

# ENGAGEMENT FEST SURVEY REPORT

At the recent Engagement Fest held at the Iowa Memorial Union on January 28<sup>th</sup>, 2025, staff used intercept surveys to gather insights from 50 students. This method, where students were randomly approached and asked to complete a brief survey, proved effective in understanding their motivations and preferences.

How did you hear about Engagement Fest? Select all that apply.	%	Count
Word of mouth	32%	19
Instagram post	25%	15
Advertising in IMU	23%	14
Other	17%	10

What made you decide to attend Engagement Fest? Select all that apply.	%	Count
To get more involved on campus	47%	34
Activities happening throughout IMU	33%	24
Free food	18%	13
Other (Had to come to the IMU; Working the event)	3%	2

76%

Said the best way to promote future event at the IMU is through social media platforms.

47%

Attended the Engagement Fest to get more involved on campus.

What is the best way to promote future events happening in the IMU?	%	Count
Social media	76%	38
Advertise around the IMU	16%	8
UI website	6%	3
Email	2%	1