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Viking Union Marketing Internship

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Viking Union Marketing Internship



**2003-2004
Rebekah Short
Honors Senior Project**



HONORS THESIS

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Date 05/31/04

Introduction

An internship is a valuable way for a student to gain experience and build a portfolio. Marketing internships offer a wide variety of opportunities including working at an agency (advertising, media buying, public relations, etc.), working in marketing research, product marketing, and more. I began working in the Viking Union in fall quarter of my junior year at the Information Desk on the 6th floor. When I heard that my supervisor, the Director of Viking Union Operations, was offering an internship in marketing for the Viking Union, I knew that I had found the perfect opportunity.

A fellow marketing student and I applied for and accepted the job. We had already worked together in several class projects, so we were confident that we would make a great team. From the beginning we knew that we would be spending most of our time during the internship preparing, implementing, and analyzing the first ever Viking Union Student Survey. Because we both had had some exposure to marketing research in class, we were familiar with the methodology behind surveying, and we knew how to use SPSS, which is a marketing research software tool designed specifically for the analysis of survey data.

Although some of the work was tedious and repetitive, the internship experience overall was extremely beneficial. The following portfolio follows my internship path through each project. In addition to the information found in this portfolio, there is also a final report based on our findings from the survey. I feel that the research I performed and the skills I acquired both relate well to my field of study and have helped me fulfill the requirements of the Honors Program Senior Project. It was the perfect way to finish my college career, and I am pleased with the results.

INTRODUCTION

A. Description of Firm – The Viking Union

The Viking Union is a place for all community members – a people place, a place to meet, get involved, and to relax. A place for people to work together – to play together. It is a union of people, events, facilities, and services. Here is a chance to interact, to influence the course of university affairs, and generally get involved. The Associated Students government is here to serve members of the university community. The Viking Union/Associated Students will endeavor to meet your needs with exciting new programs, and well-maintained, functional facilities. These services, programs, and facilities are available to students from Western Washington University, Whatcom Community College and Northwest Indian College, as well as the greater community.

B. Job Description – Viking Union Marketing Internship

The Viking Union is the community center of campus; it offers services, programs, and facilities to meet a variety of needs. It provides opportunities for student involvement, leadership, socialization, and activities. The Viking Union is at an important phase in its organizational development. During the coming year it will assess its mission and vision, implement a campus-wide survey, update its promotional materials, and develop a comprehensive marketing plan. The marketing internship will offer a wide variety of learning experiences and projects.

Responsibilities

- (1) Assist in the design, distribution, and evaluation of a student survey.
- (2) Develop promotional and media materials.
- (3) Plan/implement activities to promote the Viking Union and its use.
- (4) Design displays and bulletin board presentations.
- (5) Assist in the development of the annual marketing plan.
- (6) Plan/assist at a fall regional conference in the Viking Union.
- (7) Represent the Viking Union at campus events.
- (8) Attend meetings of the Viking Union Marketing Committee, Associated Students Promotions Committee, and ACUI Conference Committee when possible.

Skills Desired

- Excellent oral and written communication skills.
- Organizational and multi-tasking abilities.
- Attention to detail.
- Keyboarding and basic computer skills.
- Creative and innovative.
- Research and/or surveying background desired but not required.

Reports to: Viking Union Director of Operations

Work Time: 16 hours per week

Stipend: \$750 per quarter

Co-Intern: Courtney Humphreys

SUMMARY OF SKILLS ACQUIRED

- **Creation and implementation of a campus-wide survey.**
- **Ability to use online software to put the survey into an online format.**
- **Project management in terms of actual distribution of the survey.**
- **Analysis of survey results using SPSS.**
- **Creation of final report of survey results and analysis, including recommendations.**
- **Ability to work with graphic designer to create promotional materials.**
- **Development and brainstorming of ideas for a marketing plan, including environmental and situational analysis, SWOT analysis, target market analysis, goals and objectives, etc.**
- **Ability to run Marketing Committee meetings.**
- **Ability to work effectively with a partner/co-intern on numerous projects.**

Letters of Evaluation

February 17, 2004

Dr. Wendy Wilhelm
Associate Professor
Finance and Marketing

Dear Wendy,

This is to signify that Beki Short has completed 80 hours of internship with the Viking Union Marketing department. During this time, and in partnership with Courtney Humphreys, she has become an integral part of our development of the marketing program for the VU.

In particular, she has spent a considerable amount of time working with myself, the VU Marketing Committee, and Lisa North, University Dining Services New Business/Marketing Coordinator. This team has developed a survey instrument that is presently being applied to student at Western Washington University. We are very close to reaching our goal of 400 student respondees.

I appreciate the insight that both interns have exhibited and have come to rely on them for the development of this survey instrument, and look forward to the data they will glean from it. The remainder of their internship should entail analysis of this data and development of at least the first draft of the VU marketing plan. It is my hope that this plan will prove to be a fertile ground for future marketing internships.

Should you have any questions concerning this internship, please contact me.

Thanks again for providing this opportunity.

Sincerely,


James H. Schuster
Director of Viking Union Facilities

Cc: Beki Short

May 26, 2004

Dr. Wendy Wilhelm
Associate Professor
Finance and Marketing

Dear Wendy,

This is to signify that Beki Short has completed 160 hours of internship with the Viking Union Marketing department. During this time, and in partnership with Courtney Humphreys, she has become an integral part of our development of the marketing program for the VU.

In particular, she spent a considerable amount of time working with myself, the VU Marketing Committee, and Lisa North, University Dining Services New Business/Marketing Coordinator. As you are aware, this team developed, implemented and documented the results of a survey instrument that was applied to students at Western Washington University. Although we didn't quite reach our goal of 400 student respondees, I believe the information we received will be beneficial to our continuing marketing efforts.

I have thoroughly enjoyed having Beki as part of our marketing team. She approached her responsibilities in a professional manner and appeared to be quite comfortable in her relationships with the diverse makeup of our staff. I have every confidence that Beki will quickly become an asset to any endeavor to which she applies her already considerable skills.

While I was disappointed that the interns ran out of time and were unable to draft the VU Marketing Plan; I have high hopes that next year's intern will carry this project forward.

Should you have any questions concerning Beki's internship, please contact me.

Thanks again for providing this opportunity.

Sincerely,



James H. Schuster
Director of Viking Union Facilities

Cc: Beki Short

Project #1

WORK SAMPLES AND PROJECTS

(1) Attend ACUI (Association of College Unions International) Conference to gain information and ideas about college student unions.

In the fall of 2003, the Viking Union hosted the ACUI conference for the northwest region. Below are the notes I personally took at the two educational sessions I attended during the conference.

Working Effectively with Administration

- Value differences
 - Often linked to age and generational gaps
- Role differences
- Partnership
 - People bring different things to the table
- Rules and Regulations
 - On both administrators and students
 - Often can seem arbitrary
 - Part of a system – can be hard to change

Where do I go from here with my life?

- Administrate and coordinate
- Teaching/training roles

- Managing roles (people, places, and programs)
- What do you have in mind?
 - Graduate School (now or later)
 - Location and opportunities there later
 - What do you want to focus on?
- Resumé
 - Honest/accurate
 - Have others review it
 - Slant for different types of jobs
 - Keep it short
 - Spelling!
 - Important/required info first
- Cover Letter
 - Honest/accurate
 - Reviewed
 - Go off of the job announcement and criteria listed within
 - Be specific

Project #2

(2) Analysis and evaluation of ACUI Conference Questionnaires

After the conference, attendees were asked to complete a short questionnaire about the conference. One of our first projects was to analyze and evaluate the results.

Please see the report after this page for further information.

ACUI 2003 Conference Evaluations

After entering in the variables and doing the data entry we ran tests on how successful the Viking Union was at hosting this event. We used SPSS for the data entry and analysis; this software program is designed specifically for marketing research. It analyzes the data, and puts it into tables and charts which allow us to determine if there is any statistical significance in the responses. It also allows us to quickly access respondents' answers.

Overall the guests were satisfied to very satisfied with what was offered to them (please see Appendix A). Some important numbers to mention are the means for Food Presentation (4.71), Service of the Meals (4.6), and Convenience of Locations (4.54). The scores for entertainment were generally lower than the scores for other sections (overall mean = 3.49). We believe that the low scores on the entertainment may have been in part due to the bad weather we experienced that week. Also the entertainment section was not worded well, which may have contributed to the results.

While general comment sections can be useful, we did find it to be problematic to have so many of these sections. They are difficult to analyze statistically, and more importantly surveyors typically do not like to take the time to fill out these sections. This is illustrated by the considerable amount of no responses we got in the comments sections of the survey (this is just a generalization because more than half the people surveyed didn't answer these questions). In the future we can turn some of the comment sections into interval questions, which allow us to find out statistical information. An interval question which lists a variety of phrases, or asks how likely or unlikely a person would be

to use a particular service would be more effective in finding out statistical information.

For example:

Did you participate in any of the following activities? (Please circle your response).

Open Mic	YES	NO
College Bowl	YES	NO
Wade King Recreation Center	YES	NO

If you participated in any of the above activities please rate them below: (If you did not participate in a particular activity, please do not rate it).

Open Mic	5	4	3	2	1
College Bowl	5	4	3	2	1
Wade King Recreation Center	5	4	3	2	1

OR

If you participated in any of the above activities please tell us what you thought about them below: (If you did not participate in a particular activity, please do not rate it).

5=Very Fun, 4=Fun, 3=OK, 2=Not Fun, 1=Awful

Open Mic	5	4	3	2	1
College Bowl	5	4	3	2	1
Wade King Recreation Center	5	4	3	2	1

Listed below are some of the more important, interesting, and common comments we found in the various comment sections (see Appendix B):

Registration/Location

- Awesome hotel
- More hard-copy pieces for registration, fewer e-mails
- Beautiful Union
- Tie conference to theme a bit more
- Didn't know things were happening on Friday
- Great hotel and transportation
- Weather made things difficult

Food Service/Presentation/Special Needs/Etc.

- Awesome food
- Good food and service
- Beef?
- Good food/presentation
- Didn't like Asian or seafood cuisine
- Friday's lunch was too light
- Round tables are better for helping conversation
- Vegetarian options did not have protein in them

Entertainment

- Great belly dancers
- College bowl was the best
- Some went on too long
- Buzzers would have been nice for college bowl
- Entertainment was too low-energy
- More hiking options
- Better evening entertainment needed
- Open-Mic host was rude and unorganized
- Recreation Center should have been free to try

Keynote Speakers

- Didn't like PAC setting
- Make speeches shorter
- Good info, learned a lot
- Tim's was the best
- Lincoln's didn't relate to conference
- Tim was hard to understand/hear
- Tie things together with conference theme more

Educational Sessions

- Should duplicate sessions at different times because there were often more than one I wanted to go to at the same time
- Liked ones about recently implemented programs
- Gained knowledge and had fun
- More focus/sessions for students
- More offerings to choose from please
- More discussion time/longer sessions would be nice
- Titles and descriptions weren't accurate

2004 ACUI in Alaska

- "How-to" handouts and motivating speakers
- Ice breakers to make everyone meet
- Auction should end at dinner time
- Local tours/activities
- Correct session evaluation forms and longer sessions
- More free time
- Fishing and wildlife trips
- More interaction
- Good food like at WWU
- Shuttles to parts of town
- Better entertainment
- Start later in morning
- Tour of town and campus

Finally, we ran some tests to determine whether students and staff members had statistically different responses/means. While many of the means for each question were different, when separated by students and staff, there was only one question in which the difference between the means of the students' and staff members' responses was statistically significant. The question about the Service of the Meals (an interval question) showed that students and staff members had different opinions. The students rated the service with a mean of 4.45, while the staff had a mean of 4.8 (see Appendix C). The difference may not look that large, but using SPSS we determined that the difference between the means was statistically significant. It shows that students thought the food service was good, while the staff thought it was excellent. The reasons for this finding are that the food servers may have treated the students differently from the staff, the students may have had higher expectations of good service, or some other unknown factor could have contributed to the difference. So while the difference is statistically significant, it is probably not something the Viking Union should necessarily worry about because the difference was so small and factors beyond the VU's control could have caused the difference.

Overall the conference attendees seemed to be pleased with the Viking Union and the conference in general. Despite the complications mentioned above, we feel the survey accurately portrayed respondents' feelings about the ACUI conference.

ACUI Region 14
2003 Conference Evaluation Analysis
Total completed evaluations = 95

1. Who filled out the survey
 - Student = 53
 - Staff = 41
 - Missing = 1

Registration: on a scale of 1-5 (1= poor and 5= excellent)

2. Pre-conference information:
Mean = 4.06
3. Convenience of locations
Mean = 4.54

Dining Services: on a scale of 1-5 (1= poor and 5= excellent)

4. Food presentation:
Mean = 4.71
5. Quality of the food:
Mean = 4.52
6. Service of the meals:
Mean = 4.60
7. Special needs:
Mean = 3.46

Entertainment: on a scale of 1-5 (1= poor and 5= excellent)

8. Did you participate in any of the conference activities and if so how would you rate them.
Mean = 3.49

Keynotes: on a scale of 1-5 (1= poor and 5= excellent)

9. Thursday Evening speakers:
Mean = 3.81
10. Friday Speakers:
Mean = 4.25
11. Saturday speaker:
Mean = 4.40

Educational Sessions/Workshops: on a scale of 1-5 (1= poor and 5= excellent)

12. Did they meet the requirements:
Mean = 4.08

escriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pre conference information	84	2	5	4.06	.855
Convenience of locations (Best western or VU)	95	2	5	4.54	.697
Food presentation (conference meals)	95	1	5	4.71	.617
Quality of the food	95	1	5	4.52	.797
Service of the meals	95	1	5	4.60	.721
Special needs: Did you receive those meals	84	1	5	2.45	.875
Did you participate in any conference activities; if so how did you like them	57	1	5	3.49	1.297
Thursday speakers (Dr. Coughlin and Mrs. Vogelson; potentials for partnering)	85	1	5	3.81	.945
Friday speakers (Lincoln Johnson, "Move Over, Miss Manners"	88	2	5	4.25	.874
Saturday speaker (Tim McMahon, "Making This Place Our Place..."	75	2	5	4.40	.788
Did the Ed Sessions meet the requirements for the Student Leadership Initiative, or your expectations of what was being offered?	87	2	5	4.08	.719
Valid N (listwise)	38				

General Comments about registration

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid "I liked it"	1	1.1	1.1	1.1
awesome hotel and service superlocation	1	1.1	1.1	2.1
awesome service	1	1.1	1.1	3.2
beautiful upion	1	1.1	1.1	4.2
beautiful vu; great hotel!	1	1.1	1.1	5.3
close to campus; great atomsphere	1	1.1	1.1	6.3
crazy van drivers	1	1.1	1.1	7.4
didn't know things were happening friday	1	1.1	1.1	8.4
excellent accomodations	1	1.1	1.1	9.5
good teamwork among VU staff	1	1.1	1.1	10.5
great conference	1	1.1	1.1	11.6
great hotel and transportation	1	1.1	1.1	12.6
great hotel for the rate	1	1.1	1.1	13.7
great time; learned a lot	1	1.1	1.1	14.7
hotel could have been closer	1	1.1	1.1	15.8
hotel messed some stuff up	1	1.1	1.1	16.8
hotel staff was great	1	1.1	1.1	17.9
little far apart, good with shuttles	1	1.1	1.1	18.9
loved hotel and WWU	1	1.1	1.1	20.0
more hardcopy pieces for reg. no e-mails	1	1.1	1.1	21.1
nice accomidations	1	1.1	1.1	22.1
nice hotel	1	1.1	1.1	23.2
nice hotel and staff	1	1.1	1.1	24.2
no comment	21	22.1	22.1	46.3
none	45	47.4	47.4	93.7
shuttle drivers were nice but got lost	1	1.1	1.1	94.7
shuttle service was good	1	1.1	1.1	95.8
shuttle transports were great	1	1.1	1.1	96.8
tie conference to the theme	1	1.1	1.1	97.9
weather made things difficult	1	1.1	1.1	98.9
weather, rainy but warm	1	1.1	1.1	100.0
Total	95	100.0	100.0	

Special needs general comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid awesome food	1	1.1	1.1	1.1
awesome; great decorations	1	1.1	1.1	2.1
beef?	1	1.1	1.1	3.2
cake on sat made me sick	1	1.1	1.1	4.2
clam chowder not good for Jews	1	1.1	1.1	5.3
didn't like asian cusine	1	1.1	1.1	6.3
don't like seafood	1	1.1	1.1	7.4
fabulous service, staff and attitudes	1	1.1	1.1	8.4
fantastic	1	1.1	1.1	9.5
food and service were excellent	1	1.1	1.1	10.5
fri lunch not enough food	1	1.1	1.1	11.6
fri lunch too light	1	1.1	1.1	12.6
friday lunch good, but not enough	1	1.1	1.1	13.7
good food	1	1.1	1.1	14.7
good food and service	1	1.1	1.1	15.8
good food; good greek food	1	1.1	1.1	16.8
good food; no seafood though	1	1.1	1.1	17.9
good job sodexo	1	1.1	1.1	18.9
good waitstaff	1	1.1	1.1	20.0
great food and waitstaff	1	1.1	1.1	21.1
great food/presentation	1	1.1	1.1	22.1
great menus	1	1.1	1.1	23.2
have alternatives to select from	1	1.1	1.1	24.2
less carbs	1	1.1	1.1	25.3
lighter desert at lunches	1	1.1	1.1	26.3
meals not balanced enough	1	1.1	1.1	27.4
more red meat	1	1.1	1.1	28.4
need more veggie based meals for protein	1	1.1	1.1	29.5
no comment	18	18.9	18.9	48.4
none	41	43.2	43.2	91.6
not enough food, but good	1	1.1	1.1	92.6
round tables; awful food	1	1.1	1.1	93.7
sat lunch not present well	1	1.1	1.1	94.7
settings were beautiful	1	1.1	1.1	95.8
vegetarian options had no protein	1	1.1	1.1	96.8
very accomodating	1	1.1	1.1	97.9
very very good food	1	1.1	1.1	98.9
window side good; banner side bad	1	1.1	1.1	100.0
Total	95	100.0	100.0	

Appendix B

Entertainment comments: on open mic, college bowl, wade king or rec. center

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid attended college bowl, didn't participat	1	1.1	1.1	1.1
bad acting; great belly dancers	1	1.1	1.1	2.1
belly dancing was too long	1	1.1	1.1	3.2
buzzers for college bowl	1	1.1	1.1	4.2
college bowl rocked	1	1.1	1.1	5.3
college bowl was a "hoot"	1	1.1	1.1	6.3
college bowl was the best	1	1.1	1.1	7.4
connect etainment to theme	1	1.1	1.1	8.4
didn't bring workout gear	1	1.1	1.1	9.5
enjoyed college bowl	1	1.1	1.1	10.5
entertainment was too low energy	1	1.1	1.1	11.6
fun stuff	1	1.1	1.1	12.6
fun, but should of had prizes	1	1.1	1.1	13.7
good and funny entertainment	1	1.1	1.1	14.7
good variety	1	1.1	1.1	15.8
lights.GREAT! drivers were awesome	1	1.1	1.1	16.8
like the UCH	1	1.1	1.1	17.9
liked diversity in the entertainment	1	1.1	1.1	18.9
lots of fun	1	1.1	1.1	20.0
more hiking options	1	1.1	1.1	21.1
more variety	1	1.1	1.1	22.1
need better evening entertainment	1	1.1	1.1	23.2
no comment	19	20.0	20.0	43.2
none	48	50.5	50.5	93.7
observed	1	1.1	1.1	94.7
open-mic host was a jerk	1	1.1	1.1	95.8
open mic host was rude	1	1.1	1.1	96.8
open mic was unorganized	1	1.1	1.1	97.9
wanted to try rec center, should be free	1	1.1	1.1	98.9
went but didn't participate	1	1.1	1.1	100.0
Total	95	100.0	100.0	

Keynote speaker general comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	1	1.1	1.1	1.1
all had great ideas	1	1.1	1.1	2.1
all relevant and related	1	1.1	1.1	3.2
better speakers/engaging	1	1.1	1.1	4.2
didn't like first presentation	1	1.1	1.1	5.3
didn't like PAC setting	1	1.1	1.1	6.3
diverse and interesting	1	1.1	1.1	7.4
Eileen's could have been in better place	1	1.1	1.1	8.4
enjoyed all keynote speakers	1	1.1	1.1	9.5
good info	1	1.1	1.1	10.5
hard to wait for food!	1	1.1	1.1	11.6
Lincoln's did not relate to conf.	1	1.1	1.1	12.6
Lincoln was good but been said before	1	1.1	1.1	13.7
look at paper too much	1	1.1	1.1	14.7
make speeches shorter	1	1.1	1.1	15.8
morning speakers later in day	1	1.1	1.1	16.8
need more prof. credentials	1	1.1	1.1	17.9
nice varitey	1	1.1	1.1	18.9
no comment	18	18.9	18.9	37.9
noen	1	1.1	1.1	38.9
none	46	48.4	48.4	87.4
note worthy, but no paper handouts	1	1.1	1.1	88.4
really enjoyed Eileen & Tim	1	1.1	1.1	89.5
sat keynote should be later in day	1	1.1	1.1	90.5
thursdays need to work together more	1	1.1	1.1	91.6
tie things together more	1	1.1	1.1	92.6
Tim's was positive and upbeat	1	1.1	1.1	93.7
Tim's was the best	1	1.1	1.1	94.7
Tim McMahon is the man!	1	1.1	1.1	95.8
Tim rambled too much	1	1.1	1.1	96.8
Tim was hard to hear/understand	1	1.1	1.1	97.9
too long	1	1.1	1.1	98.9
very motivating	1	1.1	1.1	100.0
Total	95	100.0	100.0	

Ed Session General comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid all were good	1	1.1	1.1	1.1
awesome	1	1.1	1.1	2.1
didn't like "hollywood is our Friend"	1	1.1	1.1	3.2
duplication of sessions to go to others	1	1.1	1.1	4.2
enjoyed all sessions attended	1	1.1	1.1	5.3
gained knowledge and had fun in all	1	1.1	1.1	6.3
good especially for student coordinators	1	1.1	1.1	7.4
good info	1	1.1	1.1	8.4
good variety	1	1.1	1.1	9.5
great	1	1.1	1.1	10.5
info outdated	1	1.1	1.1	11.6
liked ones about recently done programs	1	1.1	1.1	12.6
more discussion time; longer sessions	1	1.1	1.1	13.7
more lively and better handouts	1	1.1	1.1	14.7
more offerings with better selection	1	1.1	1.1	15.8
more sessions for students	1	1.1	1.1	16.8
more specialized sessions	1	1.1	1.1	17.9
more to choose on fri than sat	1	1.1	1.1	18.9
more variety	1	1.1	1.1	20.0
more workshops	1	1.1	1.1	21.1
need longer sessions	1	1.1	1.1	22.1
no comment	15	15.8	15.8	37.9
none	45	47.4	47.4	85.3
outdoor leadership was great	1	1.1	1.1	86.3
repeat some sessions so can go to others	1	1.1	1.1	87.4
some information seemed irrelevant	1	1.1	1.1	88.4
some not prepared; men stop violence good	1	1.1	1.1	89.5
some sessions were low on people	1	1.1	1.1	90.5
some were too slow	1	1.1	1.1	91.6
steve walker did a great one	1	1.1	1.1	92.6
they were good	1	1.1	1.1	93.7
titles and descriptions not accurate	1	1.1	1.1	94.7
too short, some unproductive	1	1.1	1.1	95.8
UofM staff leadership session was good	1	1.1	1.1	96.8

Ed Session General comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good, good variety of topics	1	1.1	1.1	97.9
went well, and friendly people	1	1.1	1.1	98.9
would like more choices	1	1.1	1.1	100.0
Total	95	100.0	100.0	

What you would like to see at 2004 acui conference by alaska, fairbanks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid "how to" handouts; motivating speakers	1	1.1	1.1	1.1
a variety of perspectives and excitement	1	1.1	1.1	2.1
address diversity on campus	1	1.1	1.1	3.2
affordable tickets	1	1.1	1.1	4.2
auction should end at dinner time	1	1.1	1.1	5.3
better entertainment	1	1.1	1.1	6.3
better food!	1	1.1	1.1	7.4
bookstore and breakfast coupons	1	1.1	1.1	8.4
can't wait to see alasks	1	1.1	1.1	9.5
correct eval forms; longer ed sessions	1	1.1	1.1	10.5
dinner etainment could have been better	1	1.1	1.1	11.6
fishing	1	1.1	1.1	12.6
fishing and wildlife trips	1	1.1	1.1	13.7
free time	1	1.1	1.1	14.7
good food like at WWU	1	1.1	1.1	15.8
grizzly bear	1	1.1	1.1	16.8
handicap access, better entertainment	1	1.1	1.1	17.9
Hot springs, norhtern lights, snow	1	1.1	1.1	18.9
ice breakers to meet people	1	1.1	1.1	20.0
Klondike Kate	1	1.1	1.1	21.1
later start, focus more for the students	1	1.1	1.1	22.1
local tours/activities	1	1.1	1.1	23.2
long term goals and how to get there	1	1.1	1.1	24.2
longer ed sessions	2	2.1	2.1	26.3
lots	1	1.1	1.1	27.4
lots of time to explore	1	1.1	1.1	28.4
more activites and tours	1	1.1	1.1	29.5
more breaks, outdoor acitvites and tours	1	1.1	1.1	30.5
more discussion time for ed sessions	1	1.1	1.1	31.6

Appendix B

What you would like to see at 2004 acui conference by alaska, fairbanks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid more free time	1	1.1	1.1	32.6
more free time to explore	1	1.1	1.1	33.7
more fun activities and games	1	1.1	1.1	34.7
more interaction	1	1.1	1.1	35.8
more interaction, raffles, keynotes	1	1.1	1.1	36.8
more interactive sessions	1	1.1	1.1	37.9
more klondike kate and pedro	1	1.1	1.1	38.9
more klondike katelll	1	1.1	1.1	40.0
more night entertainment and music	1	1.1	1.1	41.1
more organized outdoor facilities	1	1.1	1.1	42.1
more sustainability	1	1.1	1.1	43.2
need strong keynote better etainment	1	1.1	1.1	44.2
no comment	7	7.4	7.4	51.6
none	33	34.7	34.7	86.3
none (didn't fill out the whole backside	1	1.1	1.1	87.4
open with more upbeat presentation	1	1.1	1.1	88.4
optional events, free time	1	1.1	1.1	89.5
outside stuff	1	1.1	1.1	90.5
protein veggie meals; best conf. so far	1	1.1	1.1	91.6
same neatness and hospitality as at WWU	1	1.1	1.1	92.6
shuttles to parts of town	1	1.1	1.1	93.7
snowsport activites	1	1.1	1.1	94.7
start later in mornings	1	1.1	1.1	95.8
to have as much fun as at WWU	1	1.1	1.1	96.8
tour of town and campus	1	1.1	1.1	97.9
updates on some of the new programs	1	1.1	1.1	98.9
wildlife trips; snow sports; dog sleds	1	1.1	1.1	100.0
Total	95	100.0	100.0	

Group Statistics

	who filled out the survey	N	Mean	Std. Deviation	Std. Error Mean
①	Pre conference information	46	4.04	.842	.124
②	Student Staff	37	4.14	.822	.135
③	Convenience of locations (Best western or VU)	53	4.53	.696	.096
④	Student Staff	41	4.54	.711	.111
⑤	Food presentation (conference meals)	53	4.62	.713	.098
⑥	Student Staff	41	4.85	.358	.056
⑦	Quality of the food	53	4.40	.947	.130
⑧	Student Staff	41	4.68	.521	.081
⑨	Service of the meals	53	4.45	.798	.110
⑩	Student Staff	41	4.80	.558	.087
⑪	Special needs: Did you receive those meals	53	2.38	.925	.127
⑫	Student Staff	41	4.93	15.079	2.355
⑬	Did you participate in any conference activities; if so	34	3.47	1.376	.236
⑭	Student Staff	22	3.50	1.225	.261
⑮	Thursday speakers (Dr. Coughlin and Mrs.	53	18.15	34.430	4.729
⑯	Student Staff	41	8.46	20.770	3.244
⑰	Friday speakers (Lincoln Johnson, "Move Over,	53	13.15	27.986	3.844
⑱	Student Staff	41	8.90	20.673	3.229
⑲	Saturday speaker (Tim McMahon, "Making This	41	4.27	.895	.140
⑳	Student Staff	33	4.61	.556	.097
㉑	Did the Ed Sessions meet the requirements for the	48	4.10	.722	.104
㉒	Student Staff	38	4.05	.733	.119

statistically sig. difference

t-test for Equality of Means									
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference			
						Lower	Upper		
Pre conference information									
Equal variances assumed	-.498	81	.620	-.09	.184	-.458	.274		
Equal variances not assumed	-.499	77.980	.619	-.09	.184	-.457	.274		
Convenience of locations (Best western or VU)									
Equal variances assumed	-.057	92	.955	-.01	.146	-.298	.282		
Equal variances not assumed	-.057	85.292	.955	-.01	.146	-.300	.283		
Food presentation (conference meals)									
Equal variances assumed	-1.896	92	.061	-.23	.122	-.473	.011		
Equal variances not assumed	-2.048	80.294	.044	-.23	.113	-.455	-.007		
Quality of the food									
Equal variances assumed	-1.743	92	.085	-.29	.165	-.613	.040		
Equal variances not assumed	-1.867	83.963	.065	-.29	.154	-.592	.019		
Service of the meals									
Equal variances assumed	-2.405	92	.018	-.35	.146	-.643	-.061		
Equal variances not assumed	-2.514	91.148	.014	-.35	.140	-.630	-.074		
Special needs: Did you receive those meals									
Equal variances assumed	-1.230	92	.222	-2.55	2.073	-6.667	1.568		
Equal variances not assumed	-1.081	40.233	.286	-2.55	2.358	-7.315	2.216		
Did you participate in any conference activities; if so how did you like them									
Equal variances assumed	-.081	54	.935	-.03	.361	-.753	.694		
Equal variances not assumed	-.084	48.654	.934	-.03	.352	-.737	.678		
Thursday speakers (Dr. Coughlin and Mrs. Vogelson; potentials for partnering)									
Equal variances assumed	1.591	92	.115	9.69	6.091	-2.409	21.784		
Equal variances not assumed	1.689	87.314	.095	9.69	5.735	-1.710	21.086		

- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦
- ⑧

		t-test for Equality of Means						
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
						Lower	Upper	
Friday speakers (Lincoln Johnson, "Move Over, Miss Manners")	.815	92	.417	4.25	5.214	-6.107	14.604	
Equal variances assumed								
Equal variances not assumed	.846	91.833	.400	4.25	5.020	-5.722	14.219	
Saturday speaker (Tim McMahon, "Making This Place Our Place...")	-1.893	72	.062	-.34	.178	-.694	.018	
Equal variances assumed								
Equal variances not assumed	-1.987	67.988	.051	-.34	.170	-.677	.001	
Did the Ed Sessions meet the requirements for the Student Leadership Initiative, or your	.327	84	.745	.05	.158	-.262	.365	
Equal variances assumed								
Equal variances not assumed	.326	78.954	.745	.05	.158	-.263	.366	

9

10

11

T-Test

Project #3

(3) Attend Audio Conference about Integrated Marketing Communication strategies for Higher Education.

Below are the notes I took at the audio-conference on December 11, 2003.

- Issue of will you allocate money?
- Types of plans: Integrated Marketing Promotion
 - Must enlarge definition
- Integrated Marketing research, segment, coordinate offer, price and location
 - Communication – how do you get the word out?
 - Dialogue, research, respond
- Product
 - What is your product? What do you offer (to students, donors, etc.)?
 - Sum of experiences
 - How does it compare?
 - Will they overcome barriers to find value in your product?
 - Are you a brand? Are you considered cool? Are you well known?
 - Community College/Regional Publics are more willing to customize
- Price
 - Mental and dollar price
 - What you charge for where you are and what you offer
 - Understanding costs (real and emotional) and responding
 - Talk to customers – you must be willing to make changes

- **Place**
 - Physical location of facilities
- **Promotion**
 - Make aware, get the word out
 - Telling → Selling → Yelling = Not a good strategy
 - Break through the chatter
 - Management of desire
- **Key is integration**
- **Must see all four P's at the same time**
 - What you offer will impact what you say...
- **4 C's**
 1. Customer – what they want
 2. Convenience – how easy you make it for customer
 3. Communication
 4. Coordination
- **Beware of the buyer**
- **“Teams” are better than “committees” or “task forces”**
- **Need one good strategic plan (cover marketing within that plan)**
- **Key strategies for IMC**
 - Lay the foundation (and cover it up)
 - Clarify your purpose – what's the itch?
 - Who are your customers? How do they define value?
 - Competitors? Marketing mix?

- Define marketing
- Determine if it was successful...How?
- Ask “why” five times; leads to the real/important answer
- Appoint a champion who is powerful and passionate
- Who is on your team?
- SWOT Analysis
 - Start externally
 - Mission/vision – is it current and do people care?
 - Problems and opportunities
- Who is your audience?
- What do you want to be known for?
 - What do you want people to think when they hear your name
and does it bring value to them?
- Are you relevant?
 - Core values – support advertising and tag lines

Project #4

(4) Design, Creation, and Implementation of 2004 Viking Union Student Survey

We started with a preliminary copy of the survey that had been created by the marketing person in the VU the previous year. With help from Wendy Wilhelm, Jim Schuster, and the rest of the VU Marketing Committee, we paired the survey down to only relevant and important questions. This process took most of fall quarter.

We also helped determine the best way to distribute the survey including methods, locations, incentives, etc. We worked with the Publicity Center in the Viking Union to create a poster about the survey. We also ran advertisements in the Western Front and the AS Review and had a public service announcement about the survey read on the KUGS campus radio station.

Over winter break, we worked on putting the survey into an online format using a web service called Survey Monkey (www.surveymonkey.com). This website served as a host for our survey, and helped collect all of the survey responses. We arranged for there to be a link to the online survey from the Viking Union homepage. Before we actually fielded the survey on campus, we ran a beta test with Wendy Wilhelm's Marketing 381 class in the beginning of winter quarter.

When we were ready to distribute the survey on campus, we used the wireless laptops that are available in the Viking Union; we also provided paper copies of the surveys in areas around campus where the wireless network does not operate. Courtney and I

were responsible for the actual fielding of the survey during the between February 2, 2004 and February 13, 2004. Incentives for students to take the survey included Viking Union bottle openers/key chains, candy, and entry into a drawing to win a \$200 gift certificate to the campus bookstore.

Christina Van Wingerden

From: Christina Van Wingerden
Sent: Thursday, October 30, 2003 4:27 PM
To: Lisa North; Lisa Rosenberg; AS.VP BusOps; Jeff Bates; AS PC Account Executive; Jim Schuster; Christina Van Wingerden
Subject: VU Marketing Committee Notes - October 30th, 2003

VU Marketing Committee Meeting Notes October 30th, 2003

Attendees: Beki Short, Courtney Humphreys, Lisa Rosenberg, Lisa North, Jim Schuster, Shara Smith, Christina Van Wingerden

Marketing Internship: Jim talked about the internship process. The decision was made to split the internship between Beki Short and Courtney Humphreys due to the mix of interest and skills they have. This is a 3 quarter internship that will run through spring quarter. Each student will get 4 credits and split the stipend.

ACUI Evaluations: Courtney is working on the ACUI evaluations. All information has been entered into SPSS (marketing software) for analysis. The analysis is determining overall means and differences between students and staff.

Student Survey: Beki and Courtney are in the process of reviewing and providing feedback for the student survey. They will bring the survey, with their suggested changes, to the next VU Marketing Meeting. The survey is slated to be administered the second week of winter quarter. Jim stated they have permission to use wireless laptops. Wireless laptops are available at SMATE, Wilson Library and the VU. Most buildings have wireless connections. The committee should decide on another location further south of campus like the Campus Recreation Center or Fairhaven. Jim will check on these locations. Other questions: 1) What kind of incentive will the students have to complete the survey, 2) how long will we do the survey for, 3) what kind of numbers are important as far as response in tallying information and 4) what is the most important piece of information to utilize from the survey. Jim stated that important pieces of information to glean from the survey could be: 1) why do people come here and why they don't come here, 2) AS Programming - or could that be a separate piece the AS does? 3) Food service - which is probably one of the main draws to the building, determining the need for the VU and Sodexo to mesh marketing efforts. Jim will be meeting with Conference Services regarding use of the Viking Union and marketing. Lisa North has worked with Deb Frost in University Residences on a Food Services survey. The tool that is used is a browser interface that Deb developed. This browser interface will be used for the marketing student survey. Lisa North stated that the browser interface is a tool that allows you to create simple survey questionnaires using radio buttons, check lists and open ended comment fields. Lisa also stated we will need to have our own web support in our own organization to design our user interface for our targeted audience. The committee will also need to determine how to direct people to the student survey. Jeannette Brisenbeen is the primary person that worked on the food service survey. Jeannette is Lisa's Marketing Assistant. Beki and Courtney may contact Jeannette for assistance. Shara agreed to serve on this committee continually and offered any assistant with regards to University Residences. Shara has been a desk manager in the summer the last 3 years. With regards to analyzing data on line, Lisa North suggested it is clear from the beginning who provides the technical support, how you want the data to be downloaded and what program is best utilized. SPSS is a marketing research software program for statistical analysis that Beki and Courtney are currently using for the ACUI evaluations. A meeting with Bill Tootell, Deb Frost, a web master, and Beki and Courtney needs to be scheduled in the future to discuss questions and needs.

Career Fair: The marketing interns will also be working on the Career Fair. The Career fair is partnering with the AS this year to promote student positions for the future. Beki will contact Tony Russo.

Annual Events: Beki and Courtney have been reviewing the annual events that the previous Marketing Coordinator utilized. The interns are desiring to come up with a VU image/slogan or brand. Lisa North has had experience working with various companies in different capacities around branding and image. Lisa suggested the VU brand should be developed as an experience. Lisa would be willing to meet with Beki and Courtney on this topic. Jim would like Lisa, Courtney and Beki to bring any thoughts and ideas to the committee. Lisa stated it would help to have some kind of context to work with like a mission statement. Jim said that in a meeting he attended the day before, the Vice President of Student Affairs described the first thing everyone says about WWU when they come is that it is friendly. Jim took note of that comment and wants the marketing interns and committee to ponder friendly while utilizing words like open, inviting, comfortable. This may be an area the VU Marketing Committee may want to focus their attention to.

Mission Statement: On hold currently until Ted, Jim and Kevin have had a chance to meet and work out the structural

Budget Plan for VU Student Survey


	Total
Advertising Expenditures	
Western Front	\$18.00
Publicity Center	\$150.00
AS Review paper and or on their website	\$0.00
KUGS	\$0.00****
Incentive Costs	
Key Chains/Bottle Opener	\$340
Candy Bars	?
For Drawing:	
\$200.00 bookstore gift certificate (donated)	\$0.00
\$100.00 at store of choice	?
\$50.00 gift certificate for a reasturant	?
Western Sweatshirt (free)	\$29.95
Western T-Shirt (free)	\$29.95
Total	\$567.90

***Publicity Center Price Info:**

	Ink Color	Paper Color	Price
-The prices include poster design	Black	Any	\$80-100
-Submit request 3-4 weeks ahead of event	1 Color	Any	\$120-160
-Prices are for 100-125 posters	2 Color	Any	\$150-190
-Distribution is also included in cost	Full Color	Any	\$200

**Prices from Campus Marketing Specialists catalog; other prices can be found out from Lisa North

****Public Service Announcements are read/played for no cost; requests must be submitted at least two weeks prior to the event



Viking
UNION
STUDENT
SURVEY

WHEN: FEB. 2-6

WHO: ALL STUDENTS

WHERE: ALL OVER CAMPUS

WHY: We are interested in finding out what factors make visiting the Viking Union an enjoyable experience and ways to improve our services

Free
sTuFF

You will receive a **free candy bar**, a **free keychain**, and entry into a drawing for a **\$200 gift certificate** from the campus bookstore

Look for us with laptop computers in the following locations:



The Viking Union
Arntzen
SMATE
Haggard
Red Square
Parks
The Viking Commons
Fairhaven
The Ridge
And more

LoCateD





Welcome, James!

As a professional subscriber, we especially value your feedback. If you have a suggestion or complaint, feel free to contact us. Your professional subscription will be automatically renewed on Tuesday, June 08, 2004. To update or cancel your subscription, click the "My Account" button above.

Active Surveys: 1 Monthly Responses: 0

Open/Close	Survey Title (click to preview)	Date Created	Design	Collect	Options	Analyze	Clear	Delete
	Viking Union Student Survey 2004 (print version)	1/30/2004				7		
	Viking Union Student Survey 2004	12/9/2003				52		
	Example Website Survey	12/8/2003				0		

Viking Union Student Survey 2004

2. Viking Union

[Exit this survey >>](#)

1. What is your student ID number?

2. How often do you visit the Viking Union?

- Not at all
- Less than once per month
- Once per month
- 2-3 times per month
- Once per week
- 2-3 times per week
- 4-5 times per week
- 6+ times per week

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Viking Union Student Survey 2004

[Exit this survey >>](#)

8. The Viking Union operates the Lakewood Facility on Lake Whatcom and Viqueen Lodge on Sinclair Island. Please check which facility you have visited.

- Viqueen Lodge
- Lakewood
- Never visited either, but I am aware of the facilities
- Never visited either, and I was not aware of the facilities

9. For each of the following, please check one space to show whether or not you agree or disagree with each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There is enough parking near the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union is open for enough hours each day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough seating in the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The selection and quality of the food in the Viking Union is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough space to study in the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The seating is comfortable in the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union is too noisy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The services in the Viking Union fit my needs well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is hard to find my way around the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The location of the Viking Union is convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The atmosphere in the Viking Union is lively.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is relaxing to visit the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union is a friendly place to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union offers a good selection of concerts and events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the customer service provided in the Viking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Union is good.

10. How many movies, concerts, lectures, and meetings do you typically attend in the Viking Union during a single quarter?

- None
- 1-5
- 6-10
- more than 10

11. Were you aware the Viking Union has a website?

- Yes
- No

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Viking Union Student Survey 2004
Beta Test

Link to survey: www.union.wvu.edu/survey

Course Points: 10 if completed by 1/22/04 and this sheet returned to Prof. Wilhelm with comments.

We are conducting this survey on behalf of the Western Washington University Viking Union building. We are interested in finding out what factors make visiting the Viking Union an enjoyable experience, as well as ways to improve the environment and usage rates of the Viking Union. This survey will help the Viking Union staff better serve the needs of Western students now and in the future.

Before we start to collect data, we would appreciate your help in testing the survey. After you complete the survey, please provide us with feedback by answering the questions below. **Please be sure to answer "Yes" to question #31 and then enter your name to obtain course credit.** Please note, however, that we do not plan to contact you for further information. **If you do not enter your name, you will not receive credit for taking the survey.**

Here are a few issues we would like you to take into consideration as you take the survey:

1. How long did it take you to complete the survey?

2. Is there anything you think we should change about the survey?

3. Any other comments?

We appreciate your help and your participation in this study. Thank you.

Beki and Courtney, Viking Union Marketing Interns

**LAPTOPS TO BE RESERVED FOR VU STUDENT SURVEY
 FEBRUARY 2, 2004 – FEBRUARY 5, 2004**

Info Desk Employees:

The Viking Union Marketing Interns, Beki Short and Courtney Humphreys, will be conducting a survey the week of February 2 - February 5. They will be borrowing laptops and batteries at different times throughout the week to conduct the survey on different parts of campus (please see the schedule below). Please be sure to reserve/save at least two laptops during the hours highlighted on the calendar for Beki or Courtney to pick up. Do not worry about checking the laptops in and out on the computer. Both the Viking Union and the Library have expressed their permission for the laptops to be used for the survey. If you have any questions, please contact Beki or Courtney at 650-6219.

	Monday 2/02/04	Tuesday 2/03/04	Wednesday 2/04/04	Thursday 2/05/04
9:00-10:00		Red Square		Red Square
10:00-11:00	VU Lobby	Red Square	VU Lobby	Red Square
11:00-12:00	VU Lobby	Ridge Dining Hall	VU Lobby	Viking Commons
12:00-1:00	VU Lobby			
1:00-2:00				
2:00-3:00	Parks		Red Square	Arntzen
3:00-4:00	Parks		Red Square	Arntzen
4:00-5:00	Rec Center			Rec Center
5:00-6:00	Rec Center	Fairhaven DH 5:30	Viking Commons 5:30	Rec Center
6:00-7:00				

Thank you for your consideration,

Jim Schuster

Project #5

(5) Analysis of Survey Results

We had calculated that in order to have accurate survey results, we would need approximately 400 respondents to take the survey. After two weeks of fielding the survey we had around 350 responses, and we decided that we were close enough to our goal to not continue for a third week.

Once all the surveys were in, we underwent a lengthy process of entering in all of the data into SPSS from both the surveys collected online and the paper copies.

Unfortunately, Survey Monkey did not have the capability to download directly into SPSS. After all of the data had been entered, we ran the appropriate statistical tests for each question including means, frequencies, tests for differences such as t-tests and ANOVA tests, and cross-tabulations between questions. Details of the analysis, including recommendations for future surveys and ideas for marketing of the VU, can be found in the full report titled "2003-2004 Viking Union Student Survey."

Project #6

(6) Initial Planning for Marketing Plan

We initially were planning to have the marketing plan for the Viking Union finished before we left at the end of spring quarter. Due to time constraints, however, it became clear that we would not have been able to produce a quality plan in the small amount of time we had left. Instead, we agreed to put together a basic outline of what we thought should be included in the marketing plan.

Strengths

- Vendor's Row
- Food services
- Underground Coffeehouse
- Events
- Main access to the campus
- Post Office
- Air-conditioned classroom
- Cleanliness; well-maintained
- Meeting space
- Friendly and knowledgeable staff
- Support around the campus for the VU

Weaknesses

- Limited parking
- Viking Union location (on the outskirts of campus)
- Perception about food (too expensive and no variety)
- Lacking in healthier food categories
- Building layout
- Website (low usage rates)
- People do not know what the VU has to offer

Opportunities

- To increase usage rates during the weekends
- Website – increase usage and place links on Western homepage or MyWestern
- Strengthen tie with Residence Halls
- Get younger students involved
- Create more areas with “lounge” feel (like the Underground Coffeehouse)
- Get freshmen and transfer students acquainted with the VU early on
- Shuttles
- Improve Vendor’s Row
- Late night events (TV nights with big screen TVs?)
- Cater to different markets
- New services (add on to food services)
- Activities/Programming

Goals

Primary:

- Maximize facility usage rates (especially during off-peak hours)
- Increase awareness levels of services available in the Viking Union

Secondary:

- To increase business revenues

Appendix

MKTG 480 MARKETING PRACTICUM
Syllabus and Contract Form
Finance and Marketing Department
College of Business and Economics
Western Washington University 98225-9073
Contact: Professor Wendy Bryce Wilhelm
(360) 650-4816 wendy.wilhelm@wwu.edu

Note: this syllabus is also available on my homepage: www.wwu.edu/~bryce

Overview of the Marketing Practicum

The Practicum, or Internship Program, provides an opportunity for students to gain practical experience in a professional work setting as part of their academic program in the Department of Finance, Marketing, and Decision Sciences at Western Washington University. Most student interns are completing their last year of the Marketing concentration, and have had at least three marketing courses prior to beginning the internship (see **Student Eligibility Criteria**). The student intern is expected to work a total of 160 hours (4 weeks full-time or a minimum of 16 hours per week for 10 weeks) under the direct supervision of qualified working professionals in order to earn four units of academic credit. Students can enroll for internship credit during any quarter of the year.

Each internship is customized to suit the needs of the organization and the student. The Practicum is most valuable to the student intern if a variety of duties are assigned and if the intern is considered a “professional” in training. A contractual agreement is entered into by the student, the organization supervisor, and the faculty supervisor (sample attached). This contract includes a job description, work schedule, evaluation procedures, and the amount of financial remuneration offered to the student.

Department Policy on Internships

- Firms must meet certain criteria before they can be considered as an internship site:
(1) the firm must be a licensed business operating from a building in an area zoned for business/commercial purposes; (2) the on-site supervisor must have qualifications that are commensurate with his/her role as marketing professional and mentor.
- Students may not do an internship provided by a relative or in a company owned by a parent or relative.
- Students may not do an internship in their place of present employment unless they are (1) formally transferred to another department, which is (2) separate from the department in which they are employed, (3) the department is under the direction of a different supervisor, and (4) the internship is directed by a person who is a professional in some aspect of marketing.
- Students may not receive retroactive credit for internship work performed.
- Students may not spend more than 10% of their time on personal selling/sales calls.

Student Eligibility Criteria

To be eligible for Practicum credit a student must:

1. have been accepted as a CBE Major;
2. have a 2.75 or better GPA in the Major;
3. have completed MKTG 380 (Principles of Marketing) and MKTG 381 (Marketing Research)

Note: additional preparation or prerequisites may be required for some internships. For example, a student planning an internship at an advertising agency would be required to complete MKTG 483 (Promotion) prior to beginning the internship.

Internship Requirements

Preliminary Steps:

1. Meet with your major faculty advisor and me to discuss your career goals and the type of internship that is best suited to helping you meet these goals.
2. With the assistance of your faculty advisor and me, determine whether you meet the eligibility criteria noted above.
3. **SELECT AN INTERNSHIP.** You are responsible for finding your internship, although I will determine whether this internship meets departmental standards (see **Department Policy on Internships**). Check with me, the Career Center, and bulletin boards in Parks Hall for suggestions.
4. **COMPLETE INTERNSHIP CONTRACT FORM** (attached). This must be completed and signed by the student, me, and the organization supervisor before you can register for the course. You are responsible for insuring that each of the signatories to the contract receives a copy. Several weeks may be required to complete this form to the satisfaction of all parties involved, so make sure and allow time for this process.

Before the Internship Begins:

1. **SUBMIT FORMS.** The Internship Contract form and a copy of your transcript, demonstrating that all eligibility requirements have been met, must be submitted to me prior to beginning the actual internship. In most cases, these forms must be submitted prior to course registration.
2. **REGISTRATION.** Once I approve and sign the Contract, I will give you the add code to register for the course. Registration is by Instructor Approval only.

During the Internship:

1. **INITIAL MEETING WITH ORGANIZATION SUPERVISOR.** An initial meeting will be arranged during the first two weeks of the internship so that the instructor, student, and the on-site internship supervisor can review the Contract. An informal, "get-to-know" meeting. Subsequent visits may be arranged to discuss your progress.
2. **DAILY JOURNAL.** Keep a journal record of tasks performed each day. Include copies of all work performed. You will need this external memory aid!
3. **WEEKLY MEETINGS WITH INSTRUCTOR.** These oral "progress reports" keep me up-to-date and allow you to voice any concerns or questions regarding the internship. In-person meetings are required if you have an internship in the Bellingham area or if you are on campus part of the week. Bring your journal and samples of your work to these meetings. Failure to meet with me may result in a grade of no credit.

4. **CRITIQUE SESSIONS WITH ORG. SUPERVISOR.** Make sure you and your organization supervisor establish regular weekly meetings for the exclusive purpose of critiquing your performance. These sessions will also allow you to discuss opportunities for making your internship of maximum benefit to you.
5. **MIDTERM EVALUATION FROM ORG. SUPERVISOR** A formal letter should be submitted to me midway through the internship. The letter should confirm that you satisfactorily completed 80 hours of internship under his or her direct supervision. The letter should also evaluate your performance relative to the goals/learning objectives set out in the internship contract.

After the Internship:

1. **FINAL LETTER OF EVALUATION FROM ORG. SUPERVISOR.** A formal letter should be submitted to me at the end of the internship. This letter should confirm that you satisfactorily completed 160 hours of internship under his or her direct supervision. This letter should also mention the quality of the work completed relative to the objectives stated in the internship contract.
2. **FINAL REPORT (PORTFOLIO OF WORK PERFORMED).** You must submit a professional, concise document to the organization supervisor and to me at the end of the internship that describes the internship activities and responsibilities. This report should communicate to a potential employer what skills you have developed during your internship. The document, Guidelines for Completing your Portfolio, is available on my web site.
3. **QUESTIONNAIRE.** This form, to be completed after the internship and before you can receive academic credit, is used for two purposes: (a) to determine if the internship employer meets departmental standards, and (b) as a guide for future students who may consider interning with the organization.
4. **GRADE FOR THE INTERNSHIP.** The grade received is based on [a] the weekly meetings with me, [b] the final portfolio, and [c] the two letters of evaluation submitted by the organization supervisor.

Date 10/11/03

INTERNSHIP AGREEMENT
between
DEPARTMENT OF FINANCE and MARKETING
WESTERN WASHINGTON UNIVERSITY
and

Name of Organization Viking Union @ WWU

Address 516 High Street Bellingham WA 98225

Internship Supervisor Jim Schuster

Title Director of VU operations Telephone 650-3451

Email jim.schuster@wwu.edu Fax 650-7736

The organization agrees to accept as a student intern for (Quarter/Year) F/W/S 2003-2004
Quarters

Student Name Rebekah (Beki) Short ID# W00270539

Current Address 1228 Grant St. B'ham WA 98225

Telephone (425) 350-1189

Email rebekah7786@yahoo.com

Faculty Advisor Wendy Wilhelm

Title Associate Professor

Address Parks Hall 327

Telephone 650-4816

Email wendy.bryce@wwu.edu

Fax _____

Work Schedule

Start Date 10/2003

End Date 6/2003

Hours/Week apprx. 8/week-16/week

160 hours total
for credit

Internship Area

Advertising Production _____
Sales Promotion _____

Marketing Research Creative
Media Planning _____

Public Relations _____
Event Planning _____
Other _____

Internship Contract (cont.)

Job Description

Please attach a typed job description.

see attached

Financial Assistance provided to student (specify) \$375 per quarter (stipend)

Meetings with Faculty Member biweekly

Meetings with on-site Supervisor weekly critique session

Midterm Evaluation 1/5/03
Letter

Final Evaluation end of spring 2004
Letter quarter

Due Date for Final Report end of spring quarter 2004
portfolio & journal

Signatures:

10/11/03 Rebekah S. Swartz
(date) (student intern)

10/14/03 [Signature]
(date) (organization supervisor)

10/19/03 [Signature]
(date) (faculty supervisor)

6. When you visit the Viking Union, how long is your average stay?

- Less than 15 minutes
- 16 to 30 minutes
- 31 to 45 minutes
- Up to 2 hours
- Up to 3 hours
- More than 3 hours
- Other (please specify) _____

7. When you visit the Viking Union, what are your top three reasons? (Please rank three services in your order of preference by clicking on the circle of your top 3 choices. Click under the primary column for your number one reason, click under the secondary column for your second reason, and click under the third column for your third choice).

	Primary Reason	Secondary Reason	Third Reason
Information Desk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viking Union Market/Cafe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend an event/meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use ATM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vending machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Socialize	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit an office/organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copy machine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Underground Coffeehouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit the Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take short-cut to Garden Street or High Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Do you utilize/visit the following services, programs or organizations in the Viking Union? (Please check all services as either use or don't use).

	Don't Use	Do Use
Market/Market Cafe (main floor food services)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Underground Coffeehouse	<input type="checkbox"/>	<input type="checkbox"/>
Information Desk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ATMs	<input type="checkbox"/>	<input type="checkbox"/>
Vending Machines	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Copy Machines	<input type="checkbox"/>	<input type="checkbox"/>
Pay Phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wireless Laptop Checkout	<input type="checkbox"/>	<input type="checkbox"/>
Post Office	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lost and Found	<input type="checkbox"/>	<input type="checkbox"/>
Reservations/Event Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Finance Office	<input type="checkbox"/>	<input type="checkbox"/>
Vendor's Row	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AS Offices	<input type="checkbox"/>	<input type="checkbox"/>
Classroom In Viking Union 552	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Club or organization meeting	<input type="checkbox"/>	<input type="checkbox"/>
Attend program or event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use building for studying or socializing	<input type="checkbox"/>	<input type="checkbox"/>
Use building as short-cut to Garden Street or High Street	<input type="checkbox"/>	<input checked="" type="checkbox"/>

9. For each of the following, please check one space to show whether or not you agree or disagree with each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There is enough parking near the Viking Union.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union is open for enough hours each day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough seating in the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The selection and quality of the food in the Viking Union is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough space to study in the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The seating is comfortable in the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union is too noisy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The services in the Viking Union fit my needs well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is hard to find my way around the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The location of the Viking Union is convenient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The atmosphere in the Viking Union is lively.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is relaxing to visit the Viking Union.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union is a friendly place to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Viking Union offers a good selection of concerts and events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the customer service provided in the Viking Union is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How many movies, concerts, lectures, and meetings do you typically attend in the Viking Union during a single quarter?

- None
- 1-5
- 6-10
- more than 10

11. Were you aware the Viking Union has a website?

- Yes
- No

12. How often do you visit the Viking Union website?

- Never
- Annually
- Quarterly
- Monthly
- Weekly
- Daily

13. What is your purpose of using the website? (Check all that apply).

- Learn about the Viking Union
- Make room reservations
- Find out how I can get involved
- Get phone numbers or office numbers, etc.
- Find out about events
- Other (please specify)

--

14. How often do you use each of the following to get information about what is happening on campus?

	Never	Rarely	Sometimes	Often	Always
Sandwich Boards	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Bulletin Boards	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Posters	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
AS website	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Western Front	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Paper Banners	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
KVIK TV	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
AS Review	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Word of Mouth	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Viking Union Information Desk	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
WWU website	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Off-campus publications	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
KUGS-Radio	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

15. Which of the following off-campus publications do you read? (Check all that apply).

- NW Events
- Bellingham Weekly
- What's Up!
- Take 5 section, Bellingham Herald
- None
- Other (please specify)

16. We are considering adding some new features to the Viking Union. Please rate each of the following on how likely you would be to utilize any of these new programs, services, or facility improvements in the Viking Union.

	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely
DVD/video rental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film processing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More wireless laptops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barber/hair salon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo booth or studio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bath and body products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Copy center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More internet stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flowers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balloons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Role Playing Games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Off-Campus housing board (other than online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bigger newspaper or magazine selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More comfortable seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. How many weekends per quarter (excluding breaks) do you usually leave town?

- None
- 1
- 2
- 3
- 4 or more

18. When not in class but ON CAMPUS, how often do you spend your time in the following places?

	Never	Rarely	Sometimes	Often	Always
Residence Hall	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Work (On-Campus)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Dining Halls	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Bookstore	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Outdoors	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Viking Union	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Gym or Recreation Center	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Library or Computer Lab	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Club activities	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Campus organization meetings	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Attending on-campus events	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Student government activities	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Dining facilities other than dining halls (VU, Miller, Arntzen)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

19. What are the top 5 ways you like to spend your time OFF CAMPUS? (Please rank each activity below in order of preference. Click in the number one column for your first choice, in the number two column for your second choice, and so forth until your fifth choice).

	Number One	Number Two	Number Three	Number Four	Number Five
Eat out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to or watch movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read for pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listen to music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to parties/bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Socialize with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excercise or play sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend concerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend cultural events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious/spiritual practice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer games/internet/e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. What kind of extracurricular activities are you involved in on campus? (Check all that apply).

- Not Involved
- Work on campus
- Member of a student organization
- Member of a student club
- Involved with student government
- Other (please specify)

21. What is your gender?

- Female
- Male

22. What is your age?

23. What is your race/ethnicity? (Please check all that apply. Please specify if you indicate "Other"). The Viking Union is committed to creating a welcoming community that values diversity. Providing the following information is optional.

- Asian Indian
- Cambodian
- Chinese
- Filipino
- Japanese
- Korean
- Laotian
- Thai
- Vietnamese
- Native Guamanian
- Hawaiian
- Samoan
- Mexican/Mexican American/Chicano
- Puerto Rican
- Cuban
- Black/African American
- Caucasian/White
- Aleut
- Eskimo
- Native American
- Multi-racial
- Other (please specify)

24. What is your marital status?

- Single
- Married
- Other

25. Do you have children under the age of 18?

- Yes
- No

26. What is your enrollment status at WWU?

- Full-time
- Part-time
- Other (please specify)

27. What is your class standing this quarter?

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student
- Other (please specify)

28. Where do you live while attending school?

- Univeristy Housing
- Off-Campus
- With parents
- Other (please specify)

29. If you live on campus, which residence hall do you live in?

- Nash Hall
- Mathes Hall
- Edens Hall (North or South)
- Buchanan Towers
- The Ridge
- Birnam Wood
- Fairhaven

30. If you live off campus, how far away do you live from WWU?

- Under 1 mile
- Between 1 and 2 miles
- Between 2 and 5 miles
- Between 5 and 10 miles
- More than 10 miles

31. Are you interested in being contacted to share more of your impressions about the Viking Union?

- Yes
- No

32. Name

33. Student ID#

34. E-mail address

35. Local mailing address

36. Phone number where you can easily be reached.

37. Comments

Viking Union Marketing Internship 2003-2004



Honors Senior Project
Rebekah Short
June 3, 2004

Agenda



- Introduction
- Projects
 - ACUI Conference and Questionnaire
 - IMC Conference
 - Viking Union Student Survey 2003-2004
 - Marketing Plan
- Summary of Skills

Introduction



- The Viking Union
 - The VU is a place for all community members
 - It is a union of people, events, facilities, and services
 - The Associated Students government is located in the VU
 - Services available to students from WWU, Whatcom CC, and NW Indian College

Job Description Marketing Internship



- Assess the mission and vision of the Viking Union
- Implement a campus-wide survey to students about the VU
- Update promotional materials for the VU
- Develop a comprehensive marketing plan for the VU

Project #1 ACUI Conference



- In the fall of 2003, the Viking Union hosted the ACUI conference for the northwest region
- ACUI is the Association of College Unions International
- I attended two educational sessions
 - Working Effectively with Administration
 - Where do I go from here with my life?

Project #2 ACUI Questionnaire



- After the conference attendees were asked to complete a short questionnaire
- We entered the data from the survey into SPSS and ran frequencies and means
- The info was passed along to the host of next year's conference – U of Alaska
- This project really helped us prepare for working on the student survey

Project #3 IMC Conference



- The marketing committee attended an audio conference about IMC strategies for higher education
- Some of the most important insights from the conference include:
 - Must allocate money to marketing to make marketing work
 - Product = The Experience
 - 4 P's vs. 4 C's
 - Clarify your purpose

Project #4 The Student Survey



- Worked with preliminary copy of the survey to revise and shorten it
 - This process took most of fall quarter
- Determined best way to distribute the survey including methods, locations, incentives, etc.
- Worked with graphic designer at Publicity Center to design a poster

Project #4 The Student Survey



- Used an online survey hosting service called Survey Monkey
 - Hosted survey and collected responses
 - www.surveymonkey.com
- There was a link from the Viking Union homepage to the survey site
- We conducted a Beta test with a marketing research class

Project #4 The Student Survey



- Distributed the survey all over campus using the wireless laptops from the VU and paper copies for places without wireless connections
- Fielded survey for two weeks
- Incentives included candy, keychains, and entry into a drawing for a \$200 gift certificate at the campus bookstore

Project #5

Analysis of Survey Results



- Ended up with around 350 completed surveys (our goal was around 400)
- After surveys were all in, we went through the lengthy process of entering all the data into SPSS
 - Survey Monkey did not have the capability to download directly into SPSS

Project #5

Analysis of Survey Results



- Ran statistical tests on each question including means, frequencies, tests for differences (t-tests and ANOVA), and cross-tabulations between questions
- Full survey results can be found in the report titled "2003-2004 Viking Union Student Survey"

Project #5 Synopsis of Survey Findings



- Usage Rates of the VU
 - Most people visit the VU 2-3 times per week
 - Most people come between the hours of 11 AM and 1 PM
 - Most people only stay in the VU for between 16 and 30 minutes
- General findings
 - Not enough parking, not enough seating, and not enough space to study

Project #5 Synopsis of Survey Findings



- Why do people visit the VU?
 - VU Market/Café
 - Underground Coffeehouse
 - Post Office
 - To socialize
 - Vendor's Row

Project #5 Synopsis of Survey Findings



- Programs and Services
 - 90% of respondents use the Market/Café
 - 67% use the Underground Coffeehouse
 - 66% use the ATMs
 - 74% use the Post Office
 - Freshmen and sophomores are more likely to use the UC than juniors and seniors
 - Seniors are most likely to use Vendor's Row
 - Seniors are most likely to use the wireless laptops

Project #5 Synopsis of Survey Findings



- How do students spend their free time?
 - Socializing with friends
 - Eating out
 - Going to parties or bars
 - Exercise/playing sports
 - Going to or watching movies

Project #5 Synopsis of Survey Findings



- Demographics
 - 60% of the respondents were female
 - The majority of the respondents were age 19 or 20
 - 30% Freshmen, 20% Sophomores, 21% Juniors, 24% Seniors
 - Approximately half of the respondents live on-campus and half live off-campus

Project #5 Recommendations



- Recommendations for future surveys:
 - Shorten survey by eliminating unnecessary questions and revising other questions
 - Laptops are hard to use to take the survey because of the mouse
 - Need more laptops to accommodate survey traffic
 - Field the survey at least every other year

Project #6 Marketing Plan



- After the survey results had been analyzed, the marketing committee started brainstorming for the marketing plan
 - We provided them with an outline of what should be included in the plan, and took notes of ideas that were mentioned at marketing committee meetings

Project #6 Marketing Plan



- Strengths
 - Vendor's Row
 - Food services
 - Underground Coffeehouse
 - Events
 - Main access to campus
 - Post Office
 - Air-conditioned classroom
 - Cleanliness
 - Meeting space
 - Friendly and knowledgeable staff
 - Support around campus for the VU

Project #6 Marketing Plan



- Weaknesses
 - Limited parking
 - Viking Union location (outskirts of campus)
 - Perception about food (too expensive and no variety)
 - Lacking healthy food options
 - Building layout
 - Website (low usage)
 - People do not know what the VU has to offer

Project #6 Marketing Plan



- Opportunities
 - Increase usage during weekends
 - Website – increase usage
 - Strengthen tie with Res Halls
 - Get younger students involved
 - Create more areas with “lounge” feel
 - Get freshmen and transfers involved early
 - Improve Vendor’s Row
 - More late night events
 - Cater to different markets
 - New services
 - Activities/Programming

Project #6 Marketing Plan



- Threats
 - Bars
 - Outdoor recreation
 - Arntzen Atrium
 - Off campus food services
 - Growth of south campus
 - Res Hall programs and services
 - Parking
 - Weather
 - Computers (in Res Halls and labs)

Project #6 Marketing Plan



- Target Market:
 - *Primary market:* students in the Residence Halls and freshmen in general
 - *Secondary market:* transfer students
- Product: A friendly and enjoyable place to dine, socialize, relax, and study while taking in the view of Bellingham. **The product is the experience.**

Project #6 Marketing Plan GOALS



- *Primary:*
 - Maximize facility usage rates (especially during off-peak hours)
 - Increase awareness levels of services available in the Viking Union
- *Secondary:*
 - To increase business revenues

Summary of Skills



- Creation and implementation of campus-wide survey
- Ability to use online software to put the survey online
- Project management
- Analysis of survey results using SPSS
- Creation of final report of survey results
- Ability to work with a graphic designer to create promotional materials
- Preliminary development of a marketing plan
- Ability to run meetings
- Ability to work effectively with a partner/co-intern