

STRATEGIC PROGRAMMING INITIATIVE

FALL 2011 SEMESTER REPORT

**Division of Student Life
Center for Student Involvement & Leadership**

**Submitted by Molly Golemo & Nellie Hermanson
Friday, January 20, 2012**

Executive Summary – Fall 2011

Highlights

The programs supported by the Strategic Programming Initiative were successful in Fall 2011 due to a number of factors. The programs that were established in Fall 2010 have experienced consistent interest and, in some cases, have experienced a significant increase in attendance. Funding was decreased for FY12, therefore requiring programmatic adjustments. When comparing Fall 2011 to Fall 2010, some individual programs have drawn a smaller audience and overall attendance is down because the number of programs offered is down. This can be largely attributed to the lower number of programs actually occurring due to the funding decrease.

Data Analysis

Survey data revealed that the events that are more expensive (higher cost per student) draw more students who are likely to otherwise engage in activities involving alcohol. These top programs include CAB Comedy and CAB Roads. Surveys were not administered in some categories of programs. Assessing all programs will be important in Spring 2012 in order to more accurately analyze the data. Low survey response rates were seen in the Midnight Movies at the Englert. This does not allow for accurate representation of that attendee population. This will be addressed in Spring 2012.

Recommendations for Future

Several programmatic adjustments should be made in Spring 2012. The Englert Midnight Movies have seen low attendance across the board. Given that survey responses were low for these programs, in order to justify continuing this program in FY13, more data must be collected and analyzed. The Bijou Late Night movie series showed great success in FY11. With significant less funding in FY12, the overall attendance at this program has suffered. It is recommended to increase support for this program in future funding cycles. In FY11, the Strategic Programming Initiative was able to maintain a contingency line in the budget in order to support student-driven programs which may not have been established upon initial allocation of the funds. If possible, this is important to reinstate in FY13.

CAB Films:

- CAB shows pre-DVD release films in the Illinois Room at the IMU every Thursday, Friday, and Saturday nights at 10pm. Each movie costs \$2 to attend. This semester, with SPI funding, CAB continued the Thursday night screenings to their already occurring Friday and Saturday nights, which began in fall 2010. Attendance numbers have grown overall since the inception of this program, due in large part to the increasing visibility of the program.

- Total Attendance: 3,543
- Amount Allocated: \$11,000
- Amount Spent: \$12,888.20
- Revenue: \$6,704.00
- Cost per Student: \$1.75
- Cost per Likely Drinker: \$4.85

If you weren't here, what would you be doing?

Studying	23%
Watching TV	24%
Hanging with Friends	38%
Working	4%
Drinking	11%

n = 305

If you weren't here, how likely is it you would be doing something that involved drinking?

Very Likely	12%
Somewhat Likely	24%
Not at all Likely	64%

n = 234

CAB Night Hawks:

- CAB Night Hawks provides monthly interactive events on Friday nights from 10pm-1am. This semester Night Hawks events included Game Show Night, Homecoming Kickoff, and Extreme Laser Tag. These programs have existed previously, but due to SPI funding, the programs and events offered expanded to reach a broader audience and attract more students in general.

- Total Attendance: 392
- Amount Allocated: \$9,000
- Amount Spent: \$8,741.75
- Cost per Student: \$22.30
- Cost per Likely Drinker: \$63.72

If you weren't here, what would you be doing?

Studying	26%
Watching TV	12%
Hanging with Friends	43%
Working	3%
Drinking	16%

n = 72

If you weren't here, how likely is it you would be doing something that involved drinking?

Very Likely	14%
Somewhat Likely	21%
Not at all Likely	65%

n = 76

CAB Roads:

- CAB Roads is a travel program which began in Fall 2009 with two trips per semester. With SPI Funding, CAB Roads was able to plan 3 trips in the Fall 2011 semester. This is one less trip than last semester due to lower funding. The combination of the three trips has offered students a variety of options according to different areas of focus and interest. Trips included a Blink 182 concert (Des Moines, IA), Six Flags Fright Fest (St. Louis, MO), and Wicked the musical (Des Moines, IA).
- Total Attendance: 156
- Amount Allocated: \$9,000
- Amount Spent: \$9,791.75
- Revenue: \$5,079.50
- Cost per Student: \$30.21
- Cost per Likely Drinker: \$60.41

If you weren't here, what would you be doing?

Studying	35%
Watching TV	19%
Hanging with Friends	34%
Working	0%
Drinking	12%

n = 57

If you weren't here, how likely is it you would be doing something that involved drinking?

Very Likely	28%
Somewhat Likely	22%
Not at all Likely	50%

n = 40

CAB Comedy:

- Started in Fall 2010, CAB Friday Comedy is a monthly series of recognizable comedians. The goal of this program is to provide accessible comedy that many people would know and be interested in seeing. Each show is in the IMU Main Lounge, on a Friday, at 10pm. Comedians in Fall 2011 include: Kenan Thompson, Comedy Central on Campus Tour, Heather McDonald, and Dave Coulier.
- Total Attendance: 2,200
- Amount Allocated: \$57,500
- Amount Spent: \$64,509.74
- Revenue: \$4,050.00
- Cost per Student: \$27.48
- Cost per Likely Drinker: \$47.38

If you weren't here, what would you be doing?

Studying	10%
Watching TV	19%
Hanging with Friends	46%
Working	3%
Drinking	22%

n = 237

If you weren't here, how likely is it you would be doing something that involved drinking?

Very Likely	30%
Somewhat Likely	28%
Not at all Likely	42%

n = 196

SCOPE Concerts:

- SCOPE used the SPI funding to diversify and expand the normal programming SCOPE typically features. SCOPE was able to partner with Hawkapalooza and bring the extremely popular Mike Posner to Iowa City. Also, SCOPE used the money to bring the Campus Consciousness Tour, with Janelle Monae and fun.
- Total Attendance: 7,425
- Amount Allocated: \$40,000
- Amount Spent: \$25,000
- Cost per Student: \$3.37

Bijou Late Night Movies:

- In addition to the regular programming in the Bijou, and with SPI funding, the organization continued showing cult classics and old Hollywood favorites on Friday and Saturday nights at 11pm, free for students. Bijou wanted to target students who would not typically attend regular Bijou films, and expand their audience overall.
- Total Attendance: 460
- Amount Allocated: \$4,500
- Amount Spent: \$4,319.90
- Cost per Student: \$9.39

Late Night at Iowa:

- SPI funding contributed to the Late Night at Iowa grant fund, to which students can apply for funding. This money can be applied to events planned between 10pm and 1am, on Thursday, Friday, or Saturday nights.
- Total Attendance: 1,954
- Amount Allocated: \$10,000
- Amount Spent: \$ 9,907.11
- Cost per Student: \$5.07

Bijou/CAB/Englert Midnight Movies:

- Midnight Movies are held at the Englert Theatre in downtown Iowa City. They are bi-weekly and the film titles are selected by members of the Bijou Cinema and CAB. These movies are free for students, and \$3 for the general public to attend.
- Total Attendance: 781
- Amount Allocated: \$9,000
- Amount Spent: \$9,211.31
- Revenue: \$630.00
- Cost per Student: \$10.99
- Cost per Likely Drinker: \$64.63

If you weren't here, what would you be doing?

Studying	22%
Watching TV	33%
Hanging with Friends	33%
Working	12%
Drinking	0%

n = 9

If you weren't here, how likely is it you would be doing something that involved drinking?

Very Likely	0%
Somewhat Likely	17%
Not at all Likely	83%

n = 12

*Surveys were delivered to Englert for every movie, but only distributed at one.

Total Attendance

Date	Event Name	Sponsoring Organization	Attendance
8/18-20, Thurs-Sat	On Iowa/CAB Movie: Pirates of the Caribbean (\$2)	CAB	132
8/25, Thurs	Welcome Week/CAB Hypnotist: Erick Känd	CAB	617
8/25-27, Thurs-Sat	Movie: Bridesmaids (\$2)	CAB	397
8/26, Fri	Welcome Week/CAB Comedy: Kenan Thompson	CAB	1398
8/27, Sat	Midnight Movie: Metropolis	CAB/Bijou/Englert	63
8/27, Sat	LNAI: Welcome Week Ballroom Social	Hawkeye Ballroom Dance Co.	73
9/1, Thurs	Concert: Mike Posner (Hawkapalooza)	SCOPE Productions	7000
9/1-3, Thurs-Sat	Movie: Hangover 2 (\$2)	CAB	231
9/8-10, Thurs-Sat	Movie: Green Lantern (\$2)	CAB	155
9/8, Thurs	Roads: Blink 182 Concert	CAB	50
9/10, Sat	Midnight Movie: The Princess Bride	CAB/Bijou/Englert	158
9/15-17, Thurs-Sat	Movie: Super 8 (\$2)	CAB	144
9/16, Fri	Night Hawks: Game Show Night	CAB	43
9/16-17, Fri-Sat	Movie: Trollhunter	Bijou Cinema	168
9/22-24, Thurs-Sat	Movie: Fast Five (\$2)	CAB	193
9/24, Sat	Midnight Movie: Blue Velvet	CAB/Bijou/Englert	87
9/29, Thurs	LNAI: Down to Greek	Multicultural Greek Council	75
9/29-10/1, Thurs-Sat	Movie: Bad Teacher (\$2)	CAB	264
9/30-10/1, Fri-Sat	Movie: Griff the Invisible	Bijou Cinema	26
10/6-8, Thurs-Sat	Movie: The Help (\$2)	CAB	327
10/7, Fri	CAB Comedy: Comedy Central Campus Tour (\$5)	CAB	200
10/7, Fri	LNAI: Vivo!	Multicultural Greek Council	150
10/7, Fri	LNAI: Al Ritmo	ALMA	200
10/7, Fri	LNAI: Game On!	UI Honors Program	29
10/8, Sat	Midnight Movie: I Saw the Devil	CAB/Bijou/Englert	43
10/12, Wed	Concert: Janelle Monae	SCOPE Productions	425
10/13-15, Thurs-Sat	Movie: Horrible Bosses (\$2)	CAB	238
10/14-15, Fri-Sat	Movie: The Whistleblower	Bijou Cinema	15
10/15, Sat	Night Hawks: Homecoming Kickoff	CAB	39
10/20-22, Thurs-Sat	Movie: Harry Potter (\$2)	CAB	347
10/22, Sat	LNAI: Garba Raas Bhangra Bollywood	Indian Student Alliance	300
10/22, Sat	Midnight Movie: A Nightmare on Elm Street	CAB/Bijou/Englert	93
10/27-29, Thurs-Sat	Movie: Cowboys and Aliens (\$2)	CAB	88
10/27, Thurs	LNAI: Homecoming Bass Off	UI Environmental Coalition	100
10/28, Fri	LNAI: Game On! Halloween	UI Honors Program	22
10/28, Fri	LNAI: Fire Up!	UI Honors Program	31
10/28-29, Fri-Sat	Movie: Rocky Horror Picture Show	Bijou Cinema	134
10/29, Sat	LNAI: Drag Ball	GLBTAU	80
10/29, Sat	Roads: Fright Fest, Six Flags	CAB	56
11/3-5, Thurs-Sat	Movie: Crazy Stupid Love (\$2)	CAB	370
11/3, Thurs	LNAI: Dia De Los Muertos Dance	Sigma Lambda Gamma	238
11/4, Fri	CAB Comedy: Heather McDonald (\$5)	CAB	306
11/5, Sat	Midnight Movie: Donnie Darko	CAB/Bijou/Englert	158

11/10, Thurs	Film Event: Student Film Showcase	CAB	45
11/10-12, Thurs-Sat	Movie: Friends with Benefits (\$2)	CAB	359
11/11-12, Fri-Sat	Movie: Tucker and Dale vs. Evil	Bijou Cinema	88
11/17, Thurs	LNAI: Late Night Concert	University Housing & Dining	75
11/18, Fri	LNAI: Retro Game On!	UI Honors Program	22
11/19, Sat	Midnight Movie: The Big Lebowski	CAB/Bijou/Englert	98
12/1-3, Thurs-Sat	Movie: Contagion (\$2)	CAB	159
12/2, Fri	CAB Comedy: Dave Coulier (\$5)	CAB	300
12/2, Fri	LNAI: Know. Live. Dance. AIDS Awareness Rave	GLBTAU	32
12/2-3, Fri-Sat	Movie: Bellflower	Bijou Cinema	29
12/3, Sat	LNAI: Stitch for a Cause	Free the Children	12
12/3, Sat	Roads: Wicked (\$55)	CAB	50
12/8-10, Thurs-Sat	Movie: 30 Minutes or Less (\$2)	CAB	139
12/8, Thurs	LNAI: Cru Games	CRU	200
12/8, Thurs	LNAI: Show You Care, Stuff a Bear	University Housing & Dining	315
12/9, Fri	Night Hawks: Laser Tag	CAB	310
12/10, Sat	Midnight Movie: Willy Wonka & Chocolate Factory	CAB/Bijou/Englert	81

Total Attendance

17577

FINANCIAL TOTALS

FINANCIAL TOTALS			
	APPROVED FUNDING:	\$300,000.00	
	AMOUNT SPENT FALL 2011:	\$144,369.76	
	TOTAL REVENUE FALL 2011:	\$16,463.50	
	TOTAL SPENT:	\$127,906.26	

Campus Activities Board

Date	Event Name	Sponsoring Organization	Attendance
8/18-20, Thurs-Sat	On Iowa/CAB Movie: Pirates of the Caribbean (\$2)	CAB	132
8/25, Thurs	Welcome Week/CAB Hypnotist: Erick Känd	CAB	617
8/25-27, Thurs-Sat	Movie: Bridesmaids (\$2)	CAB	397
8/26, Fri	Welcome Week/CAB Comedy: Kenan Thompson	CAB	1398
9/1-3, Thurs-Sat	Movie: Hangover 2 (\$2)	CAB	231
9/8-10, Thurs-Sat	Movie: Green Lantern (\$2)	CAB	155
9/8, Thurs	Roads: Blink 182 Concert	CAB	50
9/15-17, Thurs-Sat	Movie: Super 8 (\$2)	CAB	144
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9/29-10/1, Thurs-Sat	Movie: Bad Teacher (\$2)	CAB	264
10/6-8, Thurs-Sat	Movie: The Help (\$2)	CAB	327
10/7, Fri	Big Comedy: Comedy Central Campus Tour (\$5)	CAB	200
10/13-15, Thurs-Sat	Movie: Horrible Bosses (\$2)	CAB	238
10/15, Sat	Night Hawks: Homecoming Kickoff	CAB	39
10/20-22, Thurs-Sat	Movie: Harry Potter (\$2)	CAB	347
10/27-29, Thurs-Sat	Movie: Cowboys and Aliens (\$2)	CAB	88
10/29, Sat	Roads: Fright Fest, Six Flags	CAB	56
11/3-5, Thurs-Sat	Movie: Crazy Stupid Love (\$2)	CAB	370
11/4, Fri	Big Comedy: Heather McDonald (\$5)	CAB	300
11/10, Thurs	Film Event: Student Film Showcase	CAB	45
11/10-12, Thurs-Sat	Movie: Friends with Benefits (\$2)	CAB	359
12/1-3, Thurs-Sat	Movie: Contagion (\$2)	CAB	159
12/2, Fri	Big Comedy: Dave Coulier (\$5)	CAB	302
12/3, Sat	Roads: Wicked (\$55)	CAB	50
12/8-10, Thurs-Sat	Movie: 30 Minutes or Less (\$2)	CAB	139
12/9, Fri	Night Hawks: Laser Tag	CAB	310
Total SPI CAB Attendance			6953

FINANCIAL TOTALS			
	APPROVED FUNDING:	\$86,500.00	
	AMOUNT SPENT:	\$95,931.44	
	TOTAL REVENUE:	\$15,833.50	
	TOTAL AMOUNT SPENT:	\$80,097.94	

Bijou Cinema

Date	Event Name	Sponsoring Organization	Attendance
9/16-17, Fri-Sat	Movie: Trollhunter	Bijou Cinema	168
9/30-10/1, Fri-Sat	Movie: Griff the Invisible	Bijou Cinema	26
10/14-15, Fri-Sat	Movie: The Whistleblower	Bijou Cinema	15
10/28-29, Fri-Sat	Movie: Rocky Horror Picture Show	Bijou Cinema	134
11/11-12, Fri-Sat	Movie: Tucker and Dale vs. Evil	Bijou Cinema	88
12/2-3, Fri-Sat	Movie: Bellflower	Bijou Cinema	29

TOTAL SPI Bijou Attendance 460

FINANCIAL TOTALS			
	APPROVED FUNDING:	\$4,500.00	
	AMOUNT SPENT:	\$4,319.90	

Midnight Movies at the Englert

Date	Event Name	Sponsoring Organization	Attendance
8/27, Sat	Midnight Movie: Metropolis	CAB/Bijou/Englert	63
9/10, Sat	Midnight Movie: The Princess Bride	CAB/Bijou/Englert	158
9/24, Sat	Midnight Movie: Blue Velvet	CAB/Bijou/Englert	87
10/8, Sat	Midnight Movie: I Saw the Devil	CAB/Bijou/Englert	43
10/22, Sat	Midnight Movie: A Nightmare on Elm Street	CAB/Bijou/Englert	93
11/5, Sat	Midnight Movie: Donnie Darko	CAB/Bijou/Englert	158
11/19, Sat	Midnight Movie: The Big Lebowski	CAB/Bijou/Englert	98
12/10, Sat	Midnight Movie: Willy Wonka & the Chocolate Factory	CAB/Bijou/Englert	81
TOTAL SPI Midnight Movies Attendance			781

FINANCIAL TOTALS			
	APPROVED FUNDING:	\$9,000.00	
	AMOUNT SPENT:	\$9,211.31	
	TOTAL REVENUE:	\$630.00	
	TOTAL AMOUNT SPENT:	\$8,581.31	

SCOPE Productions

Date	Event Name	Sponsoring Organization	Attendance
9/1, Thurs	Concert: Mike Posner (Hawkapalooza)	SCOPE Productions	7000
10/12, Wed	Concert: Janelle Monae	SCOPE Productions	425
		TOTAL SPI SCOPE Attendance	7425

FINANCIAL TOTALS			
	APPROVED FUNDING:	\$45,000.00	
	AMOUNT SPENT:	\$25,000.00	

Late Night at Iowa Programs

Date	Event Name	Sponsoring Organization	Attendance
8/27, Sat	Welcome Week Ballroom Social	Hawkeye Ballroom Dance Co.	73
9/29, Thurs	Down to Greek	Multicultural Greek Council	75
10/7, Fri	Vivo!	Multicultural Greek Council	150
10/7, Fri	Al Ritmo	ALMA	200
10/7, Fri	Game On!	UI Honors Program	29
10/22, Sat	Garba Raas Bhangra Bollywood	Indian Student Alliance	300
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11/3, Thurs	Dia De Los Muertos Dance	Sigma Lambda Gamma	238
11/17, Thurs	Late Night Concert	University Housing & Dining	75
11/18, Fri	Retro Game On!	UI Honors Program	22
12/2, Fri	Know. Live. Dance. AIDS Awareness Rave	GLBTAU	32
12/3, Sat	Stitch for a Cause	Free the Children	12
12/8, Thurs	Cru Games	CRU	200
12/8, Thurs	Show You Care, Stuff a Bear	University Housing & Dining	315
TOTAL SPI Late Night at Iowa Attendance			1954

FINANCIAL TOTALS			
	APPROVED FUNDING:	\$10,000.00	
	AMOUNT SPENT:	\$9,907.11	