



ASI Productions
Student Engagement Report
FY 2011-2012

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 2011 (Participants)	Spring 2012 (Participants)
Pub Mondays Karaoke	1331	544
Pub Tuesdays Open Mic	890	978
Wednesday Concerts	2207	3835
Pub Thursday Concerts	1483	1190
Thursday Night Movies	2044	2083
Street Team	375	144
Spring Concert	N/A	2130
USP Snow Day	1500	N/A
USP All Night Study	1500	900
USP Titan Fitness Challenge	N/A	100
USP Other Events	983	1500

Results Summary

During the Fall 2011 semester, ASIP Pub Mondays Karaoke hosted 14 events and averaged 95.07 students per event. In the Spring 2012 semester, ASIP Pub Mondays Karaoke hosted 14 events and

averaged 38.86 students per event. These averages reflect a 6.43 students per event increase and a 41.34 students per event decrease from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, ASIP Pub Tuesday Open Mic hosted 16 events and averaged 55.63 students per event. In the Spring 2012 semester, ASIP Pub Tuesday Open Mic hosted 15 events and averaged 65.2 students per event. These averages reflect 37.02 and 6.88 students per event decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 147.13 students per concert. In the Spring 2012 semester, ASIP Wednesday Concerts hosted 15 concerts and averaged 255.67 students per concert. These averages reflect a 20.4 students per concert decrease and a 100.73 students per concert increase from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 98.87 students per concert. In the Spring 2012 semester, ASIP Pub Thursday Concerts hosted 15 concerts and averaged 79.3 students per concert. These averages reflect an 8.08 students per concert increase and a 1.07 student per concert decrease from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, ASIP Thursday Night Movies hosted 9 events and averaged 227.11 students per event. In the Spring 2012 semester, ASIP Thursday Night Movies hosted 9 events and averaged 231.4 students per event. These averages reflect a 37.89 students per event decrease and a 2.44 students per event increase from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, ASIP Street Team held 15 meetings and averaged 25 students per meeting. In the Spring 2012 semester, ASIP ASIP Street Team held 15 meetings and averaged 9.6 students per meeting. These averages reflect 13.14 and 6.73 students per meeting decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, ASIP Union & Special Programming hosted five events, including Snow Day and All Night Study, and averaged 796.6 students per event. In the Spring 2012 semester, ASIP Union & Special Programming hosted seven events, including the Titan Fitness Challenge and All Night Study, and averaged 357.15 students per event. These averages reflect 587 and 262.73 students per event decreases from the previous Fall and Spring semesters, respectively.

In the Spring 2012 semester, ASIP hosted the Spring Concert and had 2130 students in attendance. This figure reflects a 1129 students in attendance increase from the previous Spring semester.

Future Goals

- Flash Mob promo for Fall Festival - use Dance dept. to assist in choreography with volunteers
- Sunday Productions Farmers Market located in Residence Halls - use local markets
- Food Trucks at Fall Festival
- Large & In Charge Idea Board for the office - divided for each coordinator
- Develop an ASIP Brand before use of graphic services / design