

Iowa Memorial Union (IMU) User Summary

Project Goal: The purpose of this assessment was to determine how students utilize the Iowa Memorial Union. Student responses were collected via intercept interview and recorded on an iPod-based survey. 199 student responses were analyzed.

Results:

<u>Classification:</u>	<u>Frequency of IMU Use:</u>
Freshman: 25.7%	Less than Weekly: 13.6%
Sophomore: 34.8%	1-2 Times: 36.4%
Junior: 16.7%	3-6 Times: 34.8%
Senior(+): 12.1%	Daily: 15.2%
Grad/Professional Staff: 10.5%	

Reasons for Visiting the IMU:

- Nearly 75% of the respondents used the IMU as a place to study/hang out.
- Nearly 2/3 of respondents utilized the food services within the IMU, with some bias in response data collection by approaching students who were eating.
- 1/3 of users utilized the IMU for student organization participation.

Cleanliness of the IMU: Scale = 1 (Unacceptable) to 5 (Exceeds Expectations)

Responses were largely positive and user expectations were met, with an average score of **4.26**.

Comments common among respondents were:

- “Kept very clean and nice. A good place to come and study.”
- “It's usually pretty clean I have never had a problem”

Some variance in cleanliness was noted by users specifying the occasional bathroom or dining area.

Customer Service (non-Food Service areas): Scale = 1 (Unacceptable) to 5 (Exceeds Expectations).

The responses for this question were positive, with an average of **4.16**. Comments provided by respondents were all positive:

- “Everyone is very helpful and friendly.”
- “Great and friendly”

Belonging: In response the question, ‘Does this feel like your student union? Why or why not?’ 95% of respondents reported that the IMU felt like their student union.

Respondents shared a variety of reasons as to why IMU felt like their student union:

- “Yes. I feel like everyone is here to strive for a common goal.”

- “Yes, it looks to supply students’ needs first, which is nice.”
- “Yeah. Very student oriented.”
- “Yes. It's a very clean and friendly environment. I love coming here to just chill or study.”
- “Yes - I love being here and it is very helpful, always clean, friendly staff, and accommodates my needs well”

Suggested Improvements: The IMU, particularly Hubbard Commons, has taken on the role of a multipurpose space, providing a space to eat, study, and hang out. Criticism of the IMU came mostly in form of wishing for a more social activity oriented space. Students referenced “Madison’s student union” and hope that the basement will re-open soon so the IMU does not always feel like a library.

Summary: Overall, the respondents provided a great insight as to their usage of the IMU and indicated that it is accessible to all of their needs regardless of their purpose. Further, students in particular highlighted their satisfaction with the services provided at the IMU. The common suggestion for improvement of the IMU would be to have a more social activity oriented space.