

*Student Pulse Survey – March 2010
Common Theme Project*

Summary of Methods and Findings

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Background

The purpose of this study was to better understand students' awareness and perceptions of the [Common Theme Project](#).

The IUPUI Office of Academic Planning and Evaluation funded the brief Web survey which used a questionnaire developed by the Co-Directors of the Common Theme Project, the Director of Assessment and Planning for the Division of Student Life, and a graduate assistant, in consultation with the IUPUI Survey Research Center (SRC). The survey was administered by the SRC, and this report was prepared by the Director of Assessment and Planning for the Division of Student Life.

The sample was selected at random from degree-seeking undergraduate students at IUPUI who were enrolled in at least one class during the Spring 2010 semester (n=3,000). There were 422 responses to the survey yielding a 14.1% response rate.

Summary of Findings

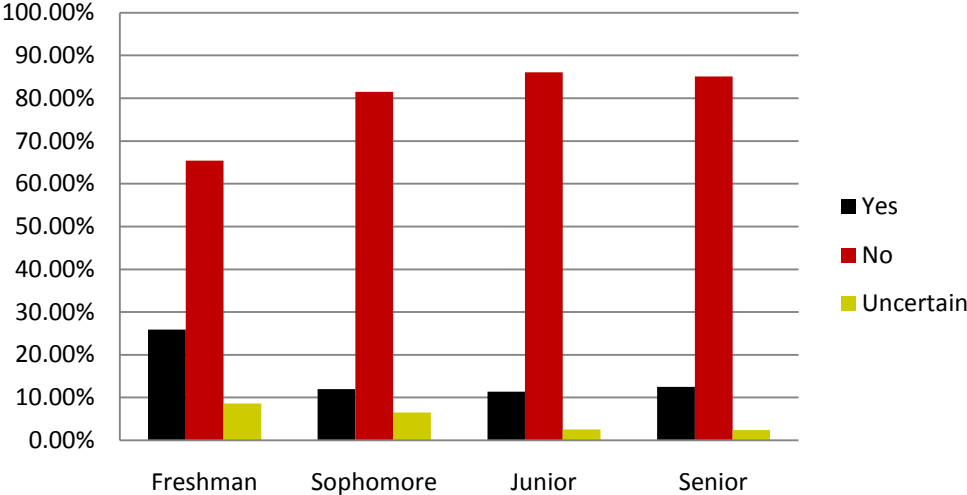
Respondents represented a wide variety of students across campus. The following table shows the demographic characteristics of respondents.

Race-Ethnicity	Percent
African American	8.3
Asian/Pacific Islander	2.4
Hispanic/Latino	4.0
Native American	0.2
Not Applicable	1.4
International	4.3
Other US	1.4
Refused	3.6
White	74.4
Status	
Full-time	75.8
Part-time	24.2
Year	
Freshman	19.2
Sophomore	21.8
Junior	18.7
Senior	39.8
Undergrad Certificate	0.5
School	
BUS	7.8
EDUC	5.7
EGTC	13.3
HERR	5.2
INFO	1.9
JOUR	0.5
LIBA	10.7
MED	0.2
NURS	4.5
PED	4.5
SCI	10.7
SCS	3.8
SPEA	3.3
SWK	1.7
UCOL	26.3
Age	
<21	32.2
21-24	29.1
25 +	38.6

Question 1: Have you heard about the Common Theme Project?

Before receiving this survey, had you heard about the IUPUI Common Theme Project?

Q1 - Familiarity with IUPUI Common Theme Project



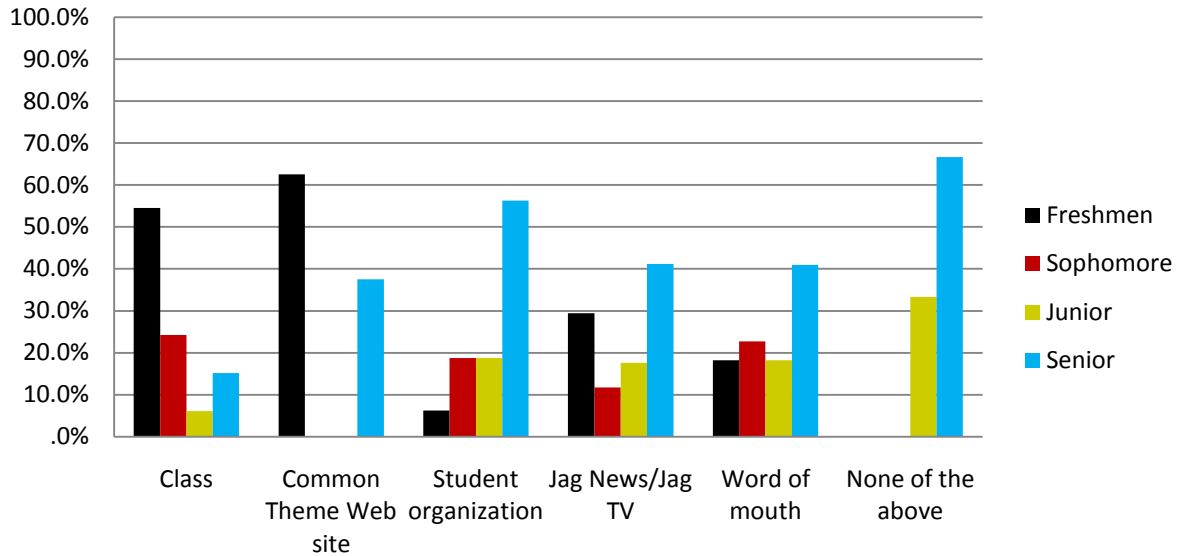
NOTE:

Only those responding “yes” to Question 1 (n=63) were asked to respond to Questions 2-5.

Question 2: How did you hear about the Common Theme?

How did you hear about it? Mark all that apply.

Q2 - Modes of Promotion



Did you hear about the Common Theme Project through any other sources?

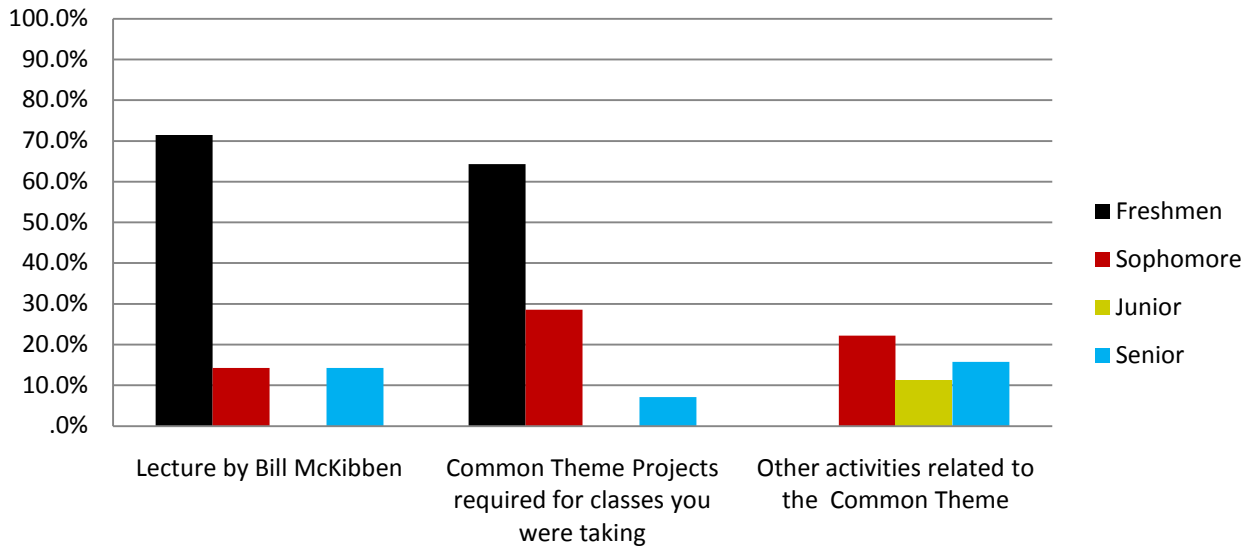
Approximately 15 people provided feedback for this question, and they indicated the following four sources:

1. Posters or signs around campus
2. From a faculty or staff member
3. E-mail (or e-mail signature line from one who had read the book) or Facebook
4. Staff council (several staff members are also taking classes and were in the sample for this survey)

Question 3: Participation in Common Theme Activities

Have you participated in any of the following Common Theme Project Activities?

Q3 - Common Theme Activity Participation



Have you participated in any other activities related to the Common Theme?

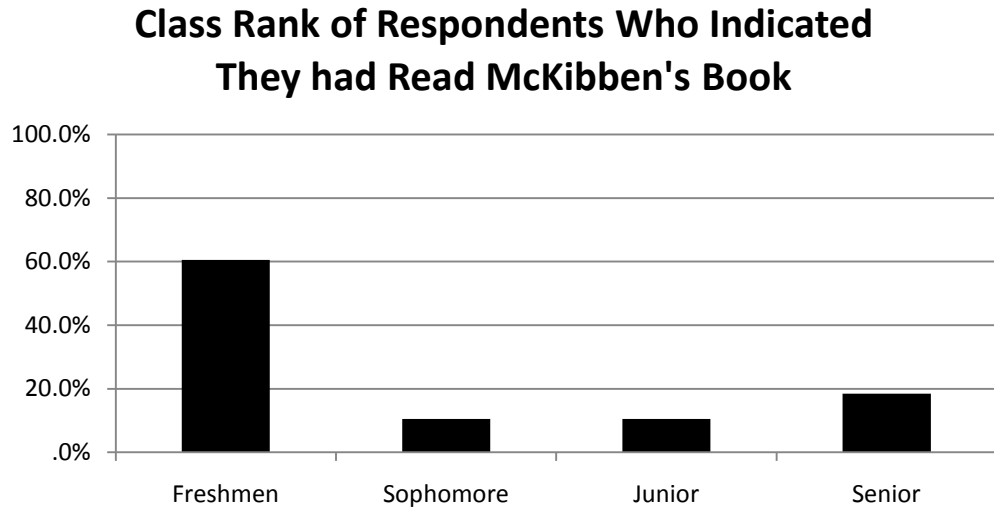
Unedited responses:

1. O-team
2. I posed for a Read poster.
3. speech maybe?
4. I attended Sen. Lugar's Collegiate Energy Summit. There were not many people from IUPUI, but people had come from all across the state. I was extremely disappointed in our representation.
5. I read a few of the blog postings and commented.
6. student group event following theme

Question 4: Common Theme Book

Have you read some or all of McKibben's book, *Deep Economy: The Wealth of Communities and the Durable Future*?

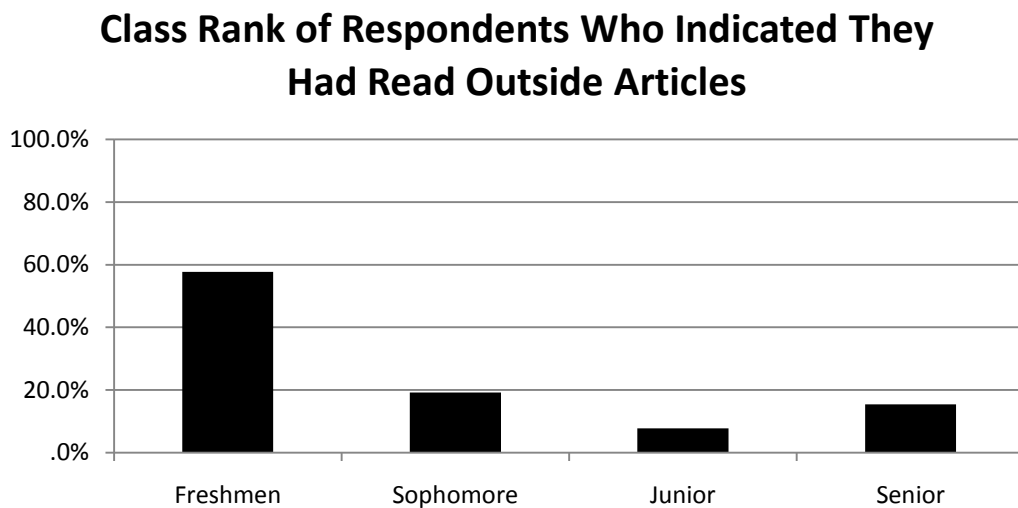
In the group of 63 responding to this question, 9.1% responded that they had read the book. The details by class rank follows:



Question 5: Other articles related to the Common Theme

Have you read other articles directly related to the Common Theme because they were required for class or recommended by your instructor(s)?

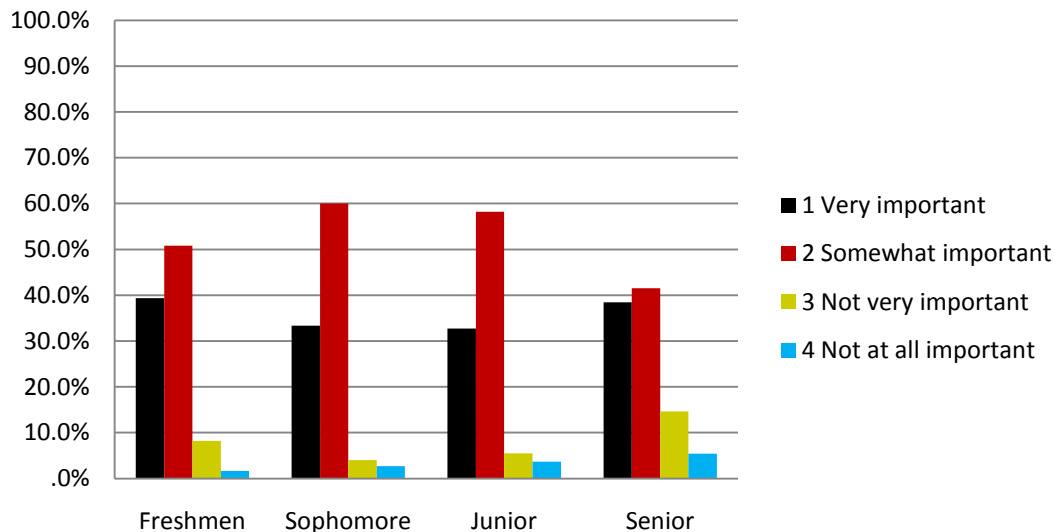
Of the 63 respondents to this question, only 6.3% indicated they have read other related articles. The details by class rank follows:



Question 6: Importance of Goals

(All respondents)

How important is it for the IUPUI community to pursue the Common Theme goals of promoting campus unity, conversation, and collaboration on timely issues that connect IUPUI to central Indiana and the world?



Question 7: Other ideas for Campus Unity, Conversation & Collaboration

Besides the Common Theme Project, please indicate other ways you think the IUPUI community should pursue the Common Theme goals of promoting campus unity, conversation, and collaboration on timely issues that connect IUPUI to central Indiana and the world.

Approximately 115 open-ended responses were received for this question. Emerging themes appear below. Selected student comments (unedited) appear on page 10.

Emerging themes from responses:

1. More advertisement and promotion of events
2. More on-campus events
3. More community involvement
4. Guest speakers and open forums
5. “traditional campus” movement, involving having evening events, more social events, more residence halls
6. Breaking down campus silos
7. Extensive external web links to world news
8. Use Oncourse for promotion of activities
9. Student organizations

Selected Student Comments (Unedited) from Question 7

1. Having more campus-wide events that involve more than just a certain group of people. Not everyone wants to read a random book that they've never heard of before. They might want to do more interactive, involving activities.
2. Using different language might help. I read this paragraph and my mind turns off. The buzzword content has made me flag this as vapid and uninspired.
3. That would be to really connect with the inner city community not just on a school level project but also by being out in the community having events held on campus for the community especially the Haughville community immediately to the west of campus, just past the whiteriver park way bridge. I also believe it would be beneficial for us to look at ways not just to reach out to persons from various countries but also to reach out to, listen to and act on the desires hopes and dreams of the inner city youth parents and elderly who have a voice and know the city and understand basis.
4. As a full time working student at the campus, I find it important to include activities for people such as myself. More weekend activities and night activities..
5. Since I was not aware of the Common Theme Project until now, I am not totally sure I fully understand the initiative. However, I think hosting panel discussions with prominent central Indiana leaders would be a good way to gain perspective and gather information and ideas about our city. You could even host panel discussions with people around the world with the use of skype.
6. Invite guest speakers from the constervative nd liberal sides of the argument in to speak. Host political debates during election times. Get people involved in things that affect thier lives after school.
7. Maybe connect/affiliate with the Culture Trail or other local community organizations funded by the city.
8. Have a universal forum on oncourse for everyone to write their thoughts and ideas.
9. more social activities on/near campus for students
10. Having events or programs, that bring different people together for unity!
11. Put in some effort at making the campus completely handicap accessible. The new disability awareness group needs to know the university is willing to do their part. This access will encourage other disable students to come to the campus. Thus showing the community that IUPUI is willing to accomodate people know matter their what their abilities.
12. Revamp the campus with more on campus housing to promote a residential campus compared to a commuter campus. Get a football team and use the track stadium for games to unite the school.
13. I might try to bring it down to more of a student level, especially since student involvement is very important. I have never heard of this and I am on campus 4 days per week and a part of many different clubs.