### Student Feedback

Highlights from 2011 NEPACU survey of 8 area colleges: Informed University-Downtown efforts

- ! More than 80" of students surveyed shop and dine downtown and 89" attend entertainment or cultural events
- 52" of both undergraduate and graduate students were not familiar with the venues and events in downtown Scranton;
   78" were not familiar with the apparel retailers
- ! Awareness improved from 2009 survey 5!15" points; also increases over the course of the students' years at college
- ! While knowledge and awareness remains low, there is opportunity for education/growth; Many of the shops and venues that students seek already exist
- ! Discounts, special events & social media key way to reach students

### Student Feedback

- ! Highlights from survey of University of Scranton students who attended Downtown Dinner & Movie Nite in March 2012
  - ! 90" of students had a positive experience at dinner and First Friday; 97" had a positive experience at Marquee Cinemas; 99" would do it again
  - ! For 30" of students, this was the first time they dined downtown
  - ! For 75" this was the first time they participated in First Friday
  - ! Only 13" have used the "Show it, Save it" Scranton Tomorrow student discount program

"Great opportunity for students to go downtown and enjoy the city of Scranton!"

## Special Events: Dinner & Movie Nite March & October 2012

- ! # Nearly 300 students attended event: Registration filled within 48 hours
- ! # 280 students attended dinner at 13 restaurants, 180 went to



# Downtown Tours & Dinner Experience



### Major Campus Events



- Family Weekend 2012: September 28!30
  - ! "Family Table" discountprogram ! utilized by over40" of parents surveyed in2011
- Downtown Scranton info page for visitors and parents
  - ! Graduation: May 25!27
  - ! Alumni Reunion: June 8!10

### Service: Downtown Planter Project



- ! Extended student/alumni annual Hill Section "Street Sweep" to the downtown area
- ! Partnered with Scranton
  Tomorrow on their "Adopt!a!
  Planter" project
- ! Over 100 students & alumni planted small trees, flowers and vines in over 60 planters

