



ASI Productions
Student Engagement Report
FY 2010-2011

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

Event/Activity	Fall 2010 (Participants)	Spring 2011 (Participants)
Pub Mondays Karaoke	1241	1203
Pub Tuesdays Open Mic	1297	937
Wednesday Concerts	2513	2324
Pub Thursday Concerts	1271	1206
Thursday Night Movies	2650	2290
Street Team	534	245
Spring Concert	N/A	1001
USP Snow Day	1451	N/A
USP All Night Study	3844	2331
USP Titan Fitness Challenge	N/A	150
USP Other Events	1623	2478

Results Summary

During the Fall 2010 semester, ASIP Pub Mondays Karaoke hosted 14 events and averaged 88.64 students per event. In the Spring 2011 semester, ASIP Pub Mondays Karaoke hosted 15 events and

averaged 80.2 students per event. These averages reflect 15.64 and 8.06 students per event increases from the previous Fall and Spring semesters, respectively.

During the Fall 2010 semester, ASIP Pub Tuesday Open Mic hosted 14 events and averaged 92.64 students per event. In the Spring 2011 semester, ASIP Pub Tuesday Open Mic hosted 13 events and averaged 72.08 students per event. These averages reflect a 30.1 students per event increase and a 7.54 students per event decrease from the previous Fall and Spring semesters, respectively.

During the Fall 2010 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 167.53 students per concert. In the Spring 2011 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 154.93 students per concert. These averages reflect 10.23 and 4.93 students per concert increases from the previous Fall and Spring semesters, respectively.

During the Fall 2010 semester, ASIP Pub Thursday Concerts hosted 14 concerts and averaged 90.79 students per concert. In the Spring 2011 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 80.4 students per concert. These averages reflect 12.07 and 11.47 students per concert decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2010 semester, ASIP Thursday Night Movies hosted 10 events and averaged 265 students per event. In the Spring 2011 semester, ASIP Thursday Night Movies hosted 10 events and averaged 229 students per event. These averages reflect a 40.63 students per event decrease and an 89.63 students per event increase from the previous Fall and Spring semesters, respectively.

During the Fall 2010 semester, ASIP Street Team held 14 meetings and averaged 38.14 students per meeting. In the Spring 2011 semester, ASIP ASIP Street Team held 15 meetings and averaged 16.33 students per meeting. These averages reflect 6.43 and 10.45 students per meeting decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2010 semester, ASIP Union & Special Programming hosted five events, including Snow Day and All Night Study, and averaged 1383.6 students per event. In the Spring 2011 semester, ASIP Union & Special Programming hosted eight events, including the Titan Fitness Challenge and All Night Study, and averaged 619.88 students per event. These averages reflect 533.6 and 120.59 students per event increases from the previous Fall and Spring semesters, respectively.

In the Spring 2011 semester, ASIP hosted the Spring Concert and had 1001 students in attendance. This figure reflects a 1137 students in attendance decrease from the previous Spring semester.

Future Goals

- Develop as a leader and learn from past experiences
- Plan ahead to be efficient
- Innovate our series programming
- Collaborate with on campus organizations to create diverse programming
- Help foster an environment of teamwork through effective communication within staff, students & volunteers