



Titan Tusk Force
Student Engagement Report
FY 2012-2013

Mission Statement

The mission of Titan Tusk Force is to develop a strong sense of campus unity, pride and identity with CSUF. Titan Tusk Force strives to achieve this through sustaining an unconditional open door policy and by promoting and supporting the programs and services that operate through and independently from the Associated Students, CSUF, Incorporated here at California State University, Fullerton.

Program Overview

Titan Tusk Force (TTF) functions as the school spirit programming board of Associated Students, CSUF, Incorporated. Their events and activities focus around building school spirit and include things like spirit week, tailgate events, and attending athletic games.

Engagement Results

Event/Activity	Fall 2012 (Participants)	Spring 2013 (Participants)
Spirit/Homecoming Week Programming	510	3362
Tailgates	140	470
Other Events	200	N/A

Results Summary

During the Fall 2012 semester, TTF hosted 4 Fall Spirit Week events and averaged 127.5 students per event. In the Spring 2013 semester, TTF hosted 6 Homecoming Week events and averaged 560.33 students per event. These averages reflect a 38.75 students per event decrease and a 429.08 students per event increase from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, TTF hosted 2 tailgate events and averaged 70 students per tailgate. In the Spring 2013 semester, TTF hosted 3 tailgates and averaged 156.67 students per tailgate. These averages reflect 155 and 18.33 students per event decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2012 semester, TTF also hosted a Halloween event and had 200 students attend. This reflects a 100 student increase from the previous Fall.

Future Goals

- Titan Tusk Force will host the 1st annual "Titan Up" event at the beginning of Fall 2013. Titans will donate another college's shirt (ASU, UCLA) in return for a CSUF shirt. This pep rally will include administrators, athletes and importantly students.
- Titan Tusk Force will establish a stable and constant relationship with the athletics department by attending their bi-weekly, monthly meetings and Titan games in order to support Titan athletes and promote Titan pride amongst students.

- Titan Tusk Force will enhance the quality of the tailgates, pep rallies and events by marketing and communicating them in a timely and efficient matter so that the student's first impression of TTF at the beginning of the year will be strong enough to inspire consistent Titan pride and more student involvement.