



Titan Tusk Force
Student Engagement Report
FY 2011-2012

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, 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. The group hosts weekly meetings for their volunteers and other students that might be interested in getting involved. In addition, TTF runs the Titan Rewards Program, a rewards/incentive program where a student can earn points for attending certain athletic games.

Engagement Results

| Event/Activity | Fall 2011 (Participants) | Spring 2012 (Participants) |
|-----------------------------|---------------------------------|-----------------------------------|
| TTF Meetings | 591 | 205 |
| Titan Rewards Program Games | 1765 | 1448 |
| Spirit Week Programming | 665 | 525 |
| Tailgates | 450 | 350 |
| Other Events | 100 | N/A |

Results Summary

During the Fall 2011 semester, TTF held 16 general meetings and averaged 36.94 students per meeting. In the Spring 2012 semester, TTF held 15 meetings and averaged 13.67 students per meeting. These averages reflect 14.63 and 9.80 students per meeting decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, 16 games were included in the Titan Rewards Program schedule and averaged 110.31 students per game. In the Spring 2012 semester, the schedule included 15 games and averaged 96.53 students per game. These averages reflect a 22.5 students per game increase and a 6.6 students per game decrease from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, TTF hosted 4 spirit week events and averaged 166.25 students per event. In the Spring 2012 semester, Homecoming week included 4 events and averaged 131.25 students per event. These averages reflect 17.75 and 24.75 students per game decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, TTF hosted 2 tailgate events and averaged 225 students per tailgate. In the Spring 2012 semester, 2 tailgates were hosted and averaged 175 students per tailgate. These averages reflect 37.5 and 125 students per tailgate decreases from the previous Fall and Spring semesters, respectively.

During the Fall 2011 semester, TTF also hosted a Halloween event and had 100 students attend.

Future Goals

- Having 25-30 consistent volunteers
- Creating a TTF Promo Video for the first week of school
- Tabling/Chalking once a week (Marketing goals such as a Twitter and Instagram page)
- Connecting tailgates with an activity and food theme
- Relay Races around the Dorms to build awareness of TTF
- Incentives at Sporting Events, themed games (ex. everyone wears a silly hat or crazy socks, or No Shave Novembeard and the male students have "best mustache" competition and they get a prize)