

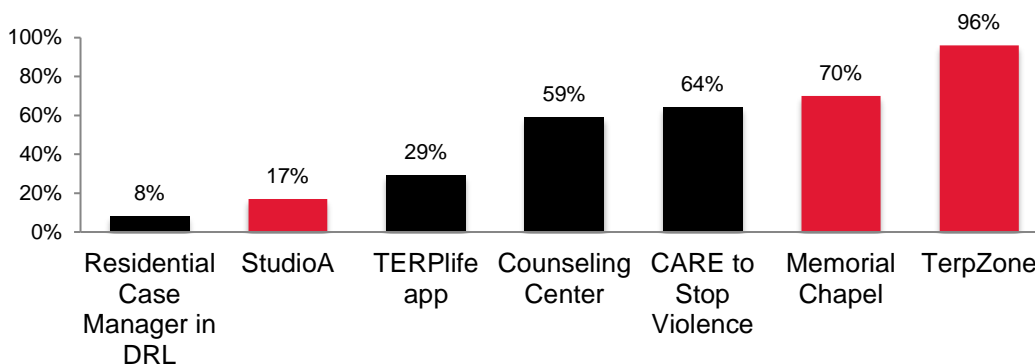
Department of Resident Life – Spring Research Project 2019: Centers for Collaboration & Partnership Summary

Overview

In January 2019, the Department of Resident Life's Spring Research Project was disseminated to a random sample of University of Maryland undergraduate students living in the residence halls (excluding Courtyards); 1,369 (80%) useable responses were collected.

Which campus resources are you aware of?

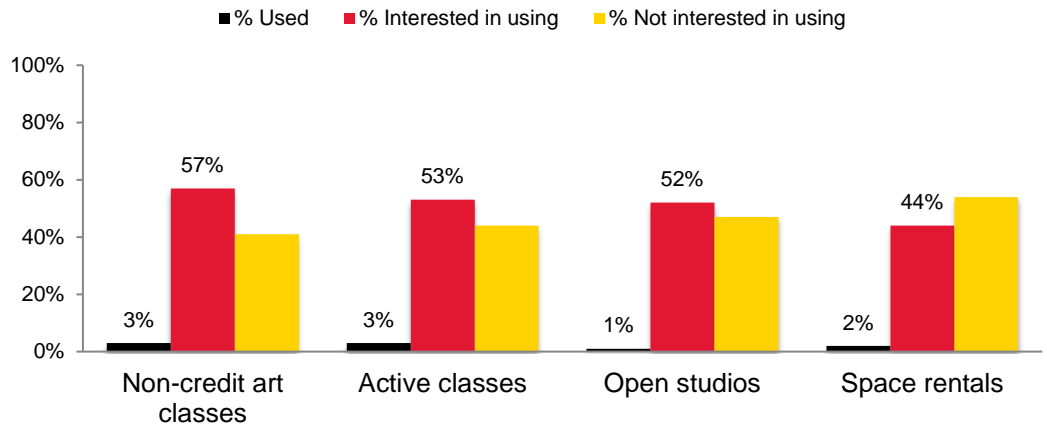
Selected campus resources



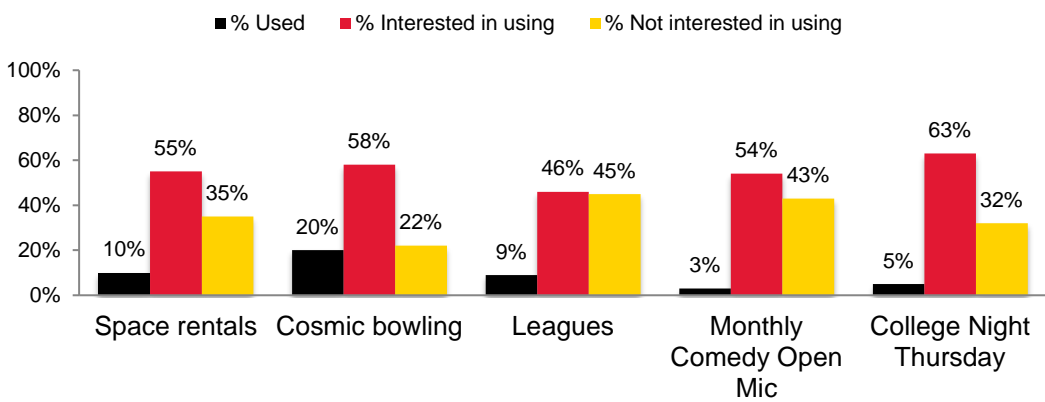
Findings

- Respondents reported the lowest levels of awareness of STAMP resources for Studio A (17%) while students reported high levels of awareness of TerpZone (96%). More students reported being aware of the TerpZone and the Memorial Chapel (70%) than of the Counseling Center (59%).
- More students report having attended Cosmic Bowling (20%) than visiting the Garden of Reflection and Remembrance (18%) or taking art or active classes in Studio A (3% each).
- Over half (55%) of respondents indicated they would never attend an unguided drop-in craft night at Studio A. However, more than one-in-five (23%) indicated they would attend such an event once a month or more often.
- Just under two-in-five respondents indicated they would be interested in attending programming in the STAMP Gallery once per month or more frequently. Specifically, 37% indicated they would be interested in attending an arts-based workshop and 38% indicated they would be interested in attending a wellness-based workshop in the STAMP Gallery.
- About one-in-five respondents reported they would be interested in faith-based session sponsored by the Chaplains (23%) or interfaith, spiritual, or non-denominational programs (27%).
- Of the relatively new resources students were asked to indicate they might be interested in, the most popular were watch parties in TerpZone, with 41% indicating they would be interested in attending once per month or more frequently.
- Half of respondents (50%) reported they would not be interested in using the Garden of Reflection and Remembrance.

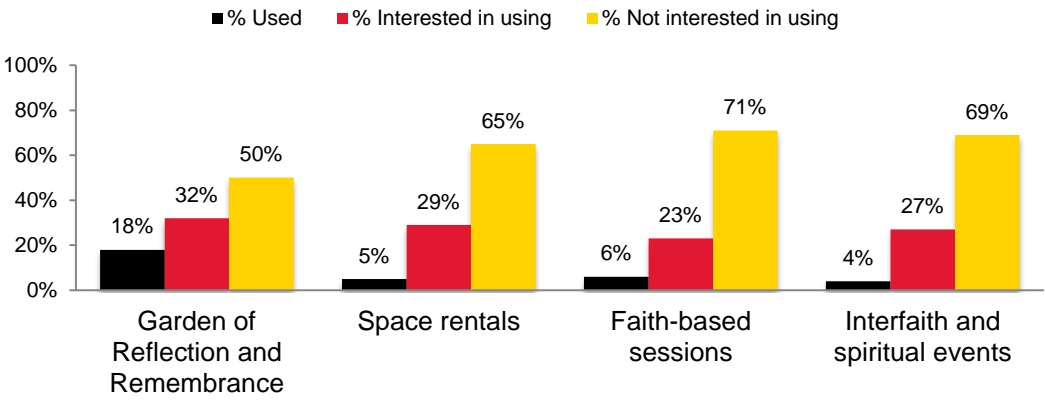
Studio A Resources



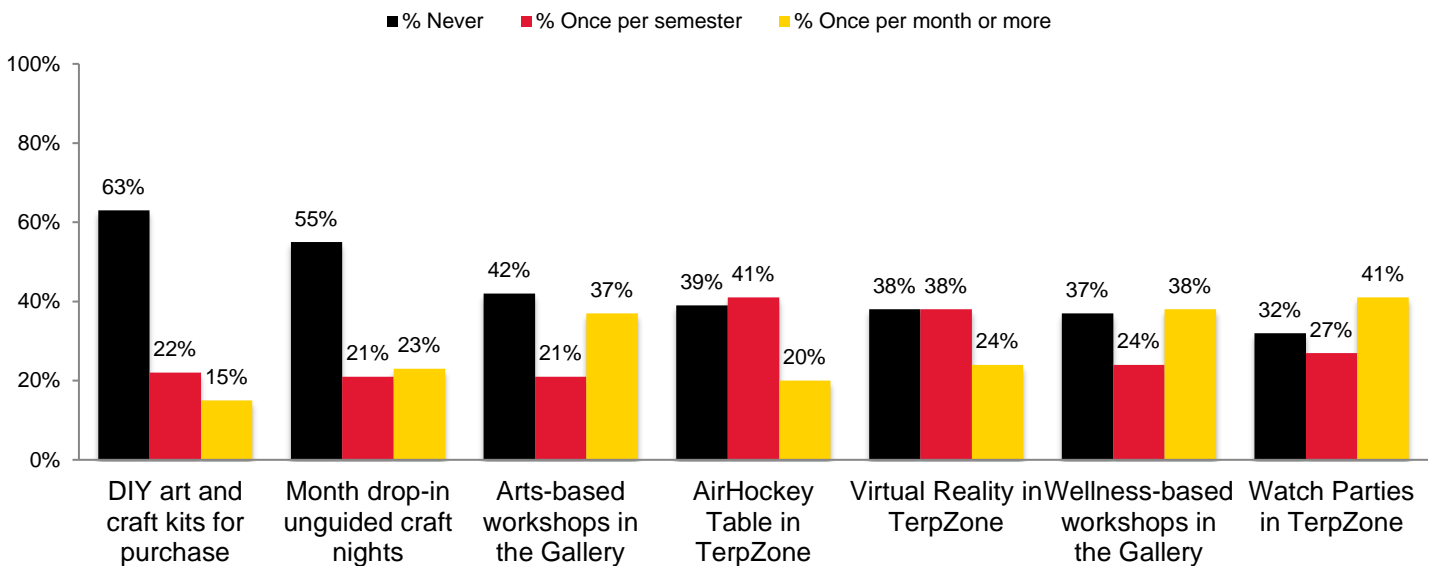
TerpZone Resources



Memorial Chapel Resources



New Resources



Response options provided were: Never, Once a semester, Once a month, Once a week, more than once a week.

Recommendations

Based on the findings presented above, there are some action items to consider:

- All Centers Managers should consider using the Terps After Dark series to publicize their spaces and offerings within them. Being promoted on the Terps After Dark calendar provides exposure and facilitates Resident Assistants bringing students to these events. Further attempts should be given to have available marketing materials highlighting events throughout the semester at a Terps After Dark event.
- Studio A may consider moving forward with holding additional wellness and arts-based programming in the STAMP Gallery. Thought may be given to partnering with the University Health Center (UHC) or the Counseling Center to provide these activities, making use of their student networks (i.e., UHC Peer Health Educators) for marketing purposes.