

# 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 2000-2001 academic year, 21 of the 28 Late Night events were evaluated by asking students who attended the events to complete a short questionnaire. Second, in Spring 2001, 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 pages 4-5).
- Overall, students were satisfied with the events with almost 90% saying that they were either “very satisfied” or “somewhat satisfied” with the overall quality of the event and with over 90% responding that they were either “very likely” or “somewhat likely” to attend future Late Night events (see page 5).

### **Late Night Assessment**

In conjunction with the evaluation of individual events, the assessment of Late Night programs also involved a telephone survey of 661 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 and their perceptions of Late Night programming).

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

- Approximately 19% 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).
- With some of the events geared toward ethnic groups, students of color were slightly more likely to attend Late Night events than were white students (see page 7).
- Men and women reported attending Late Night events at about the same rate (see page 7).
- Moreover, evidence suggests that the variety of Late Night events attracted both binge and non-binge drinkers (see page 10).

***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 “excellent,” “very good,” or “good.”***

- Almost 84% stated that the overall quality of events was “excellent,” “very good,” or “good” (see page 8).
- Almost 93% of students who attended an event responded that the location of the event was “excellent,” “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.***

- Almost 32% of students who attended events stated that they drank less than they normally would have on those nights, and another 20% said they don’t drink (see pages 10-11).
- A majority of students said they did not drink before or after the Late Night event(s) they attended (see page 10).
- Over 91% 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).
- Of students who had heard of Late Night events, 61% thought that the events result in less drinking among students who attend these events.

### **Alcohol Use and Perceptions of Use**

In keeping with the Student Wellness Center’s goal of decreasing alcohol use among students, this study was also used to examine alcohol use and perceptions of use among OSU students.

When students were asked how many drinks they consumed during a typical week; two extremes were found: (see page 13)

- Over 33% of students reported that they did not drink during a typical week.
- However, over 26% averaged 10 or more drinks in a typical week.

Evidence suggests a drop in the binge drinking rate of students when data are compared to the 2000 Core survey.

- Nearly 60% stated that they had not binged in the last two weeks (compared to 56% who responded this way in the 2000 Core Survey) (see page 14).
- Over 16% had binged three or more times in the past two weeks (compared to 22% who reported such behavior in the 2000 Core Survey).

Evidence also suggests that alcohol is still perceived to be an important part of the social life on campus but that students’ perceptions have improved since those recorded in the 2000 Core Survey.

- Students perceived a higher rate of alcohol use for both male and female students when compared to reported behavior (see page 15).
- When asked about the role of alcohol on campus, the majority responded that it was central to students. However, these perceptions decreased since the 2000 Core Survey. For example, 92% of students said alcohol was a central part of male students’ social life in the 2000 Core Survey, compared to only 76% who responded similarly in the 2001 Late Night survey (see page 16).
- Over 56% of the respondents stated that they thought that the social atmosphere at OSU promotes alcohol use (see page 16).

*See the complete Late Night report and the Core 2000 report for further detail.*