Abstract

This interest inventory was created to help student affairs professionals increase and enhance student involvement at Baylor University (Texas). Administrators, wishing to improve student programming and development, should find the questionnaire useful. Surveyors followed five steps to develop the instrument: (1) review of similar instruments used at other universities; (2) development of question categories and initial draft; (3) consultation with a panel of experts (faculty, student affairs administrators, student leaders) to review questions for clarity and validity; (4) pilot administration of the instrument to a small group of student to further address the survey's format, clarity, and other areas related to item reliability; and (5) implementation of feedback from the experts and pilot study participants regarding the instrument. The questionnaire may be administered directly to students (for example, selected student organizations) or by direct-mail. Those surveyed may use standard 5-response/100-question Scantron forms as response sheets for the close-ended questions. Although some of the response options here apply directly to one university, they could be altered easily for use at other institutions. (RJM)
Student Activities Survey

This interest inventory was created to help student affairs professionals to increase and enhance student involvement at one major university. Administrators wishing to improve student programming and development should find the questionnaire to be useful. The following steps were involved in the instrument development process:

1) Review of similar instruments used at the University of Texas, Texas A&M University, the University of Oklahoma, and the University of the South

2) Development of question categories and initial draft

3) Consultation with a panel of experts (faculty, student affairs administrators, student leaders) to review questions for clarity and validity

4) Pilot administration of the instrument to a small group of students to further address the survey's format, clarity, and other areas related to item reliability

5) Implementation of feedback from the experts and pilot study participants regarding the instrument

The questionnaire may be administered directly to students (e.g., selected student organizations) or through direct-mail methods (e.g., random sample). Standard 5-response/100-question Scantron forms can be used as response sheets for the close-ended questions. Although some of the response options apply directly to one university, they could be altered easily for use at other institutions.
You have been selected to participate in a significant study conducted by the Division of Student Affairs.

This survey gives you the opportunity to communicate how Baylor can most effectively meet your needs. Your responses and comments will be carefully considered in the evaluation and planning of campus activities.

Please respond to each question by marking the enclosed Scantron form. You may elaborate on any of your answers in the "Comments" section on page 5.

After finishing, please return the survey and Scantron form to the administrator.

Your responses are anonymous and confidential. We greatly appreciate your assistance in this study.
# Student Activities Survey

For each question, please mark only one response on your Scantron form unless otherwise indicated. You may elaborate on any of your answers in the “Comments” section.

**PLEASE RATE THE FOLLOWING ACTIVITIES ACCORDING TO YOUR INTEREST (in participating).** "H"=High, "MH"=Medium High, "M"=Medium, "ML"=Medium Low, "L"=Low

<table>
<thead>
<tr>
<th>Honor (i.e., societies)</th>
<th>1A) H</th>
<th>1B) MH</th>
<th>1C) M</th>
<th>1D) ML</th>
<th>1E) L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership development</td>
<td>2A) H</td>
<td>2B) MH</td>
<td>2C) M</td>
<td>2D) ML</td>
<td>2E) L</td>
</tr>
<tr>
<td>Performing arts</td>
<td>3A) H</td>
<td>3B) MH</td>
<td>3C) M</td>
<td>3D) ML</td>
<td>3E) L</td>
</tr>
<tr>
<td>Political</td>
<td>4A) H</td>
<td>4B) MH</td>
<td>4C) M</td>
<td>4D) ML</td>
<td>4E) L</td>
</tr>
<tr>
<td>Professional</td>
<td>5A) H</td>
<td>5B) MH</td>
<td>5C) M</td>
<td>5D) ML</td>
<td>5E) L</td>
</tr>
<tr>
<td>Recreational</td>
<td>6A) H</td>
<td>6B) MH</td>
<td>6C) M</td>
<td>6D) ML</td>
<td>6E) L</td>
</tr>
<tr>
<td>Residence life</td>
<td>7A) H</td>
<td>7B) MH</td>
<td>7C) M</td>
<td>7D) ML</td>
<td>7E) L</td>
</tr>
<tr>
<td>Service</td>
<td>8A) H</td>
<td>8B) MH</td>
<td>8C) M</td>
<td>8D) ML</td>
<td>8E) L</td>
</tr>
<tr>
<td>Social</td>
<td>9A) H</td>
<td>9B) MH</td>
<td>9C) M</td>
<td>9D) ML</td>
<td>9E) L</td>
</tr>
<tr>
<td>Special interest</td>
<td>10A) H</td>
<td>10B) MH</td>
<td>10C) M</td>
<td>10D) ML</td>
<td>10E) L</td>
</tr>
<tr>
<td>Spiritual</td>
<td>11A) H</td>
<td>11B) MH</td>
<td>11C) M</td>
<td>11D) ML</td>
<td>11E) L</td>
</tr>
<tr>
<td>Student government</td>
<td>12A) H</td>
<td>12B) MH</td>
<td>12C) M</td>
<td>12D) ML</td>
<td>12E) L</td>
</tr>
<tr>
<td>Wellness</td>
<td>13A) H</td>
<td>13B) MH</td>
<td>13C) M</td>
<td>13D) ML</td>
<td>13E) L</td>
</tr>
</tbody>
</table>

**WHICH THREE DO YOU THINK NEED TO BE EMPHASIZED MORE ON CAMPUS?**

14A) Honor (i.e., societies)
14B) Leadership development
14C) Performing arts
14D) Political
14E) Professional
15A) Recreational
15B) Residence life
15C) Service
15D) Social
15E) Special interest
16A) Spiritual
16B) Student government
16C) Wellness

**WHAT ARE THE THREE MOST IMPORTANT FACTORS THAT KEEP YOU FROM ATTENDING CAMPUS ACTIVITIES?**

17A) Homework and studying
17B) Too expensive
17C) Events are scheduled at the wrong time/wrong day
17D) The events don’t interest me
17E) I don’t hear about the events far enough in advance
18A) Work schedule
18B) Family responsibilities
18C) Other

**WHEN WOULD YOU LIKE MOST CAMPUS ACTIVITIES TO OCCUR?** (Mark all that apply):

<table>
<thead>
<tr>
<th>Day</th>
<th>12-1</th>
<th>1-3</th>
<th>3-5</th>
<th>5-7</th>
<th>7-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>19A)</td>
<td>19B)</td>
<td>19C)</td>
<td>19D)</td>
<td>19E)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>20A)</td>
<td>20B)</td>
<td>20C)</td>
<td>20D)</td>
<td>20E)</td>
</tr>
<tr>
<td>Wednesday</td>
<td>21A)</td>
<td>21B)</td>
<td>21C)</td>
<td>21D)</td>
<td>21E)</td>
</tr>
<tr>
<td>Thursday</td>
<td>22A)</td>
<td>22B)</td>
<td>22C)</td>
<td>22D)</td>
<td>22E)</td>
</tr>
<tr>
<td>Friday</td>
<td>23A)</td>
<td>23B)</td>
<td>23C)</td>
<td>23D)</td>
<td>23E)</td>
</tr>
<tr>
<td>Saturday</td>
<td>24A)</td>
<td>24B)</td>
<td>24C)</td>
<td>24D)</td>
<td>24E)</td>
</tr>
<tr>
<td>Sunday</td>
<td>25A)</td>
<td>25B)</td>
<td>25C)</td>
<td>25D)</td>
<td>25E)</td>
</tr>
</tbody>
</table>
WHICH FIVE OF THESE GIVE YOU THE MOST USEFUL INFORMATION ABOUT CAMPUS ACTIVITIES?
26A) Banners
26B) BEAR Line (755-BEAR)
26C) Billboards
26D) Chalking
26E) Chapel-Forum announcements
27A) Direct mailings
27B) Electronic marquees
27C) Information and Student Involvement Center
27D) The Lariat
27E) Posters/flyers/tabletop tents in campus buildings
28A) Radio
28B) TV
28C) University Calendar
28D) Walk by
28E) Word of mouth

WHICH THREE DO YOU FIND TO BE THE LEAST USEFUL?
29A) Banners
29B) BEAR Line (755-BEAR)
29C) Billboards
29D) Chalking
29E) Chapel-Forum announcements
30A) Direct mailings
30B) Electronic marquees
30C) Information and Student Involvement Center
30D) The Lariat
30E) Posters/flyers/tabletop tents in campus buildings
31A) Radio
31B) TV
31C) University Calendar

WHAT THREE TYPES OF MUSIC DO YOU ENJOY THE MOST?
32A) Classical
32B) Contemporary Christian
32C) Country/Western
32D) Hard Rock
32E) Jazz
33A) Pop/Top 40
33B) Reggae
33C) Rhythm/Blues
33D) Other

APPROXIMATELY HOW MUCH DO YOU SPEND ON ENTERTAINMENT EACH MONTH?
34A) Less than $20
34B) $21-$40
34C) $41-$60
34D) $61-$80
34E) More than $80

IF AN ALTERNATE SOURCE OF FUNDING WERE NEEDED TO PROVIDE MORE HIGH-QUALITY PROGRAMS, WHICH OF THE FOLLOWING WOULD YOU PREFER?
35A) Pay for each event as you go along
35B) Pay $2 per semester (some campus programs would be free or inexpensive)
35C) Pay $5 per semester (most campus programs would be free or inexpensive)
* HOW WOULD YOU RATE THE DISTRIBUTION OF YOUR $1/SEMESTER STUDENT LIFE FUND FEE?
  36A) Excellent
  36B) Very good
  36C) Good
  36D) Fair
  36E) Poor
  37A) Do not know

* WHAT TYPES OF EVENTS WOULD YOU MOST ENJOY ATTENDING ON CAMPUS? (Mark all that apply):
  38A) Audio-visual presentations
  38B) Dinner-theatre
  38C) Discussion groups
  38D) Lectures
  38E) Mixers
  39A) Movies
  39B) Novelty/variety
  39C) Performing arts
  39D) Picnics
  39E) Recreational/sports
  40A) Retreats
  40B) Seminars
  40C) Stand-up comedy

* PLEASE RATE THE FOLLOWING TYPES OF CULTURAL ENTERTAINMENT ACcording to your interest (in attending):
  Arts and crafts shows
  Ballet
  Classical (e.g., symphony)
  Comedy
  International festivals
  Jazz
  Musicals/Broadway shows
  Outdoor shows, concerts
  Pop concerts
  Theatre

* PLEASE RATE THE FOLLOWING ISSUES ACCORDING TO YOUR INTEREST:
  Disarmament
  Crime
  Human rights
  Apartheid
  Business/economy
  Future of country/world
  Environment
  Your role in society
  Health care
  NASA
  Education
  Foreign relations
  Military spending
  Local politics
  State politics
  International politics
**PLEASE RATE THE FOLLOWING SPEAKERS ACCORDING TO YOUR INTEREST:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Speaker 1</th>
<th>Speaker 2</th>
<th>Speaker 3</th>
<th>Speaker 4</th>
<th>Speaker 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current (people in the news)</td>
<td>67A H</td>
<td>67B MH</td>
<td>67C M</td>
<td>67D ML</td>
<td>67E L</td>
</tr>
<tr>
<td>Intellectual (people behind the concepts)</td>
<td>68A H</td>
<td>68B MH</td>
<td>68C M</td>
<td>68D ML</td>
<td>68E L</td>
</tr>
<tr>
<td>Political (local, state, national officials)</td>
<td>69A H</td>
<td>69B MH</td>
<td>69C M</td>
<td>69D ML</td>
<td>69E L</td>
</tr>
<tr>
<td>Social (people who deal with societal problems)</td>
<td>70A H</td>
<td>70B MH</td>
<td>70C M</td>
<td>70D ML</td>
<td>70E L</td>
</tr>
<tr>
<td>Sports (athletes, coaches, commentators)</td>
<td>71A H</td>
<td>71B MH</td>
<td>71C M</td>
<td>71D ML</td>
<td>71E L</td>
</tr>
<tr>
<td>Technological (scientists, engineers)</td>
<td>72A H</td>
<td>72B MH</td>
<td>72C M</td>
<td>72D ML</td>
<td>72E L</td>
</tr>
</tbody>
</table>

**YOUR SEX:**
- 73A Male
- 73B Female

**YOUR AGE:**
- 74A 18 or younger
- 74B 19-20
- 74C 21-23
- 74D 24-29
- 74E 30 or older

**YOUR RACE:**
- 75A American Indian or Alaskan Native
- 75B Asian or Pacific Islander
- 75C Black (Non-Hispanic)
- 75D Hispanic
- 75E White/Caucasian

**ARE YOU AN INTERNATIONAL STUDENT?**
- 76A Yes
- 76B No

**DO YOU LIVE ON-CAMPUS OR OFF-CAMPUS?**
- 77A On-campus
- 77B Off-campus

**ARE YOU AN UNDERGRADUATE OR GRADUATE STUDENT?**
- 78A Undergraduate
- 78B Graduate

**IN WHICH COLLEGE OR SCHOOL ARE YOU CURRENTLY ENROLLED?**
- 79A Arts and Sciences
- 79B Business
- 79C Education
- 79D Law
- 79E Music
- 80A Nursing
- 80B University School