Move-In Fall 2014 Metrics-Summary Report

Move-in numbers
- Total number of students checked in over the weekend was 3996
- Over all compliance with Move-in assigned times was 68%. The greatest compliance was for the Saturday morning time slot at 77% and the least compliant were students who were scheduled for Sunday afternoon, 63%.
- As of 9/8/14 there were 21 No-Show
- Approximately 680 family members attended the sessions.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>60</td>
<td>35</td>
<td>95</td>
</tr>
<tr>
<td>2</td>
<td>70</td>
<td>30</td>
<td>100</td>
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<tr>
<td>3</td>
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<td>40</td>
<td>140</td>
</tr>
<tr>
<td>4</td>
<td>150</td>
<td>140</td>
<td>290</td>
</tr>
<tr>
<td>5</td>
<td>37</td>
<td>18</td>
<td>55</td>
</tr>
<tr>
<td>Total</td>
<td>417</td>
<td>263</td>
<td>680</td>
</tr>
</tbody>
</table>

Hotline numbers
- There were 175 calls from August 22 – 24. The 3 most frequently asked questions were about:
  - Late move in (31)
  - Parking (30)
  - Early move in (21)

Volunteer personnel
- 278 people volunteered on Saturday & 251 on Sunday (note that the clerks were paid)
  - 209 Greek system volunteers
  - 16 volunteers from IAP, CISN, and RSSP student clerks
  - 27 CalSO leaders on Saturday only. They served as guides to the Ambassadors
  - 26 Faculty and Staff serving as ambassadors

Safety
- Nearly 1500 downloads of the Office of Emergency Management app over Move-in weekend
- 25 parking citations—only one request for a tow hearing

Dining metrics
- Total meals served = 8,835
  - Saturday served 1230 lunches and 1750 dinners
  - Sunday served 2320 lunches and 3535 dinners
  (Note—I have this data broken out by dining hall)
- At Caltopia Cal Dining made 25,000 to 30,000 contacts and in the process they were able to hand out their new Meal Plan brochure and the Passport raffle entry form to help educate attendees about all that they have to offer.
• Convocation they had planned for 4000 customers but served 5500 meals (they think due to the popularity of the convocation this year.)

Response to Social Media
• There were 72 Tweets using #gyb during Move-In
• There were 3,000 Guidebook downloads during Move-In (by 9/8 there were 4,013 downloads)
• From July 6 – August 31st there were 71,796 views of the Move-in website. There were 56,163 unique views and the average time on page was 2:09 minutes. The viewings were at their highest from about August 2nd through about August 22nd.

Move-in Weekend (8/23 – 8/27) conduct
• Alcohol & Quiet Hours | 20 Cases
• Fire Escape | 7 Cases
• String Lights | 3 Cases
• Alcohol Transports | 5 Cases
• Quiet Hours | 26 Cases
• Marijuana | 6 Cases
• Marijuana Odor | 2 Cases
• Trespassing | 1 Case
• Alcohol | 1 Case
• Total Cases = 71

 Intercept Survey data
• 662 people were approached to take the survey and 518 people completed the survey (we lost about 21% of the responses because of dropped wifi connections. The survey volunteers approached parents/guardians so these responses are mostly from parents/guardians.
• 73% of the respondents said that they received the promotional materials
• 39% took advantage of the offers. 98 reached out to College Products Refrigerators, 26 Residence Hall Linens, 12 contacted both vendors.
• 86% easily found the move-in instructions on our site
• 29% were using Guidebook
• 69% said that they were greeted when they got to the unit
• 71% said that they were able to park
• 95% said that their student informed them of the move-in time