



Associated Students, CSUF, Inc. • 800 N. State College Blvd. • P.O. Box 6828 • Fullerton, CA 92834-6828

All Night Study
TSU Operations
Student Engagement Report
FY 2010-2011

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

All Night Study	Fall 2010	Spring 2011
Average midnight occupancy	269	324
Average 2:00 am occupancy	132	134
Highest occupancy count	713	793
Highest occupancy 10 pm – 6 am	561	793

Results Summary 2010-2011

- 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.