



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

All Night Study	Fall 2012	Spring 2013
Average midnight occupancy	228	209
Average 2:00 am occupancy	121	106
Highest occupancy count	839	553
Highest occupancy 10 pm – 6 am	677	553

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.