

The background is a dark blue gradient with a pattern of faint, light blue concentric circles and dashed lines. Some of these circles have degree markings, such as 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. There are also small white dots scattered across the background, resembling a starry sky.

HAMILTON COLLEGE SPRING 2013 SOCIAL SPACE ANALYTICS

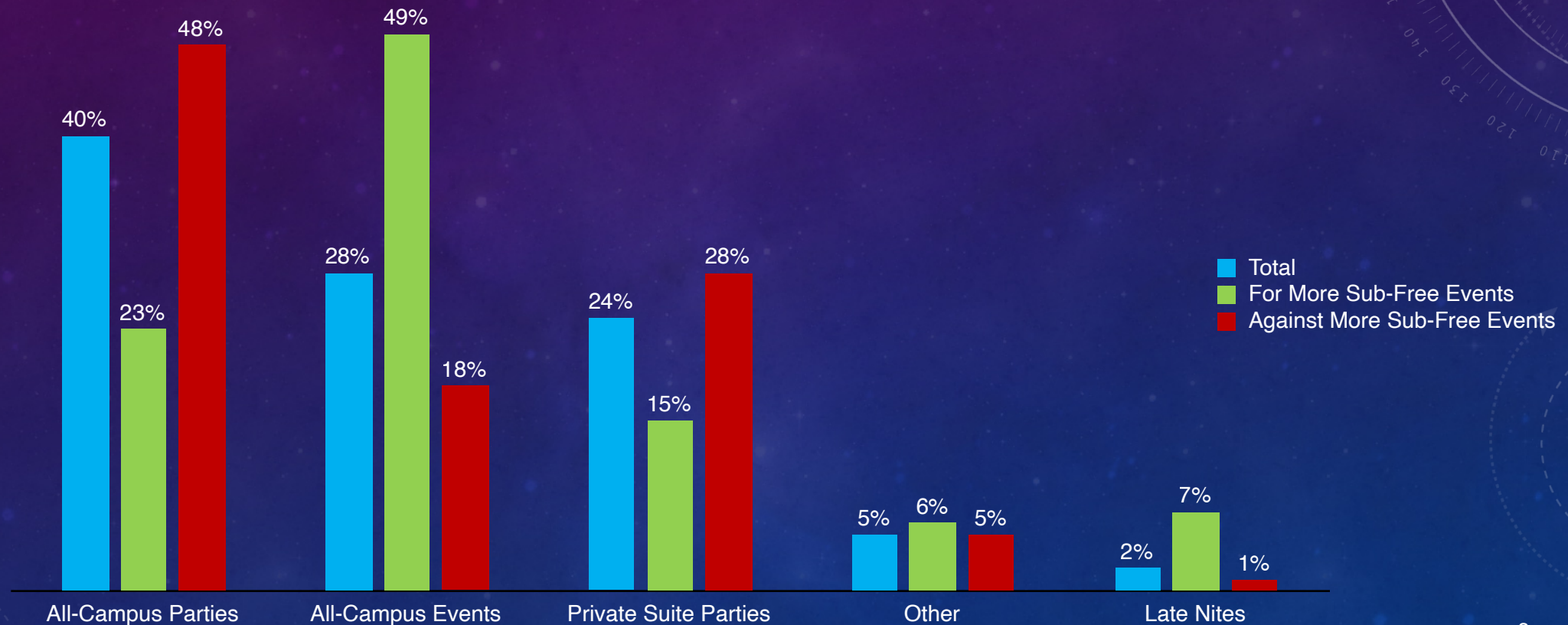
MAX E. SCHNIDMAN '14, STUDENT ASSEMBLY
PARLIAMENTARIAN

SPRING 2013 SOCIAL SPACE SURVEY

- Survey ran from 04/25/13 to 05/02/13
- Asked students about preferred social spaces, interest in sub-free activity, and for further suggestions (see survey form)
- Deployed at a time where social spaces, housing, and the status of Greek life were major issues on-campus
- 496 respondents; 487 completes
 - No demographic data available (class year, gender, etc.)

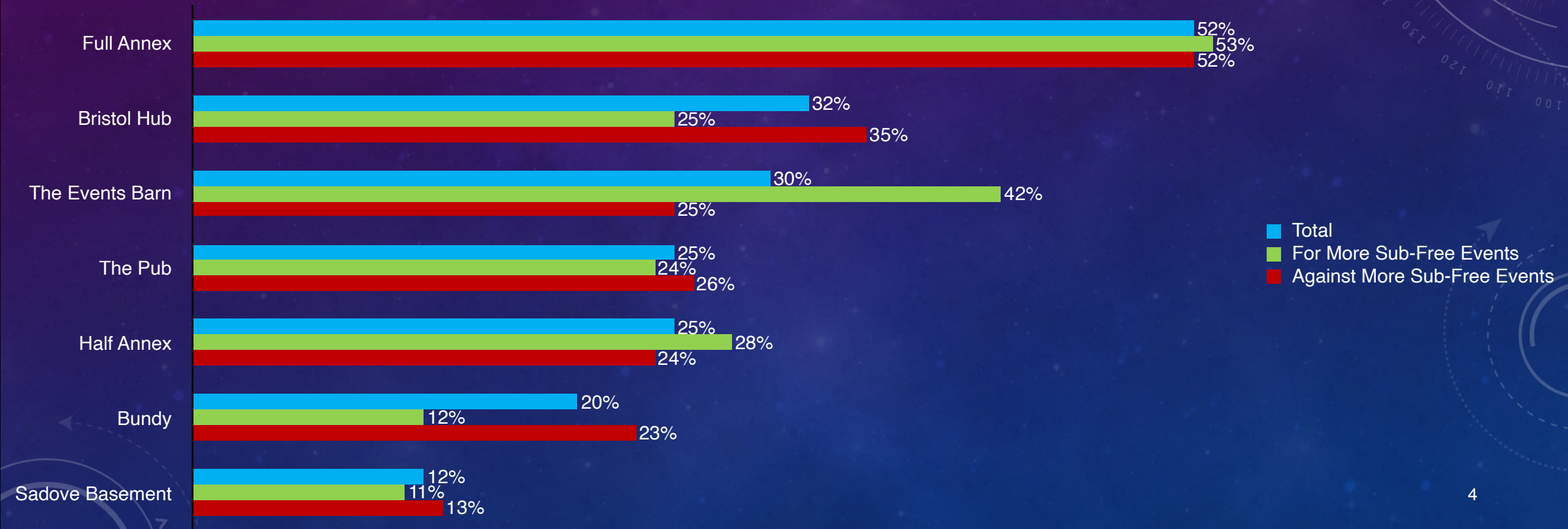
PREFERRED KINDS OF EVENTS

Is there a type of social event that you particularly enjoy and would like to see more of?



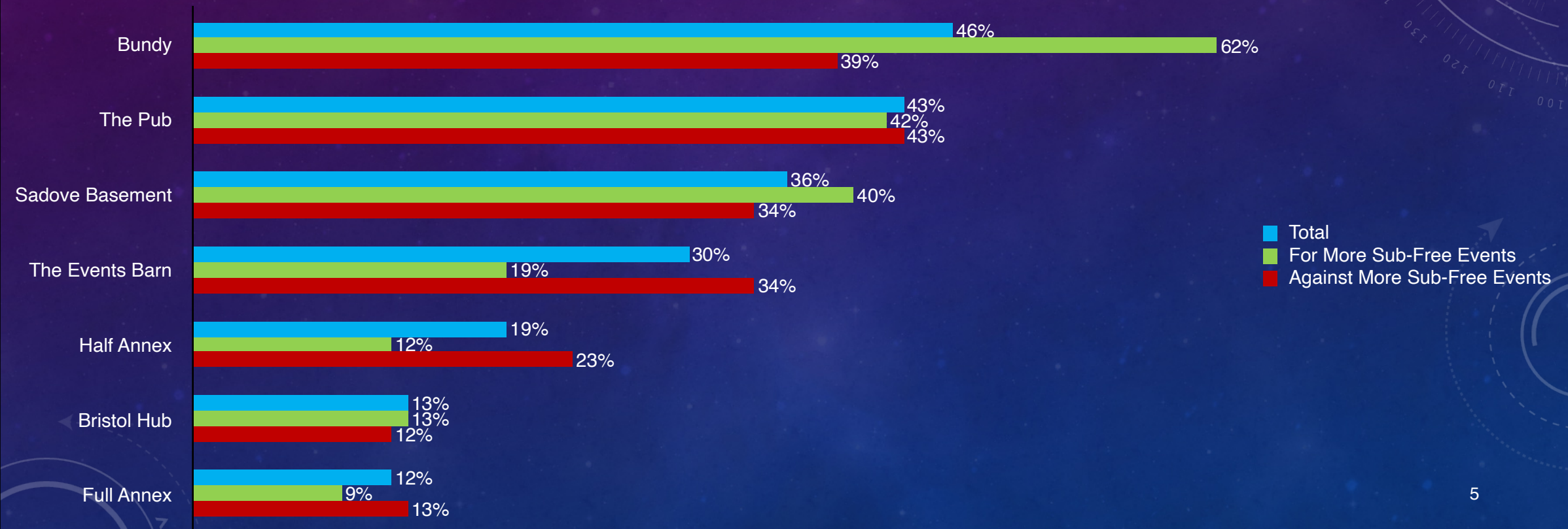
SOCIAL SPACE PREFERENCE: MOST PREFERRED

Please rank the list of social spaces in order of preference (sum of ranks 1 and 2)



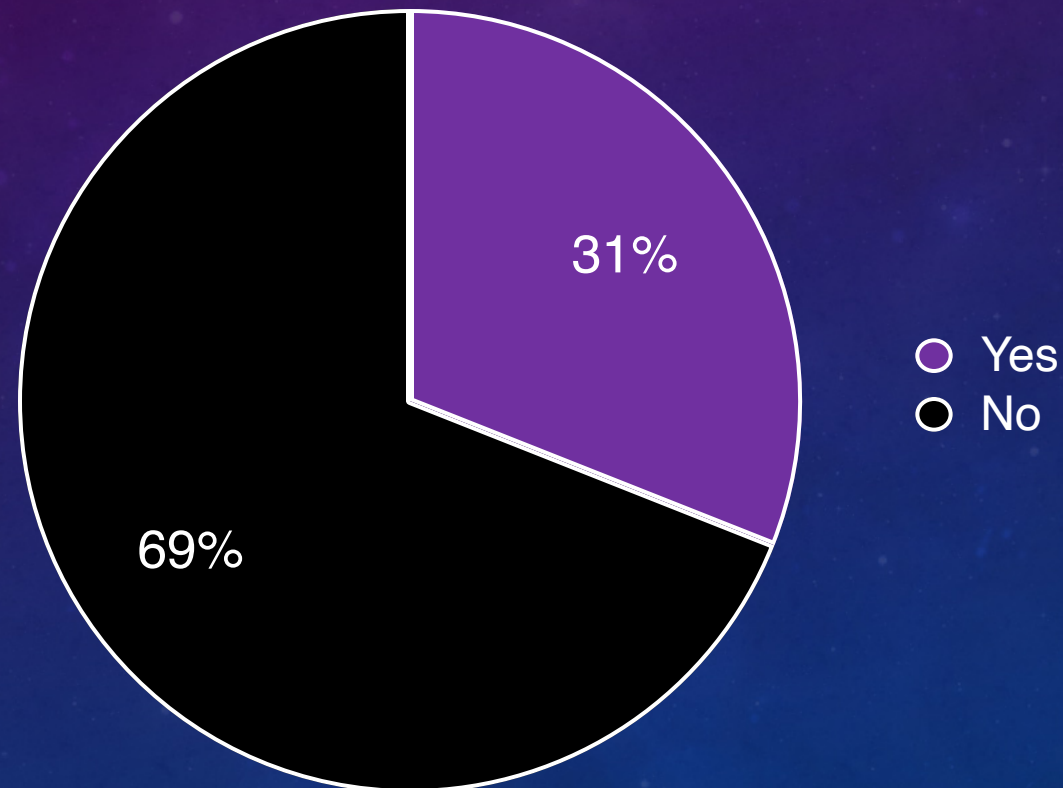
SOCIAL SPACE PREFERENCE: LEAST PREFERRED

Please rank the list of social spaces in order of preference (sum of ranks 6 and 7)



DESIRE FOR MORE SUB-FREE EVENTS DOES NOT EXIST

Would you like to see more alcohol-free events on campus?



SUGGESTIONS FOR SUB-FREE ACTIVITIES

What kinds of non-alcoholic events would you like to see?

- Concerts
- Movies
- Comedians
- Coffeehouses
- Structured events

REASONS AGAINST MORE SUB-FREE ACTIVITIES

Why not?

- Enough sub-free events already
- Sub-free events not "fun"
- Only go to sub-free events for food
- Leads to fewer alcoholic events, which leads to "underground drinking"
- College should be supporting alcoholic events

GENERAL SUGGESTIONS

Do you have any suggestions for improving social spaces on campus?

- Better sound systems, particularly in the Hub, Sadove and the Annex
- Allow more all campus parties, "at least one each weekend"
- Integrate alcohol more successfully into the Hamilton community
- Help non-Greek organizations hold all-campus parties
- Make Sadove more of a "student center" with more of a lounge in the basement
- Re-evaluate the Late Nite Program
- More kegs
- More interactive/communal events

KEY TAKEAWAYS

1. Respondents strongly prefer all-campus parties and events, and strongly dislike Late Nite Events
2. Nearly 70% of respondents do not want to see more non-alcoholic events on campus
3. Respondents strongly prefer the Annex and strongly dislike Bundy as social spaces. Bristol Hub is well-liked, the Pub is either moderately liked or very much disliked, and the Sadove basement is rather disliked
4. A near-majority of respondents (49%) who want more non-alcoholic events prefer all-campus events (e.g. concerts, coffeehouses, etc.); Only 6% prefer Late Nite events
5. 55% of respondents who prefer all-campus events want to see more non-alcoholic events
6. Suggestions for non-alcoholic events include primarily more concerts, movie nights, and coffeehouses
7. Students that oppose more non-alcoholic events argue that there are enough already, or that there should be more alcoholic events on campus
8. Overall suggestions for the social scene include adding more social spaces, helping non-Greek organizations hold alcoholic events, repairing sound systems, opening up the Bristol Hub for more events, and changing the Sadove Basement

RECOMMENDATIONS

1. Programming Recommendations

1. Increase support for CAB. Their events are beloved on campus, and they are well attended (attendance data from CAB is in the appendix)
2. Eliminate the Late Nite program. Its events are poorly attended and tend to be insular. Sadove could fund the more viable events as part of its regular programming

2. Social Space Policy Recommendations

1. Turn the Sadove Basement into a sub-free lounge for students on the weekends, opening up the Barn as an alcohol-permitted social space. Put chairs, couches, board games, and desks for students in the basement, and have food & drinks available (Yale uses this model)
2. Encourage more use of the separate halves of the Annex for distinct events
3. Allow more frequent use of the Bristol Hub, and emphasize Babbit Pavilion as a social space in good weather
4. Begin developing the Bristol Basement into a social space, in conjunction with (or, if necessary, as a replacement for) the Hub

3. Event Recommendations

1. Encourage organizations to hold events with alcohol where it isn't the sole reason to attend the event. (e.g. film screenings, plays, etc.)
2. Allow SA to fund alcoholic events within limits (e.g. each organization must have a social space; can only ask once per semester or academic year)
3. Require that social space events are open to the entire student body and publicized (e.g. on the events calendar, 2 emails to the listserv)

APPENDIX – CAB DATA (COURTESY OF KAYLA SAFRAN '13 AND TARA HUGGINS '14)

1. Concerts: 550-650 tickets sold
2. Coffeehouses: 50-150 people
3. Movies: 20-150 people; avg. 45 people
4. Trips: 50-55 people
5. Comedy Shows: avg. 45 people (Exception: Michael Ian Black with 550-600 people)