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All Night Study  
TSU Operations  
Student Engagement Report  
FY 2009-2010

Mission Statement

The purpose of All Night Study is to provide a safe and lively environment for CSUF students to study during finals week and the week before finals.

Program Overview

The Titan Student Union is open 24 hours a day for twelve days at the end of each semester. All Night Study begins the Monday prior to finals week and ends the final Friday of the semester. All public areas of the Titan Student Union are open. Meeting rooms are designated for group study between 4:00 p.m. and 7:00 a.m. and pavilions are set up for study when available. ASI Marketing conducts promotional activities on the Monday and Tuesday of finals week, giving away food and study supplies.

Engagement Results

<b>All Night Study</b>	<b>Fall 2009</b>	<b>Spring 2010</b>
Average midnight occupancy	258	365
Average 2:00 am occupancy	150	183
Highest occupancy count	886	910
Highest occupancy 10 pm – 6 am	572	864

Results Summary

- A new marketing program was launched, updating the existing logo and signage.
- The new Group Study Room that was added increased the number of rooms available for group check-out by one.
- Operations continued to offer power strips for check out during All Night Study.

Future Goals

- Evaluate the need and feasibility of keeping the Student Recreation Center open as well as the Titan Student Union.
- Continue marketing strategies.