



LATE NIGHT PROGRAMS

FALL 2019

GENERAL DATA

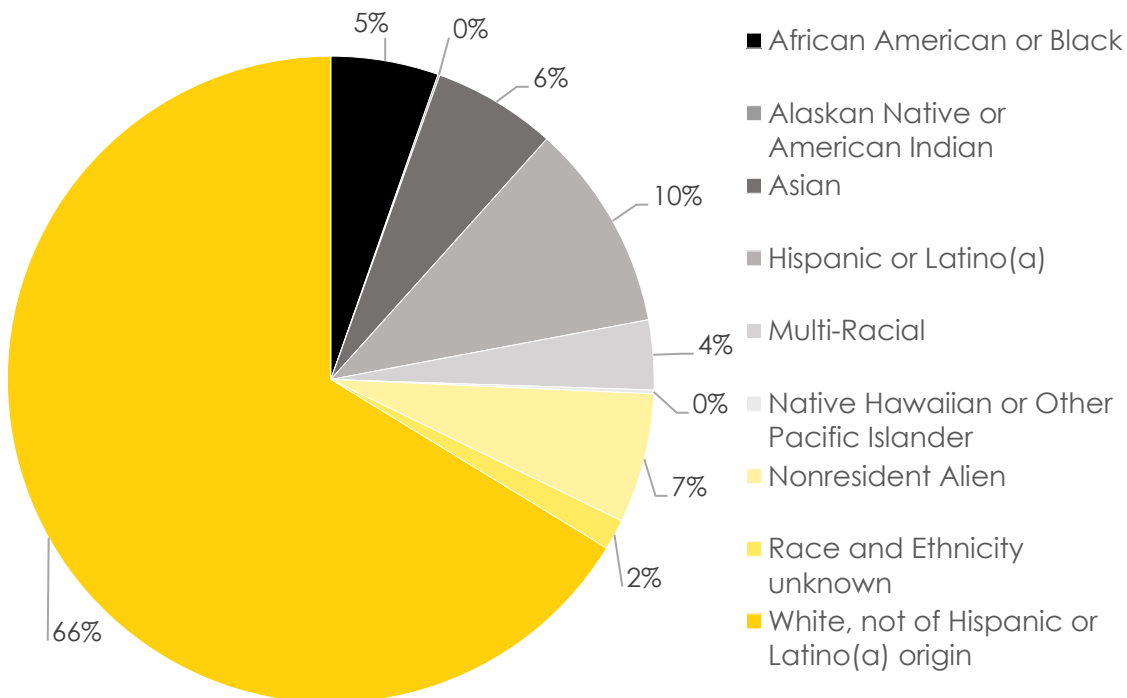
The following data was collected from the 13 types of Late-Night activities offered. A total of 75 Late-Night events in Fall 2019 shows us the following:

In fall 2019, a variety of Late-Night events were held including; movies, comedy, cultural events, and events hosted by recreational services.

- Average attendance was varied from 11-240 attendees depending on the event
- Total attendance of 3,487 participants, 2,220 unique visitors
- 78% of participants attended 1 activity and 14% attended 2 activities, 4% attended 3 activities

RACE AND ETHNICITY DATA

Race/Ethnicity Data



65 participants were omitted from this graph since there was no demographic data that could be collected from them. In fall 2019, it was not possible to have data on faculty and staff, or general community members. Moving forward we will be able to provide this data.



LATE NIGHT PROGRAMS

FALL 2019

GENERAL DATA

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **19.50% first generation students**
- **62.03% female, 34.55% male**
- **89.50% US citizens, 6.31% international students, and 1.26% permanent residents**
- **52.12% live in on-campus housing, while 44.95% live in off-campus housing**
- **70.59% under the age of 21**
- **46.82% self-identified as being part of intramural programs**
- **21.91% self-identified as being in sports clubs**
- **16.89% self-identified as Fraternity members, 25.08% as Sorority members**
- **19.66% live in a Fraternity or Sorority house**

Only 23.24% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late Night event. The most common responses were “hanging with friends” (55.57%), “studying” (44.41%), “sleeping” (42.71%), and “watching TV” (42.02%)



LATE NIGHT PROGRAMS

FALL 2019

AFTER HOURS MOVIES

After Hours Movies is a film series that show a variety of movie genres to the general public. Showings are every Saturday starting at 10:00 PM at the local theater, FilmScene. Viewings are free for students and \$7 for the general public.

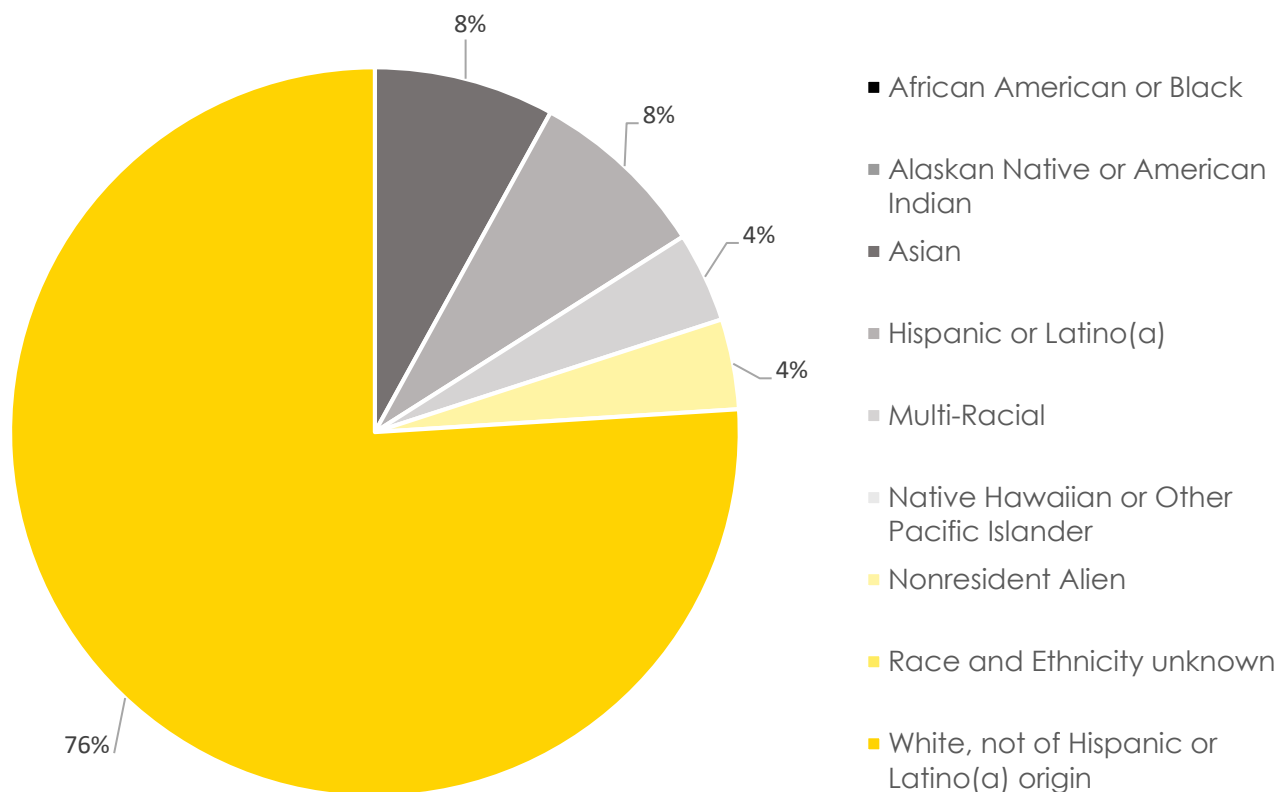
After Hours Movie data shows us the following:

- There was data for one event offered during the semester
- 25 unique visitors attended the event

In the past After Hours has played movies such as "The Iron Giant", "Shadow of a Doubt", and "Paper Moon".

RACE AND ETHNICITY DATA

After Hours Movie Demographics





LATE NIGHT PROGRAMS

FALL 2019

AFTER HOURS MOVIES

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **12.0% first generation students**
- **36% female, 60% male**
- **96% US citizens, 4% international students,**
- **84% are undergraduate students**
- **28% live in on-campus housing**
- **32% under the age of 21**
- **71.42% self-identified as being part of intramural programs**
- **71.43% self-identified as being in sports clubs**
- **42.86% self-identified as Fraternity members, 42.86% as Sorority members**
- **60% live in a Fraternity or Sorority house**

80% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late Night event.



LATE NIGHT PROGRAMS

FALL 2019

CAMPUS EVENTS FUNDING

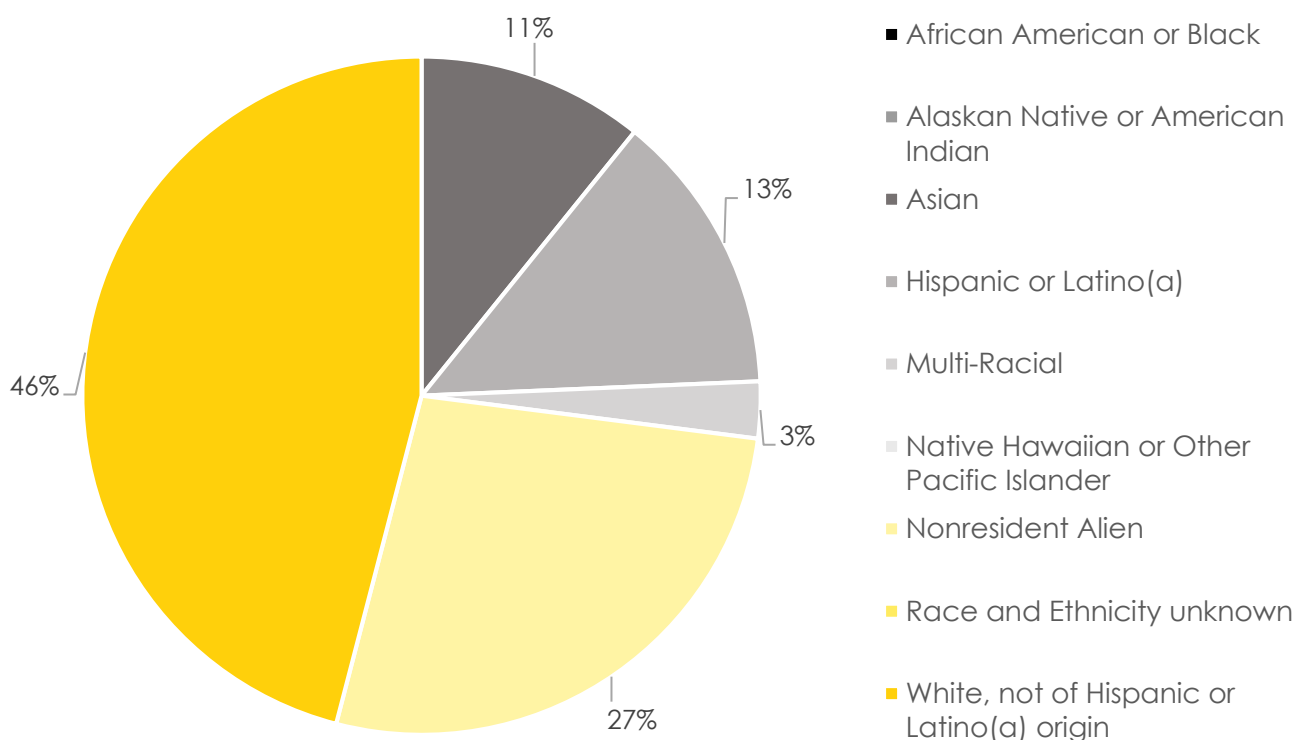
Campus Event Funding's purpose is to support and encourage student org hosted programming. To be eligible for funding events are required to be open to all University of Iowa students, no alcohol can be present, and a post-event evaluation form must be filled out. During the event it is also required they take attendance using SWIPE.

Data over Campus Events Funding shows us the following:

- One late night event was put on with Campus Events Funding
 - There were 37 unique visitors for this event (Karaoke Taikai)
- 59.46% of participants identify as female, while 40.54% identify as male
- 27.03% of participants are international students, the remaining 72.97% are US citizens or permanent residents

RACE AND ETHNICITY DATA

Campus Event Funding Demographics





LATE NIGHT PROGRAMS

FALL 2019

CAMPUS EVENTS FUNDING

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **29.73% first generation students**
- **59.46% female, 40.54% male**
- **72.97% US citizens, 27.03% international students**
- **83.79% undergraduate students**
- **24.32% live in on-campus housing**
- **32.43% under the age of 21**

51.43% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late Night event.



LATE NIGHT PROGRAMS

FALL 2019

FRATERNITY/SORORITY LIFE

University of Iowa has an extensive number of fraternities and sororities and their presence can be seen throughout campus. Each council is tasked with hosting a late-night event for the FSL community. This data includes all data collected from these events each semester.

The following attendance data was collected from late night events hosted by fraternity and sorority life:

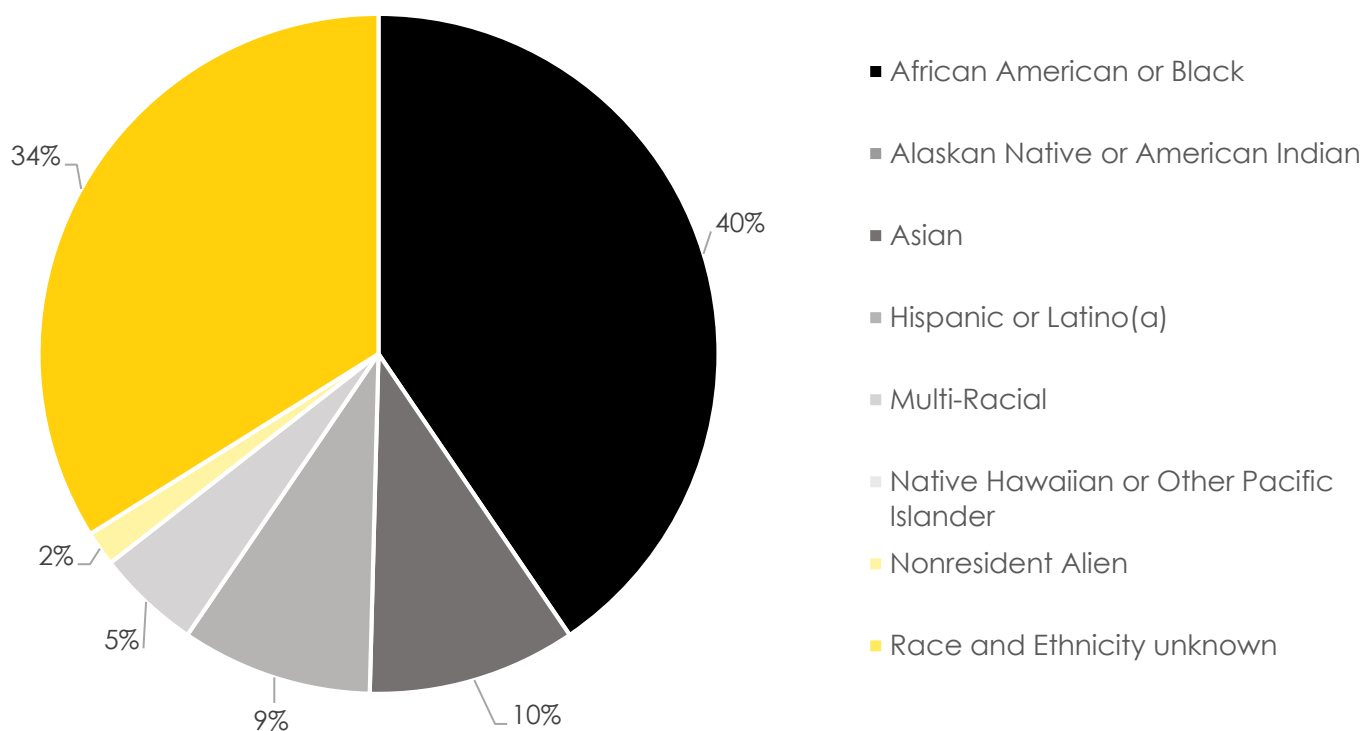
- FSL hosted 3 late night events during the semester
- There were 121 unique visitors
- Average of 40 visitors per event
- 97% of visitors went to 1 event, 3% of visitors went to 2 of the events

Further information about attendee demographics is reported below:

- 70.25% of visitors were female and 29.75% were male
- 1.65% of visitors were international students, 1.65% were permanent residence, and the remainder were US citizens

RACE AND ETHNICITY DATA

FSL Demographics





LATE NIGHT PROGRAMS

FALL 2019

FRATERNITY/SORORITY LIFE

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **33.06% first generation students**
- **70.25% female, 29.75% male**
- **96.69% US citizens, 1.65% international students, and 1.65% permanent residents**
- **95.87% are undergraduate students**
- **52.89% live in on-campus housing**
- **66.12% under the age of 21**
- **13.95% self-identified as being part of intramural programs**
- **% self-identified as being in sports clubs**
- **20.93% self-identified as Fraternity members, 62.79% as Sorority members**
- **11.11% live in a Fraternity or Sorority house**

44.26% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late Night event.



LATE NIGHT PROGRAMS

FALL 2019

INTRAMURALS

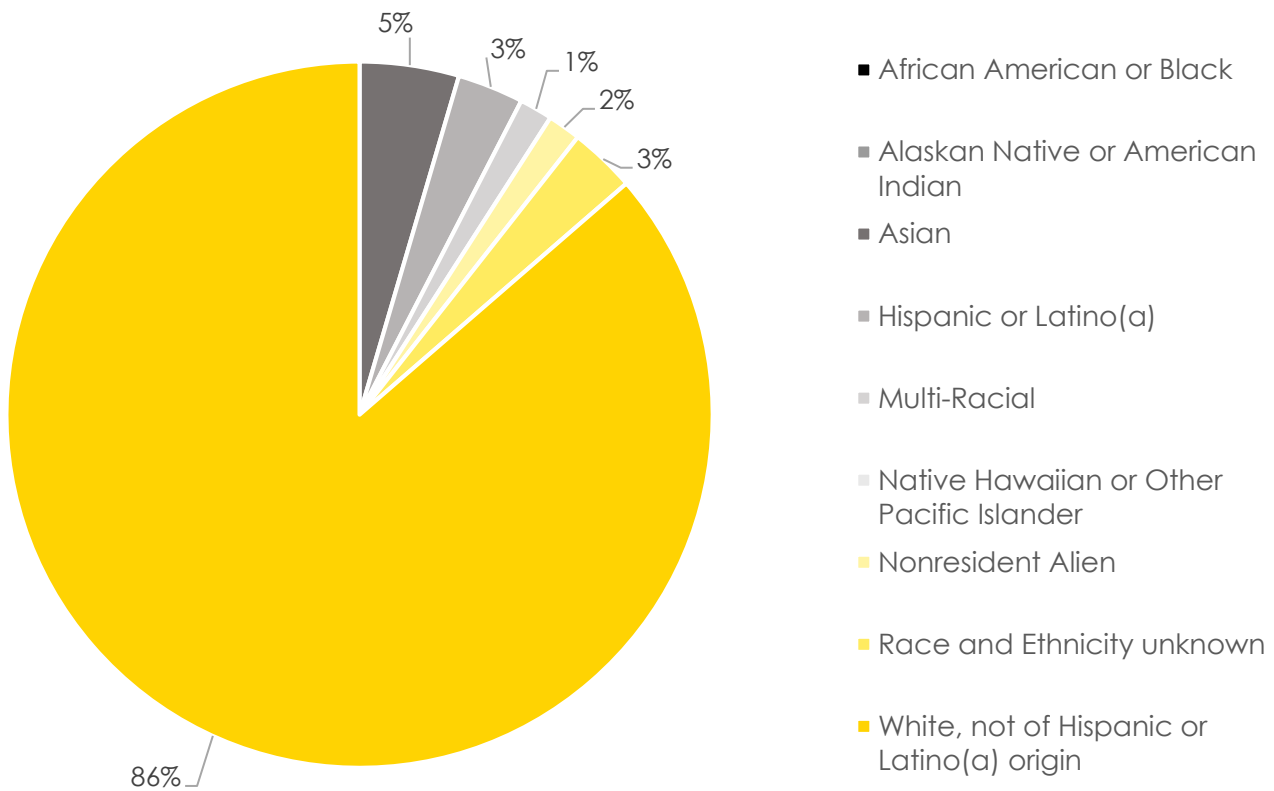
Intramurals offer a wide variety of sports for students to participate. They host a late-night event called *Friday Night Series*. Intramurals has been a great way for students to be physically active and make connections.

Through SWIPE the following data related to intramural late-night events was collected and is presented as:

- 5 events occurred over the semester
- There were 69 unique visitors
- Average attendance was 15 visitors per event
- 88% of students only attended 1 event, and 7% attended 2 events

RACE AND ETHNICITY DATA

Intramural Event Demographics





LATE NIGHT PROGRAMS

FALL 2019

INTRAMURALS

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **10.14% first generation students**
- **28.99% female, 66.67% male**
- **94.2% US citizens, 1.45% international students**
- **95.87% are undergraduate students**
- **52.89% live in on-campus housing**
- **66.12% under the age of 21**
- **16.42% self-identified as being in sports clubs**
- **7.46% self-identified as Fraternity members, 10.45% as Sorority members**

50% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late Night event.



LATE NIGHT PROGRAMS

FALL 2019

MISSE

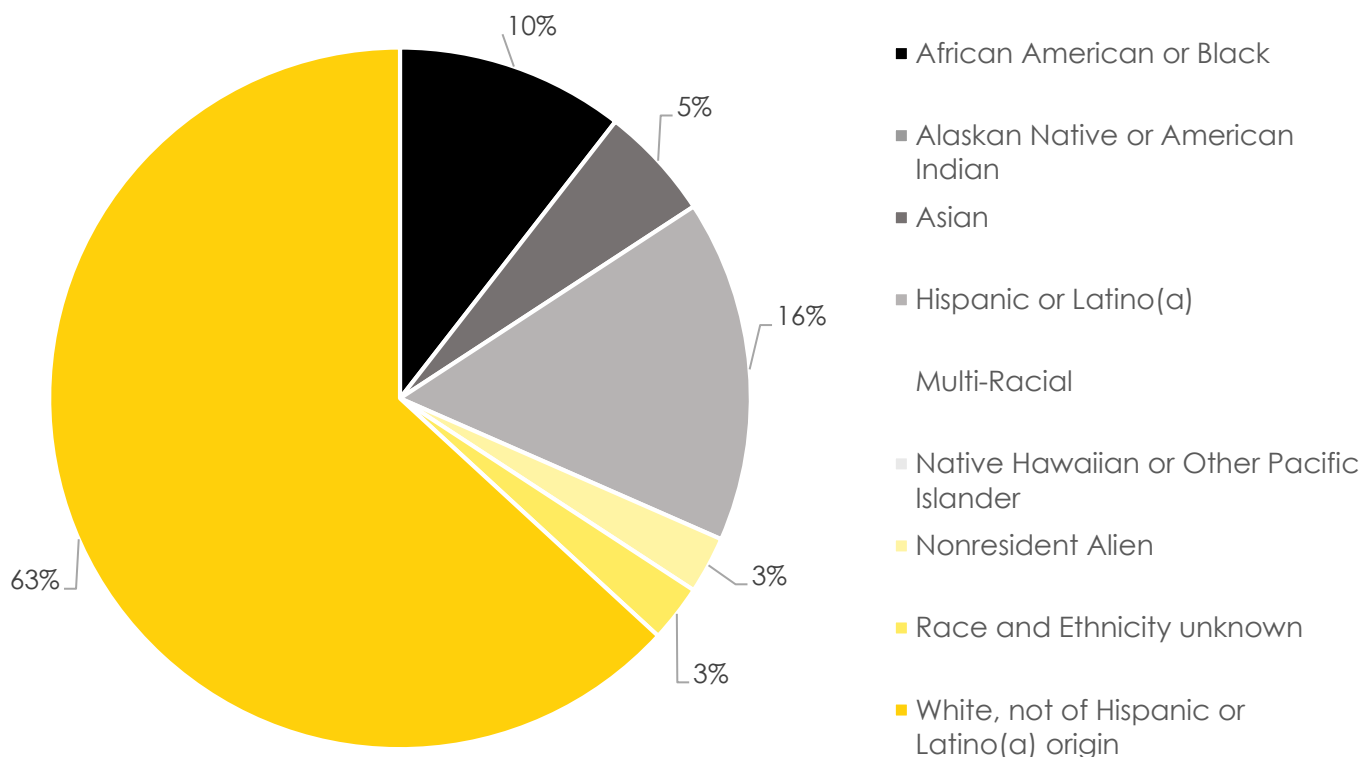
MISSE stands for Multicultural & International Student Support & Engagement. Their office is committed to providing the resources students need in order to be successful on campus. They have planned activities at their four UI Cultural and LGBTQ Resource Centers, annual diversity programs, and student organization events.

The following data was collected from the late-night event hosted by MISSE:

- One event was hosted during the Fall 2019 semester
 - There were 38 unique visitors
- 23.68% of visitors were first generation college students
- 68.32% were female, 21.05% were male and 10.53% marked they prefer not to say
 - 2.63% of visitors were international students

RACE AND ETHNICITY DATA

MISSE Demographics





LATE NIGHT PROGRAMS

FALL 2019

MISSE

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **23.68% first generation students**
- **68.42% female, 21.05% male, and 10.53% preferred not to answer**
- **97.37% US citizens, 2.63% international students**
- **97.37% are undergraduate students**
- **61.16% live in on-campus housing**
- **76.32% under the age of 21**

Due to technical difficulties, the pre-event survey was not able to be administered for this event.



LATE NIGHT PROGRAMS

FALL 2019

RECREATION SERVICES

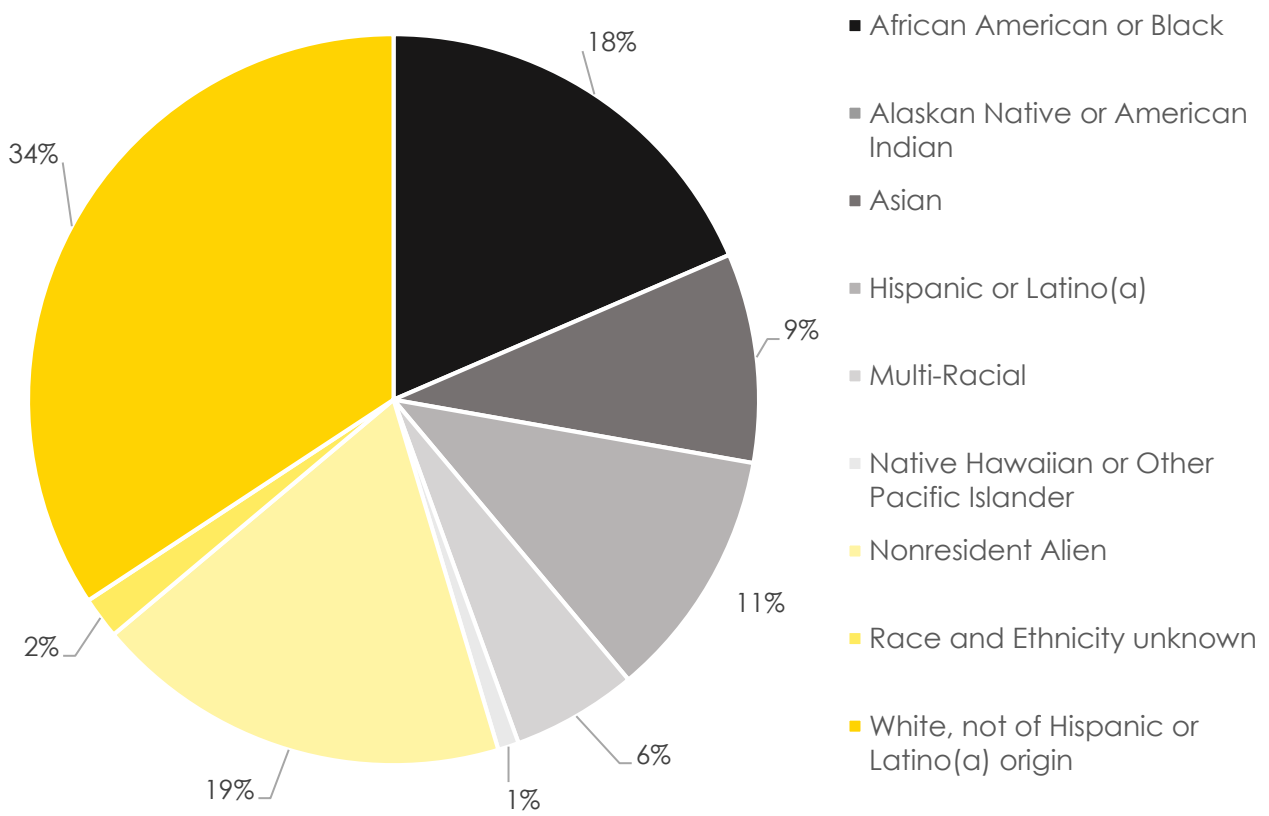
Rec After Dark are held at the recreational services buildings located at University of Iowa. Students can take part in activities such as archery tag, volleyball, yard games, and wall climbing.

The following was collected from the recreation services' late-night events:

- One event was hosted
- There were 118 unique visitors
- 38.98% were female, 51.69% were male, 0.85% preferred to not say, and 8.47% no data was available
- 16.95% of visitors were international students, 0.85% were permanent residents, 73.73% were US citizens, and no data exists for 8.47%

RACE AND ETHNICITY DATA

Recreation Service Event Demographics





LATE NIGHT PROGRAMS

FALL 2019

RECREATION SERVICES

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
- Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
- Housing status
- Age range (over or under 21)
- Program College

Overall, Fall 2019 participants were:

- **27.97% first generation students**
- **38.98% female, 51.69% male,**
- **73.73% US citizens, 16.95% international students**
- **82.2% are undergraduate students, 9.32% are Graduate/Professional students**
- **59.32% live in on-campus housing**
- **72.88% under the age of 21**

Due to volume and flow of the Rec Centers, the pre-event survey is difficult to administer and thus we have limited data.



LATE NIGHT PROGRAMS

FALL 2019

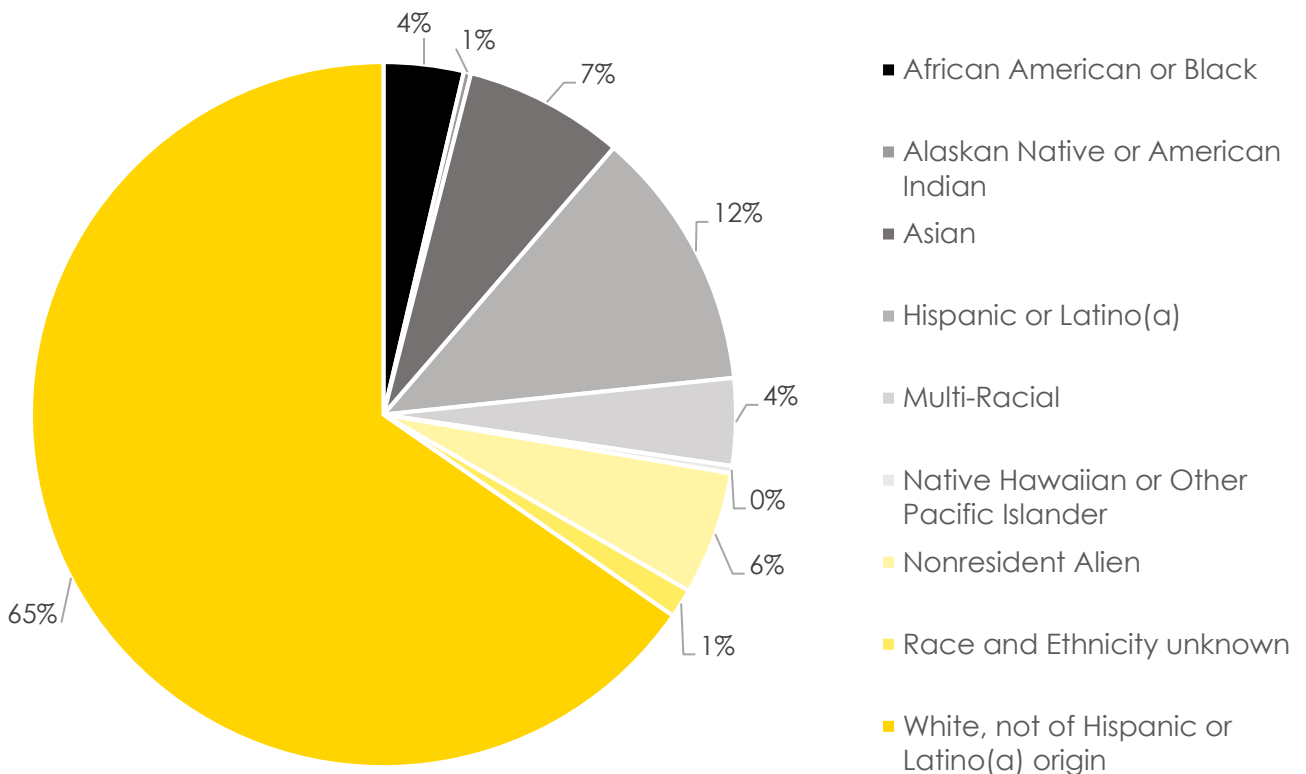
CAB MOVIE

CAB Movie data shows us the following:

- There were 35 events categories as a CAB movie
- Total attendance was 373 attendees
- Average attendance was 11 attendees per event
- 83% of students attended 1 activity, 11% attended 2 activities, and 4% attended 3 activities

RACE AND ETHNICITY DATA

CAB Movie Demographics





LATE NIGHT PROGRAMS

FALL 2019

CAB MOVIE: METRICS

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
 - Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
 - Housing status
- Age range (over or under 21)
 - Program College

OVERALL, FALL 2019 PARTICIPANTS WERE:

- 15.08% first generation students
- 71.80% female, 26.56% male
- 90.82% US citizens, 5.57% international students, and 1.97% permanent residents
- 32.13% live in on-campus housing, while 66.23% live in off-campus housing
- 77.70% under the age of 21
- 42.11% self-identified as being part of intramural programs
- 27.37% self-identified as being in sports clubs
- 9.47% self-identified as fraternity members, 28.42% as sorority members
- 12.12% live in a fraternity or sorority house

*Data wasn't available and couldn't be collected for 1.64% of visitors to CAB Movies.

Only 13.27% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late-Night event. The most common responses were "hanging with friends" (57.93%), "watching TV" (49.51%), "studying" (48.22%), and "sleeping" (45.63%)



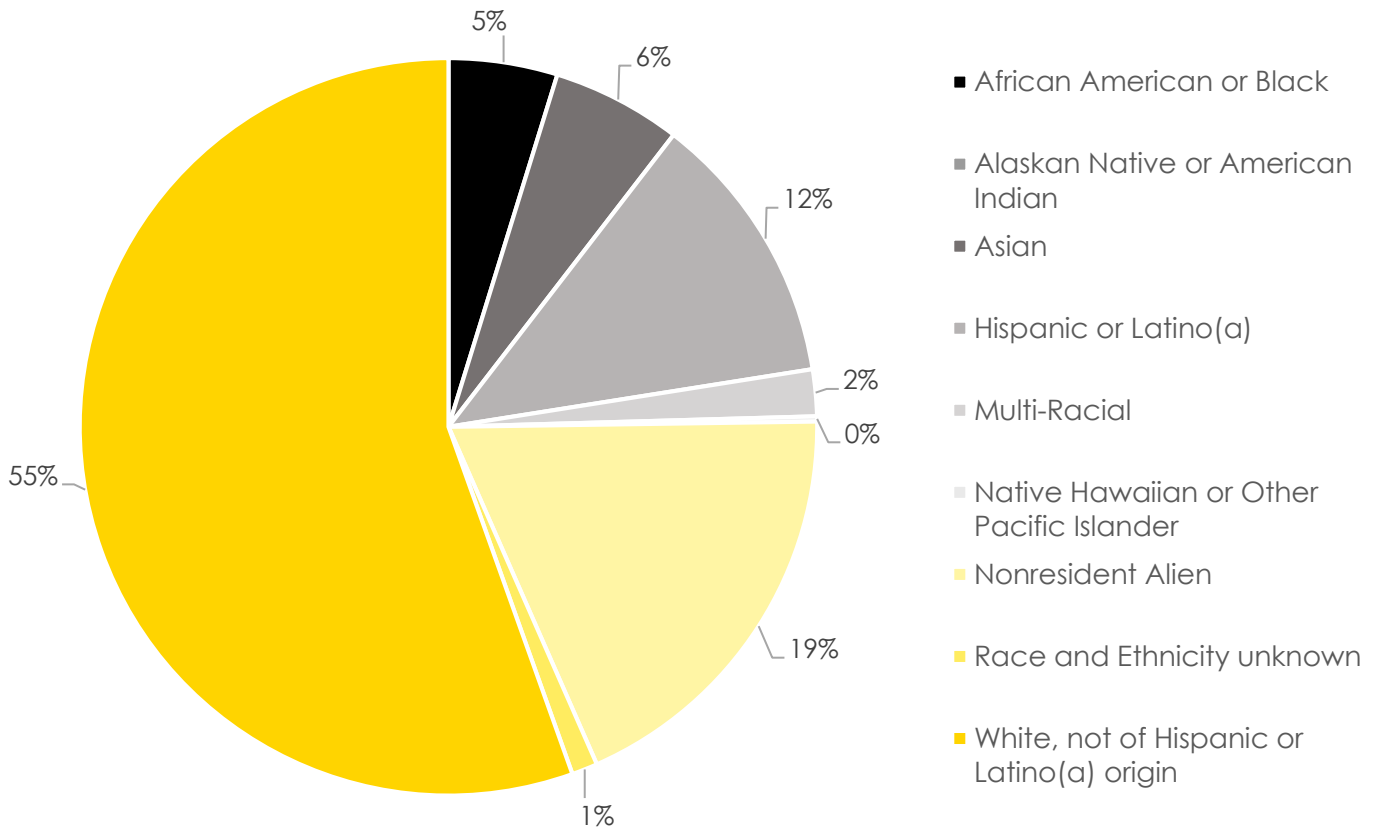
CAB NIGHT HAWKS

Data over CAB Night Hawks shows us the following:

- There was 1 activity type and there were 2 instances when the activity was offered during the fall semester
- Total attendance was 479 visitors
- There were 448 unique visitors
- Average attendance was 240 visitors per event
- 91% of visitors attended one event and 7% attended two events

RACE AND ETHNICITY DATA

CAB Night Hawks Demographics





LATE NIGHT PROGRAMS

FALL 2019

CAB NIGHT HAWKS: METRICS

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
 - Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
 - Housing status
- Age range (over or under 21)
 - Program College

OVERALL, FALL 2019 PARTICIPANTS WERE:

- 18.75% first generation students
- 65.85% female, 31.70% male, 0.67% preferred not to say
- 77.90% US citizens, 18.30% international students, and 2.01% permanent residents
- 61.38% live in on-campus housing, while 36.83% live in off-campus housing
- 76.34% under the age of 21
- 46.03% self-identified as being part of intramural programs
- 23.81% self-identified as being in sports clubs
- 18.25% self-identified as fraternity members, 18.25% as sorority members
- 15.91% live in a fraternity or sorority house

*Data wasn't available and couldn't be collected from 1.79% of visitors.

Only 19.32% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late-Night event. The most common responses were "hanging with friends" (52.48%), "watching TV" (43.34%), "sleeping" (40.73%), and "studying" (38.64%)



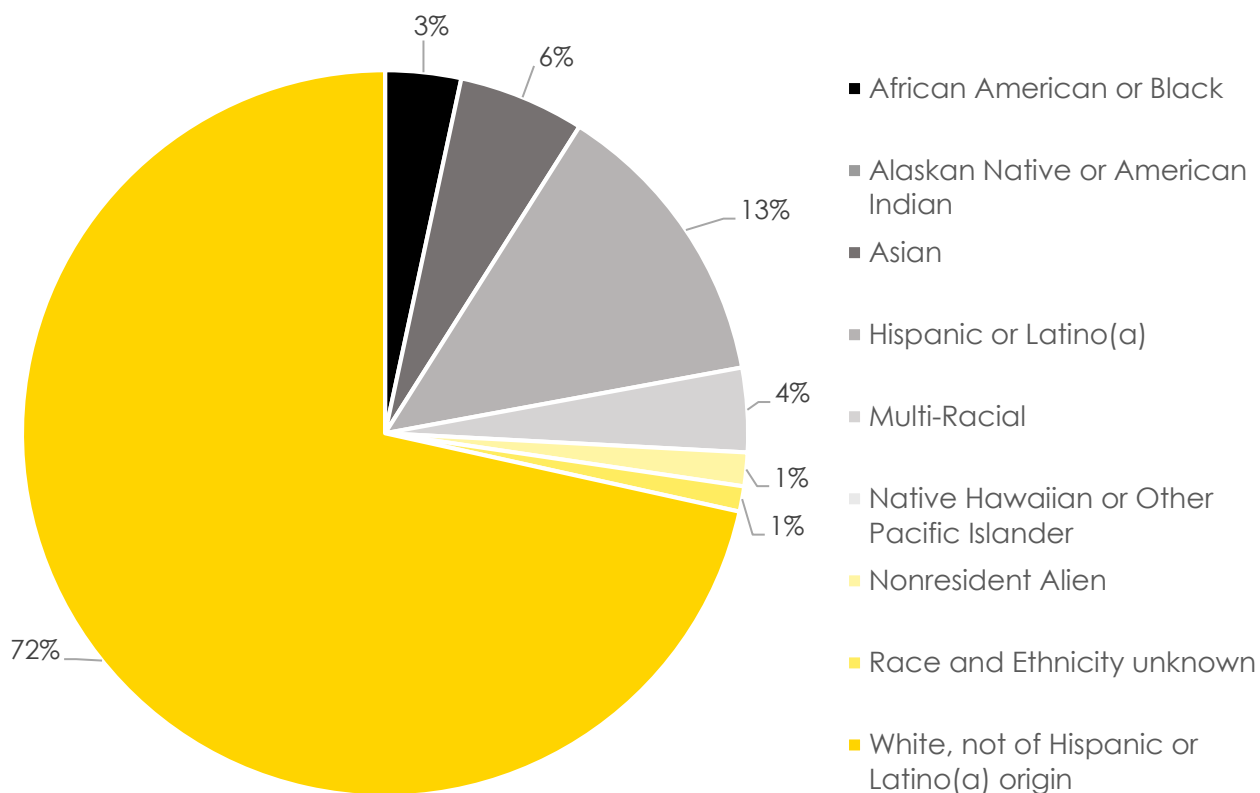
CAB RES-ED EVENTS

CAB Res-Ed data shows us the following:

- There was one type of event and it was offered 10 times throughout the semester
- Total attendance was 335 attendees
- Average attendance was 34 attendees per event
- 84% of students attended 1 activity, 9% attended 2 activities, 3% attended 3 activities, 1% attended 4 activities, and 1% attended 5+ activities

RACE AND ETHNICITY DATA

CAB ResEd Demographics





LATE NIGHT PROGRAMS

FALL 2019

CAB RES-ED EVENTS: METRICS

Other key metrics measure in SWIPE include:

- Generation status
- Sex (as indicated in MAUI)
 - Citizenship
- Pipeline year (Graduate, Professional, Undergraduate)
 - Housing status
- Age range (over or under 21)
 - Program College

OVERALL, FALL 2019 PARTICIPANTS WERE:

- 19.12% first generation students
- 70.96% female and 27.21% male
- 95.59% US citizens, 1.47% international students, and 1.10% permanent residents
- 70.22% live in on-campus housing, while 27.94% live in off-campus housing
- 82.72% under the age of 21
- 48.28% self-identified as being part of intramural programs
- 28.74% self-identified as being in sports clubs
- 13.79% self-identified as fraternity members, 21.84% as sorority members
- 21.43% live in a fraternity or sorority house

*Data wasn't available and couldn't be collected from 1.84% of visitors.

Only 10.08% of pre-event survey respondents indicated that they would be drinking if they had not attended this particular Late-Night event. The most common responses were "studying" (54.65%), "sleeping" (47.29%), "hanging with friends" (41.09%), and "watching TV" (40.31%)



LATE NIGHT PROGRAMS

Poindexter Coffeehouse Series Data

Fall 2019

Fall 2019 marked the first semester of a collaborative event series between Graduate Iowa City and the University of Iowa Campus Activities Board. The Poindexter Coffeehouse Series hosted a variety of events including Magician Eric Michaels, Speak Now, An Evening of Music, singer-songwriter Rachel Brown, Kaffeinated Karaoke, Brush and Beans, Harry Potter Trivia, and A Not So Silent Night.

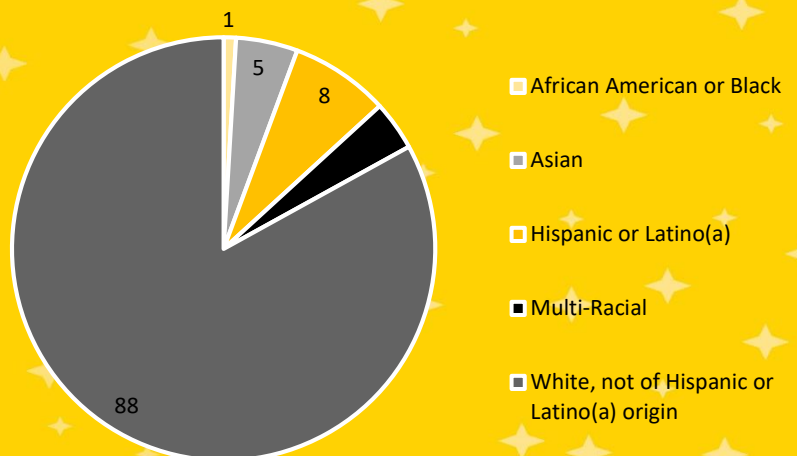
Data exists for 6 of the 8 events and shows us the following:

- Average of 20 attendees per activity
- Total attendance of 121 participants
- There were 112 unique visitors
- 87% of participants went to 1 event while 8% went to 2 events

Race/ethnicity data is shown below:

Demographic data shows us that:

- 5.3% of visitors are non-students
- 78.57% of visitors identify as female, and 16.07% identify as male
- Only 8.14% are International students, the remainder are US citizens or permanent residents
- 46.43% are first-year students
 - No graduate or professional students attended
- 49.11% live on-campus
- 72.32% are under the age of 21





LATE NIGHT PROGRAMS

Graduate Comedy Series Data

Fall 2019

Similarly to the Poindexter Coffeehouse Series, the Graduate Comedy Series was a new and exciting collaboration that hosted a variety of events including Jaboukie Young-White, Trevor Wallace, and the Chicago Showcase

Data exists for all three events shows us the following:

- Average of 226 attendees per activity
- Total attendance of 679 participants
- There were 645 unique visitors
- 92% of participants went to 1 event while 5% went to 2 events

Race/ethnicity data is shown below:

Demographic data shows us that:

- 2.6% of visitors are non-students
- 53.18% of visitors identify as female, and 44.03% identify as male
- Only 0.78% are International students, the remainder are US citizens or permanent residents
- 35.66 are first-year students
 - 4.5% are graduate or professional students
- 43.26% live on-campus
- 67.29% are under the age of 21

