Letter from the Director
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AMU Survey 20017

The AMU staff & Advisory Board invited a random sampling of Marquette community members to participate in a survey evaluating the services of the AMU. This comprehensive assessment of programs and services was one step in a process to review our current status, and will assist in determining the direction of programs and services in the future. The survey was administered online in November. The results were reviewed by the Advisory Board at the February meeting, are now posted on the AMU website, and specific action plans will be formulated this spring with the supervisory staff.

Instrument
A random sample 2,500 MU community members were solicited; 1,900 students, and 600 faculty/staff/administrators. The AMU Assessment was administered on-line through the Campus Labs (November 3-17). Results were compared to previous AMU Assessments.

Findings
A total of 667 people replied (482 students, 185 faculty/staff) for a response rate of 27% (25% students, 31% faculty/staff). 615 surveys were completed in 2016 and 619 when administered in the fall of 2014. The results indicated that ninety-seven (97%) of the respondents have visited the AMU or Annex facilities, and 66% visit the AMU at least once per week.

When asked why they visited the union facilities, respondents ranked the AMU Services (Union Station, US Bank, Info Desk, Printwise machines and Spirit Shop) dining, studying and meeting people as the top four factors. Customer service in Event Planning operations continued to receive very satisfied to moderately satisfied marks, which is consistent with event evaluation sent to customers. All services supporting meetings in the AMU improved from 2015 to 2017.

Cleanliness of the AMU facilities continues to receive positive results. Food quality in the Marquette Place (Eberts & Gerberts), Brew Cafes and Annex WOW improved in all food service operations. The Lunda Room was not included since it was closed for remodeling this past semester with the inception of the Innovation Kitchen for the Spring semester of 2018.

Space availability in the AMU continues to be a challenge at peak times during the evening and on weekends for large spaces for Student Organization groups. When students were asked to rank their preferred location for a meeting, Raynor Library was the 1st choice followed by the AMU.
Action plans

Customer service and AMU services provided by the AMU team plays a key role in making programs and services successful for the university community. Continued training of staff will remain a priority to strengthen interaction with our clients.

Staying current with the changing needs of the students in conference spaces has been a challenge. AMU conference room smart technological is over ten years old and improvements are needed to stay with the changing technology trend.

It was clear from the survey; that faculty and staff sampled, did not use the dining or conference facilities. Bringing faculty and staff into the AMU is very important to the culture of campus. A new dining format called Innovation Kitchen will open during the Spring Semester as a teaching and programable space for on and off campus guests. With a new dining contract with Sodexo Inc; I am hopeful that marketing of not only the Innovation Kitchen, but their other exciting new initiatives will increase usage of the AMU.

Graduate student participation was higher in this survey than the last survey and comments from graduate students clearly stated that they didn’t find the AMU a hangout space for them which could have affected daily numbers on this survey. With mobile banking transaction available via phones, fewer students need cash, which could mean less foot traffic to the bank and ATM machines. This might explain why student daily visit dropped.

Past surveys and customers comments indicated a need to upgrade our ageing facilities to stay current with the needs of today’s student. These comments drove the need to invest in these recently completed projects. As funding is allocated we will review priorities that will enrich the AMU and continue to make it a destination on campus.

1. Upgrade audio visual equipment in the three large venues, Monoghan ballroom, Weasler Auditorium and Varsity Theater. Completed
2. Branding and university identification throughout the AMU. In process. AMU 2nd level and Varsity Theater lobby completed.
3. Innovation kitchen. Provide a teaching kitchen for students, faculty and staff and enhance the changing culture to support healthy behaviors and have a lasting impact on an individual well-being. Opened winter semester 2018
4. Remodeled the bowling center seating area. Completed
5. Providing more tables and electrical outlets in the 1st level lobby and student commons area for study. Completed
6. Refreshed the Brooks Lounge and added more electrical outlets and increase tables for study. Completed
7. Upgraded the lighting in the Marquette Place to LED to save money and provide dimming capabilities for events. Completed
Future survey plans

In 2014 the AMU became part of Student Affairs and the Auxiliary Services aspect of dining services was moved to another department within Student Affairs. Dining is a key element of the AMU experience and should be a part of the survey but not as much of a major component. The comments and data from this survey indicate that maybe a change in format or different questions are needed, especially with the faculty/staff survey. Too high a percentage of not applicable answers pertaining to food and conference services were indicated. Over the next year the AMU staff and Auxiliary advisory board will review the current survey format. Our next survey is scheduled for fall 2019 and will likely have less content and be more specific to our facilities, event management and operations.

This is an exciting time for Marquette University. Our students and staff have many opportunities on campus and within the community. This challenges us to try new and innovating initiatives to keep them engaged and part of the campus community.

AMU Survey comparison 2014-2018 –PDF

AMU Survey Summary

Thank you for your interest in the AMU.

Neal Wucherer
Director, AMU