



California State University, Fullerton • TSU 269 • 800 N. State College Blvd. • P.O. Box 6828 • Fullerton, CA 92834-6828

Titan Pride Center
Student Engagement Report
FY 2012-2013

Mission Statement

The vision of the Titan Pride Center is to instill Titan Pride into all Cal State Fullerton students by *connecting them to the collegiate experience* through involvement with activities that foster a strong and proud sense of being a Titan.

Program Overview

The core services of the Titan Pride Center include being a campus history discovery point, event and activity listings and information, pride promotions and giveaways, the Titan Rewards Program, referral for involvement, and services for recognized clubs and organizations.

Engagement Results

Event/Activity	Participants
Promotional Tabling	15833
Social Networking	5287
Contests, Giveaways, Promotions	1545
Titan Rewards Program	3769
Services for Clubs	1226 (individuals/groups)

Results Summary

During the fall 2012 semester, the Titan Pride Center reached 8104 students with promotional tabling. During the spring 2013 semester, the Titan Pride Center reached 7729 students with promotional tabling. These figures reflect a 3292 and 2087 students per semester increase from the previous fall and spring semesters, respectively.

During the 2012-2013 academic year, the Titan Pride Center reached 5287 students on social networks. This figure reflects a 1166 student increase from the previous academic year.

During the 2012-2013 academic year, the Titan Pride Center coordinated 6 contests and promotions and averaged 257.5 students per contest/promotion. This figure reflects a 76 student per contest/promotion increase from the previous academic year.

During the fall 2012 semester, 20 games were included in the Titan Rewards Program schedule and averaged 55.65 students per game. In the spring 2013 semester, the schedule included 32 games and also a point being issued for voting in the ASI election and averaged 141.27 students per activity (games and the election). These averages reflect a 54.66 students per game decrease and a 50.77 students per game increase from the previous fall and spring semesters, respectively.

During the 2012-2013 academic year, the Titan Pride Center provided services to 1226 clubs/students. This figure reflects a 225 club/student increase from the previous academic year.



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Future Goals

- Develop and implement programming to be run through the center including events, contests, and other promotions
- Continue to provide and expand on center's service offerings both to student clubs and organizations and to the ASI as a whole
- Continue to develop training for new service offerings and to develop staff's competence around center's core functions
- Smoothly upgrade the Titan Rewards Program to use the campus iOS application