

Late Night Annual Report 2002-2003

THE OHIO STATE UNIVERSITY

Student Affairs Assessment Report

June 2002

The primary purpose of this study was to examine the effectiveness of Late Night programming at The Ohio State University. The OSU Student Wellness Center initiated Late Night programming in the fall of 2000 as part of a comprehensive prevention plan to address alcohol use and abuse. Late Night events are funded by sponsorships and through a grant process managed by students and staff members from a variety of offices around campus. In the 2002-2003 academic year, there were 54 events held with an attendance estimated at 40,145.

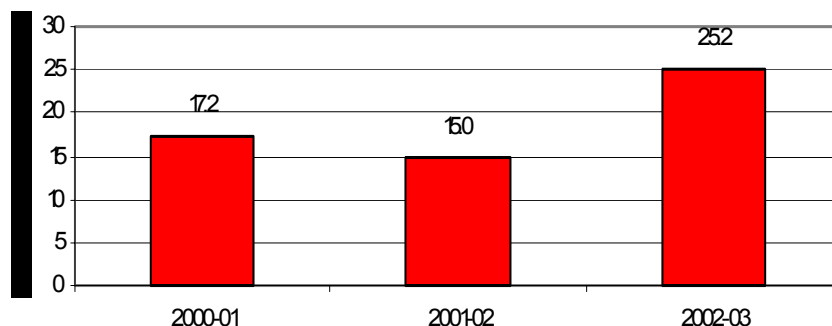
Methodology

With the assistance of the OSU Center for Survey Research, a random sample of 1,100 undergraduates was surveyed in the Spring of 2003 by phone to assess the impressions of Late Night programming. A total of 635 interviews were completed for a response rate of 58 percent and a margin of error of 3.9%. Provided below are summary statements drawn from the data.

Evidence suggests that, in 2003, students are more likely to be aware of Late Night Programming and, more importantly, are more likely to attend these events than they were in previous years.

- In 2003, almost 80% of students (compared to 72.2% in 2002 and 63.2% in 2001) had heard of Late Night events.
- Including only the events pertaining to the particular academic year, 25.2% (compared to 15.0% in 2002 and 17.2% in 2001) had attended at least one event.

Have you attended a Late Night event?



** For more detail,
please see the full
report available at
[http://
studentaffairs.osu.edu/
assessment](http://studentaffairs.osu.edu/assessment)*

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

- Approximately 25% (25.2%) of students attended at least one event in 2002-03.
- A greater percentage of students under 21 years of age (33.2%) attended Late Night events than students 21 years and older (17.1%).
- On-campus students were much more likely to attend an event than off-campus students (44.7% compared to 15.7%).
- African American/Black (41.4%) and Asian/Pacific Islander (34.0%) students were more inclined to attend Late Night events than were White students (23.4%).
- Out of those students who attended at least one Late Night event in 2002-03, the average number of events attended was 3.1.

The vast majority of students who attended events rated them positively.

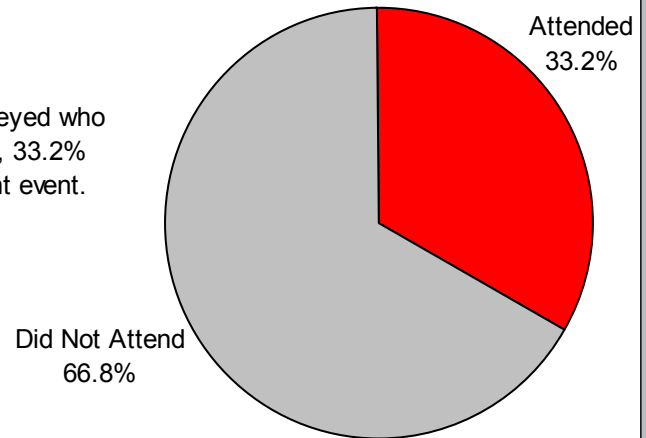
- When asked about the overall quality of the events, 98.8% responded that the events were either “very good” or “good.”
- The food and drinks provided at the events received the lowest rating with 10.4% responding that the quality was “poor.” However, 89.6% still rated the food and drinks as either “very good” or “good.” (Not all events provided food and drinks.)
- Nearly 96% (95.6%) stated that the variety of events was either “very good” or “good.”

Evidence suggests that Late Night programming may reduce drinking on campus.

- Over a third (37.4%) of attendees stated that they drank less than they normally would have on those nights, and another 32.6% said they don’t drink.

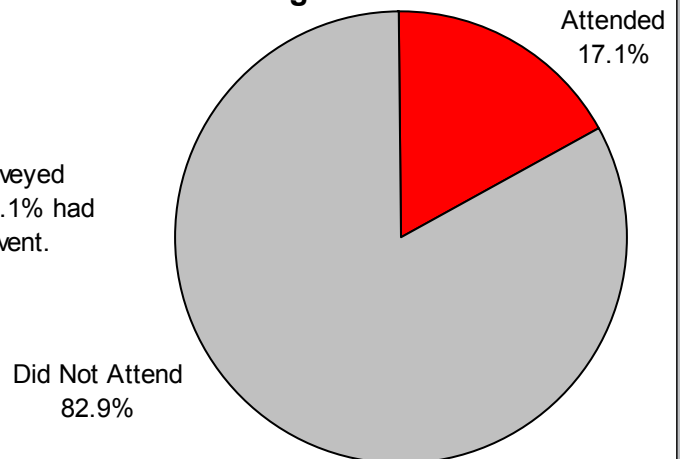
Percentage of students under the age of 21 who had attended a Late Night event

Of the 319 students surveyed who were under the age of 21, 33.2% had attended a Late Night event.

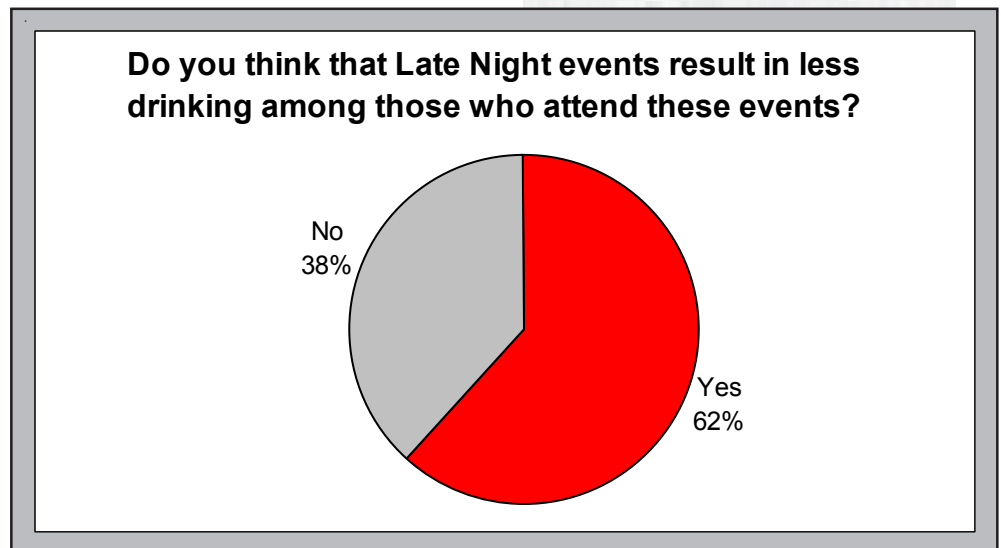
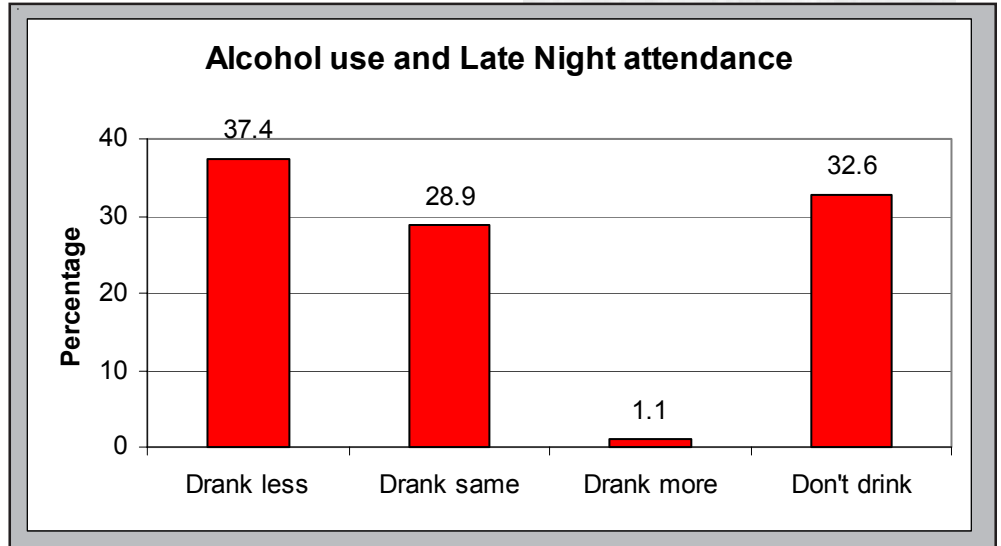


Percentage of students under the age of 21 who had attended a Late Night event

Of the 316 students surveyed who were 21 or over, 17.1% had attended a Late Night event.



- Approximately 71% (71.3%) of attendees said that on the evening of a Late Night event they did not drink alcohol before the event, and 78.7% said they did not drink after the event.
- Almost 86% (85.6%) of all students agreed that Late Night events contribute positively to the Ohio State environment, and 89.9% agreed that Late Night programming is a good example of how you can have fun without alcohol.
- Although Late Night events generally elicited positive comments, 21.5% of students commented that a negative stereotype is associated with them.
- A majority of students who had heard of Late Night events (61.7%) stated that they thought Late Night programming results in less drinking among attendees.



Late Night programming supports students who choose not to drink.

- The evidence suggests that low-risk drinkers attended Late Night events at a higher rate than high-risk drinkers – 28.5% and 21.0% respectively.
- Among Late Night attendees, there was a 12.0 percentage point increase in students responding they don't drink since last year (20.6% in 2002 to 32.6% in 2003).

Other Student Affairs Assessment reports include:

- Alcohol & Other Drug Use at OSU: The Core Alcohol & Drug Survey Results (2002)
- An Assessment of Greek Life (2001)
- Late Night Programming (2001 & 2002)
- OSU Student Involvements In & Opinions about the Off-Campus Disturbances (2002)
- Spending Habits of OSU Undergraduates (2002)
- Students' Perceptions of Safety & of the Importance of the Crime Prevention Strategies (2002)
- The Mount Leadership Society Scholars Report: An Assessment of a Living Learning Program (2000-2002)
- The Quality & Importance of Recreational Services (2002)

Coming Soon:

- American College Health Association's National College Health Assessment (2003)
- Climate for Diversity Reports (2003)
- The Effectiveness of Riot Prevention Strategies (2003)
- The Experience of Undergraduates African-American Men at OSU (2003)
- The Spending Habits of OSU Undergraduates (2003)



<http://studentaffairs.osu.edu/assessment/>

The Office of
Student Affairs Assessment
The Ohio State University
01B Raney Commons
47 Curl Drive
Columbus, OH 43210-1111
(614) 247-6220