

## UAlbany 2008 Campus Center Study

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This summary presents background information, introduces the survey methodology, and highlights notable findings of UAlbany's 2008 Campus Center Surveys and related benchmarking information.

### EXECUTIVE SUMMARY

In the spring 2008, three surveys were administered to 13,531 students, faculty and staff at the University at Albany. One of these surveys was administered through the Educational Benchmarking Institute (EBI) to students, and faculty and students were separately surveyed through the StudentVoice – both are national evaluation consortiums [right word?]. Among the responses gathered from 3,029 respondents (22% rate of response across all groups/surveys), we found that:

- Students visited the Campus Center at a greater rate than faculty/staff; students primarily visited the Campus Center between 9:00am and 5:00pm while most faculty/staff visited between 9:00am and 2:00pm; and more than 85% of respondents found the Campus Center to be **open convenient hours** during the week and on weekends.
- Almost 60% of student and 35% of faculty/staff respondents visited the Campus Center to eat at a restaurant/café, the highest percentage of any single reason for visiting included in the survey.
- **Staying on campus to eat or shop for food** and **feeling part of the campus community** both contributed positively to respondents' UAlbany experience.
- **Quality space to study/prepare for class** and **learning about various cultures** had among the lowest means relative to positively contributing to respondents' UAlbany experience. **Three-quarters of student and faculty/staff respondents felt that the Campus Center is conveniently located and a safe place.**
- Seventy-seven percent of student respondents indicated they **never or almost never used the Campus Center as a place to study**; 62% **strongly or moderately disagreed that the Campus Center was even conducive to studying.**
- UAlbany met EBI's goal in two areas – the Campus Center as a **“safe place”** and the Campus Center as a **“central meeting place”** and UAlbany fell just short of EBI's mean goal in two other areas – the Campus Center is a **“student-oriented facility”** and the Campus Center as **“a place where I feel welcome.”**
- 60% of students were satisfied with the **atmosphere/environment** of the Campus Center and 61% of student StudentVoice respondents and 51% of EBI student respondents were very to moderately satisfied with the Campus Center **overall**. Fifty-four per cent of faculty/staff respondents were very to moderately satisfied with the Campus Center.
- The Campus Center largely fulfills its mission as the “center of university life” with mean satisfaction ratings of 3.32 (faculty/staff), 3.47 and 3.52 (EBI and StudentVoice, respectively) out of a possible five points.
- The top three characteristics cited as “in my top 5” items that the Campus Center should be, consistent between student and faculty/staff respondents, included a **place that offers various kinds of food/beverages, a place where student services are located, and an inviting and comfortable place to be.**
- The top characteristics that respondents considered “important, but not in the top 5” for the Campus Center to be included: the **center for non-classroom activities, a place that offers a variety of entertainment for students and the campus community, a place that meets the informational needs of students and the campus community, and a place where postal services are provided.**
- UAlbany's Campus Center scored lower among student and faculty/staff respondents on 13 of the EBI's 14 factor categories used to rate Campus Center facilities, when compared to average ratings of our Select 6 and Carnegie Class comparison groups, as well as for all other institutions who participated in the EBI survey.

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## BACKGROUND

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In fall 2007, in anticipation of a concerted effort by the University at Albany (“UAlbany”) to secure funding for a Campus Center Expansion (“expansion”) from the State of New York, and in recognition of the fact that a serious, deliberate survey of satisfaction with the Campus Center facilities and services had not been conducted, it was determined that a comprehensive survey would be administered during the spring 2008 of students, faculty and staff.

Shortly after the launch of the survey, in early April, UAlbany was informed that the State had allocated \$30 million dollars for the expansion. Survey results would inform Campus Center Management on matters relating to continuous improvement efforts in the short-term as well as offer insights as UAlbany prepared to expand the Campus Center facility in the long-term.

The services of the Educational Benchmarking Institute (“EBI”) as well as StudentVoice were both utilized. EBI’s survey instrument, in association with the Association for College Unions International (“ACUI”) permitted us to view UAlbany’s results benchmarked against peer institutions. The StudentVoice survey permitted us to survey a larger sample of the population, including students not included in the EBI sample as well as faculty/staff, also not included in the EBI sample.

## METHODOLOGY

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As mentioned above, in order to get as broad a sample as possible UAlbany utilized two survey instruments – that of EBI and StudentVoice.

The EBI survey was administered to 3,494 undergraduate students and was administered beginning on March 17, 2008 and concluded on April 4, 2008. Of those surveyed, 647 (18.5%) responded.

The StudentVoice survey took two forms. One was directed to students and the other aimed at faculty/staff. Both StudentVoice surveys were administered between March 5, 2008 and May 30, 2008. The faculty/staff survey was administered to 3,035 individuals, of which 1,094 (36%) responded. The student survey was administered to 7,002 students, of which 1,288 (18%) responded.

All surveys were administered electronically, and were coordinated with the Office of Institutional Research, Planning, and Effectiveness, which also provided technical assistance and consulted on the survey designs. Participants received an email from Scott Birge, Director of the Campus Center, asking them to complete the survey. Students who completed the survey were entered to win \$250 in dining dollars.

## BENCHMARKING

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The EBI survey allowed for the selection of six “peer institutions” for comparison. For purposes of the Campus Center study, the **Georgia Institute of Technology, University of Illinois at Chicago, Oregon State University, University of Kentucky, University of Connecticut, and the University of North Carolina at Chapel Hill** were selected as our “Select 6” based on institutional characteristics such as student body size, public control, and Carnegie classification. In addition, EBI’s standard reports compared UAlbany’s survey results to those of participating institutions in our Carnegie Classification (Doctoral/Research Universities - Extensive), as well as with all institutions participating in the Campus Center survey for 2007-08.

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## FINDINGS

### Visiting the Campus Center – When, How Often and Why?

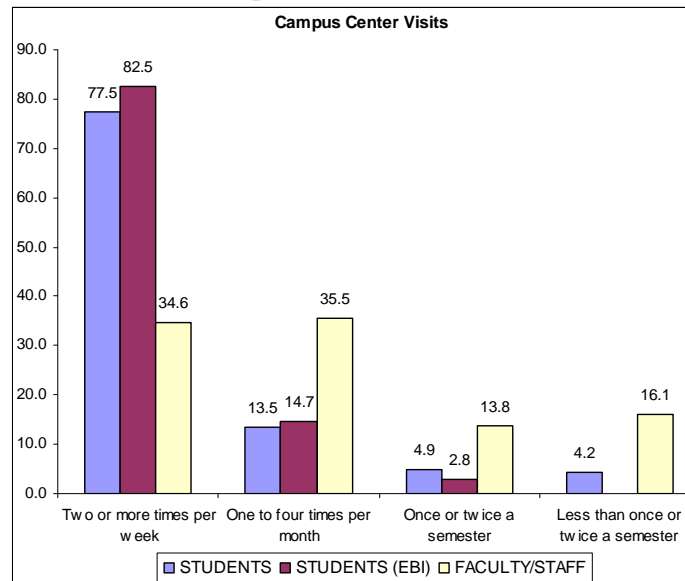
Questions related to the frequency and time of day for visiting the Campus Center were included in both the StudentVoice (SV) and EBI surveys. Students visited the Campus Center at a greater rate than faculty/staff (**Table A, below**). Additionally, most students visited the Campus Center between 9:00am and 5:00pm while most faculty/staff visited between 9:00am and 2:00pm (**Table C, page 4**).

**Table A: How often do you visit or use the Campus Center?**

	Two or more times per week		One to four times per month		Once or twice a semester		Less than once or twice a semester	
	COUNT	%	COUNT	%	COUNT	%	COUNT	%
STUDENTS (SV)	990	77.45	172	13.45	62	4.85	54	4.23
STUDENTS (EBI)	449	82.54	80	14.71	15	2.76	-	-
FACULTY/STAFF (SV)	376	34.59	386	35.51	150	13.79	175	16.09

Both student studies indicate that three fourths of the students surveyed visited the Campus Center more than two times per week. Faculty/staff were evenly split between visiting two or more times per week (35%) and one to four times per month (36%).

**Figure A: Frequency of Campus Center Visits**



When asked what prevented them from visiting the Campus Center on a more frequent basis, the top three responses among students and faculty/staff were “not needed to use any of the services,” “no time,” and “not convenient.”

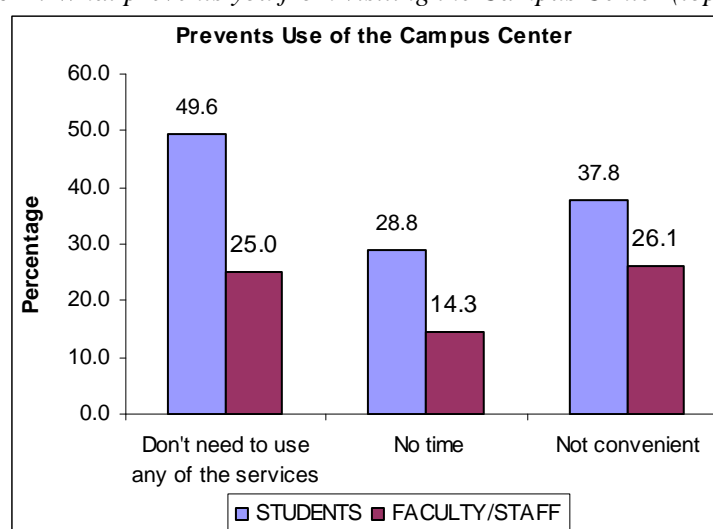
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**Table B:** What prevents you from visiting the Campus Center on a more frequent basis?

	Don't need to use any of the services		No time		Not convenient	
	COUNT	%	COUNT	%	COUNT	%
STUDENTS (SV)	<b>55</b>	<b>49.55</b>	32	28.83	42	37.84
FACULTY/STAFF (SV)	110	25.00	63	14.32	<b>115</b>	<b>26.14</b>

Students' top reason for not visiting the Campus Center was "not needing to use any services" (49.55%), while faculty/staff were divided between "not needing to use any services" (25%) and the Campus Center "not being convenient" (26.14%).

**Figure B:** What prevents you from visiting the Campus Center (top three)?



Both students and faculty/staff indicated that they visited the Campus Center most between **9:00am and 2:00pm**. In the case of faculty/staff, most (54.24%) visited between 9:00am and 2:00pm. Students' visitation schedule was more equally distributed between 9:00am and 10:00pm.

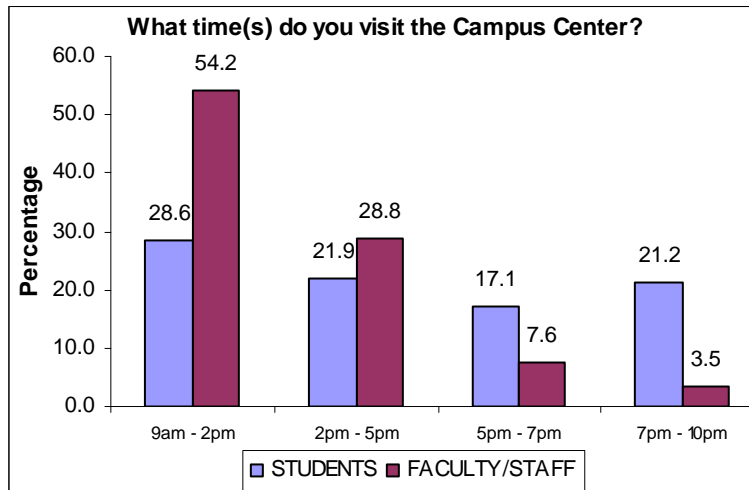
Of note, however, is the decrease in perceived visitation between the 5:00pm and 7:00pm time period and the spike between the 7:00pm and 10:00pm time period. In fact, both student surveys had virtually identical percentages of students visiting between the 2:00pm and 5:00pm timeframes and the 7:00pm and 10:00pm timeframes.

**Table C:** What time do you usually visit the Campus Center?

	9am - 2pm		2pm - 5pm		5pm - 7pm		7pm - 10pm	
	COUNT	%	COUNT	%	COUNT	%	COUNT	%
STUDENTS	<b>741</b>	<b>28.58</b>	<b>569</b>	<b>21.94</b>	444	17.12	<b>550</b>	<b>21.21</b>
STUDENTS (EBI)	<b>334</b>	<b>51.60</b>	<b>230</b>	<b>35.60</b>	166	25.70	<b>233</b>	<b>36.00</b>
FACULTY/STAFF	<b>716</b>	<b>54.24</b>	341	28.83	100	7.58	46	3.48

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**Figure C: What time do you usually visit the Campus Center?**



The majority of respondents, students and faculty/staff alike, found the Campus Center to be open convenient hours during the week and on weekends (**Table D, below**).

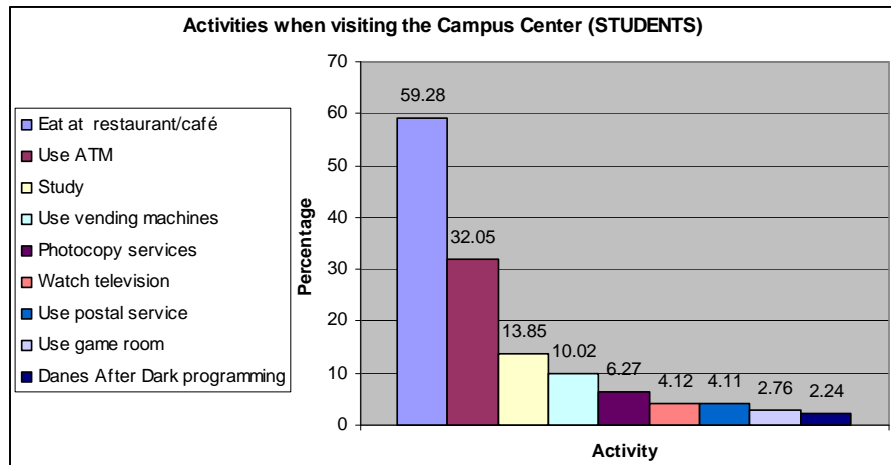
**Table D: Is the Campus Center Open Convenient Hours?**

... during the week?	Yes		No	
	COUNT	%	COUNT	%
STUDENTS	1059	92.33	88	7.67
STUDENTS (EBI)	317	67.02	101	21.35
FACULTY/STAFF	868	93.94	56	6.06
... on weekends?	COUNT	%	COUNT	%
STUDENTS	986	85.74	164	14.26
FACULTY/STAFF	851	92.30	71	7.70

**When you visit the Campus Center, what do you think? How do you feel?**

When respondents visited the Campus Center, most did so to eat at a restaurant/café. This was especially true for 59% of student respondents who cited eating at a restaurant/café frequently, always or almost always. Eating was also cited by 35% of faculty/staff respondents as the primary reason for visiting the Campus Center, the highest percentage of any reason for visiting included in the survey.

**Figure D: Activities When Visiting the Campus Center - Students**



In fact, besides students’ tendencies to visit the Campus Center for purposes of eating, all other reasons were cited sparingly by students and faculty/staff alike. Vending machine use, postal services, *Danes After Dark*, watching television and use of the game room were never/almost never/occasionally reasons to visit the Campus Center as indicated in the chart below.

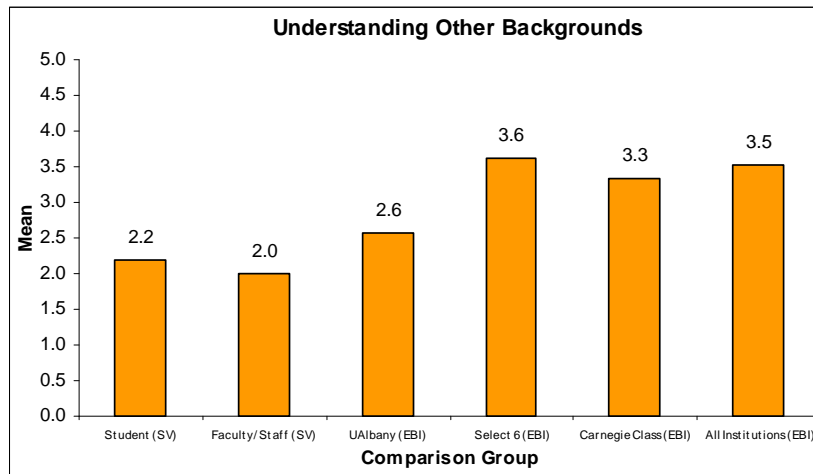
Second to eating, ATM use was the next most cited reason to visit the Campus Center by students (32%) and faculty/staff (24%).

In examining the means associated with how the Campus Center has contributed to respondents’ UAlbany experience, those means falling in the ‘middle-range’ (a mean of 3 out of a possible of 5) are characterized as acceptable and are highlighted in green in Table N below. A mean that falls below the middle-range for any of the question areas are highlighted in either yellow or red in the following table.

**Staying on campus to eat or shop for food** and **feeling part of the campus community** both had means, for student and faculty/staff respondents, of greater than 3.00 as contributing factors to their experience at UAlbany. **Quality space to study/prepare for class** and **learning about various cultures** possessed among the lowest means relative to positively contributing to respondents UAlbany experience. Of interest

With respect to matters of diversity and inclusion, the StudentVoice studies (“learning about various cultures,” question #2 above) found the mean for students in this area to be 2.19 and for faculty/staff to be 1.99. By comparison, the EBI study also reflects a lower mean in this question area when compared to our Select 6 institutional peers, our Carnegie Class, and that of all institutions participating in the study this spring (**Figure I, below**).

**Figure E: Campus Center Contributing to Understanding Other Backgrounds**



While the Campus Center was routinely ranked sixth or seventh in Select 6 comparisons, it did rank higher than the mean of UAlbany’s Select 6 in dining room seating availability with a mean of 4.93 compared to a mean of 4.64 among all Select 6 institutions. UAlbany ranked fourth out of seven (Select 6), 15<sup>th</sup> out of 28 (Carnegie Class), and 78<sup>th</sup> out of 113 among all participating institutions.

***Perceptions of the Campus Center – “A Facility That...”***

When asked about their perceptions of the Campus Center, three-quarters of student and faculty/staff respondents felt that it was **conveniently located** and a **safe place** (question #1 and #8, respectively, in Table F, below).

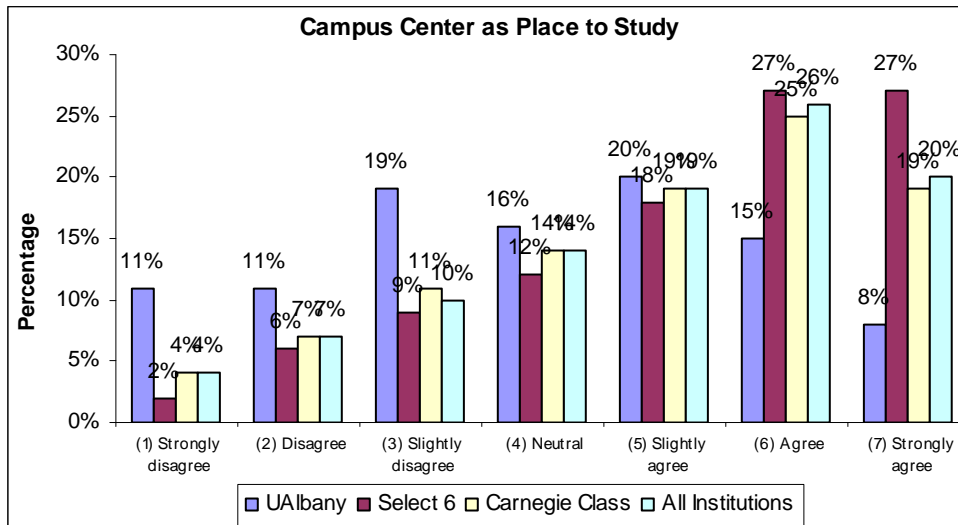
Respondents did not perceive the Campus Center as a space that was conducive to studying (only 13% cited a place to study as a major feature of the Campus Center), but did cite more “quiet space” in their comments of what the Campus Center “needs.”

Both students and faculty/staff believed the Campus Center was a place where they **felt welcome**, a **student-oriented facility**, and a **centrally-located meeting place**.

Of the twelve questions/features listed in **Appendix B**, only ‘studying’ received more unfavorable than favorable ratings from the StudentVoice study. The EBI study was split between agreeing (43%) and disagreeing (42%) that the Campus Center was a “place to study.” However, the EBI benchmarking data shows a tendency at other institutions for students to consider the Campus Center as a place to study (**Figure F, below**).

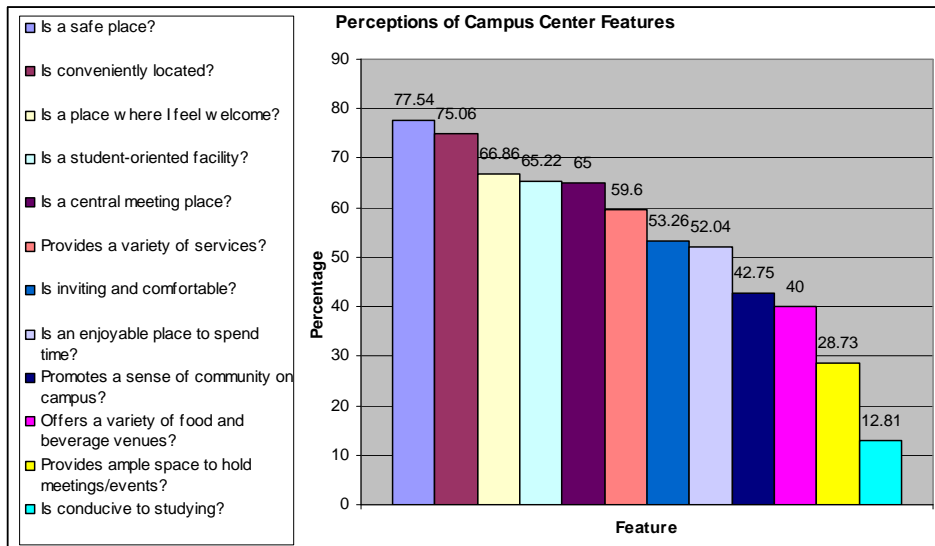
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**Figure F: Campus Center as a Place to Study**



Among all factors in the EBI study, UAlbany met EBI’s self-establish mean goal of 5.5 in two areas, and was within a few tenths of a point in two others. The majority of respondents felt the Campus Center was “a safe place” UAlbany’s mean in this area of **5.91** was above EBI’s established goal of 5.5. Additionally, as a “central meeting place,” UAlbany’s mean of **5.58** also exceeded EBI’s goal.

**Figure G: Perception of Campus Center Features**

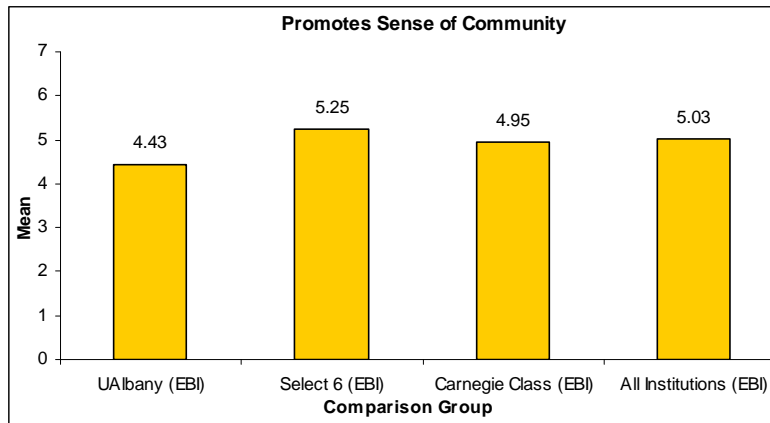


As a “student-oriented facility” UAlbany’s mean of **5.29** fell short of EBI’s goal of 5.5. The same is true of the Campus Center as “a place where I feel welcome” in which UAlbany’s mean of **5.49** was just short of EBI’s mean goal of 5.5.

While respondents across each of the three surveys felt that the Campus Center “promoted a sense of community” (**Appendix B, question #6**), the number that strongly or moderately agreed was less than half of all respondents. Furthermore, the EBI benchmarking data indicates that UAlbany’s mean is far below that of our Select 6 institutional peers, our Carnegie Class, and that of all institutions participating in the EBI study.

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**Figure H: Campus Center Promotes a Sense of Community**



Examination of whether the Campus Center promotes a sense of community reveals that UAAlbany ranked 7<sup>th</sup> out of seven when compared to our Select 6, 25<sup>th</sup> out of 27 in our Carnegie Class, and 107<sup>th</sup> out of 113 of all participating institutions that participated in the EBI study.

### **Overall Satisfaction with the Campus Center**

Students were more satisfied with the overall atmosphere/environment of the Campus Center than faculty/staff. Both the StudentVoice survey and the EBI survey found more than 60% of students were satisfied with the atmosphere/environment of the Campus Center.

Just short of 50% of faculty/staff respondents were very or moderately **satisfied with the atmosphere/environment** of the Campus Center, with those remaining being evenly split as neither satisfied nor dissatisfied or very to moderately dissatisfied.

**Table E: Satisfaction with overall atmosphere/environment**

	<i>Very/Moderately satisfied</i>		<i>Neither satisfied nor dissatisfied</i>		<i>Very/moderately dissatisfied</i>	
	COUNT	%	COUNT	%	COUNT	%
STUDENTS	729	63.61	263	22.95	136	11.86
STUDENTS (EBI)	268	65.37	76	18.54	66	16.10
FACULTY/STAFF	449	47.62	221	23.44	211	22.37

Levels of **overall satisfaction** reflected the same sentiment with 61% of student StudentVoice respondents and 51% of EBI student respondents being very to moderately satisfied with the Campus Center. The majority (54%) of faculty/staff respondents were also very to moderately satisfied with the Campus Center.

**Table F: Overall satisfaction with the Campus Center**

	<i>Very/moderately satisfied</i>		<i>Neither satisfied nor dissatisfied</i>		<i>Moderately/very dissatisfied</i>	
	COUNT	%	COUNT	%	COUNT	%
STUDENTS	752	61.44	308	25.16	164	13.40
STUDENTS (EBI)	209	51.48	77	18.97	120	29.56
FACULTY/STAFF	541	54.31	320	32.13	135	13.55

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When asked if they would recommend the Campus Center to a close friend, 63% of student and 48% of faculty/staff respondents indicated that they definitely or probably would. Responses from student respondents to the EBI study were largely inconclusive.

**Table G: Recommend Campus Center to a close friend**

	<i>Definitely/Probably Would</i>		<i>Might or might not</i>		<i>Definitely/Probably Would Not</i>	
	COUNT	%	COUNT	%	COUNT	%
STUDENTS	731	63.40	310	26.89	112	9.71
STUDENTS (EBI)	128	31.92	124	30.92	149	37.16
FACULTY/STAFF	449	47.62	221	23.44	273	28.94

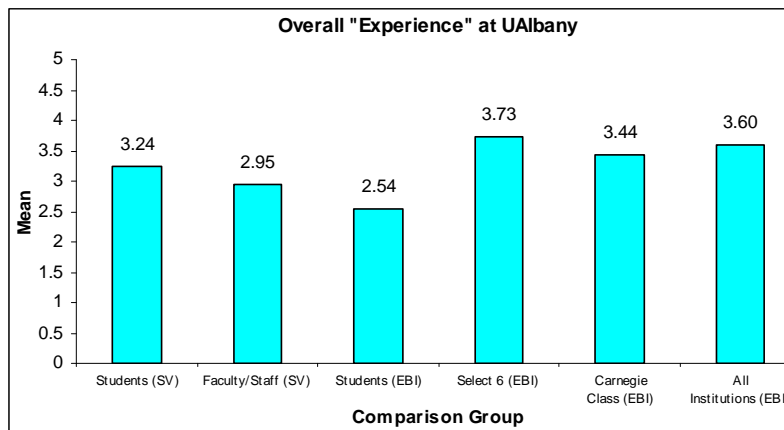
With respect to whether the Campus Center positively contributed to respondents' overall experience at UAlbany, the mean response among students was 3.24 (StudentVoice) and 2.37 (EBI), out of a possible five. The mean among faculty/staff was 2.95.

**Table H: Campus Center as contributing to overall (educational/ collegiate) experience at UAlbany?**

	Mean	Std. Dev.
STUDENTS	3.24	1.18
STUDENTS (EBI)	2.54 *	1.45 *
FACULTY/STAFF	2.95	1.17

Each of the means fell below the mean of each of the three comparison groups.

**Figure I: Campus Center and Overall UAlbany Experience**



Finally, the extent to which the Campus Center fulfills its mission as the center of university life had means between 3.32 (faculty/staff) and 3.47 and 3.52 (EBI and StudentVoice, respectively).

**Table I: How well does the Campus Center fulfill its mission as the center of university community life?**

	Mean	Std. Dev.
STUDENTS	3.52	0.92
STUDENTS (EBI)	2.97 *	1.35 *
FACULTY/STAFF	3.32	0.95

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## *The “Ideal Campus Center” – What Should the Campus Center Include?*

When respondents were asked to rank items/characteristics a Campus Center should have as “in my top 5,” “important, but not in my top 5,” or “not important” three of the top four items/characteristics cited as “in my top 5” were consistent between student and faculty/staff respondents and included:

- **Place that offers various kinds of food/beverages.**
- **Place where student services are located.**
- **Inviting and comfortable place to be.**

For both students and faculty/staff, the most important feature for the Campus Center to have was a “place that offers various kinds of food/beverages.” Among student respondents, 80% cited that as the one feature most important to them (907 respondents); among faculty/staff, 77% cited that as the most important feature (681 respondents).

Among the top three things that a Campus Center should be, student and faculty/staff respondents agree that a Campus Center should serve as the “center for non-classroom activities.”

Consistent between student and faculty/staff respondents were the opinion that the Campus Center should be:

- **Center for non-classroom activities.**
- **Place that offers a variety of entertainment for students and the campus community.**
- **Place that meets the informational needs of students and the campus community.**
- **Place where postal services are provided.**

## *Benchmarking Information*

As referenced in several of the preceding sections, the EBI study allows for comparison between Select 6, Carnegie Class, and all institutions participating in the survey. EBI organizes survey items into 14 factors to facilitate analyses (see **Appendix E** for a list of all 14 factors). Of the 14 factors, UAlbany Campus Center scores came in lower than the mean scores for our Select 6, Carnegie Class and all other participating institutions in 13 of the 14 categories. Only in the area of ‘bookstore staff’ did UAlbany’s mean score rank higher than Select 6 and Carnegie Class institutions.

Additionally, the mean scores of all five questions that affect the factor detailing **overall program effectiveness** fell below EBI’s established goal of a mean of 5.5 as well as .25 below Select 6, Carnegie Class and all institution means.

## *What’s missing from the Campus Center?*

Two open-ended questions asked respondents to indicate what additional features they would like to see at the Campus Center as well as to comment generally about their experience at the Campus Center.

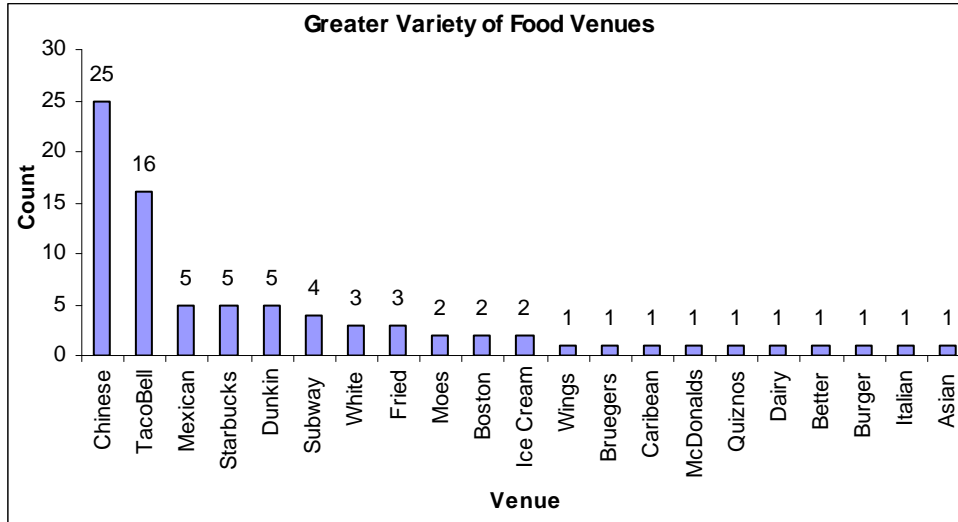
With respect to what additional features the Campus Center needs, student respondents wanted (complete table available in **Appendix F**):

- **More quiet areas**
- **Computer labs**
- **More space for eating and open space for lines**
- **A full service post office**

It is worth noting that while respondents found the Campus Center non-conducive to studying in their responses earlier in the survey, their citing “more quiet areas” as a “want” suggests that they may use the Campus Center as a space to study if the space was more conducive to such practice.

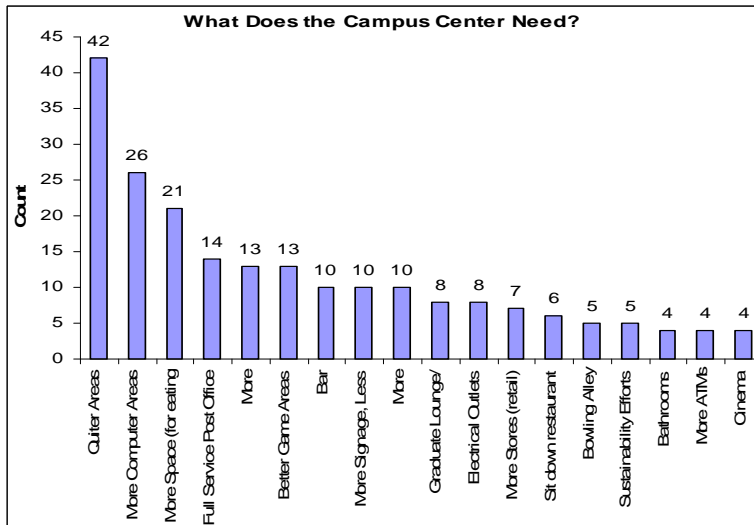
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**Figure J: What Does the Campus Center Need?**



The single greatest reason for visiting the Campus Center was to eat. Even still, student respondents continued to cite their desire for a greater variety of food venues. The two most popular food options were Chinese and Taco Bell (a complete listing is available in **Appendix G**).

**Figure K: What Does the Campus Center Need?**



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## APPENDIX A

*When you do come to the Campus Center, how frequently do you...*

	<i>Frequently/Always/ Almost Always</i>		<i>As often as not</i>		<i>Never/Almost Never/Occasionally</i>	
	<b>COUNT</b>	<b>%</b>	<b>COUNT</b>	<b>%</b>	<b>COUNT</b>	<b>%</b>
<b>1. Eat at restaurant/café</b>						
STUDENTS	<b>693</b>	<b>59.28</b>	146	12.49	330	28.23
FACULTY/STAFF	303	35.19	90	10.45	<b>468</b>	<b>54.36</b>
<b>2. Use vending machines</b>						
STUDENTS	115	10.02	99	8.62	<b>934</b>	<b>81.36</b>
FACULTY/STAFF	39	4.86	30	3.75	<b>762</b>	<b>95.14</b>
<b>3. Study</b>						
STUDENTS	160	13.85	102	8.83	<b>893</b>	<b>77.31</b>
<b>4. Use postal service</b>						
STUDENTS	48	4.11	67	5.74	<b>1052</b>	<b>90.15</b>
FACULTY/STAFF	25	2.94	16	1.88	<b>811</b>	<b>95.19</b>
<b>5. Danes After Dark programming</b>						
STUDENTS	26	2.24	34	2.92	<b>1104</b>	<b>94.84</b>
<b>6. Watch television</b>						
STUDENTS	48	4.12	76	6.52	<b>1041</b>	<b>89.35</b>
FACULTY/STAFF	12	1.42	13	1.54	<b>819</b>	<b>97.64</b>
<b>7. Use game room</b>						
STUDENTS	32	2.76	50	4.32	<b>1086</b>	<b>92.92</b>
FACULTY/STAFF	2	0.24	3	0.36	<b>835</b>	<b>99.41</b>
<b>8. Use ATM</b>						
STUDENTS	373	<b>32.05</b>	202	17.35	<b>589</b>	<b>50.60</b>
FACULTY/STAFF	205	<b>23.90</b>	83	9.67	<b>570</b>	<b>66.44</b>
<b>9. Photocopy services</b>						
STUDENTS	75	6.27	88	7.59	<b>997</b>	<b>85.95</b>
FACULTY/STAFF	9	1.08	7	0.84	<b>818</b>	<b>98.09</b>

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## APPENDIX B

*The Campus Center is a facility that... (Perceptions of the Campus Center)*

	<i>Strongly Agree/ Moderately Agree</i>		<i>Neither agree nor disagree</i>		<i>Strongly disagree/ moderately disagree</i>	
	COUNT	%	COUNT	%	COUNT	%
<b>1. Is conveniently located?</b>						
STUDENTS	921	75.06	170	13.85	118	9.61
FACULTY/STAFF	744	73.66	119	11.78	70	6.93
<b>2. Is inviting and comfortable?</b>						
STUDENTS	653	53.26	282	23	265	21.61
FACULTY/STAFF	374	37.03	200	19.8	363	35.94
<b>3. Offers a variety of food and beverage venues?</b>						
STUDENTS	484	40	329	27.19	288	23.8
FACULTY/STAFF	572	56.97	146	14.54	201	20.02
<b>4. Is conducive to studying?</b>						
STUDENTS	157	12.81	189	15.42	755	61.58
STUDENTS (EBI)	202	42.62	74	15.61	198	41.77
FACULTY/STAFF	74	7.38	167	16.65	405	40.38
<b>5. Provides ample space to hold meetings/events?</b>						
STUDENTS	468	28.73	283	23.1	271	22.12
FACULTY/STAFF	383	38.07	187	18.59	249	24.75
<b>6. Promotes a sense of community on campus?</b>						
STUDENTS	493	42.75	324	28.1	232	20.12
STUDENTS (EBI)	242	49.59	107	21.93	139	28.48
FACULTY/STAFF	308	32.36	252	26.47	175	18.38
<b>7. Is an enjoyable place to spend time?</b>						
STUDENTS	600	52.04	307	26.63	197	17.09
STUDENTS (EBI)	327	68.7	72	15.13	77	16.18
FACULTY/STAFF	302	31.75	242	25.45	255	26.82

# DRAFT

	<i>Strongly Agree/ Moderately Agree</i>		<i>Neither agree nor disagree</i>		<i>Strongly disagree/ moderately disagree</i>	
	COUNT	%	COUNT	%	COUNT	%
<b>8. Is a safe place?</b>						
STUDENTS	894	77.54	157	13.62	50	4.33
STUDENTS (EBI)	405	85.26	53	11.16	17	3.58
FACULTY/STAFF	574	60.29	148	15.55	29	3.05
<b>9. Is a place where I feel welcome?</b>						
STUDENTS	771	66.86	235	20.38	115	9.97
STUDENTS (EBI)	361	76.00	79	16.63	35	7.37
FACULTY/STAFF	405	42.32	225	23.51	240	25.07
<b>10. Is a student- oriented facility?</b>						
STUDENTS	748	65.22	223	19.44	117	10.2
STUDENTS (EBI)	351	74.68	60	12.77	59	12.55
FACULTY/STAFF	447	47.45	203	21.55	71	7.54
<b>11. Is a central meeting place?</b>						
STUDENTS	741	65.00	212	18.6	112	9.83
STUDENTS (EBI)	374	79.24	57	12.08	41	8.69
FACULTY/STAFF	501	53.18	185	19.64	98	10.41
<b>12. Provides a variety of services?</b>						
STUDENTS	683	59.60	253	22.08	156	13.61
STUDENTS (EBI)	324	68.79	79	16.77	68	14.44
FACULTY/STAFF	582	51.11	218	23.12	129	13.68

# DRAFT

## APPENDIX C

*Campus Center contributed positively to your experience at UAlbany in the following areas:*

	<b>Mean</b>	<b>Std. Dev.</b>
1. <i>Quality space to study/prepare for class?</i>		
STUDENTS	2.10	1.16
FACULTY/STAFF	1.58	0.95
2. <i>Learning about various cultures?</i>	<b>Mean</b>	<b>Std. Dev.</b>
STUDENTS	2.19	1.22
FACULTY/STAFF	1.99	1.16
3. <i>Staying on campus to eat or shop for food?</i>	<b>Mean</b>	<b>Std. Dev.</b>
STUDENTS	3.71	1.17
FACULTY/STAFF	2.94	1.30
4. <i>Participating in co-curricular activities?</i>	<b>Mean</b>	<b>Std. Dev.</b>
STUDENTS	2.55	1.26
5. <i>Connecting with faculty/staff?</i>	<b>Mean</b>	<b>Std. Dev.</b>
STUDENTS	2.04	1.14
FACULTY/STAFF	2.86	1.27
6. <i>Feel part of the campus community?</i>	<b>Mean</b>	<b>Std. Dev.</b>
STUDENTS	3.04	1.25
STUDENTS (EBI)	3.16 *	1.30 *
FACULTY/STAFF	2.71	1.26

# DRAFT

## APPENDIX D

### *Top 5 Features a Campus Center Should Have...*

#	STUDENTS			FACULTY/STAFF		
	ITEM	COUNT	%	ITEM	COUNT	%
1.	Place that offers various kinds of food/beverages.	907	80.34	Place that offers various kinds of food/beverages.	681	77.47
2.	Place where student services are located.	752	66.61	Inviting and comfortable place to be.	500	56.95
3.	Inviting and comfortable place to be.	688	61.05	Community meeting center for students, faculty, and staff.	494	56.39
4.	Place that meets the retail needs of students.	618	54.88	Place where student services are located.	418	47.61

### *Important (but not in Top 5) Features a Campus Center Should Have...*

#	STUDENTS			FACULTY/STAFF		
	ITEM	COUNT	%	ITEM	COUNT	%
1.	Community meeting center for students, faculty, and staff.	687	61.07	Place that offers a variety of entertainment for the campus community.	509	58.44
2.	Place that accommodates large meetings and events	653	57.84	Place that meets the informational needs of the campus community.	488	55.84
3.	Center for non-classroom activities.	646	57.58	Center for non-classroom activities.	467	53.86
4.	Place that encourages informal interaction among students, faculty, and staff.	615	54.72	Place where postal services are provided.	472	53.82
5.	Place that offers a variety of entertainment for students.	607	54.20	Place that is conducive to studying.	447	51.38
6.	Place that meets the informational needs of students.	605	53.92	Places that offer areas for laptop internet use.	412	47.03
7.	Place where postal services are provided.	599	53.06	Place that provides a computer lab.	396	45.52
8.	Places that offer areas for laptop internet use.	533	47.2	Place that meets the retail needs of the campus community.	392	44.75
9.	Place that is conducive to studying.	531	47.07			
10.	Place that provides a computer lab.	499	44.40			

# DRAFT

## APPENDIX E

### *EBI Factors*

**Factor 1.** Publicizes the Union and Promotes Campus

**Factor 2.** College Union has a Positive Environment

**Factor 3.** College Union is Student Oriented

**Factor 4.** College Union is a Source of Entertainment

**Factor 5.** College Union Enhances Life and Leadership

**Factor 6.** Union Food Variety, Quality and Price

**Factor 7.** Aspects of Dining Service

**Factor 8.** Bookstore Staff

**Factor 9.** Bookstore Items Variety and Price

**Factor 10.** Union Cleanliness

**Factor 11.** Union Staff

**Factor 12.** Overall Program Effectiveness

# DRAFT

## APPENDIX F

*What do you want to see at the Campus Center?*

FEATURE	COUNT
Quiet Areas	42
More Computer Areas	26
More Space (for eating and open space for lines)	21
Full Service Post Office (easier to find)	14
More Advertising/info/news	13
Better Game Areas	13
Bar	10
More Signage, Less Confusing to Navigate	10
More Comfortable/moveable furniture	10
Graduate Lounge/ Commuter Lounge /International Lounge	8
Electrical Outlets	8
More Stores (retail)	7
Sit down restaurant	6
Bowling Alley	5
Sustainability Efforts	5
Bathrooms	4
More ATMs	4
Cinema	4
More Plants/Banners	3
Outdoor Areas for eating and activities	3
More Parking	3
Fitness Center	3
More Microwaves	2
More Levels	2
Another Ballroom	2
Bus Stop Accessibility	2
Accessible for disabled	2
Cleaning Supplies	2
More Grocery options	2
Covered Courtyard (leading to Science lib)	1
Grand Staircase	1
Faculty/Student Lounge	1
Room with mirrors for groups to practice	1
Student Business venture space	1
Background Music	1
Organic Salad Bar	1
Outdoor Lighting	1
Podium Machines	1
Barber/Salon	1
Services for train tickets	1

# DRAFT

## APPENDIX F

### *Greater Variety of Food Venues.*

<b>DESIRE</b>	<b>TALLY</b>
Chinese	25
TacoBell	16
Mexican	5
Starbucks	5
Dunkin Donuts	5
Subway	4
White Castle	3
Fried Chicken	3
Moes	2
Boston Market	2
Ice Cream	2
Wings Over Albany	1
Bruegers	1
Caribbean	1
McDonalds	1
Quiznos	1
Dairy Queen	1
Better Offices	1
Burger King	1
Italian	1
Asian	1