

Late Night Programming at OSU

EXECUTIVE SUMMARY

Prepared for the Student Wellness Center by
The Office of Student Affairs Assessment

The primary purpose of this study was to examine the effectiveness of Late Night programming at The Ohio State University. This assessment of Late Night programs was a two-tiered process. First, throughout the 2001-2002 academic year, 35 of the 52 Late Night events were evaluated by asking students who attended the events to complete a short questionnaire. Second, in the Spring of 2002, a random sample of undergraduates was surveyed by phone to assess their impressions of Late Night programming. In addition to the assessment of Late Night programming, alcohol use and perceptions of use were examined in the phone survey.

Provided below are both summary statements and conclusions drawn from the data. For further detail, a complete report is available.

Late Night Evaluation

Based on evaluations that students completed at the Late Night events, we found the following:

- The wide array of events sponsored by the Late Night initiative attracted students from various segments of the population, and different events attracted different groups of students (see page 5).
- Overall, students were satisfied with the events with over 95% saying that they were either “very satisfied” or “somewhat satisfied” with the overall quality of the event and with nearly 95% responding that they were either “very likely” or “somewhat likely” to attend future Late Night events (see page 6).
- Nearly half (42.8%) stated that Late Night events reduced their drinking (see page 6).
 - Another 33.7% stated that they do not drink

Late Night Assessment

In conjunction with the evaluation of individual events, the assessment of Late Night programs also involved a telephone survey of a random sample of 613 undergraduates. This broader assessment allowed an examination of several characteristics related to student life and Late Night programming (e.g., attendance patterns, the quality of the events, students’ alcohol consumption the night of events).

Attendance patterns: While some segments of the student population were more likely to attend, the events reached a wide-range of OSU students.

- Seventeen percent (17.0%) of OSU students attended at least one Late Night event (see page 6).
- Students under 21 years of age and those living on campus were more likely to attend events than were students of legal drinking age and those living off-campus, respectively (see page 7).
- Men (18.0%) and women (15.9%) attended Late Night events at a similar rate as did white students (17.3%) and students of color (15.6%) (see page 7).
- Moreover, evidence suggests that the variety of Late Night events attracted both high-risk and low-risk drinkers (see page 9).

Quality of Events: Overall, the majority of students rated the overall event, the variety of events, the quality of activities, the food and drinks, the student interaction, and the location of the events as being “very good,” or “good.”

- Over 97% stated that the overall quality of events was “very good,” or “good” (see page 8).
- Almost 95% of students who attended an event responded that the location of the event was “very good,” or “good” (see page 8).

Students’ Alcohol Consumption and Perceptions of Late Night programming: Evidence suggests that Late Night programming may reduce drinking on campus.

- Over a third (34%) of attendees stated that they drank less than they normally would have on those nights, and another 20.6% said they don’t drink (see page 9).
- Approximately 77% of attendees said that on the evening of a Late Night event they did not drink alcohol before the event, and 77% said they did not drink after the event (see page 9).
- Over 95% of attendees agreed that Late Night events contribute positively to the Ohio State environment and that Late Night programming is a good example of how you can have fun without alcohol (see page 11).
- Students who had heard of Late Night, but had not necessarily attended (n=442), were asked if they thought Late Night activities result in less alcohol use among students.
 - A majority of respondents (57.7%) stated that they thought Late Night programming results in less drinking among students who attended these events.

2000-2001 and 2001-2002 Comparisons

Late Night Programming is in its second year at Ohio State, which provides an opportunity to present comparative data.

- Over 72% (72.2%) of respondents had heard of Late Night events in 2001-2002 compared to 63.2% in 2000-2001.
 - Attendance rates were similar, with 17% of respondents attending at least one Late Night in 2001-2002 compared to 18.6% in 2000-2001.
- High-risk drinkers attended Late Night events similarly in 2001-2002 (18.4%) and 2000-2001 (21.3%).
 - The high-risk drinking rate of attendees was also similar between 2001-2002 (47.1%) and 2000-2001 (46.7%).
 - When asked how Late Night programming affected their drinking habits, in 2001-2002, over a third (34.0%) stated that they drank less than they normally would have compared to 31.7% in 2000-2001.

See the complete Late Night report and Late Night comparisons for further detail.