

Danieley 2023 Action Plan

short-term (immediate change)

WHAT WE'RE SEEING	WHAT WE'LL DO
<p>Students want us to vary the days/times we do things, and they suggest doing more during the weekdays, late evenings, and Friday afternoons</p>	<p>Provide more programming that match these parameters in order to increase engagement</p>
<p>Students indicate that they are generally too busy to prioritize our programming or that they cannot make the trip from main campus where classes are in time to attend a program in Danieley</p> <p>AND</p> <p>Many students who attended a program did so because they were able to pass by the event on the way to classes or main campus/on the way back to Danieley</p>	<p>Take programs on-the-go and "deliver" programs to residents at home, and consider an event on main campus for Danieley residents</p> <p>AND</p> <p>Provide programming on the new sidewalk that connects Colonnades to Danieley in order to increase our "fly-by" engagement</p>
<p>Emails and RA/AM messages continue to be the most impactful and most desired avenues for reaching residents about our programs, though many don't feel that we advertise enough on Instagram and would prefer an increased presence on that platform</p>	<p>Promote our Instagram page to gain followers (@elon.danstagram), and post more frequently in order to advertise programs and engage residents</p>
<p>Some students expressed the desire to know explicitly if food offered at programs were safe for those with allergies or dietary needs</p>	<p>When advertising events with food, provide information where possible in regards to common allergens and dietary needs</p>

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Action Plan

mid-term (change by May 2023)

WHAT WE'RE SEEING	WHAT WE'LL DO
Students indicate wanting more programming that includes painting, arts and crafts, food, and being more active	Offer more programs that match these thematic interests
Students who did not attend a program are largely interested in our programs, though they report not always having friends who were planning to go or would go with them	Create programming around teams/groups. Incentivize bringing a friend, someone who has not attended before, or friend group participation in all programs
Our incoming residents are feeling isolated from other incoming students since they are far from the other centrally-located, first-year communities in other neighborhoods	Provide opportunities for Danieley incoming residents to get to know each other more, and provide opportunities to meet other first-year students across campus
Our residents who have not declared an academic major are not engaging programmatically in demographic proportions, and they are considerably less likely to attend programs than residents who have declared majors	Provide opportunities for these residents to explore academic pathways and identify faculty and/or peer mentors in majors of interest.

Danieley 2023

Action Plan

long-term (change by August 2023)

WHAT WE'RE SEEING

The main differences we saw between those who HAVE attended programs and those who have NOT attended programs are:

- those who have attended are more motivated by an intrinsic desire to be social and meet others
- those who have not attended worry about attending a program with low turnout and it being awkward
- those who have not attended tend to perceive programming as uncool
- those who have not attended struggle with establishing solid networks of friends
- those who have not attended tend to have date/time/class/schedule conflicts with programs

WHAT WE'LL DO

While schedule conflicts and other competing interests for student time and energy are unavoidable, we can focus more on social programming that gets people excited to come with friends in an informal, low-stakes, and come-and-go-as-you-please environment