

# KU Fit Program at Amber Recreational Center

## QUESTIONS OF INTEREST:

1. Why are students not partaking in any classes
2. How did you find out about the KU Fit Program
3. Would participants prefer a male/female instructor
4. What is the overall awareness of the KU Fit Program

## DATA HIGHLIGHTS:

1. Many reasons as to why students are not partaking in classes, but the top two reasons are because of:

- about 30% did not know about the KU Fit Program
- about 25% of students said it did not work with their schedules

2. Best known way of finding out about KU Fit

- through a friend (word of mouth)
- KU Rec. Website
- Flyers advertising Classes

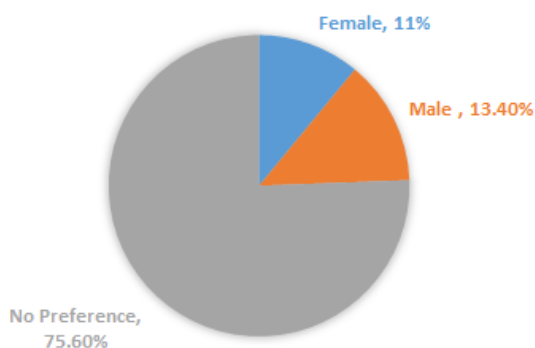
3. Preference of male vs. female instructor

- 75% had no preference
- 10% preferred female instructors
- 15% preferred male instructors

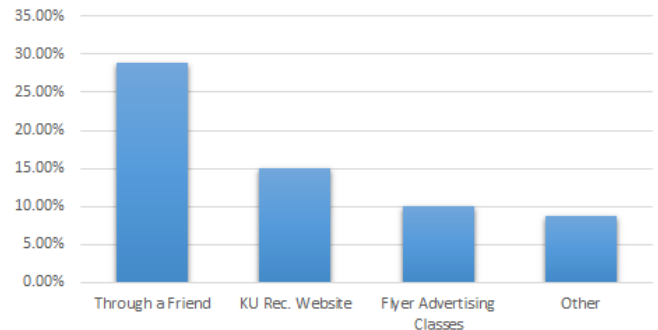
4. Awareness of KU Fit

- 78.8% of females are aware
- 21.1% of males are aware

## PREFERENCE OF INSTRUCTOR

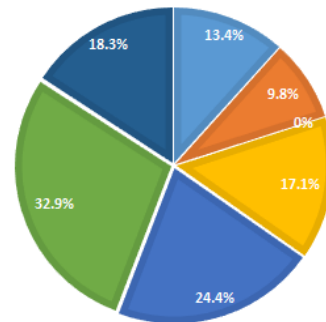


## Methods for Finding Out About KU Fit



## REASON WHY MALES ARE NOT PARTICIPATING

- Price of Pass
- Name of Class
- Didn't Work With Schedule
- Other Reason
- Type of Class
- Didn't Have Anyone to Go With
- Don't Know About KU Fit



## ACTION STEPS AS A RESULT OF ASSESSMENT

**-Bring-a-friend Discounts:** discounted rates when students bring a friend to participate with them.

**-Advertisement Efforts:** Continue advertising with flyers; create social media accounts to connect with participants (Twitter, Facebook, and Instagram).

**Continued Data Collection:** Take a headcount for every class in order to keep track of male and female participants

### Methods

- Two separate surveys
- Awareness survey handed out all around campus
- Male only survey handed out by tabling at the Rec Center

Data Analysis: SPSS

### Demographics

- 162 college aged students with a wide variety of ages and majors