Background
MSC Town Hall conducted a campus-wide survey in the Spring of 2004 in order to assess how well the organization and its events are known by students, methods for communicating with students, and, if students had attended their events, how well those events were received.

Methodology
An initial message explaining the survey was sent to 1194 students via the campus neo email. Two reminder emails were also sent to help increase the response rate. 383 students completed the survey resulting in a 32% response rate.

Results
Have you ever heard of MSC Town Hall?
- 65% of students indicated they had heard of MSC Town Hall organization.
- Over half (52%) of freshmen and graduate students (58%) had not heard of MSC Town Hall compared to 31% of sophomores, 27% of juniors, and 23% of seniors.

If yes, through what method(s) have you heard of MSC Town Hall? (select all that apply)
- Fliers (36%)
- Word of Mouth (31%)
- Battalion ads (29%)
- Chalkboard announcements (22%)
- Battalion articles (16%)

What MSC Town Hall events have you attended? (select all that apply)
- 57% of students indicated they had never attended an MSC Town Hall event.
- 15% attended Big Shows (Everclear, Robert Earl Keene)
- 14% attended Lunchbox Programs (occurring Monday and Thursday at the Rudder Fountain)
- 9% attended Coffeehouse (occurring in Rumours Deli in the MSC at 7pm on selected evenings)
- 7% attended Battle of the Bands
- 7% attended Variety Show (occurring during Parents’ Weekend)

If you have attended any of the MSC Town Hall events, please rate the quality of the events you attended.
- Battle of the Bands
  - 81% rated it excellent or above average
- Big Shows
  - 82% rated it excellent or above average
- Variety Show
  - 66% rated it excellent or above average
- Coffeehouse
  - 65% rated it excellent or above average
- Lunchbox Programs
  - 59% rated it excellent or above average

What is the best way for MSC Town Hall to notify you about upcoming events?
- The most frequent responses were:
  - E-mail
  - Battalion
  - Fliers

What is the best day and time for you to attend an MSC Town Hall concert or event?
- The most frequent response was evenings after 7pm from Thursday to Saturday.

Prepared on: March 16, 2004