



ASI Productions
 Student Engagement Report
 FY 2012-2013

Mission Statement

ASI Productions brings the CSUF community an array of social, cultural, and educational programs. The student leaders of ASI Productions coordinate events for each of the following program areas: Pub Mondays & Tuesdays, Wednesday Concerts, Pub Thursdays, Films Series, Union and Special Programming, the anticipated Spring Concert and technical support. ASI Productions provides a variety of quality entertainment for the students with the aim of promoting the arts and enhancing the curriculum. ASI Productions supplies the campus community opportunities to engage in cultural activities and expose students to contemporary issues. Through its various areas, ASI Productions provides opportunities for students to network and to develop and practice relevant job skills for allied industries, and further leadership opportunities. With support from Associated Student, CSUF, Inc., ASI Productions can enhance student life through its activities and create a sense of community, pride and spirit within CSUF.

Program Overview

ASI Productions (ASIP) functions as the entertainment programming board of Associated Students, CSUF, Incorporated. Their events and activities focus around entertainment and include things like karaoke, concerts, movie showings, and other special events. The group hosts weekly series that include karaoke on Mondays, open mic on Tuesdays, concerts on both Wednesdays and Thursdays, and movie showings approximately every other Thursday. ASIP also hosts special events that include Snow Day, Spring Concert, Midterm Madness and All Night Study activities.

Engagement Results

Event/Activity	Fall 2012 (Participants)	Spring 2013 (Participants)
Sunday Productions	950	234
Pub Mondays Karaoke	842	685
Pub Tuesdays Open Mic	939	700
Wednesday Concerts	2325	2385
Pub Thursday Concerts	1317	1628
Thursday Night Movies	3103	2659
Street Team	703	461
Orangefest	550	N/A
Spring Concert Reveal	N/A	580
Spring Concert	N/A	2493
USP Snow Day	1310	N/A
USP Midterm Madness	500	313
USP All Night Study	2500	2016
USP Titan Fitness Challenge	N/A	24
USP Other Events	650	1480

Results Summary

During the Fall 2012 semester, ASIP Sunday Productions hosted 16 events and averaged 59.38 students per event. In the Spring 2013 semester, ASIP Sunday Productions hosted 15 events and averaged 15.6 students per event. No such events were hosted in the previous Fall and Spring semesters.

During the Fall 2012 semester, ASIP Pub Mondays Karaoke hosted 14 events and averaged 60.14 students per event. In the Spring 2013 semester, ASIP Pub Mondays Karaoke hosted 14 events and averaged 48.93 students per event. These averages reflect a 34.93 students per event decrease and a 10.07 students per event increase from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, ASIP Pub Tuesday Open Mic hosted 15 events and averaged 62.6 students per event. In the Spring 2013 semester, ASIP Pub Tuesday Open Mic hosted 13 events and averaged 53.85 students per event. These averages reflect a 6.98 students per event increase and an 11.35 students per event decrease from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 155 students per concert. In the Spring 2013 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 159 students per concert. These averages reflect a 7.87 students per concert increase and a 96.67 students per concert decrease from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 87.8 students per concert. In the Spring 2013 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 108.53 students per concert. These averages reflect an 11.07 students per concert decrease and a 29.2 student per concert increase from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, ASIP Thursday Night Movies hosted 9 events and averaged 344.78 students per event. In the Spring 2013 semester, ASIP Thursday Night Movies hosted 9 events and averaged 295.44 students per event. These averages reflect 117.67 and 64 students per event increases from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, ASIP Street Team held 15 meetings and averaged 46.87 students per meeting. In the Spring 2013 semester, ASIP Street Team held 15 meetings and averaged 30.73 students per meeting. These averages reflect 21.87 and 21.13 students per meeting increases from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, ASIP Union & Special Programming hosted 6 events, including Snow Day, Midterm Madness and All Night Study, and averaged 826.67 students per event. In the Spring 2013 semester, ASIP Union & Special Programming hosted 6 events, including the Titan Fitness Challenge, Midterm Madness and All Night Study, and averaged 638.83 students per event. These averages reflect 30.07 and 281.68 students per event increases from the previous Fall and Spring semesters, respectively.

In the Spring 2013 semester, ASIP hosted the Spring Concert Reveal event and had 580 students in attendance. No such event was hosted in the previous Spring semester.



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In the Spring 2013 semester, ASIP hosted the Spring Concert and had 2493 students in attendance. This figure reflects a 363 students in attendance increase from the previous Spring semester.

Future Goals

- Begin promotion for events at least one month before event is scheduled.
- Increase attendance numbers through the continued use of social media as well as early promotion for events in new and creative ways.
- Continuously recognize that our job on the Productions team is to enhance spirit and pride on campus by hosting events that are culturally diverse and promote students to network, explore new interests and further future leadership opportunities.