

S N A P S H O T



JANUARY 2007

A Look at Seminole Sensation Week...

The Oglesby Union, Askew Student Life Center, Student Life Building and the Flying High Circus come together to make up the union at Florida State University.

The union is a diverse and engaging community that fosters individual and collective learning by providing outstanding services and opportunities for involvement.

In addition to the union administration, there are ten departments within the union team:

- Art Center
- Crenshaw Lanes
- Flying High Circus
- Guest Services
- Oglesby Gallery
- Operations and Facilities
- Public Functions
- Research and Communications
- Student Activities
- Student Life Cinema

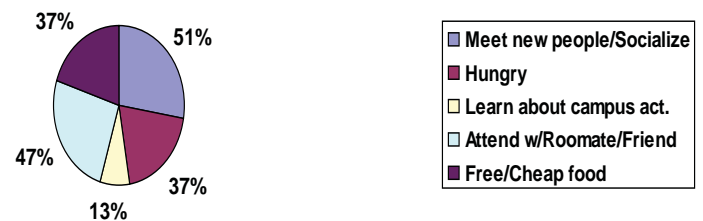


Seminole Sensation Week (SSW) is a university-wide initiative designed to welcome new and returning students to campus through engaging programs and activities. SSW is sponsored by Academic and Student Affairs. In existence for 12 years, SSW is no longer just a week. It has evolved into an 11-day event filled with activities including Freshmen convocation, carnivals, cosmic bowling, student involvement fair, Division of Student Affairs meet and greet, karaoke, midnight Breakfast for a Buck, movies, concerts and more.

Student Activities has provided leadership in planning, marketing and hosting SSW for the past three years. The SSW Committee is comprised of campus partners from the Office of the Provost, Orientation, Campus Recreation, University Housing, Office of Multicultural Affairs, Advising First, Office of Greek Life, the Thagard Student Health Center and the Student Government Association. An undergraduate student programmer from Union Productions (UP), graduate assistant from UP and a graduate intern from the Higher Education Department also served on the SSW Committee this year. The collaborative effort led to increased funding for programs and activities and greater participation by the university community.

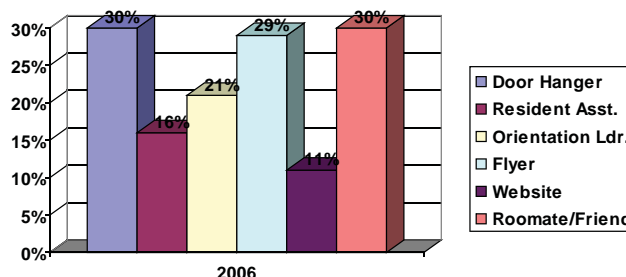
Events this year included: Breakfast for a Buck, Division of Student Affairs Meet and Greet, Rec Fest at the Leach, Lego Block Party, Hip Hop Breakdancing, Day at the Rez, Blacklight Sidewalk Chalk, Cosmic Bowling and Billiards, SLC Films, Market Wednesday, Involvement Fair, OMA Multicultural Gathering, BBQ and Showcase, Taste of Tallahassee and the Recess Challenge to name a few. Several events reached maximum capacity at the Club Downunder, Crenshaw Lanes, Union Courtyard and the Student Life Cinema during midnight films.

Why did you attend this event and/or SSW?



Research and Communications collaborated with the Vice President of Student Affairs' Office of Research in the assessment of SSW. The SSW committee and volunteers administered surveys throughout SSW, August 19

– 27. Students who attended SSW events were asked if they were willing to take a paper survey. Promotional items were given away to students as incentives for their participation. A total of 19,329 participants attended SSW events.



A review of the responses indicated that the majority of students surveyed were females, freshmen, and lived on-campus. Door hangers and friends/roommates were identified as the top two methods that influenced and informed students about SSW. Door

hangers were only distributed to residence halls, which is consistent with the majority of participants living on-campus. Socializing and friends/roommates were ranked as the top two reasons that students attended the SSW events. These responses reflect the intentional marketing of SSW as a way for new and returning students to get involved at FSU before classes get started in the fall.

The success of SSW 2006 involved planning, budgeting, and collaboration and was made possible through the collaborative efforts of the Office of the Provost, the Office of the Vice President for Student Affairs, the SSW planning committee and the entire university community. Additional funding combined with adequate planning time and proper execution provided quality programs, events, resources, and learning opportunities for students here at Florida State University. For the complete 2006 SSW report, please visit <http://union.fsu.edu/education>.

"My favorite events were the carnival and the comedian."
– Quentin Hibbs, Sophomore



"I had never been to an Oxygen Bar, the flavors were really good. My friends and I had fun making frisbees."
– Kelly Buoye, Senior



"The hypnotist show was the most awesome ever!"
– Christina Mortti, Junior



Available in Alternative Format. If there are any questions or concerns, please contact the Division of Student Affairs at (850) 644-5590.

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