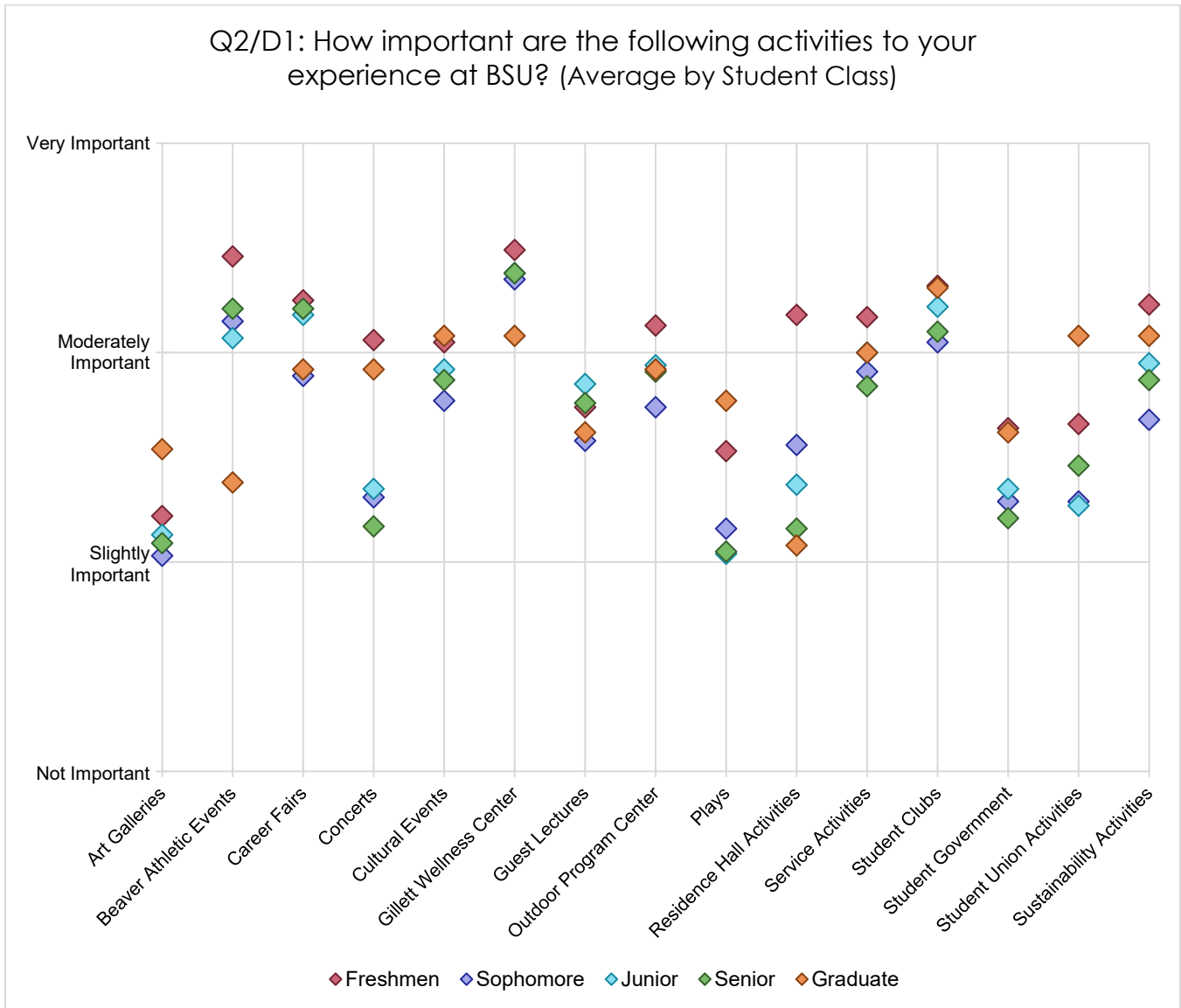
Question Q2: 418 Responses

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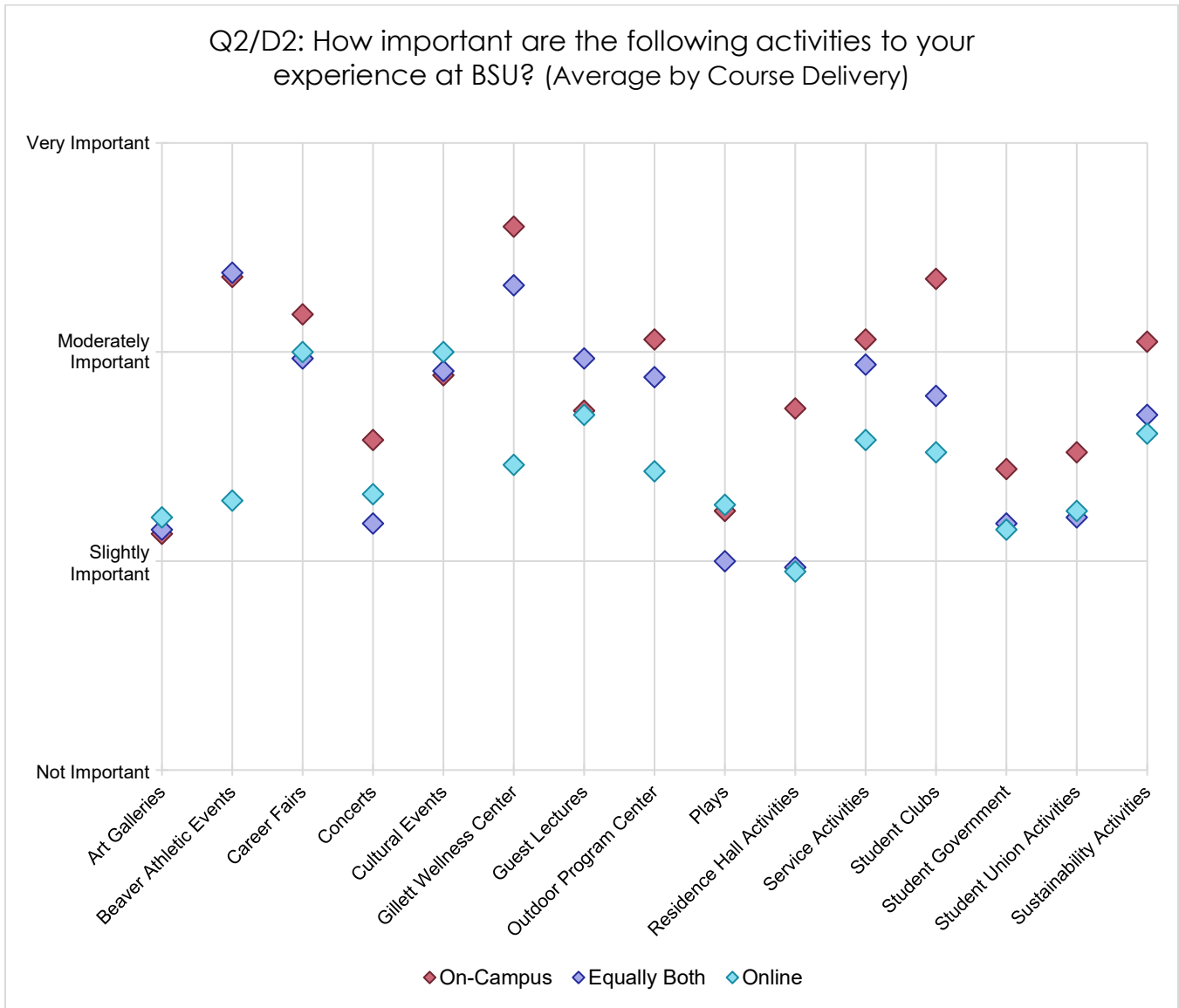
**Question Q1xQ2: 416 Matching Responses**

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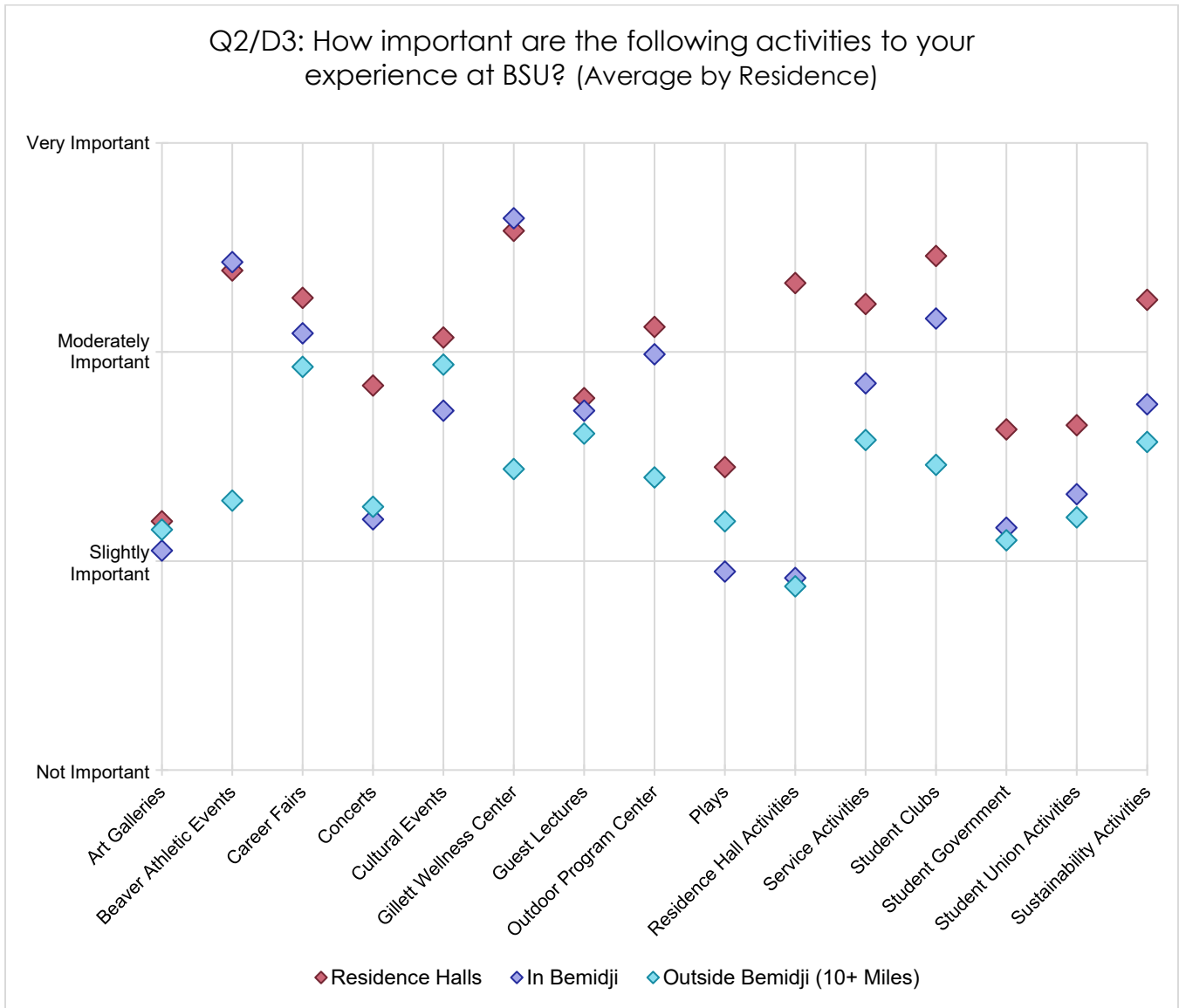
**Question Q2/D1: 404 Matching Responses**  
(High School/PSEO omitted due to <10 responses)

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**Question Q2/D2: 409 Matching Responses**

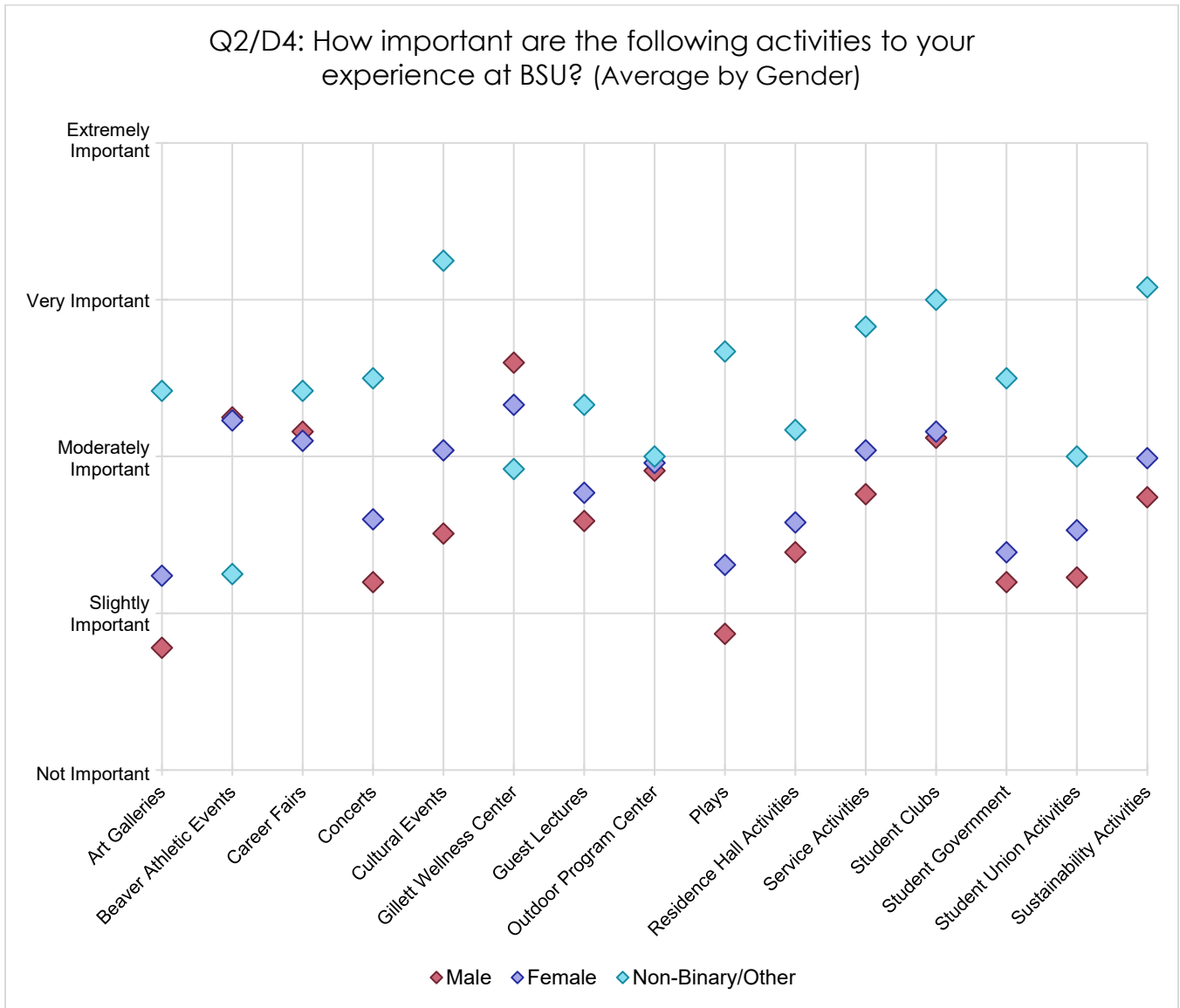
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**Question Q2/D3: 403 Matching Responses**  
(Out of State omitted due to <10 responses)

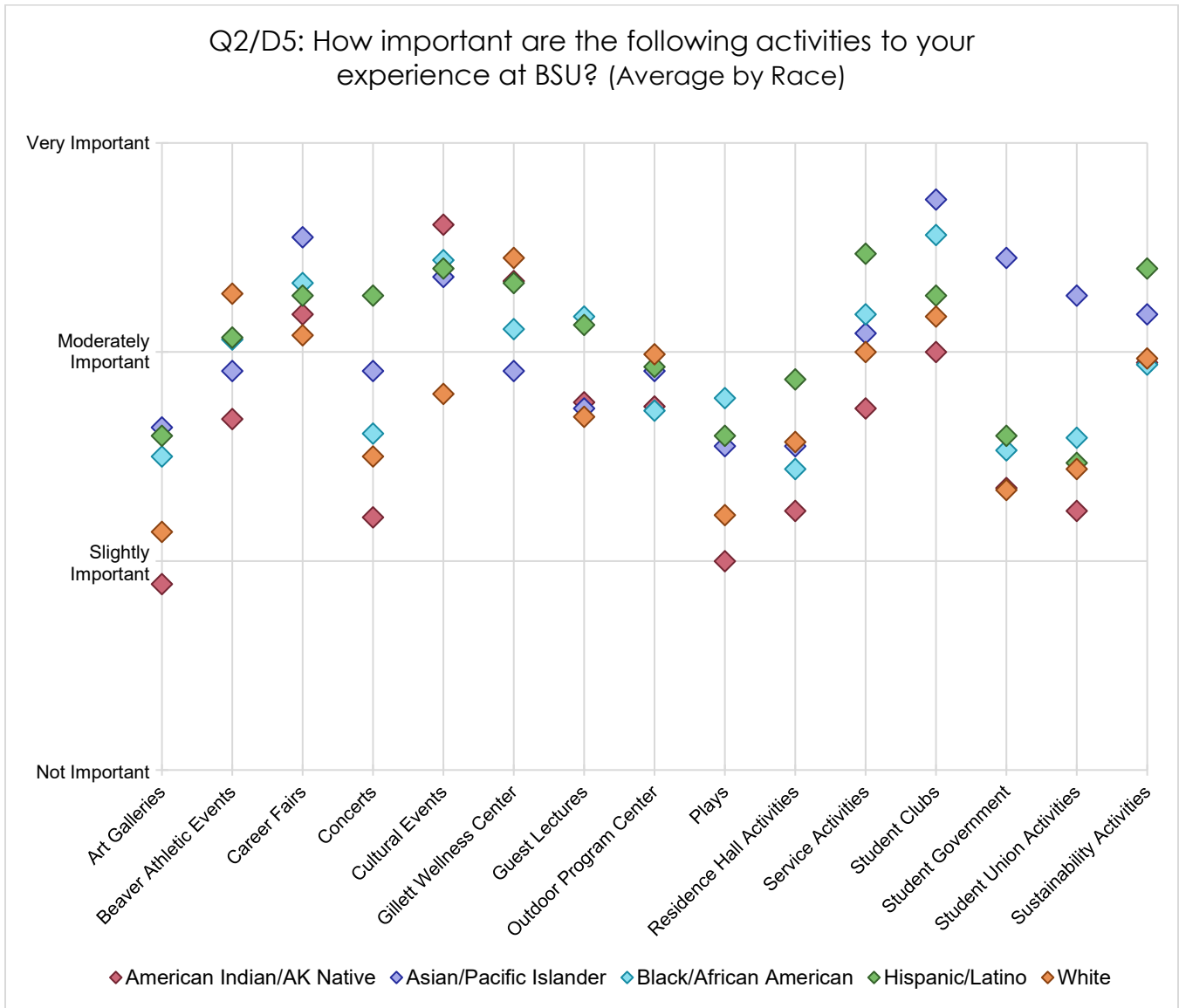
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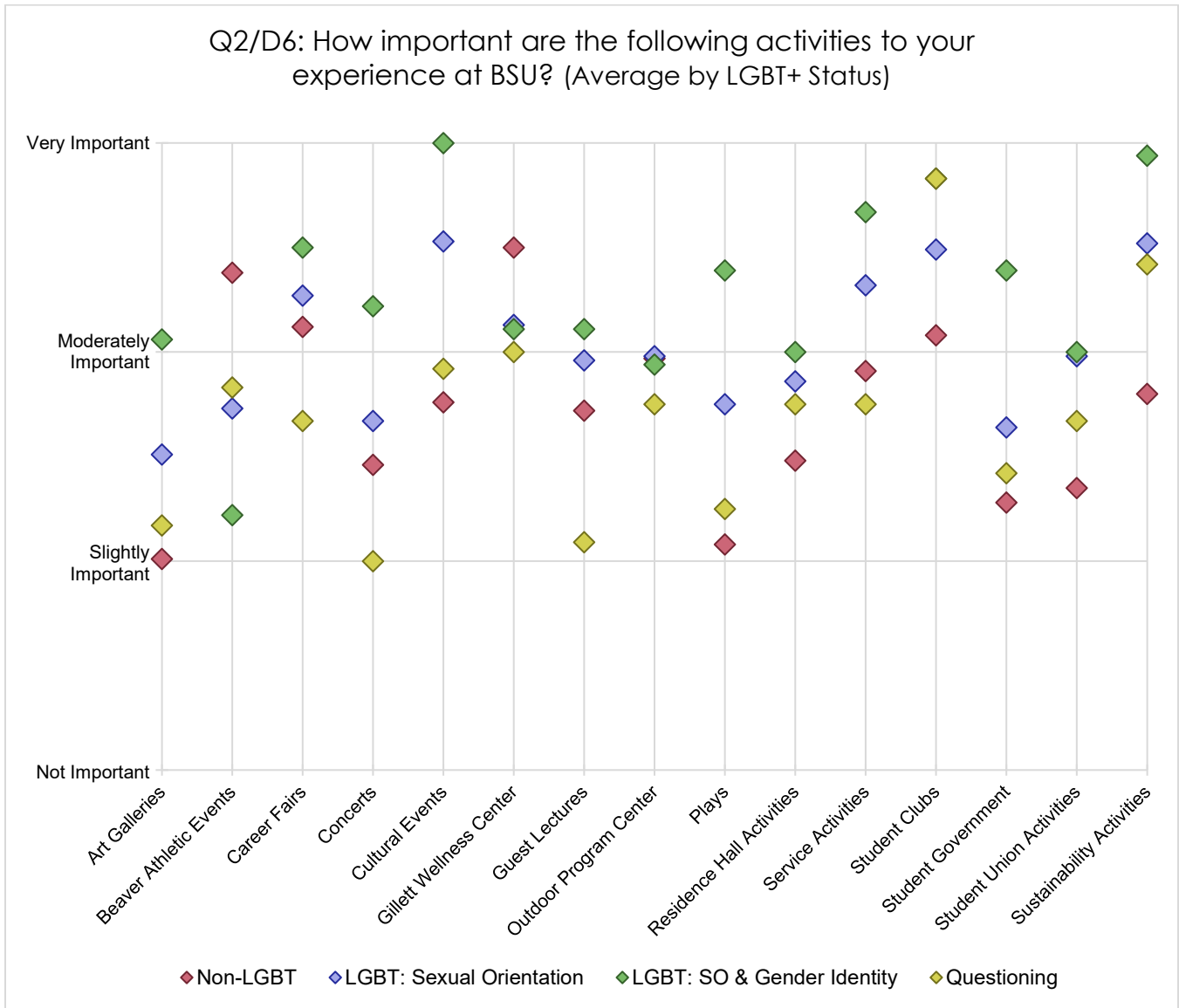
**Question Q2/D4: 400 Matching Responses**

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**Question Q2/D5:** 427 Matching Responses (Duplicated)  
(Middle Eastern/North African omitted due to <10 responses)

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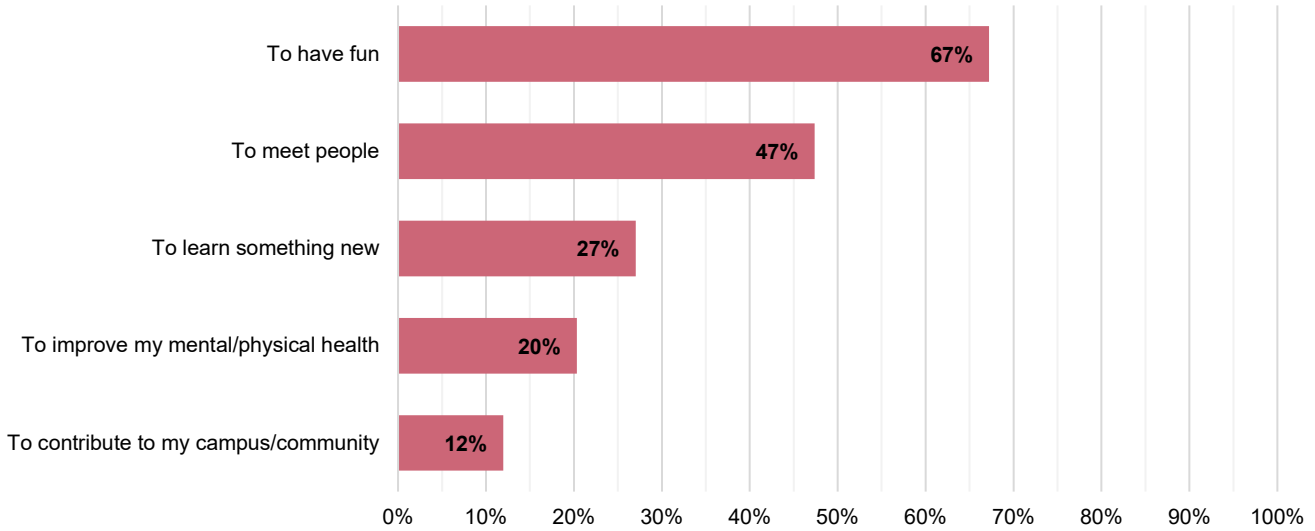


**Question Q2/D6:** 393 Matching Responses  
(LGBT: Gender Identity omitted due to <10 responses)

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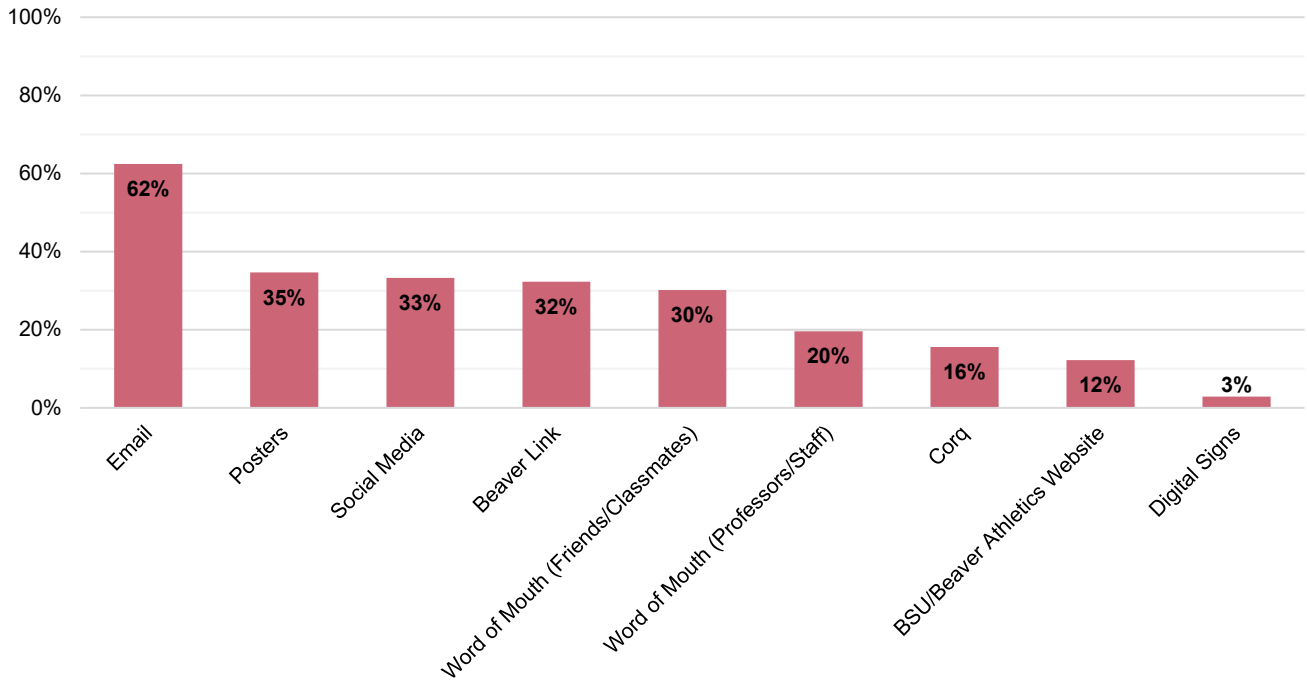


Q3: What are you most interested in when you participate in a university event or activity? (Select up to 2)

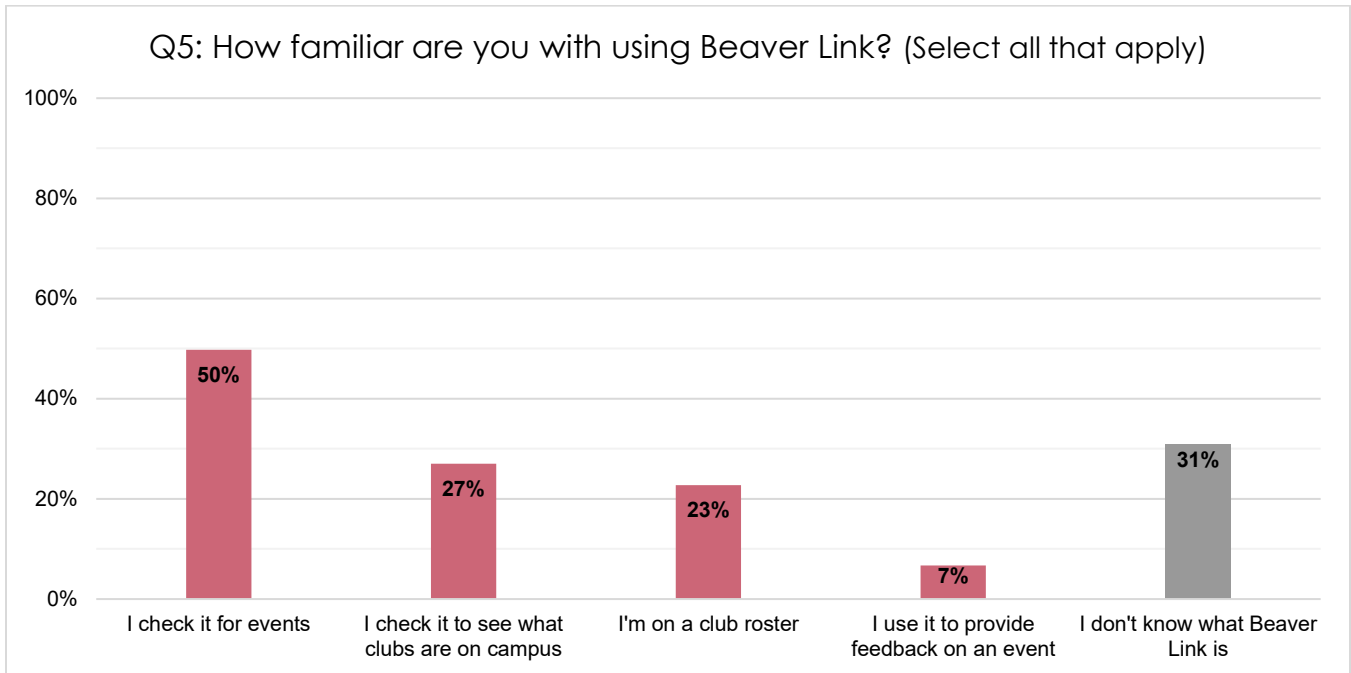


**Question Q3:** 418 Responses

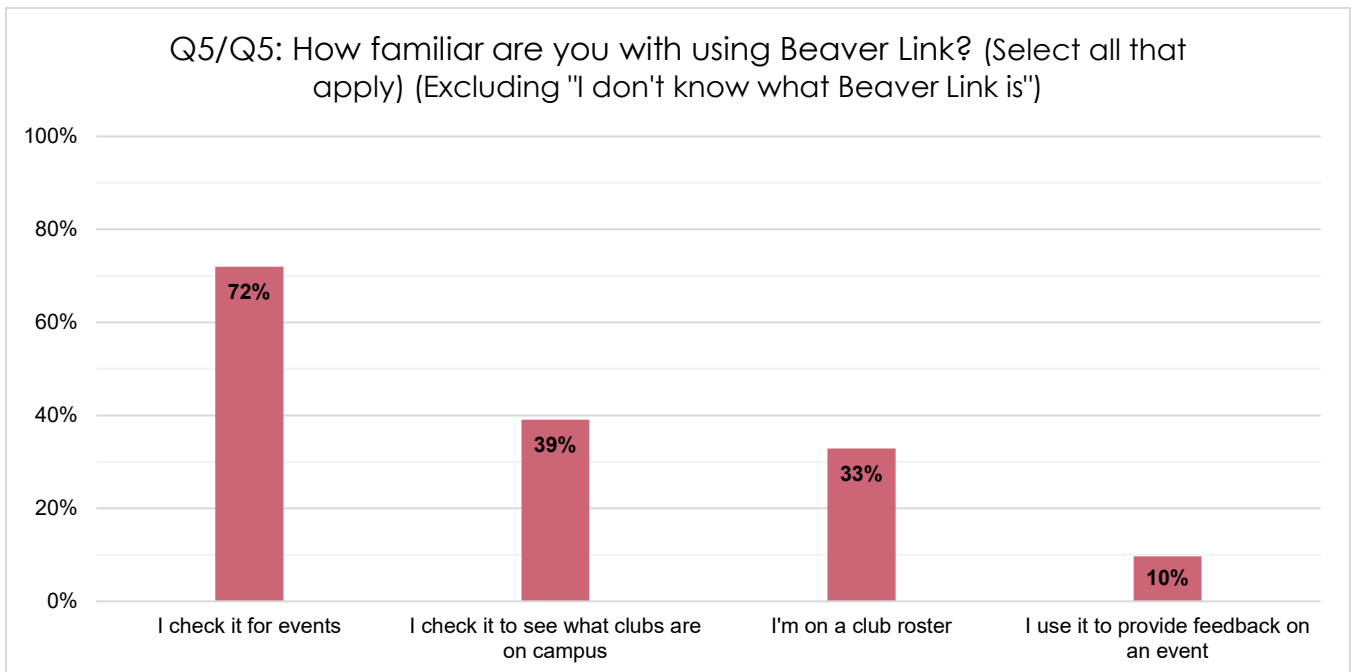
Q4: What is your preferred way to learn about new events or activities? (Select up to 3)



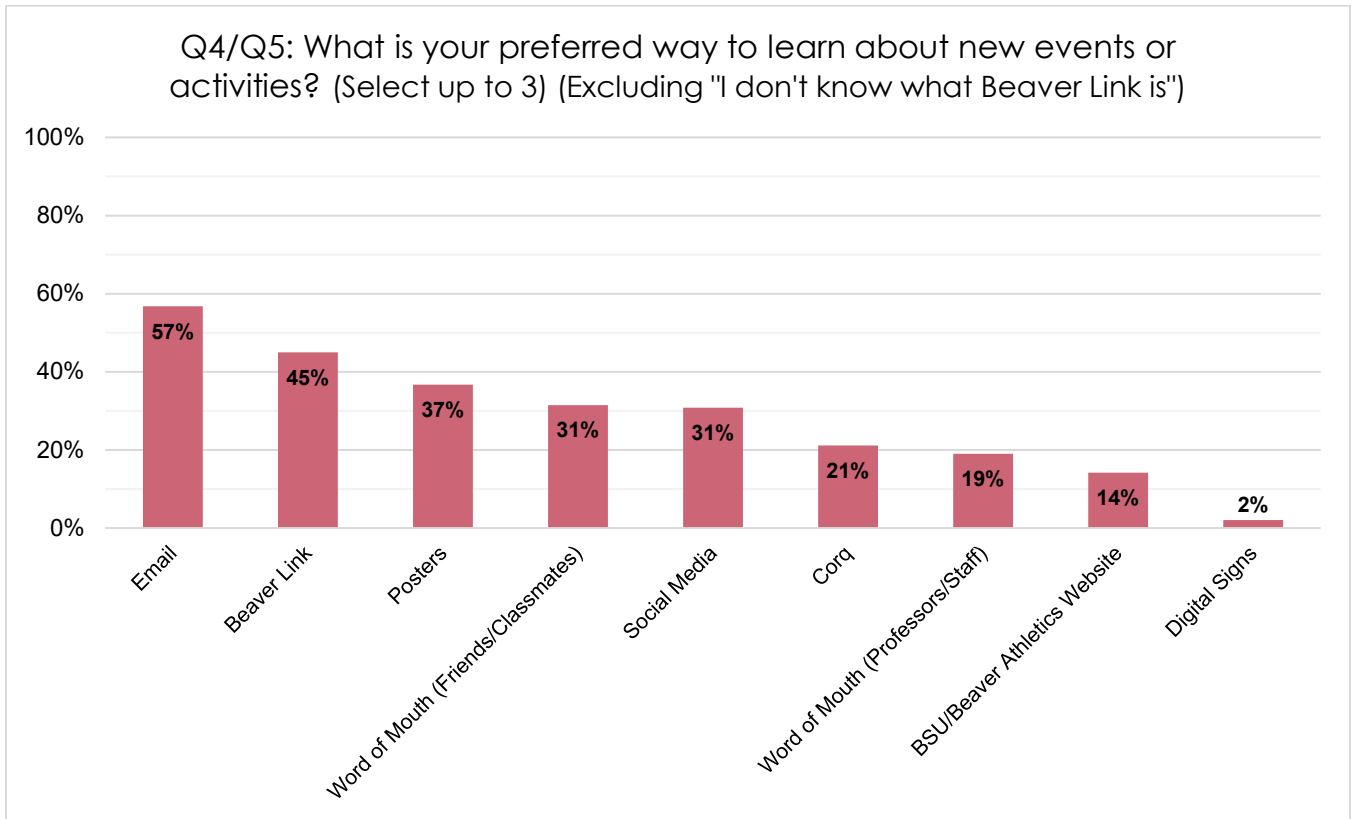
**Question Q4:** 418 Responses



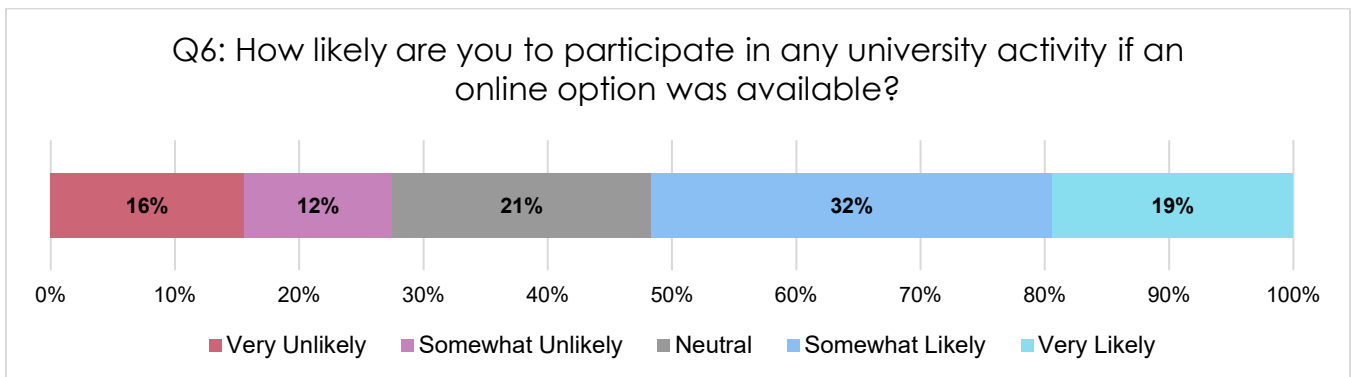
**Question Q5: 418 Responses**



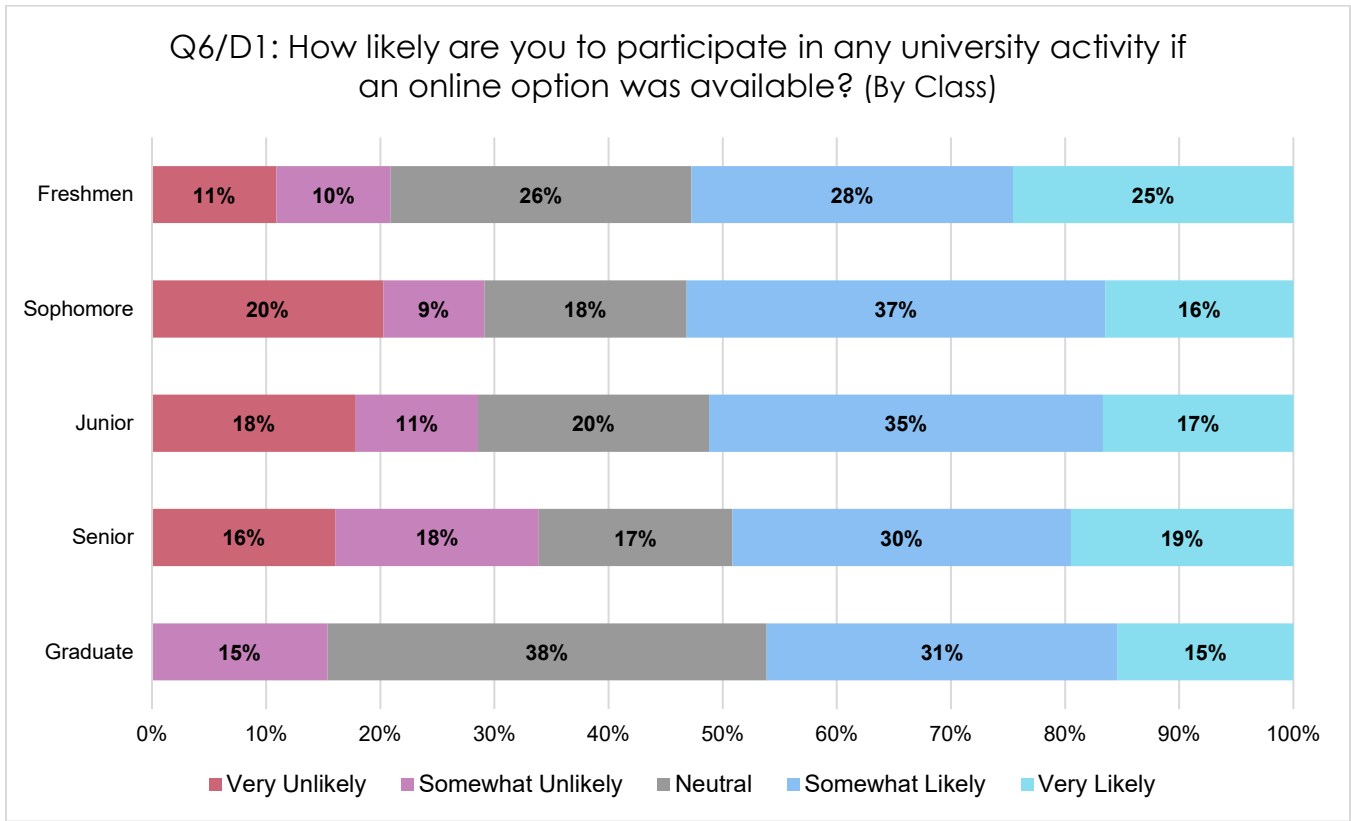
**Question Q5/Q5: 289 Matching Responses**



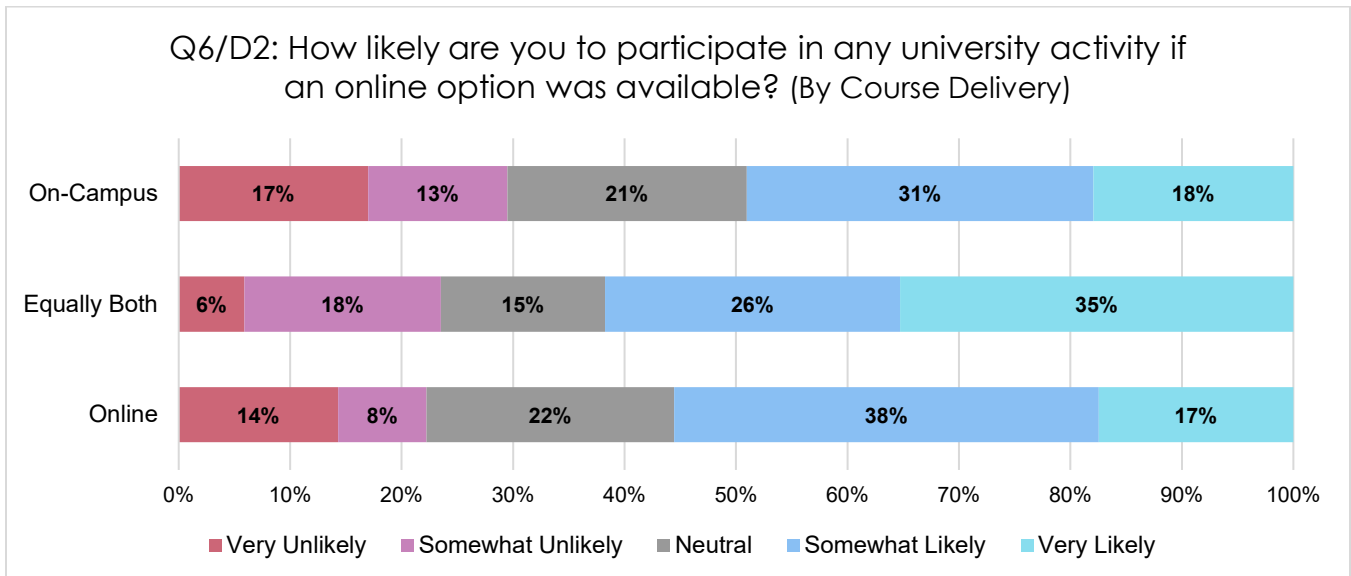
**Question Q4/Q5:** 289 Matching Responses



**Question Q6:** 418 Responses

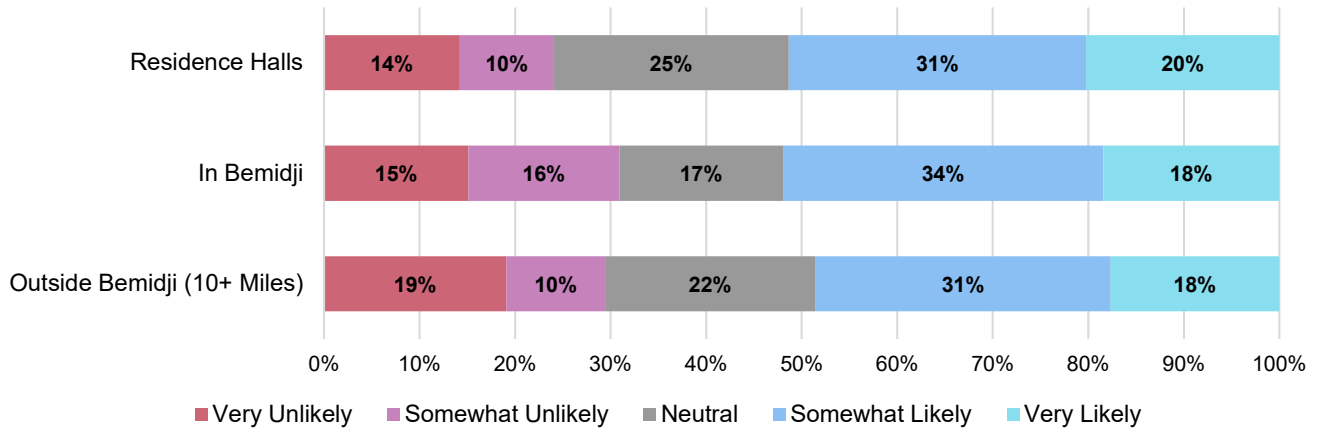


**Question Q6/D1:** 404 Matching Responses  
(High School/PSEO omitted due to <10 responses)



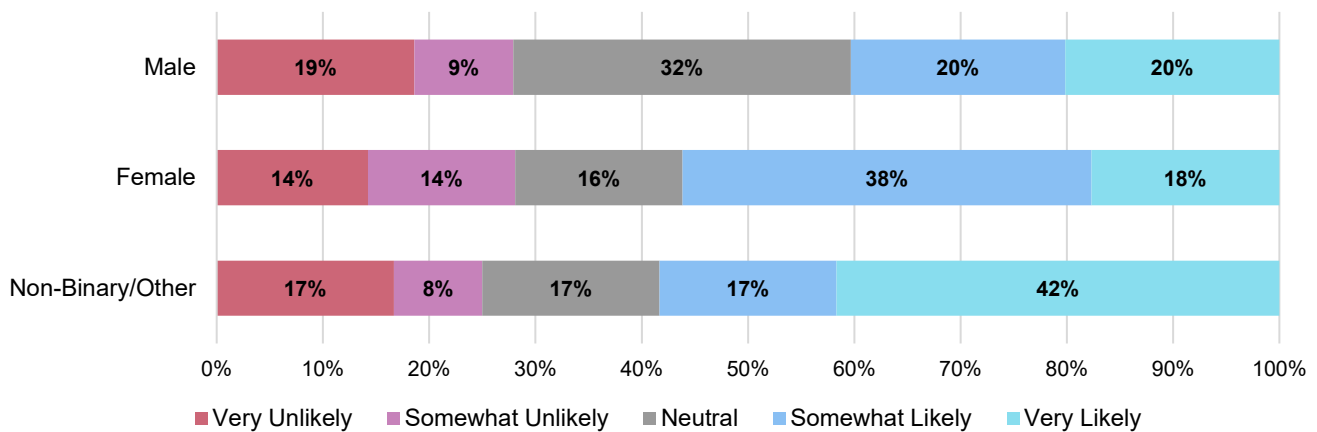
**Question Q6/D2:** 409 Matching Responses

Q6/D3: How likely are you to participate in any university activity if an online option was available? (By Residence)



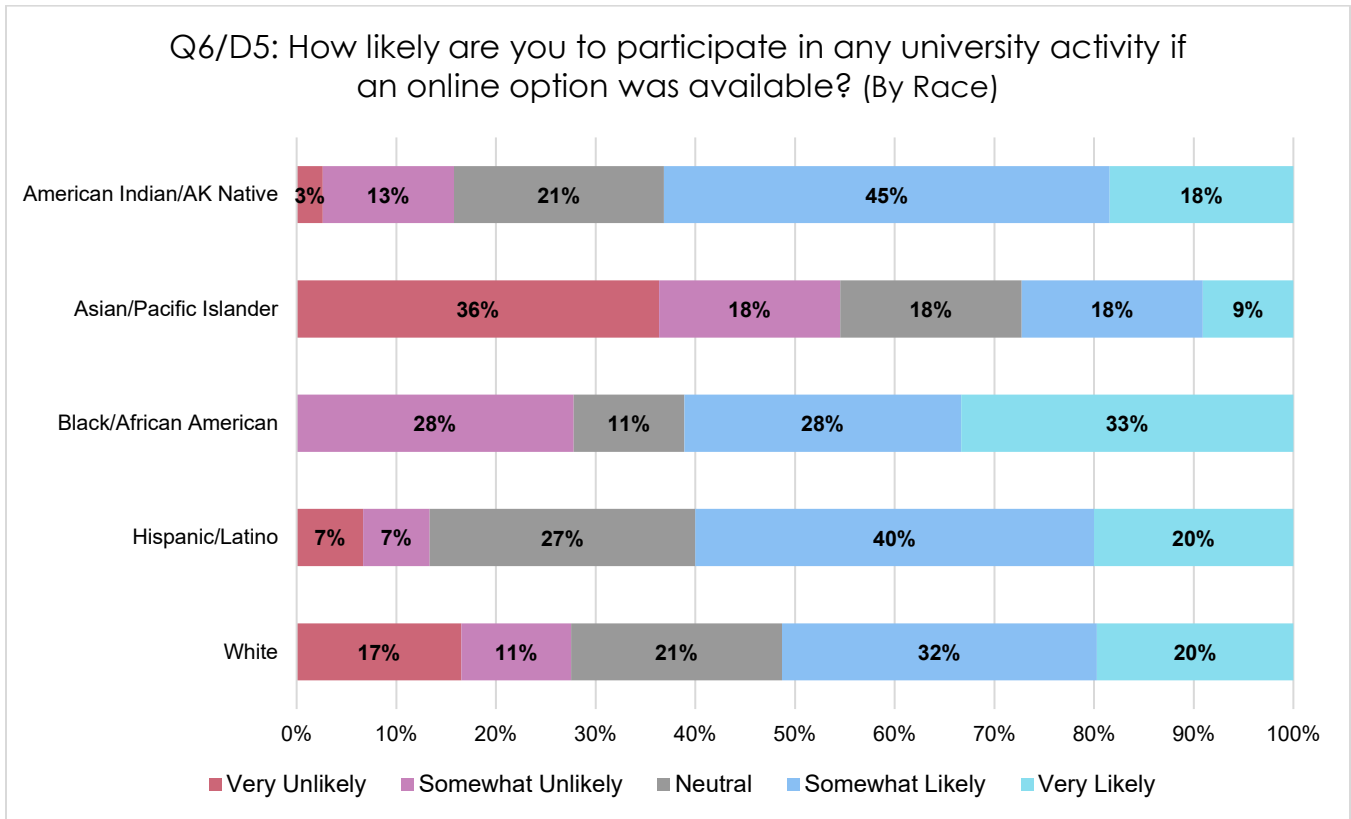
**Question Q6/D3:** 403 Matching Responses  
(Out of State omitted due to <10 responses)

Q6/D4: How likely are you to participate in any university activity if an online option was available? (By Gender)



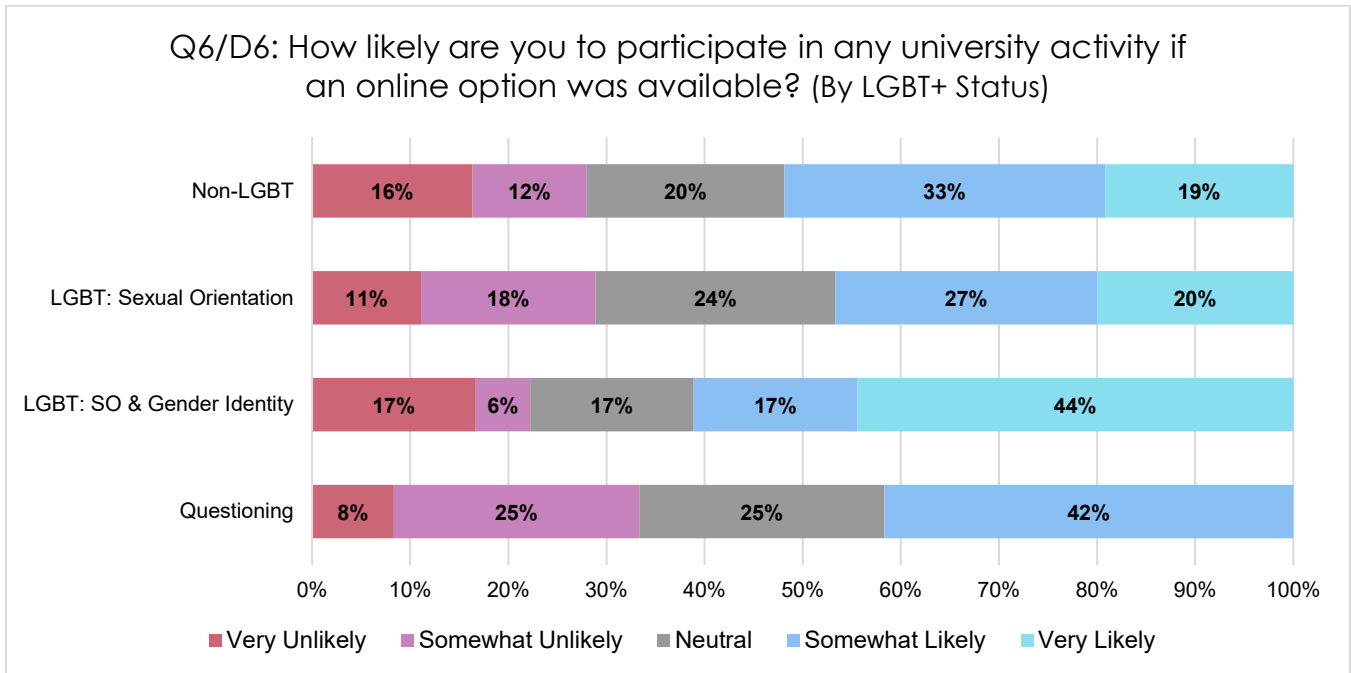
**Question Q6/D4:** 401 Matching Responses



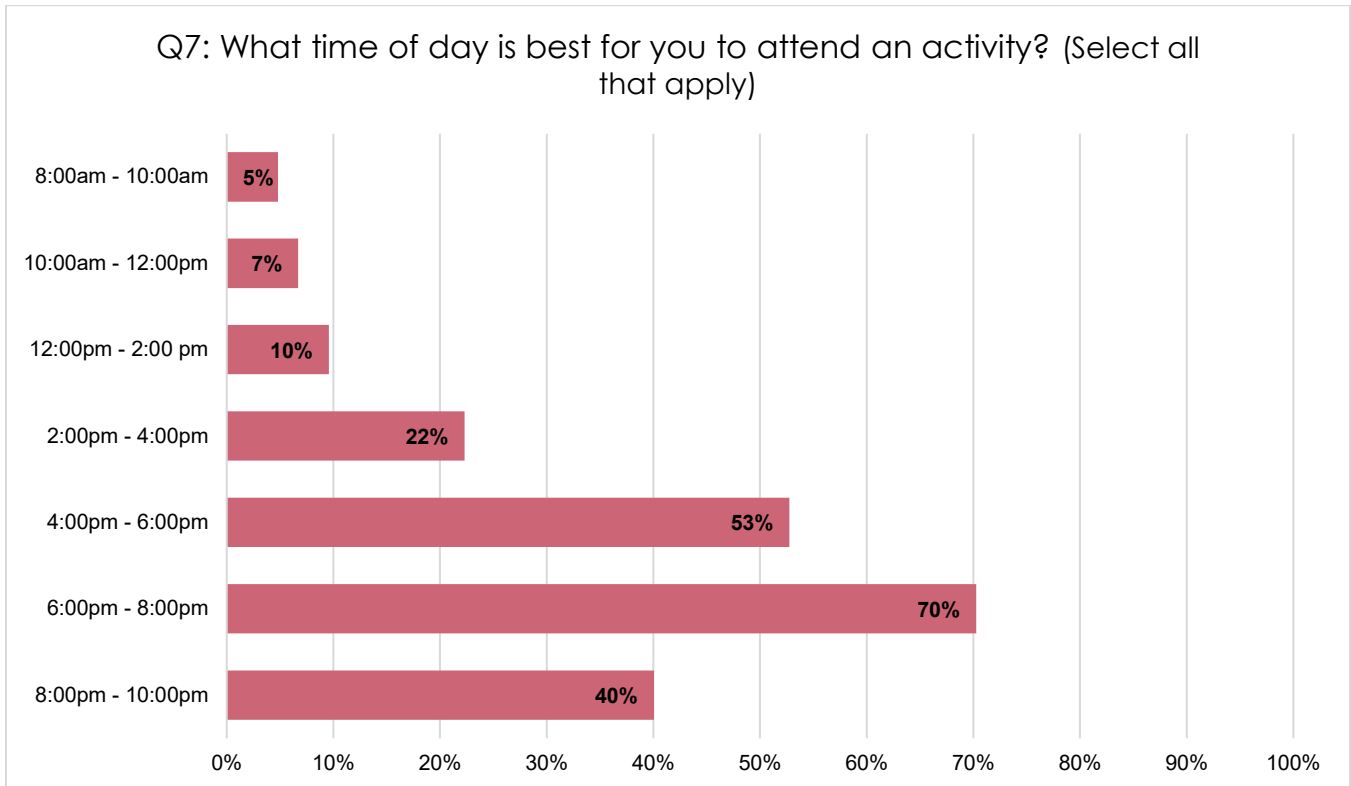


**Question Q6/D5:** 427 Matching Responses  
(Middle Eastern/North African omitted due to <10 responses)

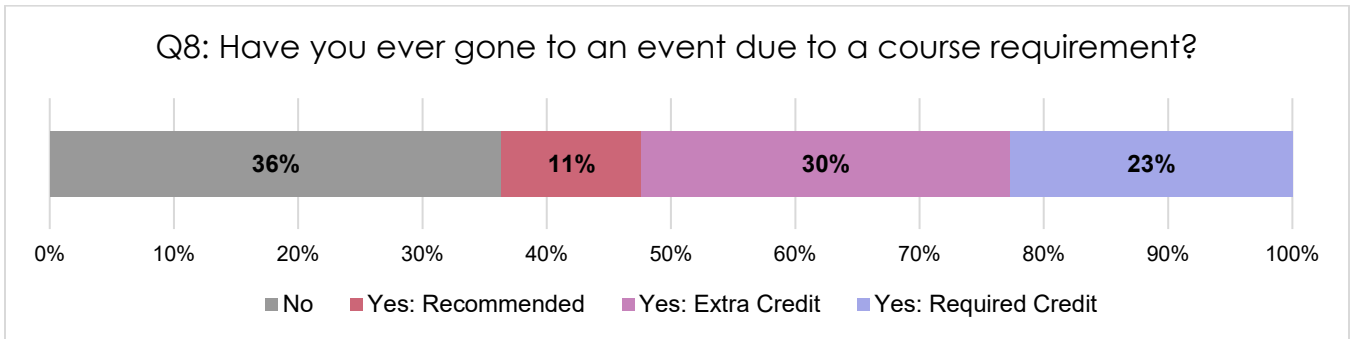
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**Question Q6/D6:** 381 Matching Responses  
(LGBT: Gender Identity omitted due to <10 responses)

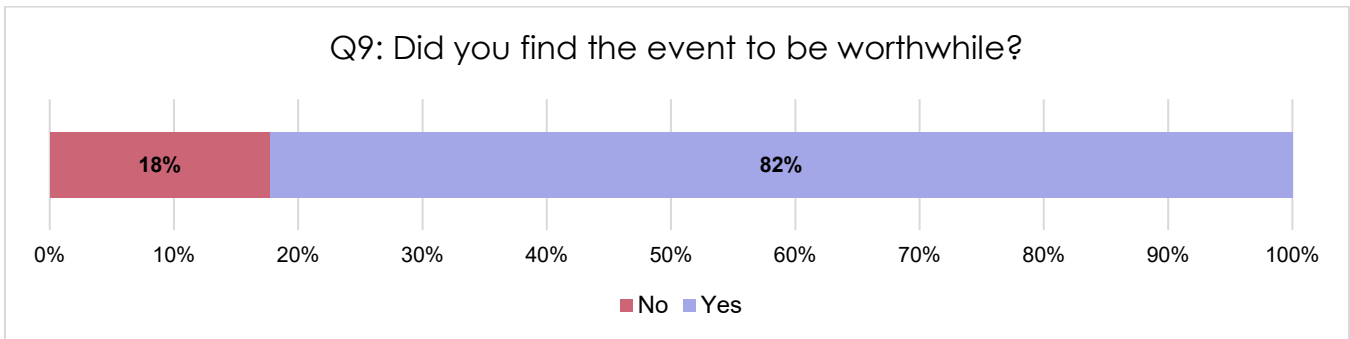


**Question Q7:** 417 Responses

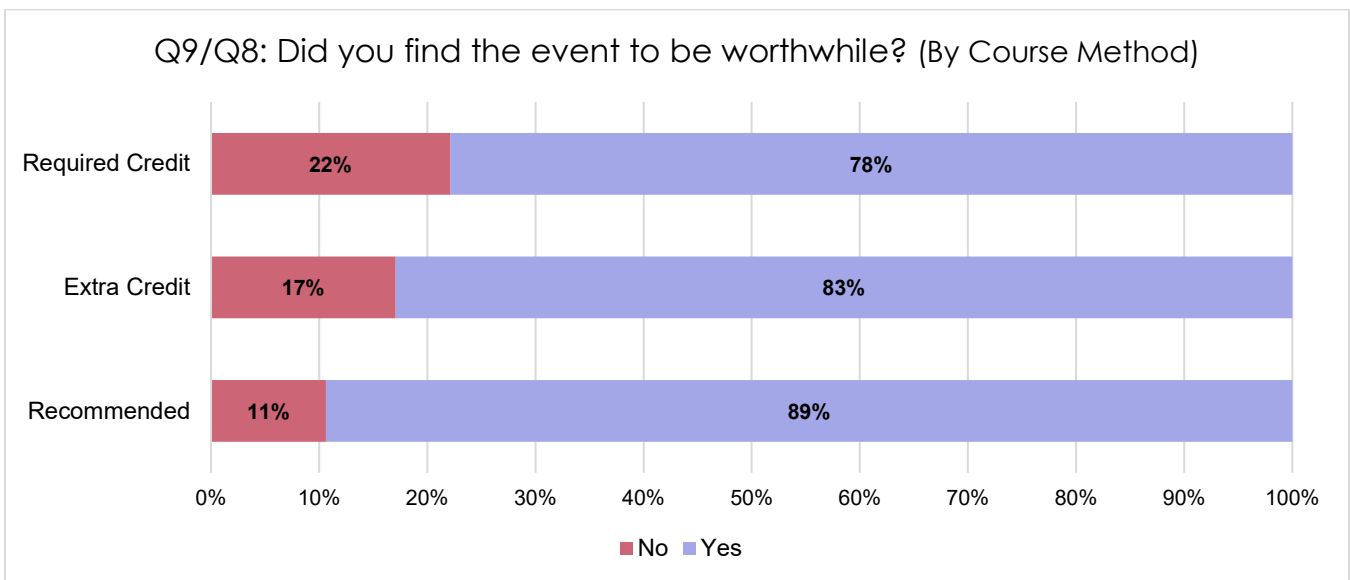


**Question Q8:** 418 Responses

The following question was asked only to students who selected any "Yes" option to Q8:



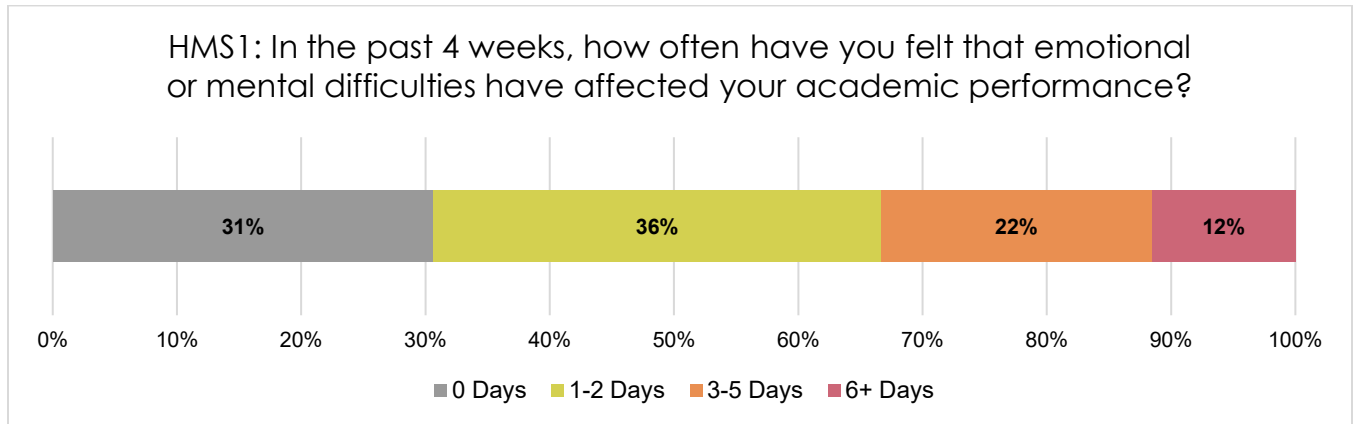
**Question Q9:** 265 Responses



**Question Q9/Q8:** 265 Matching Responses

## Well-Being Questions:

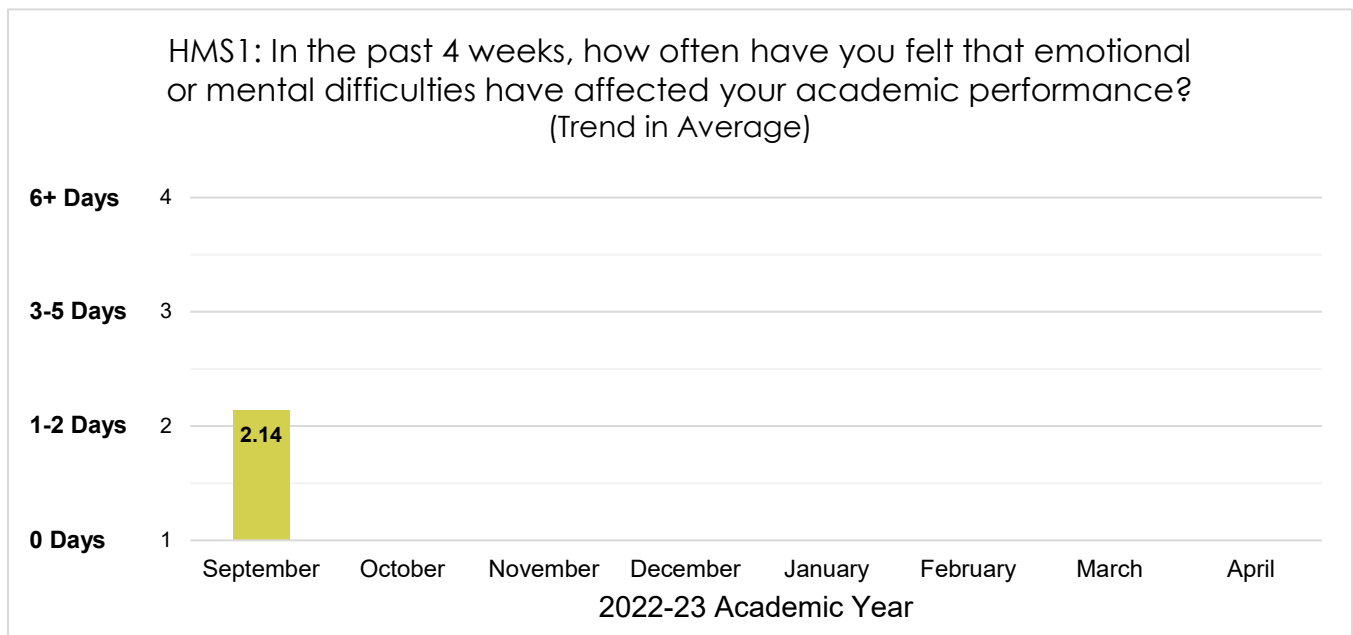
The following two questions are asked every month to measure changes in student well-being. Demographic breakdowns to these questions are available to staff, faculty, and administration in a Power BI dashboard to help identify student populations with lower overall well-being.



**Question HMS1:** 408 Responses

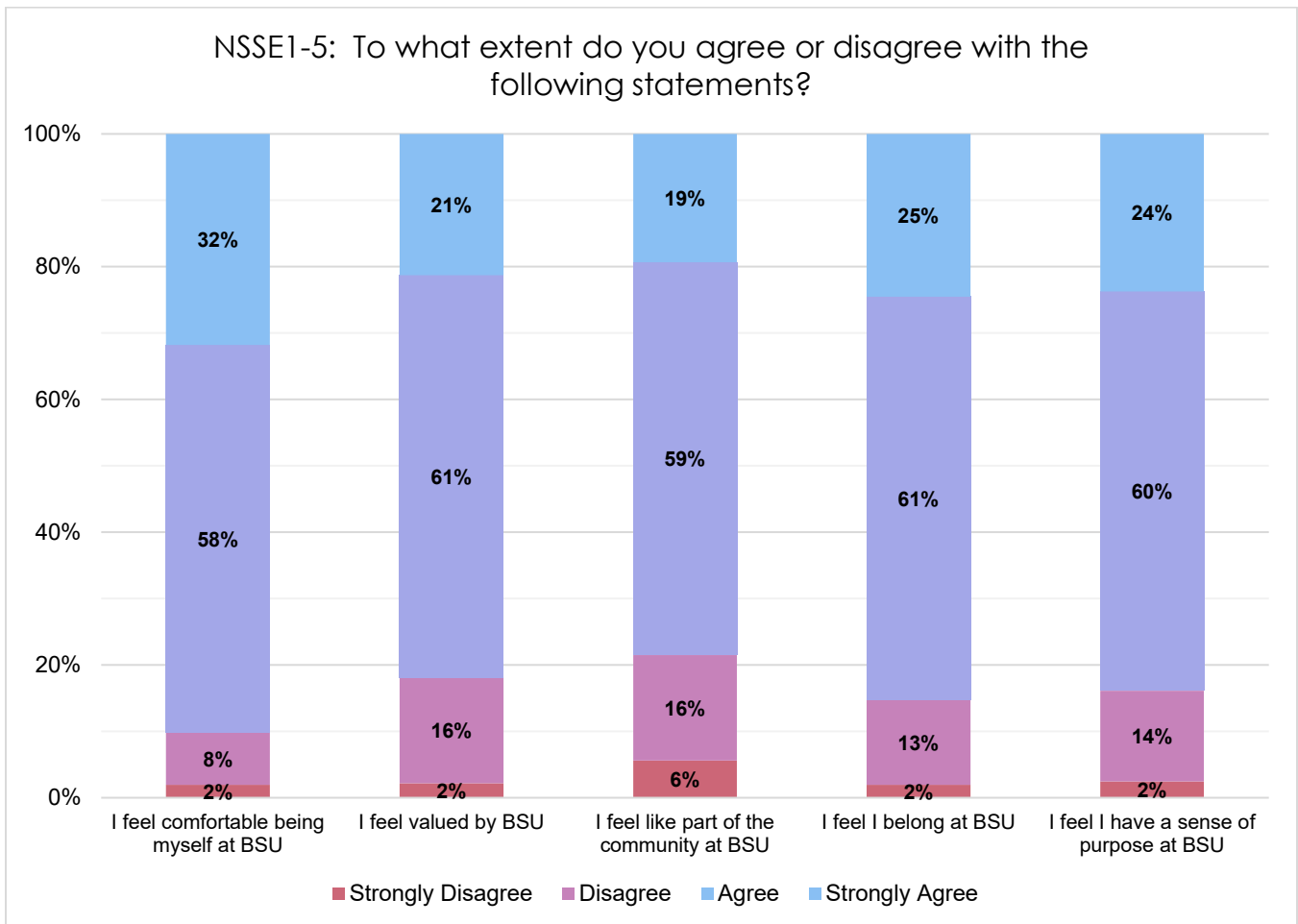
(This question was reproduced from the Healthy Minds Survey [HMS])

**Note on the following visual:** Since the above question is categorical data, responses are recoded into numbers such that “0 Days”=1, “1-2 Days”=2, “3-5 Days”=3, and “6+ Days”=4. From this, an average value for all students can be calculated each month.



**Question HMS1:** Mean (Average) Response by Month

(This question was reproduced from the Healthy Minds Survey [HMS])

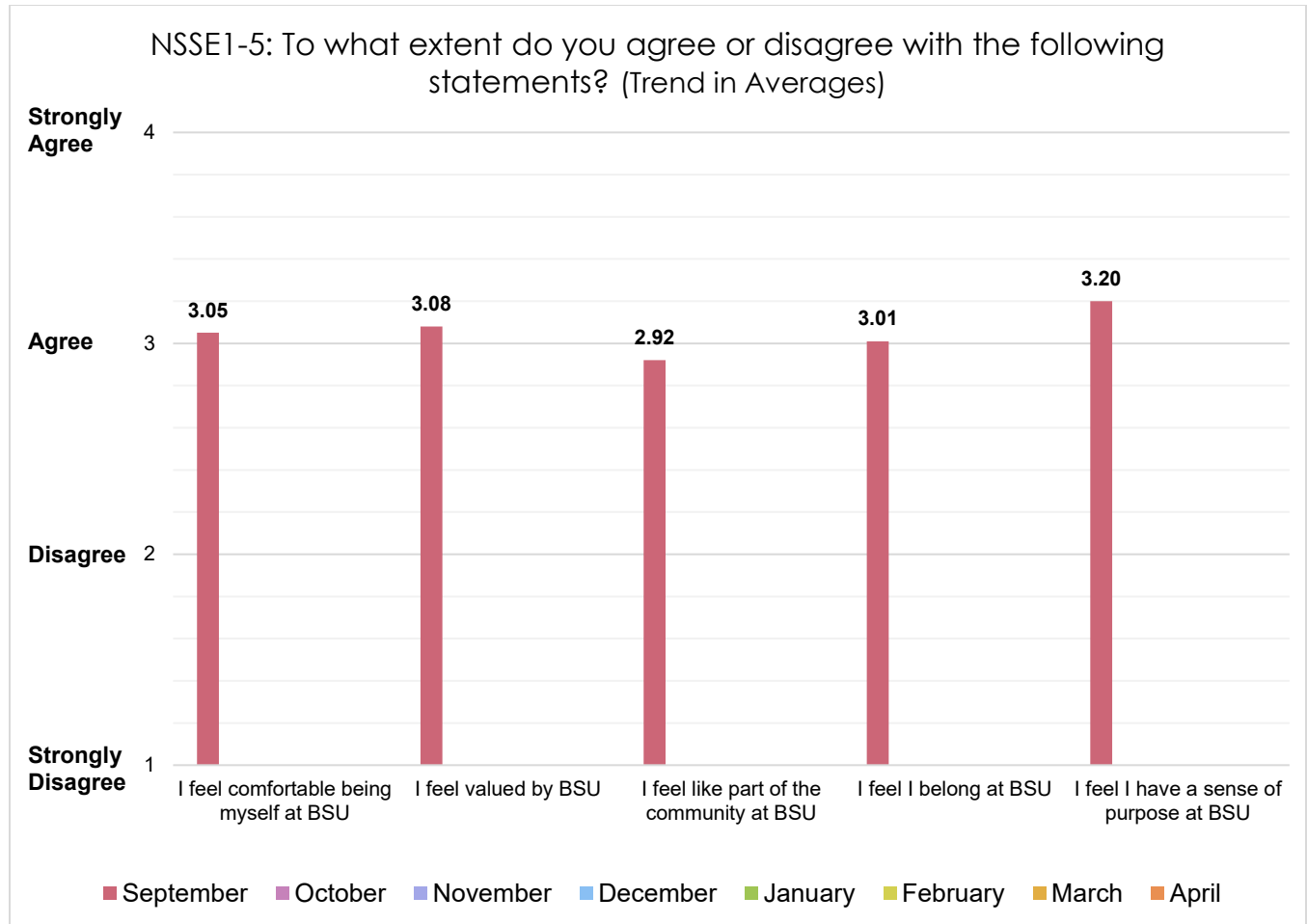


**Question NSSE1-5: 409 Responses**

(This question was adapted from the National Survey of Student Engagement [NSSE])

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**Note on the following visual:** Since the above questions are categorical data, responses are recoded into numbers such that “Strongly Disagree”=1, “Disagree”=2, “Agree”=3, and “Strongly Agree”=4. From this, an average value for all students can be calculated each month.



**Question NSSE1-5: Mean (Average) Response by Month**  
(This question was adapted from the National Survey of Student Engagement [NSSE])