# IMU Health and Well-Being Center Name: A Decision by Students, For Students

As the IMU prepared to open the new well-being space, Assessment, Improvement, and Researched (AIR) conducted brief intercept surveys to gather student feedback on which naming option is most strongly preferred by currently enrolled students to inform naming recommendations.

The survey consisted of two questions:

1. Which of the following names do you prefer for the new student well-being facility in the Iowa Memorial Union? Please circle one.
    - IMU Student Health & Well-Being Center
    - IMU Student Well-Being Center
    - IMU Student Health & Well-Being Hub
    - IMU Student Well-Being Hub
2. What best describes you?
    - Undergraduate student
    - Graduate/professional student

An Iowa student working in AIR collected survey responses on the T. Anne Cleary walkway (outside of Trowbridge and Gilmore Halls), in front of the IMU on Madison St, at the Rienow Hall Cambus stop, on the Pentacrest, and in the MERF courtyard. A power analysis determined that a minimum of 380 responses were needed to obtain a representative sample of the student body. To reduce sampling bias, every 5$^{th}$ student was approached during high traffic times, and every 2$^{nd}$ student was approached when foot traffic was slower. To further reduce bias, the name answers choices in question 1 were presented in a random order. These surveys were administered on paper, with a clipboard handed to every student to complete the survey.

While 391 responses were collected at the end of the two weeks (358 from Undergraduates and 33 from Graduate and Professional students), administering the surveys came with some challenges. Half, if not more, of the students approached declined to take the survey, especially during busy hours of the school week when students are rushing to get to class. Additionally, in an age of overstimulating technology, many students did not even notice the surveyor as they were either looking at their phone or listening to music. Despite these challenges, intercept surveys provided an effective way to get feedback from students. Results from the intercept survey are included in the table below.

| IMU Student Well-being Center | IMU Student Health and Well-being Center | IMU Student Well-being Hub | IMU Student Health and Well-being Hub | Total |
|---|---|---|---|---|
| 123 | 160 | 59 | 49 | 391 |

To learn about the new IMU Student Health & Well-Being Center, follow this link: https://imu.uiowa.edu/renovation.