



MEMORANDUM

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FOR IMMEDIATE RELEASE

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**SOC's McKinley's Opening Event
Recommendations for Day and Time**

WASHINGTON, DC – American University' School of Communication (SOC) is planning to host an event in honor of the opening of the McKinley building that houses the school. The event is intended for the students of SOC and will take place at the full completion of constructing the building and landscaping the surrounding area. Two polls have been conducted; one in November 2013 and the other in April 2014 to track perceptions of the McKinley construction and to gain insight about the type of opening event that SOC students would like to attend.

Since the event is intended for all students of SOC, special analysis of the poll was taken to ensure the event could be scheduled at a time and day that SOC students living both on-campus and off-campus could conveniently attend. A crosstabulation was conducted to determine any significant connect between on-and-off campus living and preferable time and date for the opening event.

Both SOC students living on-campus and off-campus prefer an opening event scheduled during the evening hours whether it be in the early evening (5:00pm – 7:00pm) or later in the evening (after 7:00pm). In fact, the data proved that the living status of on or off campus had little impact on when students would want the opening event. This indicates that living on-campus or off-campus potentially does not cause these two types of students to have very different schedules.

The only category to produce a notable difference in time preference between on-and-off campus SOC students was a lunchtime event (11:00am -2:00pm). For both SOC students living on-and-off campus, this is the least popular time for SOC to host an opening event with only two percent of off-campus students and 10 percent of on-campus students listed this time as preferable. This eight percent difference in preference could potentially be attributed to the differences in on-campus and off-campus lifestyle; for instance, off-campus students may be more likely to bring a lunch and therefore less likely to attend a lunchtime event.

- **Early & Late Evening Tie:** With a total of 36.9 percent of students and a subset of 36.8 percent and 37.8 percent of on and off-campus students respectively, early evening is the most preferred event time with late evening within a percentage point away making an evening event most preferable for SOC students.
- **Hungry?** Whatever the opening event type SOC students want the event to offer food. In fact, 28.8 of SOC students listed food as what they are looking for in an opening event and even more reported that they wanted food in connecting with other activities such as networking and partying.

In addition to the time of day, the day of the week was polled to understand what day SOC students wanted to attend the event. No crosstabulation was conducted to test the association with day of the week preference and on and off campus living status as no true connection could be predicted. Midweek proved to be the most favorable days as Tuesday, Wednesday, and Thursday each gained 17 percent of students' preference. The weekends proved inconvenient for much of the SOC student body as less than ten percent of them listed the weekend as their preference for an opening event.

- **Busy Weekends:** Fewer than 10 percent of students listed Saturday (9.9 percent) and Sunday (9.5 percent) as preferred event days.
- **Midweek Preference:** Thursday barely edged out Tuesday and Wednesday as most preferred event day with less than a percentage

difference. These three week days scored more preferable than Monday with 10.3 percent and Friday with 13.8 percent of students listed as most preferred day.

In comparison with the results from November 2013's poll the weekday results for April 2014 is rather surprising. In November 2013, Wednesday garnered 57 percent preference in a check all that apply question making it by far the most preferred day for an event. Similarly, Tuesday and Thursday followed in preference but this time with only 41 and 45 percent respectively.

	Nov. 2013	April 2014
Monday	36%	10%
Tuesday	41%	17%
Wednesday	57%	17%
Thursday	45%	17%
Friday	40%	14%
Saturday	33%	10%
Sunday	30%	10%

Provided these findings from the November 2013 and April 2014 polls on the McKinley building's opening event, recommendations should be made concerning the time and day of the event. Firstly, based on the consistency in the November and April polls, the event should take place during the evening hours. The preference of an early evening event is more clearly shown in the November 2013 poll while the margin of preference between early and late evening is too slim to determine in the April poll. An event beginning in the early evening and spanning into the late evening will likely be able to accommodate the most students. The event should begin at 5:00pm and end at 8:00pm.

The preferences in day of the week in the April poll do not clearly indicate one day as most preferable. While the midweek preference is understandable from the April poll, the November poll's clearly shows Wednesday as the most convenient day for students to attend an opening event. This understanding can be supported by the course structure at American University which allows students the ability to easily schedule courses to keep their Wednesday's free for interning and working. Thus, per the evaluation of both the November and the April polls, Wednesday evening from 5:00pm to 8:00pm is the day and time recommended for McKinley's opening event.

Additional Information: A key limitation of this study is important to note. The sample size of the April 2014 poll was significantly smaller than the sample size of November 2013's poll. While 232 American University students and affiliates took the survey in April, only 76 SOC students completed this survey giving the poll an insignificant sample size. See the charts below for additional evaluation of the proposed recommendations.

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Appendix I: April 2014

What time of day would be best for you to attend an opening event? * Do you live on- or off-campus? Crosstabulation









			Do you live on- or off-campus?			Total
			On-campus	Off-campus	Refuse	
What time of day would be best for you to attend an opening event?	Lunchtime (11 a.m. to 2 p.m.)	Count	4	1	0	5
		% within What time of day would be best for you to attend an opening event?	80.0%	20.0%	0.0%	100.0%
		% within Do you live on- or off-campus?	10.5%	2.2%	0.0%	6.0%
	Afternoon (2 p.m. to 5 p.m.)	Count	4	4	0	8
		% within What time of day would be best for you to attend an opening event?	50.0%	50.0%	0.0%	100.0%
		% within Do you live on- or off-campus?	10.5%	8.9%	0.0%	9.5%
	Early evening (5 p.m. to 7 p.m.)	Count	14	17	0	31
		% within What time of day would be best for you to attend an opening event?	45.2%	54.8%	0.0%	100.0%
		% within Do you live on- or off-campus?	36.8%	37.8%	0.0%	36.9%
	Late evening (later than 7 p.m.)	Count	14	16	0	30
		% within What time of day would be best for you to attend an opening event?	46.7%	53.3%	0.0%	100.0%
		% within Do you live on- or off-campus?	36.8%	35.6%	0.0%	35.7%
	Refuse	Count	0	2	1	3
		% within What time of day would be best for you to attend an opening event?	0.0%	66.7%	33.3%	100.0%
		% within Do you live on- or off-campus?	0.0%	4.4%	100.0%	3.6%
Unsure	Count	2	5	0	7	
	% within What time of day would be best for you to attend an opening event?	28.6%	71.4%	0.0%	100.0%	
	% within Do you live on- or off-campus?	5.3%	11.1%	0.0%	8.3%	
Total	Count	38	45	1	84	
	% within What time of day would be best for you to attend an opening event?	45.2%	53.6%	1.2%	100.0%	
	% within Do you live on- or off-campus?	100.0%	100.0%	100.0%	100.0%	

Statistics





	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Monday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Tuesday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Wednesday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Thursday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Friday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Saturday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Sunday	What day of the week would be best for you to attend an opening event? [Choose all that apply]-Refuse
N Valid	24	39	39	40	32	23	22	2
Missing	208	193	193	192	200	209	210	230

Appendix II: November 2013

35. What day of the week should the event be held that would be best for you to attend? [Choose all that apply]

#	Answer	Bar	Response	%
1	Monday		47	36%
2	Tuesday		54	41%
3	Wednesday		75	57%
4	Thursday		60	45%
5	Friday		53	40%
6	Saturday		43	33%
7	Sunday		40	30%
8	Refuse		5	4%

34. What time of day should the event should be held that would be best for you to attend?

#	Answer	Bar	Response	%
1	Morning (8 a.m. to 11 a.m.)		0	0%
2	Lunchtime (11 a.m. to 2 p.m.)		20	15%
3	Afternoon (2 p.m. to 5 p.m.)		15	11%
4	Early evening (5 p.m. to 7 p.m.)		55	41%
5	Late evening (later than 7 p.m.)		41	31%
6	Refuse		2	2%
	Total		133	

Statistic	Value
Min Value	2
Max Value	6
Mean	3.92
Variance	1.09
Standard Deviation	1.04
Total Responses	133