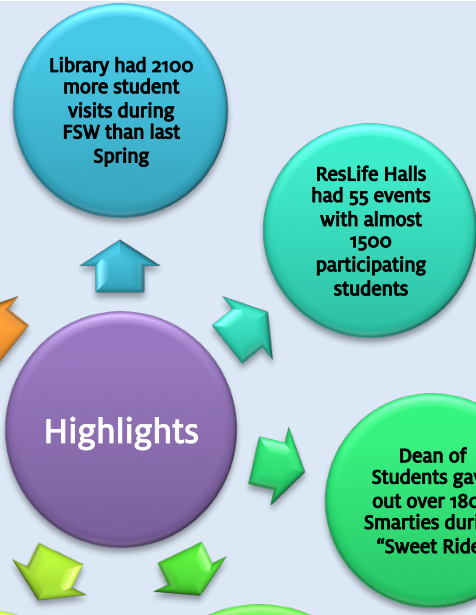


Finals Survival Week Spring 2016

Wrap-up Report



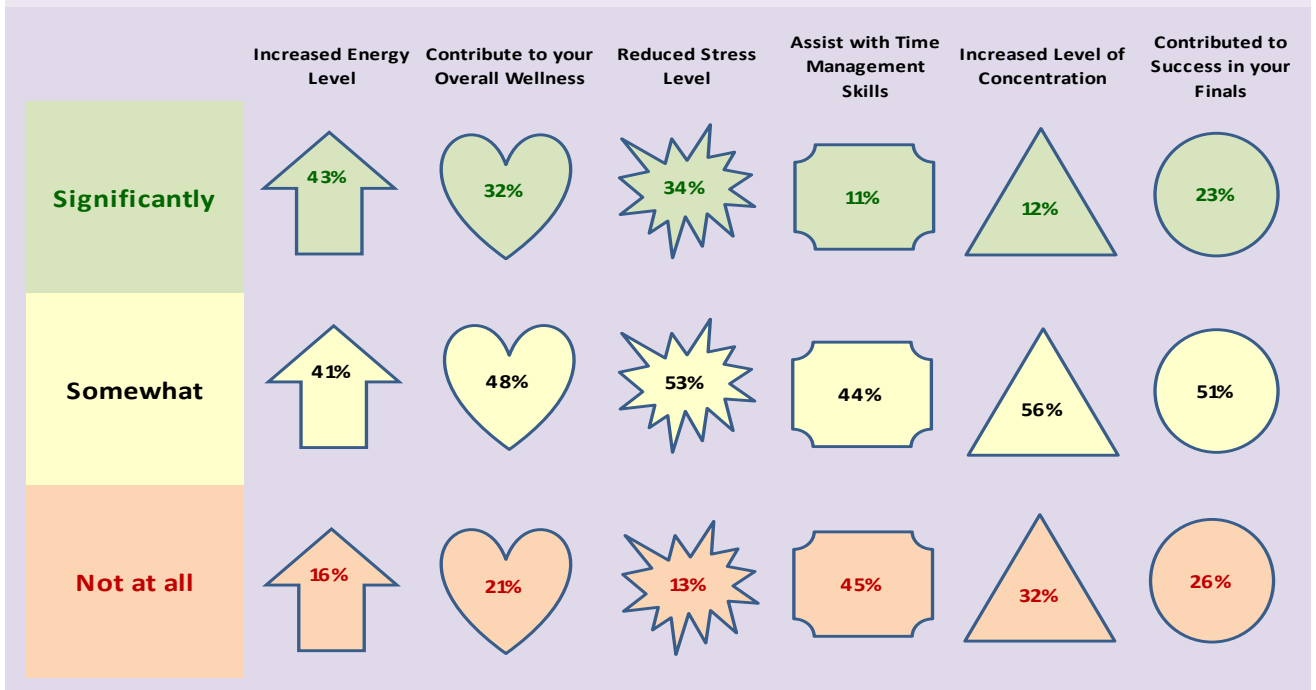
Top 5 Events Attended *(based on 286 survey responses)*

- #1** Late Night Pancake Breakfast - 189
- #2** Kick Off Event – *May The 4th Be With You* Water Park - 112
- #3** Therapy Dog Events - 104
- #4** Library Events - 68
- #5** Resident Hall Events - 47



Events with the HIGHEST participation

FSW 2016 Survey Question: *Did attending and/or participating in one or more Finals Survival Week event(s) assist in any of the following?*



Website
5/1-12

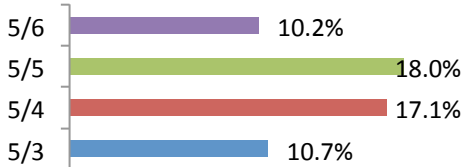
2427 Page Views, with an average time spent on a page at 3:20

Sent to 242 Online Students and 500 UA South Students

Bit.ly : "I Survived Finals" Stickers

- 600 stickers handed out
- 105 total clicks
- Majority of the clicks (44.8%) on 5/4 @6pm, after the Kick Off event

Highest Website Activity Days



Emails
5/2

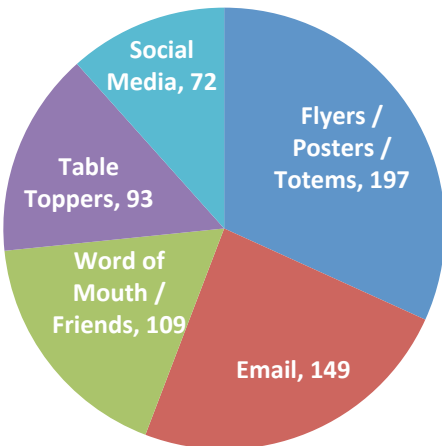
Eblast sent to 37,100 Undergrad & Graduate Students

50% Open Rate

FSW Text Alerts

- 191 sign ups
- 9 text messages sent out
- 10-15 students texted back (variety of reasons)

Top Ways Students Learned about FSW Events



FSW Twitter

- 262 website clicks from Twitter
- #UAFinalsSurvival trended on Twitter in Tucson on 5/4
- 63 Brand & 320 User Tweets
- Top Tweets
 - ① Waterslide video: 25,500 impressions & 2325 engagements
 - ② Kickoff event photo: 24,154 impressions & 3046 engagements
 - ③ Kick Off promo: 17,733 impressions & 535 engagements

FSW Facebook

- 124 *new* Facebook page likes
- Highest reach post, *Cat with Lightsaber*: 497 likes & 117 shares
- Waterslide video: 37 likes
- Kick Off photo album: 10 likes & 1 share
- *You Made it*: 29 likes & 2 shares
- 72 website clicks from Facebook

M

Marketing Feedback

- ❖ #1 Issue: **Not** hearing about FSW & events
- ❖ Better/more advertising
- ❖ Utilize digital & Social Media marketing
- ❖ Promote earlier
- ❖ Consistent signage at all FSW events
- ❖ Utilize listservs
- ❖ Promote the online events more
- ❖ Social Media to be more interactive

K

Kick Off Event Feedback

- ❖ Needs to be more organized
- ❖ Lines confusing & too long
- ❖ More interactive events
- ❖ Better signage that it is a FSW event

F

Feedback-General

- ❖ More events at Challenge Course/Zip-line
- ❖ Liked the Zen Day event; but later in the day & with more departments
- ❖ More meditation/relaxation events
- ❖ More creative events like Brush N Bottle
- ❖ More interactive/carnival style games, etc.
- ❖ More tournaments/competitions
- ❖ More therapy dog/animal events
- ❖ More free food/coffee
- ❖ Healthy food options
- ❖ More study/quiet areas
- ❖ More varied times & locations on campus
- ❖ Tutoring options around campus
- ❖ Events for older students (Graduate/Prof.)

L

Lessons Learned

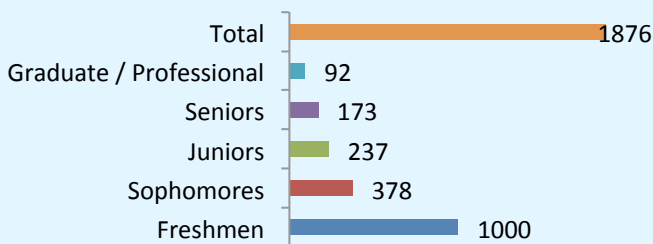
- ❖ Increase advertising efforts & start earlier
- ❖ Events to be interactive & creative
- ❖ Have healthy snacks & food options available
- ❖ Kick-Off event to be more organized & roped off with various entry points; 2 waiver tables separated from entry points.
- ❖ Have free food events list (dates/times/locations)
- ❖ More collaborations between departments and across campus
- ❖ More information about the online events

S

Suggestions for Future Events

- ❖ Hypnotists
- ❖ Improv/Comedy Night
- ❖ Karaoke night
- ❖ "STRESSED" event = Dessert night (since stressed backwards is dessert)
- ❖ Tutoring outside
- ❖ Add study areas
- ❖ Encouraging notes posted around campus
- ❖ Music all over campus or a free concert
- ❖ Tips on "How to" relax, concentrate, organize, and manage time; study tips
- ❖ Freebies (helpful)--pens/pencils, flashcards, study supplies/aids

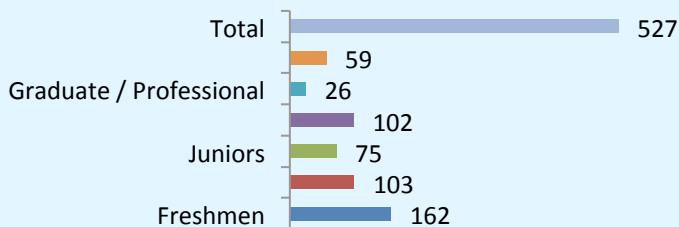
Late Night Pancake Breakfast



There were 16 colleges and 200 majors represented

Park Avenue S.U. 587 Students Served
 Cactus Grill 623 Students Served
 Bear Down Kitchen 664 Students Served

Kick Off Water Park Event May the 4th Be With You



There were 14 college and over 100 majors represented. There were 77 Honors Students that attended.

Department Events Recap

Student Survey Comments

Department	Event	Participation	Gave out	Comments
Campus Recreation	Kick Off Event	500 +	200 various Items	T-shirts if participated in games. Water bottles, snacks, chap stick, sunglasses, and bubble wrap sheets to pop
	Zen Day - Main Library	300 +	350 Various Items	15 participated in yoga. Had over 300 stop by. Gave out Coloring sheets, stressball making kits, KIND bars, lanyards, sunglasses and T-shirts
	Zip-Line Challenge Course	57		Turned 10 people away. Majority of the participants were International students, freshmen and Graduate students
	Extended Rec Hours	111		
	Mini-Triathlon	17		The Tri-Cats came to participate
	Free Group Fitness Classes	163		
	Group Study Rooms	16 signed in	400 +	KIND bars and snacks these were available in the rooms and was not monitored
Campus Health	Kick Off Event	750 +	1300 +	250 Stressballs, 300 ear plugs, 113 apples, 113 oranges, 147 granola bars, 200 pencils, 150 KIND bars. No exact count of other items given out: magnets, breathe cards, sleep tip cards, info sheets, brochures, etc.
	Snacks in the lobbies		800 +	113 apples, 113 oranges, 588 Granola bars. These were left out and not monitored
	CAPS Triage	Busy but due to Hipaa regulations cannot share any information		
Think Tank	Writing Palooza	30		12 on 5/1 and 18 on 5/5
	Extended Tutoring	41		This was on 5/8
	Workshop Wednesday	5		This was on campus on 5/4
	Workshop Wednesday	14		This was online on 5/4
Bookstore	Stress Relief Massages	76		Held on 5/6; 5/9-5/11
	Blue Books		1400	
Library Events	Kick Off Event	789		There were a total of 6169 student visits for FSW events for all Libraries. This is 2100 more than last spring that had 4046 visits.
	Game Night Main Library	1183		
	Coffee Break Fine Arts	94		
	Game Night Main Library	483		
	Game Night Main Library	356		
	Finals Study Break Main	1985		
	Finals Study Break Science	983		
	Coffee Break Health Sci.	150		
Coffee Break Health Sci.	146			
Resident Life Hall Events	Board's Brush N Bottle	41		learned how to paint 2 paintings in 2 hours
	RHA's Brush N Bottle	54		learned how to paint 2 paintings in 2 hours
There were 55 event held throughout the Res. Life Halls with almost 1500 participants	There were 3 events with 100 + participants			In Arbol de la Vida In Cochise In Yavapai
	Office Max			
	Slide into Finals			
	Donut Stress, Just Glaze It			
There were 5 events with 50-99 participants	There were 5 events with 50-99 participants			In Colonia de la Paz In Colonia de la Paz In Gila In Kaibab-Huachuca In Villa del Puente
	Grab N Go Breakfast			
	Cookies & Puppies			
	Pizza & Movies			
	KAHU Summer Send Off			
	Chicken & Waffles			
Faculty Fellows	Mural painting			98 square mural that students could paint. These normally take almost a semester to complete. This one was almost done in 4 hours. It is now hanging in Campus Rec.

"The waterslides and games on the mall were incredibly fun and special. Thank you for putting on these great events, I am graduating next week and will never forget this Finals Survival Week. Thank You!"

"The therapy dogs was the best part and really helped me de-stress."

"I enjoy that the U of A puts these programs on. I love the therapy dogs! The snacks and things at the library motivated me to go and stay studying."

"Very much enjoyed it! It was nice to be surrounded by fellow Wildcats and that we stick together like a huge family would."

"The water slide was a lot of fun! Made me relax right before all of my finals."

"The Waterslides were so much fun, I was feeling so depressed and stressed prior to attending that event on the mall and ended up feeling so happy and full of life!"

Student Unions	Event	Amount	Comments
Park Student Union	Half Price Red & Blue items	43 sold	valued at \$193.07
	Free short coffee	123	Valued at \$197.57
	Free soda with purchase of a bagel or sandwich	447	Valued at \$737.55
	Free protein with salad at Core	262 sold	Valued at \$524.00
Cactus Grill	Free Coffee after 3pm	12	Valued at \$19.08
	Free Fries & drink with a purchase of a Ceasar wrap	18 sold	Valued at 60.12
Highland Market	Free Coffee	14	Valued at \$29.26
Core	Free protein	375	Valued at \$750.00
On Deck	Free bags of mini cookies	360	Valued at \$720.00
U-Mart	Half Price Red & Blue items	19 sold	Valued at \$39.57
Starbucks	Free short drip coffee	715	Valued at \$1179.75
Pinkberry	free toppings	24	Valued at \$24
Einstein Bagels	free coffee	152	Valued at \$317.68
Chick-Fil-A	free 3 count minis	26	Valued at \$88.20