All Night Study  
TSU Operations  
Student Engagement Report  
FY 2012-2013

Mission Statement  
The purpose of All Night Study is to provide a safe and lively environment for CSUF students to study during finals week and the week before finals.

Program Overview  
The Titan Student Union is open 24 hours a day for twelve days at the end of each semester. All Night Study begins the Monday prior to finals week and ends the final Friday of the semester. All public areas of the Titan Student Union are open. Meeting rooms are designated for group study between 4:00 p.m. and 7:00 a.m. and pavilions are set up for study when available. ASI Marketing and ASI Productions conduct promotional activities throughout the program, providing study breaks, snacks, beverages, and study supplies to students.

Engagement Results

<table>
<thead>
<tr>
<th>All Night Study</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
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</thead>
<tbody>
<tr>
<td>Average midnight occupancy</td>
<td>228</td>
<td>209</td>
</tr>
<tr>
<td>Average 2:00 am occupancy</td>
<td>121</td>
<td>106</td>
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<tr>
<td>Highest occupancy count</td>
<td>839</td>
<td>553</td>
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<tr>
<td>Highest occupancy 10 pm – 6 am</td>
<td>677</td>
<td>553</td>
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Results Summary  
- ASI Productions continues to work with ASI Marketing and TSU Operations to increase the number of promotional activities and study breaks offered throughout the two-week period.
- ASI Marketing continued and expanded the new promotional theme adding new signs and materials to increase the visibility and awareness of the program.
- University Learning Center offers tutoring services at select times throughout the program.
- The numbers may have decreased in the spring of 2013 as compared to spring of 2012 due to a holiday weekend (Memorial Day) immediately following finals week.
- Electronic device charging stations were installed in two locations: the main lobby and Titan Bowl and Billiards.

Future Goals  
- Continue to evaluate the effectiveness of the services offered in the Titan Student Union in order to identify areas of need.
- Continue to improve marketing strategies.
- Explore further outdoor locations for ASI Productions events, to minimize noise disruptions in the building for those studying.