



ASI Productions  
 Student Engagement Report  
 FY 2008-2009

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, 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 student 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, 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 like Snow Day, Spring Concert, and All Night Study activities.

Engagement Results

<b>Event/Activity</b>	<b>Fall 2008 (Participants)</b>	<b>Spring 2009 (Participants)</b>
Pub Mondays Karaoke	1058	1087
Pub Tuesdays Open Mic	574	607
Wednesday Concerts	2010	3040
Pub Thursday Concerts	118	1772
Thursday Night Movies	2135	1560
Street Team	197	210
Spring Concert	N/A	1448
USP Snow Day	750	N/A
USP All Night Study	1258	1770
USP Titan Fitness Challenge	N/A	373
USP Other Events	770	1455
USP Tuesday Serenades	756	772

## Results Summary

During the Fall 2008 semester, ASIP Pub Mondays Karaoke hosted 14 events and averaged 75.57 students per event. In the Spring 2009 semester, ASIP Pub Mondays Karaoke hosted 14 events and averaged 77.64 students per event. These averages reflect 18.8 and 17.64 students per event increases from the previous Fall and Spring semesters, respectively.

During the Fall 2008 semester, ASIP Pub Tuesday Open Mic hosted 13 events and averaged 44.15 students per event. In the Spring 2009 semester, ASIP Pub Tuesday Open Mic hosted 15 events and averaged 40.47 students per event. These averages reflect 17.7 and 2.6 students per event decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2008 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 134 students per concert. In the Spring 2009 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 202.67 students per concert. These averages reflect 24.67 and 108.02 students per concert increases from the previous Fall and Spring semesters, respectively.

During the Fall 2008 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 74.53 students per concert. In the Spring 2009 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 118.13 students per concert. These averages reflect 12.87 and 58.13 students per concert increases from the previous Fall and Spring semesters, respectively.

During the Fall 2008 semester, ASIP Thursday Night Movies hosted eight events and averaged 266.88 students per event. In the Spring 2009 semester, ASIP Thursday Night Movies hosted 8 events and averaged 195 students per event. These averages reflect 163.88 and 86.88 students per event increases from the previous Fall and Spring semesters, respectively.

During the Fall 2008 semester, ASIP Street Team held 14 meetings and averaged 14.07 students per meeting. In the Spring 2009 semester, ASIP Street Team held 14 meetings and averaged 15 students per meeting. No ASIP Street Team meetings have been held in the past.

During the Fall 2008 semester, ASIP Union & Special Programming hosted 19 events, including Tuesday Serenades, Snow Day, and All Night Study, and averaged 186 students per event. In the Spring 2009 semester, ASIP Union & Special Programming hosted 23 events, including Tuesday Serenades, the Titan Fitness Challenge, and All Night Study, and averaged 190 students per event. These averages reflect a 7.11 students per event increase and a 21.05 students per event decrease from the previous Fall and Spring semesters, respectively.

In the Spring 2009 semester, ASIP hosted the Spring Concert and had 1448 students in attendance. This figure reflects a 119 students in attendance increase from the previous Spring semester.

## Future Goals

- Improve Student Involvement
- Communication
- Event Stability
- Street Team
- Spring Concert