



WEITZENHOFFER FAMILY COLLEGE OF FINE ARTS
SCHOOL OF MUSIC
The UNIVERSITY *of* OKLAHOMA

April 24, 2025

LETTER OF TRANSMITTAL

April 24, 2025

Caroline Robinson
The University of Oklahoma School of Music
500 W Boyd St
Norman, OK 73019

Dear Caroline,

Attached is the completed research report prepared for the University of Oklahoma School of Music. This report outlines the qualitative and quantitative research conducted by the Big Friendly group in the JMC 3333 Advertising Research course, as well as key findings, recommendations, and proposed next steps.

Thank you for your support and participation throughout the development of this project. The researchers sincerely appreciate the opportunity to collaborate with you in an effort to benefit OU School of Music students. It is their hope that the insights and recommendations offered in this report will serve as a valuable guide for increasing student attendance and engagement with the program and its events.

If you have any questions or feedback regarding the report, please feel free to reach out to the researcher or to their professor, Nathan Fisher, at natefisher@ou.edu.

Sincerely,
The Big Friendly Group

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EXECUTIVE SUMMARY

The goal of this research was to understand University of Oklahoma students' attitudes toward attending OU School of Music (SOM) events. The study explored the key factors that influence student attendance at campus events, with the aim of providing the SOM with valuable insights. These findings are intended to support SOM's efforts to boost event attendance in the near future.

OU SOM is Oklahoma's only comprehensive music program. Established in 1908, it has grown to include over 60 full-time faculty members, more than 450 music majors, and state-of-the-art facilities. Since 1931, OU SOM has held the distinction of being the only doctoral-granting music school in the state. Today, it presents over 400 student and faculty performances and sponsors approximately 250 concerts each year. The School offers a wide variety of ensembles, including Wind Symphony, Symphony Band, Campus Bands, Brass, Chamber, Choral, Conducting, Jazz, Voice, and Opera.

Through secondary research, including industry, competitor, and market analyses, the researchers developed a problem statement to guide its work for OU SOM. The primary goal identified is to increase student attendance at OU SOM events. To achieve this, the school must first improve overall awareness of its events among the student body.

The research team conducted one focus group on March 6th, which included ten participants. A smaller mini-group was held on April 3rd, consisting of three SOM-affiliated participants. Across both sessions, six key factors emerged as determinants influencing student attendance at OU SOM events: ticket pricing, advertising methods, current event awareness, group attendance, convenience, and relevance. These factors help explain what motivates students to attend and offer valuable insight for future engagement strategies.

Following the analysis of data from both the focus group and mini group, the research team developed and distributed a survey to a random sample of 2,500 OU students. Due to a low response rate, the team shifted to convenience sampling. The survey results revealed key differences between likely and non-likely attendees in areas such as social media preferences, ticket pricing, and messaging styles.

Findings from both the qualitative and quantitative research led the team to recommend that the OU SOM increase event awareness through stronger messaging, strategic pricing, and expanded outreach efforts. The researchers believe that by improving these areas, OU SOM can effectively boost student attendance at its events. Key recommendations include focusing on Instagram as the primary social media platform, encouraging group attendance to make events more social, and enhancing overall outreach to better connect with the student body. Next steps include conducting more research and planning future content before the fall semester begins.

BACKGROUND

COMPANY ANALYSIS

Established in 1908, the Weitzenhoffer Family College of Fine Arts (OU School of Music, abbreviated OU SOM) is Oklahoma's only comprehensive music program. OU SOM is located at Catlett Music Center on West Boyd Street in Norman. With rehearsal suites and performing halls, world-class concerts and events are held in this 25-million-dollar facility. Furthermore, since 1931, the University of Oklahoma has been a National Association of Schools of Music member. As the only doctoral-granting music school in Oklahoma, OU SOM provides students with various education options and degrees. With BA, MA, and Doctoral levels in all areas of music, options range from Bachelor of Music, Musical Arts, Music Education, and many music minors. They provide their students with masterclasses, workshops, and music certifications through credit courses (ou.edu).

The school presents over 400 student and faculty performances and sponsors over 250 concerts annually. Depending on availability, OU SOM performances are free or discounted for college students. Students are more likely to attend events when the cost factor is removed. With 60+ full-time faculty members, 450 music majors, and state-of-the-art facilities, OU SOM's mission is to “advance learning, teaching, scholarly and creative activity, and service” (ou.edu).

INDUSTRY ANALYSIS

According to IBISWorld, fine arts schools have made a delayed recovery since the pandemic. Revenue returned to normal in 2022 and has since stabilized. Since 2022, the fine arts industry revenue has grown by 0.6%, with 7.3 billion dollars. It is now expected to grow even more, estimated at a 1% rise in revenue. Total profit is \$598.2 million, which has grown 2.1% since 2019 (IBISWorld).

There were approximately 2,945,800 workers in the overall fine arts industry in 2022, with a median wage of \$50,000 (BLS CE). IBISWorld estimates 119,000 employees in the school industry, which has risen 1.2% from 2019-2024, with another 1.2% expected to rise until 2029. IBIS data states that consumers between 25 and 54 are the largest target audience for fine arts schools, both the program and performances. They bring in 50.1% of all revenue, with \$3.7 billion (IBISWorld). Students within this age range look at the fine arts industry as a way to socialize.

Furthermore, the Southeast is the top region in the fine arts industry. With a solid history in the arts, cities like New Orleans and Charleston have booming industries. The Mid-Atlantic

region has the industry's top schools, such as the Juilliard School and Berklee College of Music (IBISWorld).

Although the fine arts school industry is growing, they are still facing many challenges, such as multiple barriers to entry. For example, schools must be accredited by a federally recognized agency, facilities and supplies are costly, many fine arts institutions offer similar programs and degrees, and compensating teachers involves significant and time-consuming labor expenses. Price is competitive, so keeping prices low for school programs and performance attendance is essential. Federal funding is declining, making donors, fundraising, and ticket revenue more critical. Government funding is unreliable, so the fine arts industry must rely on outside community support for funding efforts (IBISWorld).

TARGET PROSPECT ANALYSIS

OU SOM's target market is college students aged 20-24. Once the researchers obtain ticket booth data, the audience will be further narrowed to help target advertising and marketing efforts. By understanding the behaviors and preferences of the target audience, the team can optimize outreach, enhance attendance, and foster stronger connections with students.

MRI Simmons Insights from 2022 show that individuals who attend classical music/opera performances once a month are 41% more likely to be women aged 18-24 versus the entire U.S. consumer base. Those aged 65+ are 69% more likely to attend these performances, with women in this age range being 81% more likely. Those who listened to classical music in the last six months are 254% more likely to attend a classical performance monthly.

According to IBIS World, concerts and performances are classified as enjoyable recreational experiences. The interest in the arts and performances is influenced by the amount of leisure time consumers have. The more free time they have, the more they seek recreational activities like performances and concerts. Since the unemployment rates have been lower than usual, consumers seek out more experiences based on how much free time they have. The general takeaways from this data indicate that those who already listen to classical music and have time for leisure are more likely to attend a live performance.

PRODUCT ANALYSIS

OU SOM first functions as a school offering classes about the art and crafting of music and as a performing arts center. They offer performances ranging from concerts on campus and collaborations with other musicians to off-campus festivities and paid entry events.

OU SOM also offers workshops and camps, including All-State Masterclasses, the Boomer Brass Bash, OU Trumpet Workshops, and OU Percussion Camps. It hosts over 400

concerts and recitals annually, with six lecture series. While many performances are free, the school presents ticketed events for \$12, but students and veterans only pay \$10. Students enrolled in OU SOM classes get free admission to all performances. For \$75, anyone can purchase a concert package that grants access to 10 concerts of their choice.

There are three different performance venues within OU SOM's Catlett Music Hall. The Paul F. Sharp Performance Hall provides seating for 1018 audience members, is the largest formal assembly on campus, and possesses state-of-the-art acoustics. The Pitman Recital Hall seats 119 patrons. The Grayce B. Kerr Gothic Hall is home to the \$750,000 Mildred Andrews Boggess Memorial Organ, designed for the school. Gothic Hall also serves as the lobby and entrance to OU SOM and can host small performances. The diverse range of performances, variety of event venues, and prime location all contribute to making OU SOM a premier performance destination.

There are also many different areas and ensembles for OU SOM that perform at these venues. There are three big ensembles: Wind Symphony, Symphony Band, and Campus Bands, all performing year-round for concerts along with the Pride of Oklahoma. Other ensembles and programs, including Brass, Chamber, Choral, Conducting, Jazz, Voice, and Opera, also utilize these venues for performances and rehearsals. These ensembles and programs contribute to the success of OU SOM, offering a diverse range of performances that provide enjoyment for students, families, and the community.

MARKET ANALYSIS

OU SOM serves as a performing arts community in Norman that puts on public performances for all ages. Many members who attend these performances are college-aged students at the University of Oklahoma.

20-24-year-olds make up 6.5% of the United States population. In Norman, they make up 16.6% (US Census Data, 2023). Since this ratio is almost three times higher in Norman, it's clear that the city is an excellent location for hosting performances targeted to college students, particularly for OU SOM. Additionally, the average income for a nonfamily household in Norman, Oklahoma, is \$39,246. According to normanok.gov, 52.8% of Norman citizens are homeowners, 47.2% are renters, and most segments have some form of college education (PRIZM, 2024). Only 32% of adults attended a live music, dance, or theatre performance in 2020, per The National Endowment for the Arts. Attendance rates were similar for all adult age groups besides those 75 years or older. (Nation Report for ADP, 2020)

Opportunities: OU SOM has an opportunity to increase the attendance of performances. This is possible through tabling on campus before performances, having promotions to win free

tickets, and promoting musical performances within larger education classes. OU SOM is also very active in the Norman community, with students in music classes able to attend performances for free.

Threats: OU SOM faces a lack of attendance from 20-24-year-olds who are not part of the music program. Many in this age range are likely to attend art galleries and theatre events. Competition from other collegiate music programs may also threaten attendance numbers due to similar pricing, performances, and advertising strategies. Through research, OU SOM can develop and implement new marketing strategies to mitigate some of the threats it faces.

COMPETITIVE ANALYSIS

OU SOM offers a range of student and faculty performances, including wind, jazz, orchestral, choral, and percussion ensembles, along with guest artist concerts. Performance venues within Catlett include Sharp Concert Hall and Pitman Recital Hall, which host various events throughout the academic year. Ticketed events for individual concerts are priced at \$12, with a discounted rate of \$10 for students and veterans. OU music students enrolled in concert attendance receive free admission to events, and audience members can also purchase a \$75 concert package, allowing them to attend 10 concerts of their choice. OU SOM emphasizes guest artists, bringing renowned musicians to perform and engage with students. Their Instagram account (@oumusic) has 2,390 followers.

According to OU SOM's sponsor, Oklahoma State University's (OSU) School of Music, located in Stillwater, OK, is their largest in-state competitor. OSU's McKnight Center for the Performing Arts holds similar student ensemble performances and recitals, although the music program is smaller than OU's. OSU's music school has 2,663 Instagram followers (@okstatemusic), reflecting a comparable online following. Another in-state competitor is the University of Central Oklahoma (UCO) School of Music, based in Edmond, OK. UCO's Jazz Lab is a well-known performance space, and the school offers student ensemble performances and recitals, much like OU. However, UCO has fewer large-scale performances and does not attract as many high-profile guest artists. With 1,780 Instagram followers (@uco_schoolofmusic), UCO's online reach is less than OU's and OSU's. Lastly, Oklahoma City University (OCU) is an OU SOM collegiate competitor. The OCU Wanda L. Bass SOM, located in Oklahoma City, OK, offers similar ensemble concerts and opera shows on weekends. These are comparable to the OU Opera. Their music program has 3,348 Instagram followers (@ocu_music), surpassing the OU SOM Instagram reach. All three collegiate music program Instagram accounts primarily post promotions for upcoming events and occasional student shoutouts.

The Oklahoma City Philharmonic presents competition for classical music performances outside of the university setting. Located in Oklahoma City, OK, the professional symphony orchestra is known for productions featuring renowned guest artists and conductors. While its performances are more prestigious, they also come at a higher price than university concerts. The OKC Philharmonic has 7,582 Instagram followers (@okc_phil), surpassing OU's reach. This account posts promotions for upcoming events and behind-the-scenes messages from the staff, sponsors, and performers.

OU SOM holds a strong competitive position in Oklahoma's music scene, especially in classical and academic performances. However, it faces competition from OSU and UCO, which offer similar university-based programs, as well as from the OKC Philharmonic which dominates the professional and contemporary music sectors.

RESEARCH PROBLEM STATEMENT

The OU School of Music has a problem generating event attendance, especially among students. Many students are unaware of what OU SOM offers and do not know that ticketed events are available at a discounted rate. If this issue remains unresolved, ticket prices will rise to offset revenue losses from low attendance.

OU SOM currently promotes its events through mass email, but it fails to stand out among the flood of other marketing and promotional information delivered to student inboxes each day. OU SOM needs to find a different way to promote its services to students, whether through social media, direct communication with students, or posters around campus.

The research conducted will determine the extent to which students are aware of OU SOM events and performances, who the best target prospects for OU SOM performances are among the student body and what they are like, and where to best communicate with them. Once the information is collected, it will be easier to identify what motivates students to attend events and develop targeted marketing strategies to increase participation.

METHOD

This project utilized multiple quantitative and qualitative research methods to help the researchers gain insights into current OU SOM performances and ways to increase attendance. The research targeted two key groups: OU SOM students and non-SOM OU students. By blending exploratory and descriptive approaches, the study aimed to understand the perceptions of OU SOM students regarding what is effective and what needs improvement while uncovering factors that could encourage broader student attendance at performances.

QUALITATIVE METHODS & DATA ANALYSIS

The researchers conducted a one-hour exploratory focus group with 10 current OU students (3 males, 7 females), facilitated by three moderators. Participants were selected through convenience sampling using the researchers' personal networks. While the selection was not random, the researchers believe the diverse perspectives shared during the session offer a representative glimpse into the range of opinions held by the broader OU student population. The session, held on March 6th, 2025 at 6:30pm in Gaylord Hall's focus group room, centered on uncovering the key factors that influence attendance at both OU and non-OU events, exploring student perceptions of the OU SOM and its performances, and understanding how students prefer to be marketed to. The discussion was organized into six sections: events attended by participants, OU-specific questions, general music preferences, OU SOM-specific questions, competitors of the OU SOM, and a photo elicitation exercise.

Additionally, the researchers conducted a 12-minute mini focus group on April 3rd, 2025, at 6:00 PM in Catlett Music Hall. The session included three OU SOM students (2 males, 1 female) and was facilitated by one moderator. Although participants were selected through convenience sampling, all were actively involved in the SOM program and brought diverse backgrounds and viewpoints to the discussion. These conversations explored the perspectives of participants who have firsthand experiences with OU SOM performances, offering valuable input on what is effective and what needs improvement. The questions focused on their experiences as SOM students, their perceptions of awareness among non-music students, and how they typically discover events happening on campus.

The qualitative data collected through preliminary focus groups was subjectively analyzed by the researchers and used to refine later methods. Specifically, thematic analysis was completed on the qualitative transcripts to gather overarching ideas that can be further examined through the survey. Participants were initially asked about general, campus-wide, and OU SOM-specific events to understand what motivates their attendance. Findings from the exploratory stages informed more targeted questions in the subsequent mini group and the quantitative survey, including reactions to potentially effective promotional techniques. Because the sampling is convenient and not fully representative, the researchers cannot confidently conclude that the information found is generalizable to all OU students. However, it is a solid foundation for the rest of the project and the final recommendations.

QUANTITATIVE METHOD & DATA ANALYSIS

Following the qualitative research, a 23-question survey was assembled and released. The survey questions were crafted using insights gathered during the exploratory phase of the project. The survey was initially distributed randomly to 2,500 OU students to ensure a representative

dataset. Students from the OU SOM were eligible and encouraged to participate, with a specific question included to distinguish between SOM and non-SOM respondents. However, due to low response rates following the initial launch (response rate of 2.16%, n=54), the researchers pivoted to a quota sampling approach, carefully selecting a convenience sample to maintain sampling adequacy without compromising data quality. A reminder email was sent to the original 2500 respondents to encourage participation, and respondents were offered a \$15 Amazon gift card as an incentive. The researchers received 112 responses: 71 from females, 30 from males, and 5 identifying as 'other.' The average respondent age was 22.37 years.

The survey was designed and distributed through Qualtrics, making in-depth analysis possible. Questions were designed to generate quantifiable results that produce easily digestible descriptive statistics and allow for data analysis through SPSS. The researchers performed both univariate analysis, looking at the mean and standard deviation (along with the median, mode, and variance), and bivariate analysis through chi-square (χ^2) and independent sample t-tests. While the researchers looked primarily at psychographic and behavioral information, demographic information was also gathered to find other patterns in the data. Given the random sampling and quota approach and its extension of the qualitative methods, the researchers

FINDINGS

QUALITATIVE DATA ANALYSIS

TICKET PRICING

Ticket pricing plays a key role in student attendance at OU SOM events. Focus group findings revealed that students are generally open to paying for events, with most indicating a willingness to spend no more than \$5 to \$10 per ticket. The researchers found that attendance is more likely when events are free, conveniently located, and scheduled at student-friendly times.

While one participant expressed willingness to pay up to \$15, she was the only individual in the group who regularly attended performing arts events, such as those at OU and the OKC Ballet (Female 3, FGI1). Another participant explained, “I would pay \$5 to \$10 for a concert thing, but if it was like a musical or a play, I would, I don't know how much those usually cost, but just a student discount, that would be enough” (Female 6, FGI1).

Incentives are a strong motivator for increasing student attendance at OU SOM events. While eight out of ten focus group participants said they would be willing to pay up to \$10 per ticket, all expressed a clear preference for free events. Incentives, such as free food or extra credit, would make them more likely to attend, even if a fee was required. Notably, when asked if

they would go to an OU SOM event if extra credit were offered by a professor, all ten participants responded by nodding their heads yes.

Findings from the mini group echoed those of the larger focus group. When asked if lower ticket prices would boost student attendance, all participants agreed it would have a positive impact. One participant noted, “I think people are more willing to try something new if it’s free” (Speaker 3, MG1). Another added, “If they don’t know if they’ll like it, making it free removes the risk” (Speaker 4, MG1).

ADVERTISING METHODS

Advertising methods resonate differently with various groups. Participants in the SOM-specific mini group emphasized that personal recommendations, or word-of-mouth, are the most effective way to spread the word about events. Meanwhile, the focus group had mixed opinions about more traditional advertising methods, such as tabling or physical messages on campus (e.g., chalking, yard signs). **The common theme from both sessions was that students are generally hesitant to engage with advertisements unless they are already familiar with the event or organization being promoted.**

Mass emails can be an effective communication tool, but with students' inboxes overflowing with promotional content, it's easy for messages to get lost in the shuffle. Many focus group participants shared that they at least read the subject lines, if not the first few lines, of campus-wide emails. Some also mentioned regularly skimming the “What To Do at OU” emails, though they are quick to delete anything that does not catch their interest. “I don't want to see the engineering emails. I don't want to see the math emails or whatever. That's stuff I'm not interested in,” one student explained. “I love art... I don't even get them for the musicals and on what to do, I get to a point where you start deleting, since there's nothing, it's just words” (Female 2, FGI1).

None of the focus group participants reported engaging with mass emails. However, three participants mentioned that they occasionally complete surveys. SOM students, in general, expressed a dislike for mass emails. They noted that while they receive regular SOM-specific "What To Do at OU" emails, these were the only ones they pay attention to.

Social media was consistently viewed as an effective advertising strategy by both the focus group and mini group, with Instagram being particularly favored. The platform’s story feature was especially popular among SOM students. However, a key limitation of this approach is that users will only see posts shared by accounts they follow, which ties directly into the word-of-mouth advertising that resonates with SOM students.

Campus-specific advertising methods such as sidewalk chalk, posters, yard signs, and tabling were generally viewed favorably, though with some caveats. Sidewalk chalk, for example, was especially appreciated by students who prefer not to be interrupted by tabling while walking to class. Posters, flyers, and yard signs also received positive feedback, but students acknowledged that they do not always engage with these materials actively.

Many focus group participants expressed a desire for more prominent, visible advertising methods, such as the large posters or yard signs displayed on Lindsey St. during game days. In addition, they suggested that professors could help amplify event visibility by posting about them on Canvas announcements, effectively integrating promotion into students' daily routines.

Tableting, however, sparked the most debate. Most students tend to avoid tables and actively refrain from engaging in conversations unless they are already familiar with the product or organization. Researchers found that providing incentives, like freebies, food, or a prize wheel, would increase the likelihood of students approaching the table. Factors such as the energy of those manning the table and the weather also played a role in whether students would stop by. Many students noted a preference for attending tableting events, rather than encountering standalone tables in areas like the South Oval or Union.

SOM students, in particular, expressed a desire for more targeted campus-specific advertising in the North Oval, where many of their classes are held. This concentration likely explains why word-of-mouth is so effective in that area.

CURRENT EVENTS

When focus group participants were asked which school events they typically attended and why, most reported going to athletic events such as football, basketball (men's and women's), baseball, and gymnastics meets. Performing arts events were rarely attended unless participants had a friend in the show or were performing themselves. Club events were also attended, but primarily by students already involved or interested in that specific organization. For example, Female 2 from the focus group shared that she's a member of the graphic design club, which hosts guest speakers who provide insights into the industry.

Catlett students also noted a lack of interest in SOM events from students outside the school. They attributed this to limited promotion beyond the North Oval, where SOM communications are typically concentrated. This "exclusivity" as one mini group speaker put it, keeps out non-music students. "I think hosting more student-led events that are just fun. I feel like non-music students don't really know what is going on over here" (Speaker 3, MG1). Participants suggested that partnering with other student organizations, similar to the approach taken with the "Katlett for Kids" fundraiser, could boost awareness, generate excitement, and encourage broader student involvement across campus.

GROUPS

When asked what factors influence their decision to attend events, all ten focus group participants agreed they were more likely to go if friends were also attending. There was a clear consensus that attending alone felt uncomfortable or unappealing. One participant shared, “If I could get my friends to go, I probably would have already gone” (Female 6, FGI1), later explaining that going solo made her feel like she would stand out. Other participants echoed this sentiment, describing times they skipped events they were genuinely interested in simply because they didn’t know anyone else attending. Events with strong peer turnout, such as sporting events and The Big Event, were commonly mentioned as ones they chose to attend because of the social aspect.

Among SOM students, word-of-mouth was a primary driver for event attendance. Many reported that they often hear about performances and events through friends rather than more traditional campus marketing methods like posters and sidewalk chalk. One participant shared, “Definitely. If my friends are excited about something, I’m way more likely to go” (Speaker 3, MG1). This sentiment was echoed by the rest of the mini-group, who agreed that knowing friends would be attending significantly increased their own likelihood of going.

CONVENIENCE

A common concern among participants was the location of the Catlett Music Center, which is not situated in a high-traffic area like the South Oval. As one student noted, “If [the event is] somewhere that I see or go to often, like in the Union or something, I’m more likely to go to that than somewhere I haven’t been on campus” (Female 5, FGI1).

Additionally, for students living on or near campus who prefer walking to events, the 20-25 minute walk to Catlett is considered too far, especially given the demands of busy schedules filled with classes and other commitments. These long walks are a difficult addition to an already packed day. Consequently, many students expressed a preference for more SOM events to be held in central, easily accessible locations that are closer to their everyday routes.

The length and structure of SOM events play a significant role in student attendance. One focus group participant shared a preference for "come-and-go" events on campus, where they could attend briefly and leave without feeling obligated to stay for extended periods. In general, students tend to favor events that last between 30 minutes and an hour. “As long as it was one of those shorter faculty showcases are, like, 30 minutes. [Those are] perfect,” (Male 3, FGI1)

As one participant explained, “I feel like with performances and specific things, like OU School of Music, or that whole department, it’s not like a game where you could just show up and leave as you want” (Female 3, FGI1). This remark prompted widespread agreement in the

group, as students expressed feeling more uncomfortable leaving a SOM performance than a sporting event. Given the busy schedules of college students, lengthy SOM performances often conflict with other commitments and many are outright not interested in attending long events.

The timing of SOM events is another key factor influencing student attendance. Participants unanimously favored events scheduled later in the day or on weekends, as these times better align with their hectic weekday schedules. “It has like everything to do with my class schedule,” said a participant (Female 6, FGI1). Events held during the day, especially on weekdays, often conflict with classes and other commitments. Additionally, performances lasting more than an hour are challenging for students to incorporate into their packed routines. Evening and weekend events are more manageable for college students, offering a better opportunity to attend without conflicting with other obligations.

Parking has become a significant challenge on the OU campus, with limited options and high parking pass costs. Many students express frustration with the difficulty of finding parking, especially near event venues, making the experience both time-consuming and stressful. For commuter students, the idea of driving back to campus after a long day of classes is often unappealing, particularly when parking is a hassle. As one student noted, “Unless I’m really excited about the event, I’m probably not gonna drive back up to campus for it” (Female 6, FGI1). Many off-campus students share this sentiment, preferring not to drive to campus for performances or events unless they are directly related to a class or hold significant personal interest.

RELEVANCE

Mini group participants expressed that OU SOM events often feel geared exclusively toward music majors, unintentionally creating a barrier for non-music students. As one participant put it, “It’s like they assume only we would care about these events, so they don’t put effort into broader marketing” (Speaker 4, MG1). This theme was also echoed in the larger focus groups, where many participants indicated that 1) they know little about events at Catlett, and 2) they are only interested in attending if someone they know is involved.

This limited outreach can make events feel irrelevant or inaccessible to the broader student body, even among those who might otherwise be interested in attending. Participants emphasized that they are much more likely to attend if their friends are going, reinforcing the importance of both social connection and inclusive promotion. To engage a wider audience, events must not only be relevant in content but also promoted in ways that appeal to larger student groups. Mini-group members believe that marketing strategies that highlight the social, educational, or entertainment value of events beyond a music-specific lens, like that of “Katlett for Kids,” could help attract more diverse attendees. “If we could get more people into Catlett for

those kinds of events, they might be more inclined to check out bigger concerts like Wind Symphony performances” (Speaker 4, MG1).

QUANTITATIVE ANALYSIS

SAMPLING ADEQUACY

The researchers collected a total of 112 survey responses. From the original random sample of 2,500 individuals, 54 responded, resulting in a response rate of 2.16%. These email responses accounted for 48.21% (n=54) of the total dataset. The remaining 57.14% (n=64) were obtained through convenience sampling. The median response time for all 112 participants was 216 seconds, or approximately 4 minutes and 21 seconds. Due to the influence of large outliers, the mean response time (M=804.81 sec, SD=2,658.11) was significantly higher, making the median a more accurate reflection of typical response behavior. Female participants represented the majority of respondents, comprising 66.98% (n=71). In addition to gender, the survey collected demographic data on age, academic classification, and home state. Respondents were also asked whether they were affiliated with OU SOM or not.

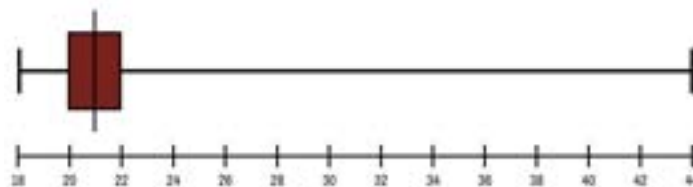
In Question 22, respondents were asked to indicate their gender identity. 106 participants responded. The majority identified as female at 66.98% (n=71), followed by male at 28.30% (n=30), and 4.72% (n=5) identified as non-binary, a third gender, or preferred not to say, which the researchers classified as “other.” To assess sampling adequacy, a chi-square test was conducted using gender distribution data from the sample and the population figures reported in OU’s Spring 2025 Norman Campus Enrollment Analysis Report ($\chi^2[2]=260.11$, $p<0.00001$). While the result was statistically significant, this is not ideal for sampling adequacy, as it indicates a significant difference between the gender distribution of the sample and that of the overall population. Despite this, the researchers remain confident that the survey findings offer valuable insights and contribute meaningfully to addressing the research problem.

In Question 21, respondents were asked to select their hometown. 106 participants answered this question. Of those, 51.89% (n=55) reported being from Oklahoma, which the researchers categorized as “in-state,” while 48.11% (n=51) were from outside of Oklahoma, or “out-of-state.” Notably, Texas accounted for 32.08% of the total sample (n=34). Other represented states included Colorado, Missouri, Kansas, and Florida, among others. A chi-square test was conducted to assess sampling adequacy regarding residency status ($\chi^2[1]=0.48$, $p=0.49$). The result was not statistically significant, indicating no meaningful difference between the proportion of in-state and out-of-state students in the sample compared to the population. Therefore, the researchers can reasonably generalize applicable findings to the broader campus population.

Question 20 asked respondents to report their age. Out of 112 total responses, 105 participants answered this question. The mean age was 22.37 years (SD=5.55), with ages ranging from 18 to 44 (range=26). The most common ages were 20 years with 26.79% (n=30) and 21 years with 18.75% (n=21). This sample mean is just 1.41 years below the overall average student age at OU, which is 23.78 years. This weighted average was calculated using data provided in the University of Oklahoma's Spring 2025 Norman Campus Enrollment Analysis Report.

To further assess sampling adequacy, respondents were grouped into two age categories: "Under 25" and "25 and older." The majority (88.39%) fell into the "Under 25" group (n=92), while 11.61% were in the "25 and older" category (n=13). A chi-square test yielded a statistic of $\chi^2[1]=0.063$ with a p-value of 0.80, indicating no statistically significant difference between the sample and population distributions. Therefore, the researchers can confidently conclude that the age distribution in the sample closely reflects that of the overall population.

Figure 1: Age Distribution Box Plot



Question 19 asked respondents to indicate their academic classification. A total of 106 participants answered this question. The most common classification was Juniors (29.25%, n=31), followed by Sophomores (24.53%, n=26), Seniors (17.92%, n=19), Graduate students (16.98%, n=18), and Freshmen (11.32%, n=12). A chi-square test for sampling adequacy was conducted and it generated a significant result ($\chi^2[4]=16.76$, $p=0.0022$). Similar to the gender variable, a significant p-value in this context is not desirable, as it indicates a statistically significant difference between the sample and population distributions. Therefore, the researchers cannot confidently conclude that the sample accurately represents the population in terms of academic classification. However, as with the gender distribution, the researchers remain confident that the survey findings provide valuable insights and make a meaningful contribution to addressing the research problem.

Of the 112 respondents, 106 answered Question 18, which asked about affiliation with OU SOM. Among them, 9.8% (n=11) indicated they were affiliated with SOM, while 84.82% (n=95) reported they were not. To assess sampling adequacy, two chi-square tests were conducted using data from the Spring 2025 Enrollment Report and the Weitzenhoffer Family College of Fine Arts website. According to these sources, 43.6% of Fine Arts students are music majors (n=450), out of a total of 1,032 degree-seeking students in the college.

Chi-square tests were conducted for both music majors and the broader population of Fine Arts students, as there are multiple ways to be involved in OU SOM beyond officially declaring it as a major. The test for Fine Arts students produced a chi-square statistic of $\chi^2[1]=16.30$ with a p-value of 0.000054, while the test for music majors yielded $\chi^2[1]=57.90$ with a p-value of <0.00001 . Both results were statistically significant, indicating a discrepancy between the sample and the population in terms of SOM affiliation. In both cases, the results indicate an overrepresentation of SOM-affiliated students within the sample.

DEMOGRAPHIC VARIABLES

Each of these four demographic variables was analyzed in relation to responses to Question 5 on the survey: *On a scale of 1 to 7, where 1 is “not at all likely” and 7 is “extremely likely,” please rate your relative likelihood of attending an event at each of the following sometime in the next 12 months (OU School of Music).* Responses were categorized as “non-likelies” (ratings of 1–3, $n=72$) and “likelies” (ratings of 5–7, $n=31$). These groupings were used to conduct chi-square (χ^2) tests and independent sample t-tests (t) to assess whether any of the demographic variables significantly influenced a respondent’s likelihood of attending an OU SOM event. Ratings of 4 ($n=8$) were excluded, as they reflected neutral or undecided opinions. It is the responsibility of the OU SOM to convert these indifferent respondents into likely attendees through enhanced advertising efforts discussed later in this report.

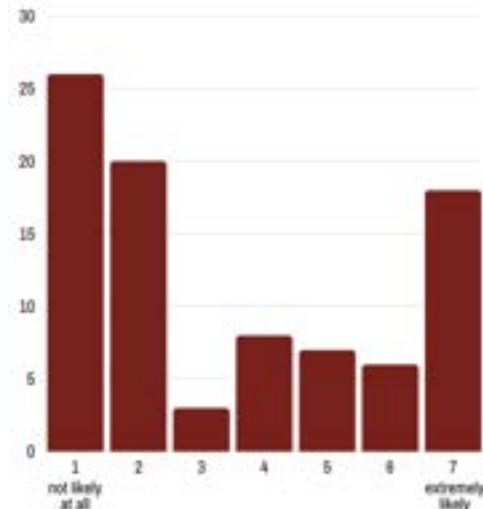
Of the three chi-square tests and one t-test conducted to examine the relationship between demographic variables and likeness to attend OU SOM events, none produced statistically significant results. Gender resulted in a chi-square statistic of $\chi^2[2]=1.96$ and a p-value of 0.38. Resident status provided a chi-square statistic of $\chi^2[1]=16.30$ with a p-value of 0.42. Age produced a t-value of $t[95]=.223$ with a two-tailed p-value of 0.824. Finally, classification yielded a chi-square statistic of $\chi^2[4]=4.41$ and a p-value of 0.35. These findings suggest that gender, residency status, age, and academic classification do not significantly influence the likelihood of attending an SOM event. However, SOM affiliation was found to be statistically significant ($\chi^2[1]=26.78$, $p=<0.001$), indicating that affiliation with OU SOM significantly influences the likelihood of attending SOM events. As this is a two-tailed test, the analysis does not specify the direction of the relationship, but it confirms that affiliation is a contributing factor.

COMPETITION

Revisiting question 5, respondents were asked: *“On a scale of 1 to 7 where 7 is “not at all likely” and “extremely likely,” please rate your relative likelihood of attending an event at each of the following (OU School of Music, OSU School of Music, UCO School of Music, Oklahoma City Philharmonic, OU School of Dance, and the OU School of Drama) sometime in the next 12 months.”* Of the 112 responses, 108 answered. OU SOM had the highest likely rate of attendance with a mean of 3.37 ($SD=2.13$), surpassing the other locations. The OU School of

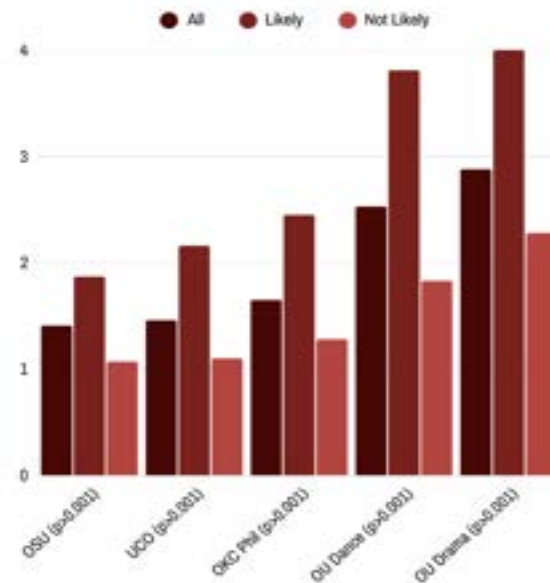
Drama followed with a mean of 2.88 (SD=1.831), and the OU School of Dance (M=2.53, SD=1.83) came in third. The Oklahoma City Philharmonic (M=1.65, SD=1.20), UCO School of Music, (M=1.46, SD=1.18), and OSU School of Music (M=1.41, SD=1.18) were significantly lower than the rest, which the researchers interpret as “not at all likely” to attend these locations for events.ding SOM events. As this is a two-tailed test, the analysis does not specify the direction of the relationship, but it confirms that affiliation is a contributing factor.

Figure 2: Likeliness to Attend an OU SOM Event



A t-test was conducted to compare these factors between the likely (n=31) and unlikely (n=69) groups, and all the factors showed statistically significant differences. OU School of Drama (t[97]=-4.82, p<0.01), had a likely mean of 4.00 (SD=2.10) and an unlikely mean of 2.28 (SD=1.40). OU School of Dance (t[98]=-5.70, p<0.01), had a likely mean of 3.81 (SD=2.30) and an unlikely mean of 1.83 (SD=1.18). The OKC Philharmonic (t[98]=-4.89, p<0.01) had a likely mean of 2.45 (SD=1.79) and an unlikely mean of 1.28 (SD=0.62). UCO School of Music (t[98]=-4.54, p<0.01), had a likely mean of 2.16 (SD=1.86) and an unlikely mean of 1.10 (SD=0.39). The OU School of Drama and the OU School of Dance, other Weitzenhoffer Family College of Fine Arts programs, received the highest means among the competitors in the univariate analysis and with the likely OU SOM attendees. Notably, the School of Drama was the only competitor to receive a mean above 2 from the unlikely group and also recorded the highest mean among likely attendees, positioning it as OU SOM’s strongest competitor. Since all competing programs showed statistically significant results, it’s clear that potential attendees may be choosing other events instead. As such, the events and marketing strategies of these programs should be considered when developing efforts to boost attendance at OU SOM events.

Figure 3: Likelihood to Attend Competition



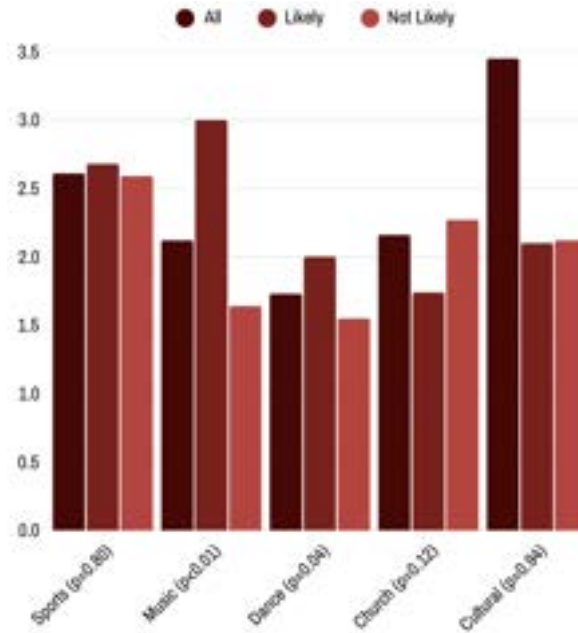
GENERAL EVENTS

Question 1 asked respondents to *indicate how many events they typically attend each month using a sliding scale from 0 to 30*. Of the 112 total respondents, 96 provided a response. The average number of monthly events attended was 6 (SD=5.90). The lowest response, 0 events per month, was selected by 2.7% (n=3), while the highest response, 30 events per month, was selected by 1.8% (n=2). The most common response was 3 events per month, reported by 15.2% of participants (n=17), followed by 1 and 2 events per month, each selected by 10.7% (n=12 each). A t-test examining the number of events attended between likely and unlikely attendees revealed no statistically significant difference ($t[87]=-0.94, p=0.35$).

Question 2 asked respondents *how often they attended each of the following events (Sporting Events, Music Events, Dance Events, Church Events, Cultural Events) on a scale from 1-7 where 1 is “never” and 7 is “multiple times a week.”* Of the 112 responses, 108 answered with church and cultural events receiving 106 and 107 responses respectively. Sporting events had the highest mean of 2.61 (SD=1.53), with 29.5% of respondents selecting 1, “never.” This was followed by cultural events (M=2.16, SD=1.38), music events (M=2.12, SD=1.32), church events (M=2.08, SD=1.52), and lastly dance events (M=1.73, SD=1.06). T-tests were conducted to assess the statistical significance of differences between likely and unlikely SOM event attendees based on how frequently they attend various types of events. No significant differences were found for sporting events ($t[98]=-0.25, p=0.80$), cultural events ($t[97]=0.71, p=0.94$), or church events ($t[96]=1.59, p=0.12$). Music events came back significant ($t[98]=-5.60, p<0.01$) with likely attendees reporting a higher average attendance (M=3.00, SD=1.59, n=31) compared

to unlikely attendees ($M=1.64$, $SD=0.84$, $n=69$). Dance events were also significant $t[98]=-2.046$, $p=0.04$) with a likely mean of 2.00 ($SD=1.34$, $n=31$) and an unlikely mean of 1.55 ($SD=0.83$, $n=69$). The data shows that individuals who already attend music and dance events are more inclined to attend OU SOM events as well.

Figure 4: Likeliness to Attend Events by Type



Question 3 asked respondents *how often they attend on-campus events, using a 7-point scale where 1 indicated “never” and 7 indicated “multiple times a week.”* Of the 112 total respondents, 108 answered. The mean response was 3.45 ($SD=1.74$), with the most common selection being 3 ($n=26$), followed by 2 ($n=22$). A t-test revealed no statistically significant difference between likely and unlikely SOM attendees in terms of on campus event attendance ($t[98]=-0.57$, $p=0.57$), suggesting general campus engagement does not strongly predict the likelihood to attend an SOM event.

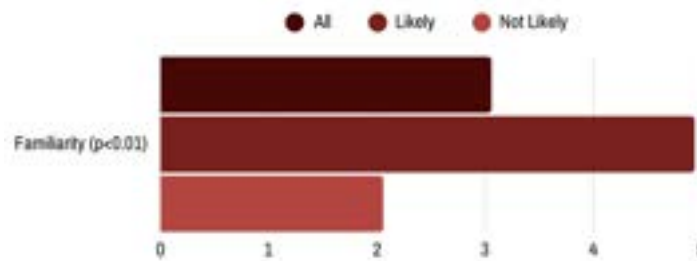
Question 4 asked respondents to *mark yes or no to the on-campus events they attend: Sporting Events, Club Events, Music Performances, Dance Performances, Cultural Events, and Other (with the option to specify).* Of the 112 responses, 108 answered. Sporting events were the most attended, with 68.52% ($n=74$) indicating going to them, followed closely by club events at 67.59% ($n=73$). Music and cultural events each received 44.44% ($n=48$), while dance performances were the least attended at 26.85% ($n=29$). 11 of 64 respondents selected “Other,” though only four specified: two mentioned religious events and the other two broadly referenced “everything.” T-test results showed no significant differences in the types of on-campus events selected by those likely and unlikely to attend SOM events, except for music and dance performances (Sporting Events: $t[98]=1.08$, $p=0.28$; Club Events: $t[98]=-0.65$, $p=0.52$; Cultural

Events: $t[98]=-1.59, p=0.12$; Other: $t[56]=0.68, p=0.50$). For testing purposes, responses were coded numerically, with “yes” assigned a value of 1 and “no” assigned a value of 2. Music performances were significant ($t[97]=5.27, p<0.01$) had a likely mean of 1.2 ($n=30, SD=0.41$) and an unlikely mean of 1.71 ($n=69, SD=0.46$). Dance performances provided a provisional result with a p-value of 0.058 ($t[97]=1.92$). They had a likely mean of 1.61 ($n=31, SD=0.50$) and an unlikely mean of 1.79 ($n=68, SD=0.41$). The results suggest that participants who are likely to attend SOM events are already more engaged with on-campus music and dance performances compared to those who are unlikely to attend.

PREVIOUS SOM ATTENDEES

In Question 8, respondents were asked to *rate their familiarity with the OU School of Music on a 7-point scale, where 1 indicated "not at all familiar" and 7 indicated "very familiar."* A total of 107 out of 112 respondents answered this question. The mean familiarity was 3.06 ($SD=2.00$), with 64% ($n=72$) selecting a score between 1 and 3, indicating low familiarity. In contrast, only 20.5% ($n=23$) rated their familiarity between 5 and 7. A t-test revealed a statistically significant difference in familiarity between respondents likely to attend future events and those unlikely to attend ($t[97]=-9.30, p<0.001$). Those in the "likely" group ($n=31$) reported a substantially higher familiarity ($M=4.95, SD=2.05$) compared to those in the "unlikely" group ($n=68$), who averaged 2.06 ($SD=1.04$). These findings suggest a strong association between familiarity with the OU SOM and the likelihood of attending its future events.

Figure 5: Familiarity with SOM



Question 9 asked respondents *if they had ever attended an OU School of Music event.* Of the 107 participants who answered, 59.8% ($n=64$) responded “Yes,” while 40.2% ($n=43$) responded “No.” Although a majority reported prior engagement with the OU SOM, a significant minority had never attended an event, highlighting an opportunity for audience growth and outreach. T-test results also revealed a statistically significant difference between those likely and unlikely to attend future events ($t[97]=4.76, p<0.001$). Participants in the "likely" group were more likely to have previously attended an event ($M=1.10, SD=0.30$), while those in the "unlikely" group had a higher average ($M=1.56, SD=0.50$), suggesting they were less likely to have prior experience with OU SOM.

Questions 10-13 were only shown to respondents who answered “Yes” to Question 9 (n=64) to gather their thoughts on the event(s) they attended. Question 10 asked participants *their primary reason for attending the event*. Of the 63 responses, the most common reason was to watch a friend or family member perform, selected by 42.9% (n=27) of respondents. The second most cited reason was for a class assignment/participation (30.2%, n=19), followed by attending for personal pleasure (17.5%, n=11). A smaller portion attended for extra credit in a class (7.9%, n=5), and one respondent (1.6%) selected “Other” but did not specify a reason. A bivariate chi-square test comparing likely versus unlikely future attendees revealed no statistically significant association between reason for past attendance and likelihood of attending in the future ($\chi^2[4]=8.752$, $p=0.068$).

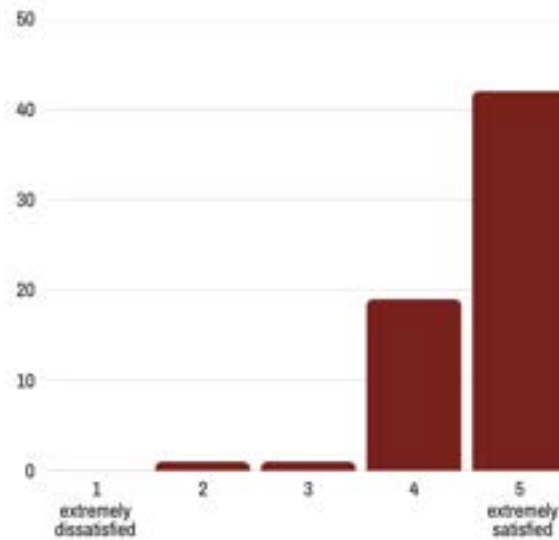
In Question 11, respondents were asked to *specify which OU SOM events they had attended*. This open-ended question was treated as a qualitative response, allowing researchers to identify recurring event types based on participant input. The most frequently mentioned events were large ensemble concerts (n=9), followed by jazz concerts (n=3) and solo recitals (n=3).

Figure 6: Text Responses Word Cloud (Q11)



In Question 12, respondents were asked to *rate their satisfaction with the SOM event they attended on a 5-point scale, where 1 indicated “extremely dissatisfied” and 5 indicated “extremely satisfied.”* Among the 63 responses, the mean satisfaction was 4.62 (SD=0.61), reflecting a high overall level of satisfaction. A majority of participants reported very positive experiences, with 66.7% (n=42) selecting “extremely satisfied” and 30.2% (n=19) selecting “somewhat satisfied.” Only one respondent (1.6%) selected “somewhat dissatisfied,” and one (1.6%) chose the neutral midpoint of “neither satisfied nor dissatisfied.” A t-test revealed a statistically significant difference in satisfaction levels between groups ($t[55]=7.385$, $p=0.04$). Interestingly, satisfaction was slightly higher among the unlikely group ($M=4.75$, $SD=0.44$) compared to the likely group ($M=4.41$, $SD=0.73$). Although both groups reported high overall satisfaction, this finding suggests that satisfaction with a past SOM event may not be the sole factor influencing future attendance intentions.

Figure 7: Satisfaction Among Previous Attendees



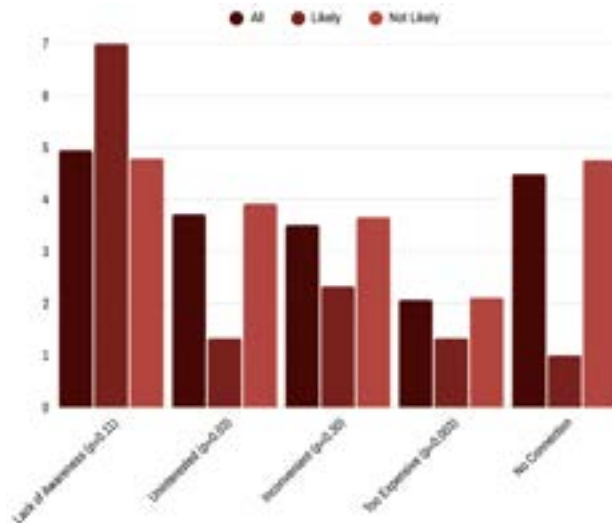
Question 13 asked respondents *how likely they were to attend another SOM event in the future, using a 7-point scale where 1 indicated “not at all likely” and 7 indicated “extremely likely.”* Among the 63 individuals who responded, the mean likelihood was 5.14 (SD=1.80). The most frequently selected responses were 7 (extremely likely) at 21.4% (n=24), followed by 4 (9.8%, n=11) and 5 (8.9%, n=10). A t-test found a significant difference in future attendance intent between groups ($t[55]=2.809, p<0.001$). Respondents in the likely group reported a much higher mean likelihood (M=6.50, SD=0.96) compared to those in the unlikely group (M=3.66, SD=1.37). These results reinforce that individuals already inclined to attend SOM events express stronger future attendance intentions.

Question 14 was only shown to respondents who answered “No” to Question 9 (n=43). It asked respondents to *rate each of the following reasons* (lack of awareness, uninterested, inconvenient, too expensive, I do not feel connected to the School of Music) *they perhaps haven’t attended a School of Music Event on a scale of 1 to 7 where 1 is “not at all applicable” and 7 is “very applicable.* All 43 respondents who answered “no” responded to this question. Lack of awareness was the most frequent answer with a mean of 4.95 (SD=2.27), closely followed by “I do not feel connected to the OU School of Music” with a mean of 4.49 (SD=2.12). Uninterested (M=3.72 SD=1.98) and inconvenient (M=3.51, SD=2.09) followed, with too expensive falling last (M=2.07, SD=1.98).

T-tests comparing likely (n=3) and unlikely (n=38) SOM attendees across the listed barriers revealed that most factors were statistically insignificant (Lack of awareness: $t[39]=-1.651, p=0.107$; Inconvenient: $t[39]=1.042, p=0.304$; Too expensive: $t[39]=0.876, p=0.387$). “Uninterested” ($t[39]=2.235, p=0.031$) had a likely (n=3) mean of 1.33 (SD=0.577), and an unlikely mean of 3.92 (SD=1.98). “No connection” ($t[39]=3.212, p=0.003$) has a likely

mean of 1 (SD=0) and an unlikely mean of 4.76 (SD=2.01). This indicates that individuals who are open to attending SOM events but have not yet done so largely reject the notion that a lack of connection to OU SOM is a barrier. However, this factor significantly impacts those unlikely to attend, as they lack any emotional or personal tie to the events. Additionally, unlikely attendees are more prone to report a general disinterest in SOM events. To address this, OU SOM must use strategic marketing to spark interest and build meaningful connections, showcasing the things that make attendance feel personal and worthwhile.

Figure 8: Factor Preventing Attendance by Likelihood to Attend



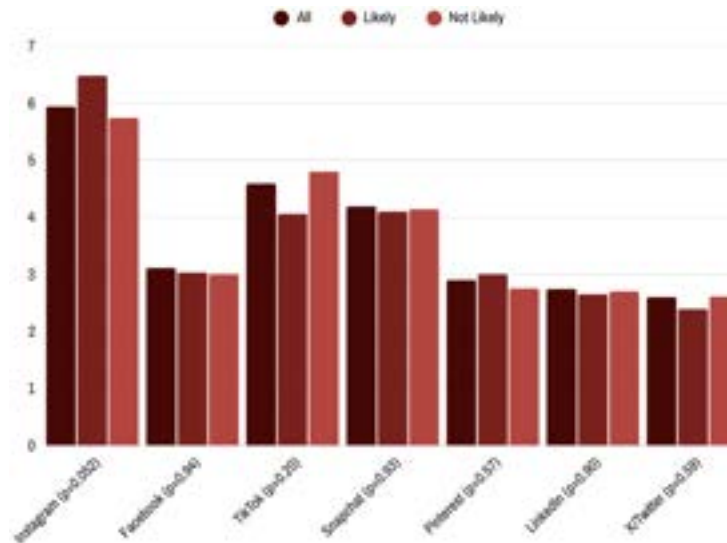
ADVERTISING METHODS

In Question 6, respondents were asked: “On a scale from 1 to 7, where 1 means ‘never’ and 7 means ‘all the time,’ how frequently do you visit each of the following social media platforms?” Of the 112 responses, 108 answered. The platforms included Instagram, TikTok, Snapchat, Facebook, Pinterest, LinkedIn, and X (formerly Twitter). Instagram had the highest usage, with a mean of 5.91 (SD=1.76), significantly outperforming the other platforms. TikTok followed with a mean of 4.59 (SD=2.63), and Snapchat ranked third at 4.19 (SD=2.41). In contrast, Facebook (M=3.11, SD=2.08), Pinterest (M=2.90, SD=1.97), LinkedIn (M=2.74, SD=1.82), and X (M=2.60, SD=1.92) all fell below the midpoint of the scale, which the researchers interpret as “average” usage.

A t-test was conducted to examine whether there were statistically significant differences in social media platform usage between likely and unlikely customers. Results showed no significant differences for most platforms, with the exception of Instagram, which approached significance (Facebook: $t[98]=-0.07$, $p=0.94$; Instagram: $t[98]=-1.97$, $p=0.05$; TikTok: $t[98]=1.29$, $p=0.20$; Snapchat: $t[98]=0.91$, $p=0.93$; X/Twitter: $t[98]=0.55$, $p=0.59$; Pinterest: $t[97]=-0.58$, $p=0.57$; LinkedIn: $t[98]=0.13$, $p=0.90$). Instagram seems to be the platform of

choice for those who are likely to attend an SOM event, with a mean of 6.48 (n=31, SD=1.24). Those unlikely to attend SOM events also shared a high mean of 5.74 (n=69, SD=1.94). While the Instagram result is only provisionally significant, its higher usage rate across the sample, combined with this borderline p-value, suggests it may be a particularly effective platform for outreach. Additionally, strategic messaging on Instagram could play a key role in converting “non-likely” attendees into “likely” attendees.

Figure 9: Social Media Platform Use

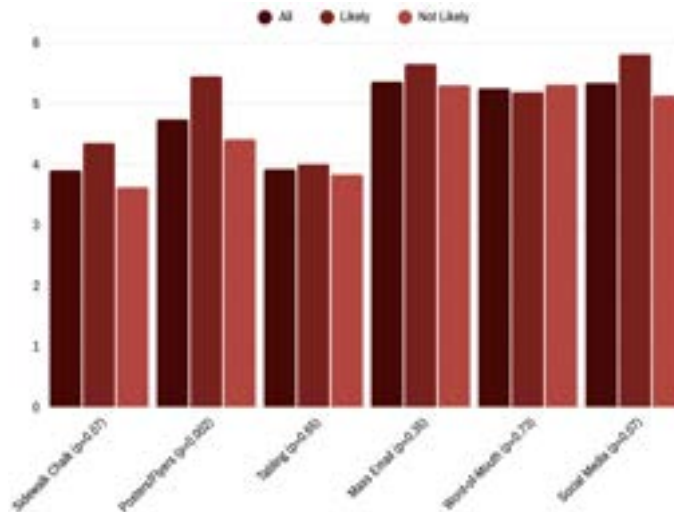


In Question 7, respondents were asked to rate their level of agreement with the statement: “I learn about campus events through the following methods: sidewalk chalk, posters/flyers, students tabling, OU mass email, word of mouth, and social media,” using a scale from 1 (strongly disagree) to 7 (strongly agree). Of the 112 responses, 108 answered. OU mass email was the most agreed-upon method, with a mean of 5.36 (SD=1.71), closely followed by social media (M=5.34, SD=1.76) and word of mouth (M=5.25, SD=1.52). Posters and flyers received a moderate level of agreement (M=4.74, SD=1.62), while students tabling (M=3.92, SD=1.79) and sidewalk chalk (M=3.90, SD=1.80) were the least effective sources according to respondents.

A t-test was conducted to compare how different promotional methods influenced likely versus unlikely attendees of SOM events. Results showed that all methods were statistically insignificant except for posters/flyers, which yielded a significant difference between groups (t[98]=-3.12, p=0.002). The other methods, sidewalk chalk (t[98]=-1.869, p=0.065), tabling (t[98]=-0.547, p=0.649), email (t[98]=-0.947, p=0.346), and word of mouth (t[97]=0.352, p=0.726), did not show significant differences. Posters and flyers appear to be more effective for individuals already likely to attend SOM events (n=31, M=5.45, SD=1.21) compared to those less likely to attend (n=69, M=4.41, SD=1.68), suggesting that this method reinforces interest among an already receptive audience. Overall, the research provides valuable insights for the

SOM marketing team, highlighting posters and flyers as effective communication tools for enhancing brand awareness and promoting events.

Figure 10: Ways Respondents Find Out About Campus Events



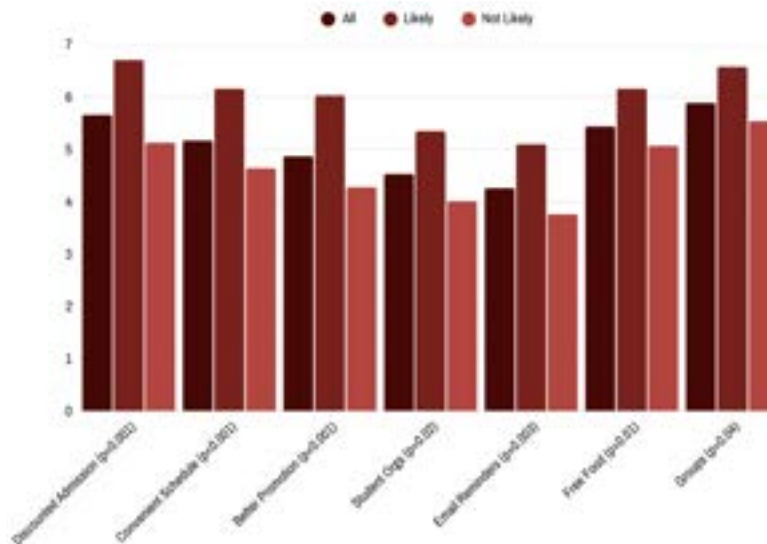
ATTENDANCE FACTORS

Question 15 asked participants, “*What’s the maximum amount you would spend on a ticket to a SOM event?*” Of the 112 total respondents, 105 provided an answer. The average maximum ticket price was \$12.43 (SD=7.19). The most frequently reported amount was \$10, selected by 25% of respondents (n=28), followed by \$15 at 18.8% (n=21), and both \$5 and \$20 at 13.4% (n=15) each. A t-test was conducted to determine whether the maximum ticket prices of likely attendees differed from those of unlikely attendees ($t[95]=-0.26$, $p=0.80$). The results were insignificant, indicating that while ticket pricing may influence a decision, it is not a statistically significant factor in this context.

On Question 16, participants were asked to “*rate each of the following (discounted/free admission, events scheduled at more convenient times, better advertising and promotion, integration with student organizations, reminders via email, free food or refreshments, and attending with friends or classmate) on their propensity to increase your likelihood to attend SOM events on a scale from 1 to 7 where 1 is ‘would not increase my likelihood at all’ and 7 is ‘would definitely increase my likelihood of attending.’*” Of 112 responses, 106 answered this question. Attending with friends or classmates received the highest mean of 5.89 (SD=1.7), with 51.8% of respondents (n=58) selecting a 7. Discounted or free admission followed closely with a mean of 5.66 (SD=1.86), also garnering a high number of 7’s (50.9%, n=57). Free food or refreshments (M=5.44, SD=1.92), events scheduled at more convenient times (M=5.17, SD=2.05), and better advertising and promotion (M=4.87, SD=2.07) rounded out the top five factors, followed by integration with student organizations (M=4.53, SD=2.06) and reminders via email (M=4.00, SD=2.00). All factors yielded means above the midpoint of 4.

A t-test was conducted to compare these factors between the likely (n=31) and unlikely (n=67) groups, and all factors showed statistically significant differences. Attending with groups (t[96]=-2.95, p=0.004), had a likely mean of 6.6 (SD=0.95) and an unlikely mean of 5.50 (SD=1.90). Discounted admission (t[96]=-4.13, p<0.001) had a likely mean of 6.71 (SD=0.94) and an unlikely mean of 5.13 (SD=2.02). Free food (t[96]=-2.64, p=0.01) had a likely mean of 6.20 (SD=1.44) and an unlikely mean of 5.07 (SD=2.07). Convenient scheduling (t[96]=-3.62, p<0.001) had a likely mean of 6.16 (SD=1.34) and an unlikely mean of 4.64 (SD=2.14). Better promotion (t[96]=-4.3, p<0.001) had a likely mean of 6.03 (SD=1.28) and an unlikely mean of 4.28 (SD=2.09). Integration with student organizations (t[96]=-3.18, p=0.02) had a likely mean of 5.40 (SD=1.80) and an unlikely mean of 4.01 (SD=2.00). Email reminders (t[96]=-3.10, p=0.003) had a likely mean of 5.10 (SD=1.73) and an unlikely mean of 3.80 (SD=2.1).

Figure 11: Factors Improving Attendance Likelihood



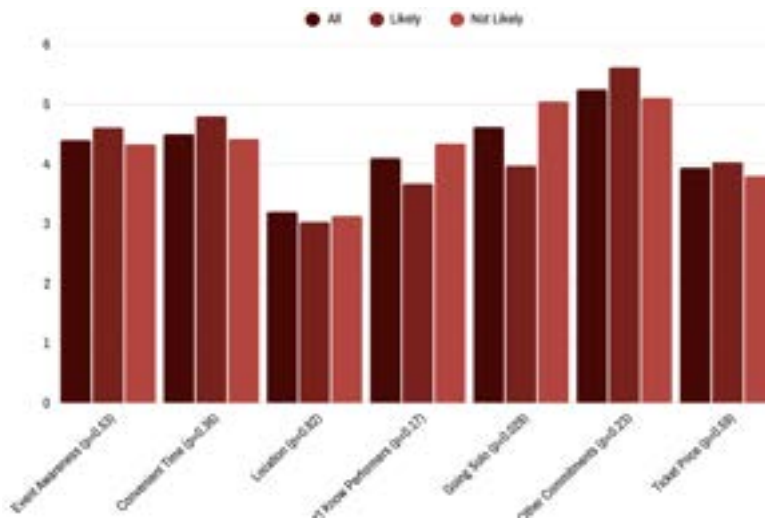
As seen in the univariate analysis, email reminders and integration with student organizations were the least influential factors in increasing attendance likelihood—particularly among those already unlikely to attend. However, these factors still showed statistically significant effects and may positively impact attendance if implemented strategically. Among the unlikely group, attending with friends, discounted admission, and free food all received mean ratings above 5, indicating strong potential to drive engagement. Incorporating these high-impact incentives into SOM marketing efforts could help convert less interested individuals into likely attendees. Overall, results suggest that all tested factors should be considered in some form to effectively boost attendance.

On Question 17, participants were asked, “*What factors prevent you from attending SOM events? Please rate the following* (awareness of the event, convenient event time, the event location, I wouldn’t know anyone performing, I would have to go alone, other commitments, ticket price) *on a scale of 1 to 7 where 1 is "does not prevent me at all" and 7 is "prevents me a*

great deal.” Out of 112 participants, 105 responded to this question. Other commitments had the highest mean of 5.30 (SD=1.84), with 33% of respondents (n=37) selecting a 7. This was followed by going alone (M=4.62, SD=1.84), convenient event time (M=4.50, SD=1.92), awareness of the event (M=4.40, SD=2.08), not knowing any performers (M=4.10, SD=2.23), and ticket price (M=3.94, SD=1.90). The event location was the least likely factor to influence attendance, with a mean of 3.20 (SD=2.06), and 31.3% of respondents (n=35) selecting 1, does not prevent me at all.”

A t-test comparing likely (n=30) and unlikely (n=66) attendee groups found that all factors, except “going alone,” were not statistically significant (awareness of the event: $t[96]=-0.64$, $p=0.53$; convenient event time $t[95]=-0.92$, $p=0.36$; event location: $t[95]=0.23$, $p=0.82$; I wouldn’t know anyone performing: $t[95]=1.39$, $p=0.17$; other commitments: $t[93]=-1.22$, $p=0.23$; ticket price: $t[94]=-0.54$, $p=0.59$). “I would have to go alone” provided a p-value of 0.028 ($t[94]=2.24$) with a likely mean of 3.97 (SD=2.13) and an unlikely mean of 5.05 (SD=2.22). These results suggest that attending alone is a greater deterrent for unlikely attendees than for those already inclined to attend. With targeted marketing efforts and an emphasis on the social aspect of SOM events, it’s possible to convert these unlikely attendees into likely ones.

Figure 12: Factors Preventing SOM Attendance



RECOMMENDATIONS

Following the analysis of the qualitative and quantitative data, the researchers determined 3 major takeaways that OU SOM should consider implementing to increase attendance: group pricing, expanded marketing efforts, and improved messaging strategies.

While ticket pricing was not found to be a statistically significant factor influencing attendance at SOM events, the researchers recommend keeping ticket prices affordable, ideally

between \$5 and \$10, or free when possible, given the college student demographic. Another common barrier to attendance was the reluctance to go alone. To address this, the researchers suggest that OU SOM offer discounted group rates for ticketed events. This approach could encourage hesitant students to attend by increasing the likelihood that their friends will join, ultimately enhancing the experience. Group discounts not only support student engagement but could also boost overall attendance and revenue for SOM events.

OU SOM currently has a presence on Instagram, Facebook, and X (Twitter), and primarily promotes events through mass email. While these efforts should continue, the researchers recommend expanding outreach by incorporating additional platforms and campus-specific tactics, such as physical posters, flyers, and sidewalk chalk, to boost visibility. Instagram, in particular, offers strong potential for engagement, as it was the clear favorite among both qualitative and quantitative respondents. Email can serve as an effective tool for reminding potential attendees about upcoming events, but it should be used strategically to avoid overwhelming recipients' inboxes. Additionally, partnering with registered student organizations (RSOs) can significantly extend OU SOM's reach and create a more dynamic, collaborative atmosphere at events. Collaborations, like Katlett for Kids, can make events feel more fun and community-driven while attracting a wider audience.

OU SOM should prioritize reaching students who are most likely to attend its events by adopting a more welcoming and inclusive tone in its messaging. Many focus group participants described events as feeling "exclusive," which may deter potential attendees. Highlighting perks like free food or refreshments can serve as effective incentives, especially since the data shows a statistically significant link between these offerings and event attendance. To boost turnout, events should be scheduled at times more convenient for college students, such as weekends or weekday evenings. Additionally, a major barrier is simply lack of awareness, as many students don't know what OU SOM offers. Expanding promotional efforts, particularly through eye-catching posters and increased visibility on campus, can significantly improve awareness. Collaborating with student organizations can also tap into new audiences and increase reach. Exploring co-hosted events or partnerships is a valuable strategy worth pursuing.

The key takeaway is clear: OU SOM needs to focus on getting students through the door and engaging with events, as this significantly increases the likelihood of future attendance. Among the 63 respondents who had previously attended an SOM event, 96.82% reported being at least somewhat satisfied, and 61.9% said they were likely to attend again, with 7 being the most selected response (n=24). These numbers suggest that once students attend an event, they're much more likely to return. By implementing these recommendations, OU SOM is well-positioned to grow its event attendance and build lasting student involvement.

LIMITATIONS

This study faced several limitations that may have impacted the breadth and generalizability of the findings. Due to difficulties in securing sufficient survey responses, the researchers relied on a convenience sample, limiting the ability to extend results to the broader population. Some portions of the survey, particularly those targeting non-attendees or less active members, were likely underrepresented. Additionally, a six-minute segment of the focus group discussion was not recorded due to human error, potentially resulting in lost context. Time constraints in the focus group also posed a challenge; while participants provided in-depth answers, this reduced the number of questions that could be covered, leaving several from the original moderator guide unaddressed. Future studies would benefit from a larger, more representative survey sample and the inclusion of multiple focus groups to ensure a more comprehensive exploration of the research questions.

NEXT STEPS

With the Spring 2025 semester coming to a close and students preparing for summer break, now is the ideal time to begin implementing the recommendations outlined above. This transitional period offers a valuable window for strategic planning without the immediate pressure of ongoing events. A strong first step would be conducting a comprehensive social media audit to assess current performance and identify areas for improvement. From there, OU SOM can begin developing the refreshed messaging strategy that aligns with student preferences and engagement trends. Planning content in advance will not only allow for consistency but also create opportunities to experiment with post types, formats, and timing, helping determine what resonates most with the audience. In addition, conducting further research into optimal event times for students could be instrumental in maximizing attendance and participation. By taking these proactive steps over the summer, OU SOM will be well-positioned to launch into the Fall 2025 semester with a more effective outreach approach and a stronger connection to the student body.

APPENDIX

FOCUS GROUP MODERATOR'S GUIDE

Ad Research: OU School of Music

Thursday, March 6 at 6:30pm

Welcome and Warm Up (5-10 minutes)

- Welcome participants as they walk in
- Introduce yourself as the moderators and give a brief explanation of why we are conducting this focus group and how long it will take [Hello, everyone! Our names are Hope, Bella, and Angelica, and we will be moderating our discussion. We're conducting a focus group for our Advertising Research class to discover college students' opinions on the OU School of Music. This should take no more than an hour of your time.]
- Address the rules [Your honest feedback will ultimately help the business do a better job of meeting your needs. All participants have the right to their opinions. All participants have the right to speak without disrespect or interruption. All participants will be given time to speak about all topics; however, I have the right to guide the timing of the conversation so we can get you guys out of here on time. Your responses will be used for research purposes. No responses will be made public.]
- Allow everyone to introduce themselves
 - name, major, hometown, icebreaker: Which celebrity would you most like to go on a road trip with and why?
- Remind everyone that there are no wrong answers to the following questions

Part 1 (general questions)

General questions:

- What events do you attend off campus?
- What kind of events would you like to attend?
- What are the kinds of events you wouldn't like to attend?
- What are the factors that draw you to events? (Ex: money, time constraints, experiences, free stuff?)
- Have you bought anything you have seen on an ad on social media?

OU Campus questions:

- What kinds of events do you typically attend on campus?
- What kind of events would you like to attend on campus?
- What kind of events do you not attend on campus? (ex: sports, fine arts, Campus Activity Council, etc.)
- What factors influence your decision to attend an event on campus? (ex: money, time, people you know attending, etc.)
- Are there any barriers that prevent you from attending on-campus events?

- What OU-sponsored events have you attended in the past year?
- Do you read OU mass emails? Why or why not?
- Do you engage with marketing material from OU mass emails?
- Do you engage with groups tabling on campus? Why or why not? (What would get you to stop at a tabling event?)
- **Do you read the chalking on campus? Why or why not?**
- **Do you read posters on campus?**
- **Have you ever attended an event because of a promotional message like mass mail, tabling, chalking, or posters? If so, which promotional message or messages?**
- **Overall how do you find information about on-campus events? (Social media, tabling, etc.)**
- **What do you think gets students to attend events on campus?**

General Music questions:

- Which instrumental genre would you prefer? (Ex: Jazz, orchestral, choral, opera, etc.)
- Do you listen to any instrumental artists/groups, if so who?
- Is there a specific time when you listen to instrumental music?
- Do you find instrumental music stress-relieving? Could you see it benefiting you in times of stress?

OU School of Music questions:

- Are you aware of the OU SOM?
- Have you attended any OU SOM performances? Why or why not?
- What is your general perception of OU SOM and its performances?
- What would make you more likely to attend an OU SOM event in the future?
- What marketing or promotional efforts have you noticed for OU SOM events?
- If you were to go to an OU SOM event, would you go by yourself or bring others?
- If you were to bring other people, who would you bring and why?
- How much would you pay to go to an OU SOM event?
- Where would you want to see OU SOM advertised? (Social media, print)

OU SOM competitors:

- Have you attended an OU Dance event?
- Have you attended an OU Drama event?
- Have you ever attended any instrumental concerts/recital?

If you were to go to an OU SOM event, would you go by yourself or bring others?

If you were to bring other people, who would you bring and why?

How much would you pay to go to an OU SOM event?

Where would you want to see OU SOM advertised? (Social media, print)

What is the first word that comes to mind when you hear “music?”



Which celebrity do you think would attend this event?



Which celebrity do you think would attend this event?



Which celebrity

Summary and Additional Questions for Clarification

- Circle back to topics if more information or clarification is needed for our research
- Ask different questions that may come to mind during the discussion

- Allow room for additional comments [Would you like to tell me more?]

Wrap Up and Thank You

- Thank them for their time [Thank you so much for your time. I appreciated hearing your insights on these topics]

FOCUS GROUP (FG1) TRANSCRIPT

Moderator 1 (0:00)

Today we're just going to be doing a focus group about the OU school of music. We're trying to discover students' opinions on the OU school of music. This should take about an hour of your time. As a reminder, this will be recorded. If that's something you are uncomfortable with, please let us know, you are free to leave. If there's a question you don't want to answer at any time, you don't have to answer, your participation is voluntary, we're not going to keep you if you need to leave for anything at all, you can do that. So what we really need from you guys is your honest feedback. We're not going to judge you for any opinions you might have. We want to hear the truth, the truth is what's the most helpful thing to us. I have the right to guide the conversation and move us from topic to topic, but if there is something that you are just really interested in sharing, feel free. And your responses will be used for research purposes so this is for a class project, but we are also working with the OU School of Music currently to kind of see what we can do for them. So we're just going to go around and everybody is going to introduce themselves. So my name is Moderator 1, I'm an advertising major, I am from Denison, Texas, and then we have an icebreaker question for everybody. So which celebrity would you most like to go on a roadtrip with and why? My personal one is Jennifer Coolidge. I think she'd be so fun to be on a roadtrip with, I think she'd have some crazy stories to tell. You can go ahead.

Moderator 3 (1:30)

Oh my gosh okay, I'm Moderator 3, I'm an ad major and honestly, I'm not sure who I would take on a roadtrip with uh because I like totally forgot like every celebrity ever. So, yeah the only person I can think of is Drake and I would not want to do that, so yeah.

Moderator 2 (1:54)

My name is Moderator 2, I'm an advertising major, I also am forgetting every celebrity. I mean I feel like the obvious answer is Taylor Swift because that's like the first person who comes to mind, so. I feel like she'd be able to sing songs for the road trip so that'd be good.

Male 1 (2:12)

My name is Male 1, I am a biochem major, and then I guess the person I would go on a roadtrip with would probably be The Weeknd. He just has so much songs.

Female 1 (2:22)

My name is Female 1, I am double majoring in human relations and sociology, and I would say, on top of mind Adam Sandler, I just feel like he would be down to earth and really funny so.

Female 2 (2:35)

My names Female 2, I am a visual communications major, and my celebrity would be Nate ber something

Female 3 (2:45)

Nate Bargatze

Female 2 (2:46)

Thank you

Female 3 (2:50)

Or wait no, okay. My name is Female 3 and I'm majoring in chemical biosciences and psychology, and I am from Edmond, Oklahoma, and I like, I feel like we're going with the music theme here, but I think it would be really fun to have Sabrina Carpenter, just like, serenade me the whole way. So yeah,

Female 4 (3:14)

My name is Female 4. I major in finance and accounting. I'm from Tulsa, and I would probably go on a road trip with Lana Del Rey, because I met her at one of the OU football games and she was really cool.

Male 2 (3:28)

Hi my name is Male 2, I'm an Economics and accounting major, I am from Norman, Oklahoma. It's kind of tough, I guess for me I'd probably say Jake Paul.

Female 5 (3:40)

My name is Female 5, I am an English major. The person that first popped into my mind, I don't really know why, but Jennifer Anniston.

Female 6 (3:47)

My name is Female 6, I'm an environmental sustainability major, I'm from Tulsa, and I'll go Adele.

Female 7 (3:57)

My name is Female 7. I'm a nursing major. I'm from Oklahoma City, and Billie Eilish. I just really like her music, so

Male 3 (4:03)

I'm Male 3, I'm from Bixby, and I'm a finance major, and I have no idea.

Moderator 1 (4:12)

Okay, awesome. Thank you, everyone. Just as a reminder, throughout this whole thing, there's no wrong answers, so don't be afraid to say something you think we might not want to hear. We want to hear everything. Okay, just remember to be polite. So our general questions, the first thing that we're going to start off with, and we'll take turns, kind of moving around the room. So we started on this side last time. So we'll start on this side. What events do you attend?

Male 3 (4:42)

Off campus?

Moderator 1 (4:43)

Off campus, yes. So like performances, like different sports games, like church events, anything like that.

Male 3 (4:52)

Around here, really not much, I usually stay on campus.

Female 7 (4:56)

I like to go to different sporting events. I like to go to basketball games and like softball games.

Female 6 (5:01)

I go to the women's gymnastics games.

Female 5 (5:06)

I've been to some of the basketball games and a few football games.

Male 2 (5:15)

Yeah, kind of like just with that, volleyball, basketball, some football here and there, gymnastics obviously. I go to the choir concerts as well sometimes.

Female 4 (5:25)

I go to the football games and I've been to a few basketball games.

Female 3 (5:31)

I've been to a few basketball games and football games and then gymnastics. And when you say off campus, I do you mean outside of OU?

Moderator 1 (5:40)

I do mean outside of OU.

Female 3 (5:42)

Okay, I also am a ballet dancer, so I go to a lot of, like, Oklahoma City Ballet events and stuff like that. And like just other, like dance things that are happening. And also, like different club organizations on campus, I try and go to like, like sustainability events, as well as like, French club around those events. I don't know if that's what you're.

Moderator 1 (6:05)

That's perfect, yeah but that's okay.

Female 2 (6:10)

I go to church, and I go to sporting events, like barely I don't know.

Female 1 (6:15)

I go to a lot of sporting events, and then, that's all I can think of right now.

Male 1 (6:22)

I just went to a few concerts and raves. That's about it.

Moderator 1 (6:25)

Awesome. Thank you, everybody. So if we're just dreaming big, what kind of events would you like to attend? So are you looking for like, music performances? Are you looking for like big sporting events, events with lots of people like the big event, like volunteerism. What kind of events are you looking to attend? We can start somewhere over here.

Unknown Female (6:49)

I think it'd be cool if they had concerts. I know they brought in a few in the past. So I think that would be really cool and draw a big crowd.

Unknown Female (7:00)

I've heard of like Glowchella, which, like, I don't know if that's like, CAC, like festival stuff, but I think that'd be really cool too. I like, I have a lot of friends in the arts, so I like to go support them. Like, whether that's a school dance or OU School of Music and Opera in musical theater, I know OU is, like, really big on all that. So I like to go attend those.

Unknown Female (7:24)

I know that OU does musicals and plays and stuff. I haven't been able to go to many, but just more of those would be fun.

Unknown Female (7:31)

I think comedy events would be cool, I don't think we've had that on campus.

Moderator 1 (7:40)

Okay, awesome. What are the kinds of events that you guys wouldn't be attending and why? So we can start with you over here.

Male 1 (7:50)

Um, I'm not sure to be honest.

Moderator 1 (7:53)

Like, are there any events that you just wouldn't go to at all? And you can be honest. So like, say you don't like sports. You're not going to go to a basketball game. Say you're not a big fan of live music. You're not going to go to like a live music event. Would you go to a choir concert? Or would you not? And why would you not attend these events?

Unknown Male (8:11)

I really don't like musicals.

Moderator 1 (8:15)

Okay.

Unknown Male (8:16)

I like plays but I don't like musicals.

Unknown Female (8:20)

I feel like, if I'm not, like, particularly interested in the subject, and I have, like, a lot of other things to do, I probably won't go to something, especially if it costs money, like, I might just like, prioritize something else over that. But if it is something that, like, piques my interest, and I would genuinely be interested in by probably go to that.

Moderator 1 (8:41)

Okay.

Male 2 (8:43)

This a little different than, like, sports or music or anything like that, but generally, just because, I try to stay away from like conflict and stuff, I probably stay away from anything like political in anyway, so I definitely put the vibe in, like, all that kind of stuff.

Moderator 1 (8:56)

Okay, thank you. All right, what are factors that might draw you all to events? So like, free stuff, no, sorry, it doesn't cost anything. Like, time constraints, experiences that you might have. Like, what is drawing you into these events at the end of the day? So, like, the experience of going to the event? Is it like that it's free? Is it that it's both? And then we can start on this side.

Unknown Male (9:22)

So I've been a I went to a couple concerts for, like, recitals that they did at the school music because it was free admission and easy to park, convenient. So it's free admission and convenience

Moderator 1 (9:34)

Okay.

Female 7 (9:35)

I think being free is probably a big factor, but also, like, the timing of the year. So if it's like, in finals or midterms or anything like that, I'm probably less likely to go.

Moderator 1 (9:43)

What time of the year do you think is busiest? I know you said finals and midterms.

Female 7 (9:47)

Yeah, probably like right before spring break, so like right around this time and then in May, so.

Female 6 (9:54)

I would say free admission would really draw me in. I would also say I call them free food.

Female 5 (10:04)

I would also say, like, it depends on the location of where the event is. So if it's somewhere that I see or go to often, like the union or something, I'm more likely to go to that than somewhere I haven't been on campus.

Male 2 (10:16)

Yeah, for me, obviously, just repeating them, the free part is big. I'd also like, just know the events are happening. Feel like all these guys just go under the radar. Something else for me is like time, like, really time of day. If it's open to my schedule, it's like, not something I'm coming to campus only to do that I think.

Female 1 (10:32)

I think I would agree that it being free and having food maybe, and also, if it just works in my schedule, if I'm aware of it, because a lot of times I'll see things after they happen, and I didn't know.

Moderator 1 (10:42)

What do you think, days of the week wise, is the busiest time for like yourself or like other students that you might know.

Unknown Female (10:51)

I have a lot of my classes on Tuesdays and Thursdays. So those are most busy for me. I know that's very specific to myself, but something were on wednesday night, it's when I'm most free.

Moderator 1 (11:04)

Okay, awesome.

Female 3 (11:05)

Like, I've seen all the things that people previously mentioned, but also, I've had a few classes where, like, the teacher will say you can get extra credit if you go to, like, this school of music performance. Or I've had a class where, instead of it was, like a point ballet class. And instead of going to that class, she took us to go, like, watch the performance. It was like, OU symphony. I think that's another school music. But if we had to, like, write an assignment about what we heard, so like, that was kind of a good incentive, because then you'd get a zero on the assignment. So I'd say stuff like that. Also thinking, like, if people are particularly interested in, like, some specific, like, musical or play that's happening, like, I know wicked is really big. Like, if, if the OU school did wicked or something, I'm sure that would get a lot of attention. Or, like, Hamilton, like stuff that, like, is, like, really, like, pop culture oriented, I think could be a good incentive for people,

Female 2 (12:06)

Yeah, I would say definitely free. And maybe it doesn't start like at a specific time, like only short periods. I feel like there's a lot of events, even, like clubs. I've never been able to go to club fairs, because it's always for like, two hours long class. Or another thing is, I literally could not tell you

all one thing that's going on at OU right now, like, I love musicals. I love for like, plays, and I don't know when they are at all. I'm literally dying like marketing. I guess.

Female 1 (12:45)

I definitely going off of that. I definitely agree with what everybody said. I think the biggest, the two biggest things are free, because a lot of people like even, because I'm not a big play person, but if it were free, I would go just to see like an OU play, and see what's like. And then the other thing is the freebies, I feel like a lot of people love freebies, whether it's food or something else.

Male 1 (13:07)

Agreeing with everyone else, my two reasons would be like awareness, like knowing when the events are gonna happen, and I guess the time of day when it does happen.

Moderator 1 (13:18)

Okay, awesome. Thank you guys all for those answers. Those were great. What factors in? Oh, well, we could already ask that. So are there any barriers that normally prevent you from attending an on campus event? So say something like it doesn't fit with your class schedule, like it's in the middle of the day, or there's a cost barrier, or there's not parking around that area. What do you think are the barriers that prevent you from attending on campus events?

Male 1 (13:45)

For me, sometimes it just has to do with, like, the time and location, because I commute like 20 minutes away from here.

Female 1 (13:54)

I agree with that and then also the parking situation, having to pay for parking, or you have to have, like, a commuter pass, and, like, I don't have one because I live close to campus, so I walk, so things like that can kind of be hard.

Female 2 (14:08)

Yeah, I mean, I wouldn't want to pay for an event, but I'd rather pay for an event than parking.

Moderator 1 (14:23)

Real quick. Do you guys think that events are better held like earlier, like in the morning, in the afternoon, like, kind of early nights, like that four to five range or like six and later.

Unknown Female (14:40)

I would kind of say it depends like what it is, because if it were a concert, I wouldn't want it early in the morning even though my mornings are free most of the time. I don't know, I feel like its just the vibes of the event depend on what time.

Unknown Female (15:00)

I feel like pretty later in the evening. Everybody is done with school and their to do lists I guess you could say.

Moderator 1 (15:09)

We'll pick up with the barriers question with you.

Female 3 (15:13)

I was thinking about myself, and I feel like with the performances and like specific things like ou School of Music, or like that whole department, it's not like a game where you could just, like, show up and then like, leave as you want, like, which I guess you shouldn't do that with the game, either. But it's easier to do that with the game, because people are constantly, like, looking in a performance. I feel like you have to, like, stay there for the whole thing, and it's kind of weird if you leave. So I think that's like a barrier for me, especially if I know it's gonna be, like, three hours, and I don't wanna necessarily take that long or, like, I have something to do. So I think that's my biggest barrier sometimes.

Unknown Female (15:51)

I would say my biggest barrier is if I'm not in class, I'm probably busy with doing homework, or maybe I'm too tired to go somewhere and I'd rather take a nap or something, and all of the events are just a very big time commitment, so I'm less likely to go when I'm busy or don't feel like it.

Unknown Male (16:10)

For me, kind of barriers, like I'm, like, I said, I'm not super aware of this and stuff, but when I am, it's really hard for me to get my friends interested, to go and stuff like that. And honestly, like things like that, I'm just not gonna go to alone ever again, so really getting other people excited about it as well, it's hard for me.

Unknown Female (16:25)

No I agree with that for sure, but also I think I'd be willing to go to events if they're closer to the weekend and, like, later times in the day than I would on like a Monday at like 10 or 11 in the morning.

Female 6 (16:39)

It has like everything to do with my class schedule. Unless I'm really excited about the event, I'm probably not gonna drive back up to campus for it. So and then, like, if it's in the middle of the day, that's fine. I would probably go if I was available, but I might not be available kind of thing. And then if it's what I am really interested in, I feel like it needs to be like, after six, because otherwise I'm really busy and yeah.

Female 7 (17:06)

Probably just communication to me most of the time. They just send them a mass email, and I normally just delete all those because they're kind of really annoying. And so they need something more like, this is happening, you know, instead of just like, okay, here so.

Male 3 (17:21)

Yeah, so for me it's just knowing what events are happening, and then as long as they fit around my class schedule I can make it happen.

Moderator 2 (17:29)

Would you guys attend an event on a weekend? Is that something you'd come to campus for if they had something? We have mixed, mixed reviews here we should go and say with a quick yes or no weekend?

Male 1 (17:43)

Yes

Unknown Female (17:43)

Yes

Unknown Female (17:44)

I'd say it depends

Unknown Female (17:45)

I'd say it depends too.

Unknown Female (17:46)

Probably it depends.

Unknown Male (17:48)

I'd say yes.

Female 6 (17:51)

Depends.

Male 3 (17:51)

Depends.

Moderator 1 (17:53)

What type of event like is that it's depend like depended on So, so like, Would it be a sporting event that would get you here on a weekend? Would it be a fine arts performance? Would it be something free or, like, something you're doing with a club or group? Kind of, what type of event would get you here on a weekend,

Unknown Male (18:15)

Football games get me here on weekends.

Female 7 (18:18)

I was mostly gonna go with sporting events.

Female 6 (18:22)

It really could be any of them, sporting events getting here more, if I, like, knew the musical that they were doing, or, like, was really interested, I would go. I'm really into, like, percussion, so if there's a really cool percussion concert, I would maybe go. But like, if I like, choir or something or something I'm not really interested in, then I wouldn't go.

Moderator 1 (18:44)

Alright, thank you.

Moderator 2 (18:45)

I have one more question. I know you said that you would attend an event, even if you're not like, a big play person, you tend to play if it were free. I wanted to see if that was something that you guys agree on, if you were, like, open to experiencing new things, like, maybe you're not a big musical person, but it was pretty good at fitting your schedule. Would you attend it just to see how it was? Or is that something you'd avoid?

Unknown female (19:10)

I wouldn't.

Moderator 2 (19:11)

Okay.

Unknown female (19:12)

I would if like my friends were going.

Moderator 2 (19:16)

Okay, so it would be more like a group experience.

Female 4 (19:17)

I would also if my friends were going and if it was interesting to be like the subject of the play.

Male 2 (19:23)

I think it really depends, like, what you said earlier, with, like, the commitment of time, stuff like that. Like if there's something really important, like, I have to be there for three hours, maybe 30 minutes or an hour,

Female 5 (19:36)

I would say I would probably go, especially for a play, maybe not like a musical.

Female 6 (19:42)

I would go my friends went. I'm pretty open to going to see plays and musicals, but I know my friends aren't so that's a reason I don't.

Female 7 (19:51)

I wouldn't, I just don't like musicals.

Male 3 (19:54)

I would agree with the time commitment thing you said, If I'm trying something new, if I was short, I would definitely be more open to go and see that.

Moderator 2 (20:00)

That's all I have.

Moderator 1 (20:02)

All right, awesome. So we'll start over here again. But what OU sponsored events have you attended in the past year? So that can be anything from sporting events, the big event, the volunteer thing, like club events that you might have, anything in that realm, as long as it's an OU event that you attended.

Male 1 (20:24)

The past year, I really just went to the football games, but when I was a freshman I went to, I used to perform for jazz.

Female 1 (20:34)

I've been to mostly just sporting events. I've been to football games, I've been to tennis games, gymnastics, baseball.

Female 2 (20:46)

Yeah, I've been to gymnastics, basketball, and football, and then like school clubs for my program.

Female 3 (20:56)

I was, like, kind of in an OU opera, like I was understudying for someone, and then I went to that, like OU Symphony. I think it happened in like March for a class. And then I went to quite a few, like OU dance performances that have happened. And then I, like, have been to a few OU Men's gymnastics, and a few football games and a few basketball games, and then also just like clubs that I run. So.

Moderator 1 (21:26)

You guys mentioned clubs. What kind of events or like clubs are you in?

Female 2 (21:30)

So like I said I'm a vis comm major, which is graphic design, and so we have a graphic design association club. So they bring in speakers and food and I don't know. I feel like part of, like listening to a speaker, but there's people in my program, you get to like, and it's a small program too, so you actually get to meet the speaker, and it's not in a huge auditorium.

Female 1 (22:02)

And we were also a part of the homecoming committee, so that and I've been in OU cousins and crossover.

Female 3 (22:12)

I currently lead French club here at OU and I used to be the co-chair of green week. And then I'm like the digital media creator for the environmental science student association. And then I just try and go like my friends, like organizations, if they ever have an event and when I'm free I try to go to those.

Female 4 (22:40)

I go to the football games, and then I'm on the big event team so I do a lot of volunteering, like on different weekends, besides the big event. And then I'm minor in Chinese. So I go to a lot of Chinese club events, like Chinese New Year stuff.

Male 2 (22:56)

I went to one or two football games this year, and been to some basketball games as well. Went to a big event last year. And I'm also just involved in a couple different organizations, some like nature specifics, like business side stuff, and then, like student government stuff like that.

Female 5 (23:13)

I have been to a few sporting events. I did big event in the past. I went to some of Green Week events also. And then part of the Undergraduate Student Congress and go to all of those meetings.

Female 6 (23:29)

I've gone to basketball games, gymnastics games. I'm a part of Green Week, so green weekend and Green Week last year. I've been to, I don't know if it's in the last year, kind of, but the percussion showcase down at the school of music, and then I'm in the geography and environmental sustainability club.

Female 7 (23:54)

I don't go to anything but sports.

Male 3 (23:57)

Did a couple football games, basketball and then, like, Internship Fair, job fair, with a couple of faculty showcases at Catlett. Think that's about it.

Moderator 1 (24:11)

Okay, so typically, what would you guys say is drawing you into the events that you're attending? I know a lot of you guys have sporting like your club, what's kind of getting you there?

Female 4 (24:26)

I would say when friends are going, or if it's like the big event, I'm involved in it, so I'm kind of expected, and I want to go to these things, but then for the football games, just because all my roommates want to go, and it's kind of the plan for the day.

Unknown female (24:45)

I would say, obviously, if other people are going, and it's something that I am interested in. As well as, you can go in and out, if it's something I actually go to and I have to stay then I'm kind of less likely to want to go. Whereas things like the club fair, or like certain I don't know, whatever they have out there, then you can walk around and go in and out just to see if there's anything specifically for you, and there's a lot of options I guess.

Male 2 (25:24)

For me, something that I look at is the sporting events and stuff is like, how good are we, you know. I'm a lot more likely to go to something that we're going to win than something we're maybe not going to. And also, that kind of applies like our different programs and fine arts and stuff as well you know, we have some of these talented like, some of the best in America, I'm a lot more likely to go with those, and some of those are kind of more littling.

Moderator 1 (25:45)

Okay. Thank you all. So we're gonna go ahead and start with this side. Do you read OU mass emails? Why or why not?

Male 3 (25:55)

I'll read the what to do email at the end of the week, mostly for just to know what's going on and see if there's anything I might want to go to.

Moderator 1 (26:05)

Okay.

Female 7 (26:06)

Not really, unless it's like something like that has to do with my major.

Female 6 (26:11)

I'll read the first few sentences of it, and then I'll judge whether or not I want to continue.

Moderator 1 (26:15)

Okay.

Female 5 (26:17)

Yeah, I usually go through them all like once a week, and like read the first sentence and then delete it if I'm not interested.

Male 2 (26:23)

I'll read the subject line of every single one, obviously. And I also read the OU daily, so I get a lot of stuff from there as well.

Female 4 (26:30)

I also just read the subject line and I'll delete it if I'm not interested.

Female 3 (26:34)

I also just read the subject line and, like, if I know something specific is happening that week, and maybe I'll look for that specific thing, but otherwise, my inbox is flooded, so.

Female 2 (26:48)

I do the what to do and just immediately delete it.

Female 1 (26:54)

I'll sometimes read it, or sometimes I won't. Just, depending on if I'm getting blasted with emails, I'll just delete it and not read it.

Male 1 (27:01)

I'll sometimes look at the subject link, but most of the time, I just don't read them.

Moderator 1 (27:05)

Okay.

Moderator 2 (27:05)

I know we all get the same emails, so what's something that like, if you saw it, you'd be like, Absolutely not, deleting. Like, does anyone have an example, like you said the what to do.

Unknown female (27:15)

I always see the join the VP thing club, and I immediately believe that, but not my thing.

Male 2 (27:22)

Like I said earlier, like, I like to avoid the conflict and stuff like that, so many things that by Gary Barksdale I typically delete.

Moderator 2 (27:33)

Anyone else?

Female 2 (27:35)

I think it's, I wish there was some type of way where we could, like, take some kind of quiz or something to see what emails we have to get. Because I don't want to see the engineering emails. I don't want to see the math emails or whatever. Like, that's stuff I'm not interested in. I love art. Like, that's my major kind of but, like, I don't even get them for the musicals and again, on what to do, like I get to a point where you start deleting, since there's nothing, it's just words.

Male 3 (28:11)

Also surveys for me.

Moderator 1 (28:16)

And then another question, and we'll start over here, is, do you ever engage with marketing material from OU mass emails? So, like, an example of marketing emails would be like the OU what to do, or like click on this link to go to this survey, or click on this link to buy tickets. Do you ever engage?

Male 1 (28:35)

I'm gonna be honest, no.

Moderator 1 (28:36)

Okay.

Female 1 (28:37)

I don't either.

Female 2 (28:39)

I literally just like sign up for my first what to do with this past week, so.

Female 3 (28:45)

I don't usually.

Female 4 (28:48)

I don't.

Male 2 (28:49)

No.

Female 5 (28:52)

I do, I do the surveys, and I also have used the links to kind of go with the fitness passes and stuff at the fitness center.

Female 6 (29:02)

I don't look at the what to do mass emails but I do fill out, like if I get a survey, if it says it will take me 5 minutes, I'll do it, why not? And I've also filled out stuff for like research and stuff like that for marketing.

Male 3 (29:20)

I fill out some of the IDC like surveys.

Moderator 1 (29:25)

Okay, thank you. So our next question is, do you engage with groups tabling on campus? Why or why not? So say you see an organization or group tabling on campus. Why would you engage with them? Or why would you not? You can start over here.

Male 3 (29:41)

No, usually I'm just walking to class, when I come across somebody I just keep walking.

Female 7 (29:46)

Yeah, same. Normally I don't have time to just stop and talk.

Female 6 (29:50)

If I know the club, I'll stop, like if I know someone behind it especially, I'll stop and talk, but if they're handing something, I'll just take it and keep going.

Female 5 (29:59)

I'll interact occasionally, it definitely depends on who's running the table and what they're trying to get across. Usually religious stuff I don't interact with much, but I'll usually stop and listen.

Male 2 (30:15)

Yeah, I usually either have my headphones in or like I'm on the phone with someone while I'm walking like to and from classes so I don't really have like the opportunity to.

Female 4 (30:24)

I just keep walking.

Female 3 (30:26)

Yeah, I usually just find the person who's running it, or if I know the org specifically, but yeah.

Female 2 (30:35)

I try to keep walking but when they're adamant and yelled at I go back.

Female 1 (30:40)

I just keep walking.

Male 1 (30:42)

For me no, because I usually don't walk down the main street anymore, I just go to my one class and go home.

Moderator 1 (30:50)

What would get you to stop at a tabling event? Like is it the way the person interacts with you, is it free stuff, is it like you're interested in the event, what kind of would get you to stop at a tabling event, if anything?

Female 3 (31:05)

The freebies usually attract me a little bit, depending on what it is. Like if it's free coffee and it's 9am I'd love to have some, but also like once I'm over there doing a pop quiz for CAC or something and it was about Rhianna's like beauty line, so I was like you know what, like sure. I don't even remember what I got now so I guess it wasn't like that good of a freebie, but I stopped for that, so.

Unknown female (31:38)

I was gonna say like for how energetic somebody is at the table, like if they're like really trying to stop people and get them to interact with them, I'm probably more likely to stop than if they're just sitting there.

Male 1 (31:49)

For me it just depends if there's freebies or if I know the organization or people in it.

Female 6 (31:56)

Whenever they had those food trucks on the Soval, everytime. It's what do I need to do to get the food, because I love the food trucks. Also, I'd be more willing to go into a mass tabling event where there are multiple tables and I didn't feel like I was being stared down by like one person. I'd more likely go and look around a little bit and maybe stop and talk with freebies or someone who's like interacting with you like.

Unknown female (32:27)

Yeah I agree with that, if there's a bunch of people, then I feel a little bit safer to look around without being grabbed by somebody, but if it's just one table, you kind of just want to go ahead and just pass them.

Male 2 (32:43)

For me, like I think time of day and like the season is like, you know from a lot of different weather. If it's like first thing in the morning or last thing when I'm walking home or something, I'm not really going to stop, but if it's like middle of the day and like a nice day outside, I'm a lot more likely to make a stop for a second.

Female 3 (33:00)

I also like it when they have those wheel things and you can like spin to win something, I feel like that attracts me.

Moderator 1 (33:05)

Okay.

Moderator 2 (33:06)

Moderator 1, do we want to move to our general music questions just for time and then we can circle back?

Moderator 1 (33:10)

Yeah we can. So which instrumental genre would you prefer, and we'll start over here. And for examples we have jazz, orchestral, choral, opera, etc.

Male 1 (33:22)

I'm just kind of biased but jazz.

Female 1 (33:26)

Either orchestra or jazz.

Moderator 1 (33:30)

Just real quick, why? Why are you choosing this genre over maybe something else?

Female 1 (33:36)

I feel like it's soothing and nice to listen to.

Moderator 1 (33:40)

Okay.

Female 2 (33:42)

I really don't know because I like music but I don't necessarily like going to music concerts that are like orchestra, that are nothing, I really can't stay in there for too long.

Female 3 (33:59)

I think I probably like jazz and orchestral stuff too and I don't know why, it's just, like sometimes I don't, maybe when I hear voices like opera music, like not all the time, whereas I feel like jazz is something that is like I could hear that at any moment, I don't know.

Moderator 2 (34:21)

I know you said you went a wind symphony, is that right or something like that?

Female 3 (34:28)

It was like a wind symphony event.

Moderator 2 (34:29)

What did you think about that?

Female 3 (34:31)

I really liked it, well I only like classical music because like I've grown up listening to it as a ballet dancer...

AUDIO CUT OUT FOR 6 MINUTES

Female 4 (0:05)

I like jazz and orchestra, but I'm not really, I don't really have a favorite. Out of options, I would probably go to something because maybe my friend's performing. That's what would really motivate me to go to a performance.

Male 2 (0:20)

I'd really only be able to anything at least once, I think jazz would be sweet just because contents.

Female 5 (0:28)

I think I'd be more likely to go to an orchestra one just because I like the violins

Female 6 (0:36)

I'd be more likely to go something percussion related. I was a percussionist in high school, that's why, just very drawn to it. Like seal bands, stuff, I know that they have one, but they don't advertise very well. Fan World Music drumming, like percussion showcase. That would be what I would go for.

Female 7 (0:53)

I would do more jazz or orchestra because I used to play the trumpet and I like that kind of stuff.

Male 3 (0:59)

I would do orchestra, I like it, it's fun.

Moderator 1 (1:03)

Okay, does anyone here listen to any instrumental artists or groups? If so, who are you listening to or like do you listen to, like a playlist from like Spotify or Apple Music that might all be like instrumental?

Female 3 (1:21)

I teach ballet, so I have to find like classical music all the time. I don't really know who it's by though I, actually, I do, but it's like very niche ballet music for kids. So it's like Craig Woodgrove, but that's very specific.

Unknown female (1:40)

I'll look up Spotify instrumental study playlists.

Unknown male (1:48)

Not really

Female 6 (1:49)

Yes, but I couldn't tell you the artist at all.

Moderator 1 (2:01)

Alright, we'll start on this side, But, oh sorry I lost my space. Okay, so is there a specific time when you might listen to instrumental music?

Male 1 (2:10)

So for me, it's probably like closer to night time, or just when I'm studying.

Female 1 (2:14)

Yeah, I'm probably the same, probably at night when I'm trying to calm myself.

Female 2 (2:21)

Yeah I would say when I have an itch to study or before going to bed.

Female 3 (2:30)

Sometimes when I teach or when I;m taking ballet class, and sometimes I'll listen to it when I study.

Female 4 (2:35)

I only listen when I'm studying.

Female 5 (2:40)

If I were to, it would probably be more in the afternoons.

Female 6 (2:46)

More in the afternoon, maybe when I study.

Female 7 (2:52)

Probably like around the time I go to sleep.

Male 3 (2:55)

Definitely while I'm studying.

Moderator 1 (2:56)

Okay. And we'll go ahead and start on this side. Do you find instrumental music stress relieving? And could you see it benefiting you in times of stress?

Male 3 (3:05)

Definitely, it will calm me down.

Moderator 2 (3:08)

Does it help you focus when you're studying?

Female 7 (3:13)

I think it could yeah.

Male 2 (3:17)

I think for me it would be more of like a focus thing.

Female 4 (3:22)

I like to listen to it when I'm doing kind of simple studying or homework. But if the homeworks, like, too difficult, sometimes the music can be distracting and I just turn it off.

Female 3 (3:36)

I feel like I'm like, kind of I've got implication that classical music, there's been studies done that it like, helps you study. So I feel like that's like, really the only reason I listen to it or like that it helps you like you should expose young kids to classical music. So I feel like I don't know if I've ever seen it as like, necessarily, stress relieving, but yeah.

Female 2 (3:57)

Yeah I feel like it can be a little stress relieving maybe because like, I also feel like me personally, I think I get more distracted because I'm like, I need music. I can't really sit still for that long. I need to like some kind of story.

Female 1 (4:19)

I feel like it can be stress relieving, I feel like during the day if I'm a lot in my mind and stuff like, if I were to listen to music, it would calm me down.

Male 1 (4:29)

I feel like it's the same thing as everyone else has been saying, but it also helps me focus more than, I guess, stress relief.

Moderator 1 (4:39)

Okay, we're gonna start with our next question. Just, are you aware of the OU School of Music?

Everyone (4:40 - 4:55)

Yes.

Male 3 (4:55)

Yeah, I had to take a class, understanding of music, so I was in Catlett.

Moderator 1 (5:00)

Okay, so have you ever attended any OU School of Music performances? Why or why not?

Male 3 (5:07)

Yeah, I did a two or three faculty showcases, and it was for that class.

Female 7 (5:14)

I went to one that one of my friends was performing in.

Female 6 (5:20)

Yes, I've taken a class, and I had to go to one.

Female 5 (5:25)

No, I haven't really seen any of them here.

Male 2 (5:30)

Yeah, I had the understanding music as well, so I had to go for that. But also, like I said, I have friends who are in choir stuff like that so I've been to their events.

Female 4 (5:39)

I've been a few times. One of my friends is in the Concert Band, so I've been to a few performances. And then my cousins the Director of Music, and I've gone there.

Female 3 (5:52)

Yeah, I had that thing for my pointe class, and also I've think I've been to like OU office stuff which is different.

Female 2 (6:02)

Yeah, I've literally only been in Catlett because my arts classes require me to go get a book from the library.

Female 1 (6:14)

I've been to one and it was for classes.

Male 1 (6:19)

I took a class there.

Moderator 1 (6:23)

Okay, so we'll start on this side again. But what is your general perception of OU School of Music and its performances?

Male 1 (6:31)

Comparing it from high school, I thought they were like, really put together bad things more advanced, like when I was performing, they had a sound system going on and sound checks, which I thought was pretty interesting.

Female 1 (6:45)

I agree. I think it's very you can tell it's very professional and fun to watch, but I think I don't have a great grasp on it, because it's not advertised as much and I don't know when they're gonna come out and stuff.

Female 2 (7:02)

Yeah, I don't really know anything about it and I don't remember hearing anything about it.

Female 3 (7:10)

Wait can you repeat the question, I realized I kind of zoned out.

Moderator 1 (7:13)

Oh, yeah, you're totally fine. Um, what is your general perception of the OU School of Music and its performances?

Female 3 (7:21)

I think, like, I feel like all the OU arts are really incredibly talented, and I think it's a little unfortunate that, like, that side of campus tends to be, like, pretty like, everyone there knows about what's going on, but like, outside of that, like the rest of campus doesn't really know. So like, if I wasn't involved in OU school of dance, I probably wouldn't really know a lot of what's going on. So I think they're, like, amazingly talented, and I think more people should know about them, and yeah.

Female 4 (7:53)

I think all the performances are very professional, put together and like quality. And I also know quite a few people in the school music, and I feel like everyone's very involved in it, and it's like a strong community.

Male 2 (8:05)

Yeah, I agree with everyone else, like, put together strong stuff like that. But honestly, my perception of, like, getting performance and stuff like that, kind of long, to be honest.

Female 5 (8:15)

I haven't been to any events, so I don't have much perception of them, but I've walked in Catlett while they were building.

Female 6 (8:23)

I would say it's like they need to advertise things more. But I truly I enjoyed my time at watching performances.

Female 7 (8:33)

I don't really know much, except for the one performance I want to do. I would agree with him, it was like really long.

Male 3 (8:41)

I enjoyed them myself, they were really more put together and fun.

Moderator 1 (8:46)

Okay. And then what would make you more likely to attend an OU School of Music event in the future? Like, what would draw you into that event?

Male 3 (8:55)

Marketing, for sure, just knowing that it's happening, if it's something I'm interested in

Moderator 2 (8:59)

Would you go again if you didn't have to do it for an assignment?

Male 3 (9:02)

Yeah, definitely. As long as it was one of those shorter faculty showcases are, like, 30 minutes. Perfect.

Female 7 (9:10)

Maybe if I had some friends to go with, I would go, like, if I knew how long it was going to be,

Female 6 (9:16)

I would go if I could get my friends to go, I probably would have already gone on if I could've gotten my friends to go, I just wouldn't want to go alone, because I feel like it's usually, like, pretty scarce the amount of people that are there so it's like, you definitely stand out.

Female 5 (9:30)

Yeah, there's not like a good time of day, probably preferably afternoon, nighttime and like, I could get like, one or two people to go with me.

Male 2 (9:41)

Yeah, it's definitely marketing just knowing about it, but they do not know about like a week in advance and I have to remind myself the day before and be like hey this is happening tomorrow.

Female 4 (9:50)

I would agree with marketing and 30 minutes is a good amount of time, I think. And then, yeah, my friends should go.

Female 3 (9:59)

Yeah, basically everything everybody else has said, if, like, I think a big part is my schedule. Like, if it works out or not.

Female 2 (10:09)

Yeah, I'd say marketing and knowing about it. I also would time, although I like hate to say that because they can't just change their concert and shorten it, but I know for me, again like I said, like musicals, plays I like the whole story, whereas music, that's something I want to listen to at home actively doing something, I won't be able to listen for that long.

Female 1 (10:39)

I agree with the marketing and if my friends were to go that would mean I would go.

Male 1 (10:46)

Yeah, I just agree with everyone else, just marketing and being with others.

Moderator 1 (10:48)

So what marketing or promotional efforts have you noticed for OU school of music events?

Male 1 (10:54)

Sometimes you'll see a flyer just out of the blue, or sometimes they'll have posts on social media, like on Instagram if you follow them.

Moderator 2 (11:05)

And if you haven't seen any, that's fine, you can say that too.

Female 1 (11:07)

Yeah, I was going to say I don't know if I have seen any, maybe an email once in a blue moon.

Female 2 (11:14)

Yeah, I haven't really seen any emails, my teachers given us some of their schedules and said that we need to design for the class and like.

Female 3 (11:26)

I feel like I've seen some of their posters on maybe like Instagram if someone I know shared it.

Female 4 (11:32)

I think I might have seen maybe a couple emails, but other than that no.

Male 2 (11:36)

Yeah, I can't recall seeing anything.

Female 5 (11:39)

I think I've seen like one or two OU events.

Female 6 (11:42)

I would only see it if someone I followed would, like, post it so, like, I have few people over that type that I occasionally see something even then I only see, like, maybe, one or two.

Female 7 (11:50)

Maybe like an email or two.

Male 3 (11:54)

I don't think I've ever seen anything from them.

Moderator 1 (12:02)

Okay, how much would you be willing to pay to go see an OU school music event?

Male 1 (12:09)

Probably like \$10

Female 1 (12:12)

Yeah, probably like no more than 10, I feel like maybe I'd go if there was a student discount.

Female 2 (12:21)

I would say 5 to 10, that's probably it.

Female 3 (12:25)

Yeah I would say no more than like 15 bucks per thing

Female 4 (12:33)

I would say 5 to 10.

Male 2 (12:37)

Same as everyone else honestly.

Female 5 (12:39)

Yeah \$5-10

Female 6 (12:43)

I would pay like 5 to 10 for a concert thing, But if there was, like, a musical or play, I would, I don't know how much those usually cost, just a student discount, I wouldn't even know.

Female 7 (12:51)

Max like \$5.

Male 3 (12:55)

I'd do 10.

Moderator 1 (12:56)

Okay, and then where would you want to see OU School of Music advertised. So like, social media, flyers, chalking, tabling?

Male 3 (13:07)

Social media, for sure, and then maybe email, but like everyone else said, we don't really check those.

Moderator 2 (13:14)

What social media would you do?

Male 3 (13:16)

Instagram

Female 7 (13:17)

Yeah, social media. And then maybe, like, some of the posters that they put in the ground for, like, the gymnastics meet, I think it would be cool to see that.

Female 6 (13:25)

I think I would say the posters on the Soval or Instagram. I mean, if you put, like, the steel drums out on the Soval also, and just like, had them do like a concert out there, that's advertisement in a sense, right? Or, like, just get them out more. I feel like seeing it more would be good.

Female 5 (13:45)

Yeah, I would say chalking on a Soval for sure, and then flyers in more common areas that I'm in.

Male 2 (13:58)

So I've seen this for basketball and volleyball. I'm sure other sports do it as well. It's not like stakes in the ground, but it's like, this big thing we just put out in front of Cate 1 and it's just like, literally says game today, like, 6pm or something like that. I think that'd be cool. Also, I know a lot of my professors, at least, are willing to, like, put announcements on Canvas, like, plug things around school, like, around schools, like, they also have, like, teachers and stuff and like, you

know, maybe get back like, that extra credit stuff. But just knowing that my classes would be cool.

Female 4 (14:19)

I would say, if I saw it on Instagram or on flyers.

Female 3 (14:28)

I think Instagram and the stakes in the ground or whatever, and like the teachers maybe saying stuff, because the students are more likely to, like, listen to their teacher. And also, like Female 6 said about the like, like little excerpt on the Soval, that could be really cool.

Female 2 (14:40)

Yeah, flyers, chalk, I thought that was a really good idea and also just a generalized thing, is everybody forgets that there's a North oval, it seems. So nobody puts anything over there. So I don't see it, that's where I am now, my one class is back there so.

Female 1 (15:02)

I was gonna say definitely social media, like Instagram, and then I really liked idea of, like, getting people's taste in music and advertising that way.

Male 1 (15:11)

Yeah, I just agree with Instagram really.

Moderator 2 (15:15)

You could just nod or shake your head, if your professor was offering extra credit to go to see a performance, would you go?

Whole room nods yes

Moderator 1 (15:26)

Okay, and have and you can just say yes or no, but have you attended an OU dance event?

everyone except Female 3 said no. Female 3 has attended an OU Dance event

Moderator 1 (15:20)

One yes, alright. Have you attended an OU drama event so this would be your plays or musical theater events.

Male 1

Yes

Female 1

Yes.

Female 2

No, but I've always wanted to go to one.

Female 3

No

Female 4

I was gonna go but it couldn't fit in my schedule

Male 2

No

Female 5

No

Female 6

No

Female 7

No

Male 3

No

Moderator 1 (15:52)

Okay, and then, have you ever attended any instrumental concerts or recitals? At OU yes. Okay, so just raise your hand if you said yes. Okay. Okay, 6 out of 10, and then we have something that we're gonna put on the board for you. So real quick, what's the first word that comes to your mind when you hear music, say it out loud.

Collectively

instruments, tunes, sounds

Moderator 1 (16:33)

Awesome. So I'm going to show you guys an image, and you guys are going to tell me which celebrity you think would be in this event? Okay, so we'll go around. We'll start over here, and you just tell me, which celebrity do you think would be at this event?

Male 3 (16:51)

Ryan Gosling

Moderator 1 (16:53)

Okay, Ryan Gosling. What about you? Which one would just be in the audience. I'm saying, like, what type of celebrity do you think is attending this event?

Female 2 (17:06)

Donald Trump

Female 3 (17:07)

Timothy Chalamet

Female 4 (17:10)

Jamie Lee Curtis

Female 6 (17:12)

Cillian Murphy

Male 2 (17:14)

Yeah, Cillian Murphy, that's a good one.

Moderator 1 (17:17)

Okay, I'm going to show you guys another image. Same question, which celebrity do you think would attend this event?

Female 6 (17:29)

Emma Stone

Moderator 1 (17:33)

Okay, why, why Emma Stone?

Female 6 (17:35)

Oh because she's in La la land.

Male 2 (17:38)

JK Simmons

Moderator 1 (17:39)

Okay, why?

Male 2 (17:40)

La La Land

Moderator 1 (17:41)

Okay. What type of performance do you guys think this is?

Collectively (17:51)

Jazz

Moderator 2 (17:52)

How would you describe the type of person that would be sitting and watching this event?

Female 2 (17:56)

Classy.

Male 3 (17:57)

Yeah.

Moderator 1 (18:00)

Classy, alright. Is there like certain ages or like certain descriptors?

Collectively (18:06)

A little older, older yeah, older than us.

Moderator 1 (18:10)

All right. And then we have another one for you. Which celebrity do you think would be in attendance at this event? You can also just describe characteristics of a person you think would be in attendance so if you think they'd be young or old or like a woman or a man, or any descriptors that you can think of.

Female 2 (18:30)

I would say any type of orchestra like that, just like older, rich couples. So an event where older rich people. Wait that sounds rude, but I mean like an event that would get older richer people.

Male 2 (18:50)

I can see that.

Female 3 (18:54)

I see that too. And like they just like they've been looking forward to this for like a month, and like they had, like, a fancy dinner right before they're all dressed up. Yeah, take a date for them.

Moderator 1 (19:10)

Okay, do you think that you would see people who are, like, college age in attendance at these events, and you can, be honest.

Male 3 (19:15)

A lot less than you would see the people she was describing? Okay, maybe, like their grandson or something.

Female 4 (19:23)

Maybe if they were in band.

Male 2 (19:25)

Yeah

Female 3 (19:27)

I feel like, like the main character in the movie would, like, this would be like a setting, and like he's, like, taking notes all by himself or something, and like he's like, the main focus. That's what I see

Female 2 (19:37)

Yeah, I see like a mystery where somebody's crawling through the vents.

Moderator 1 (19:45)

Okay, and then real quick, what type of like college age student do you think is attending these events?

Female 5 (19:51)

The students kind of already in those events.

Collectively (19:55)

Yes, yeah.

Male 3 (19:56)

Someone who was in band in high school or yeah.

Female 3 (20:00)

Someone who is more artsy I was gonna say.

Moderator 1 (20:05)

Well I just want to thank all of you guys for being, we don't have anything else?

Moderator 2 (20:10)

If you guys have any like, additional comments you want to tell us that would help with our like research or anything about the School of Music, share anything so we're open to ideas, things that you've seen advertised that you liked, or if your mind has changed about the school music, let us know. Like would you attend an event now?

Collectively (20:27)

Yeah

Moderator 2 (20:30)

Everyone go see the school of music and report back.

Moderator 1 (20:32)

Okay, thank you all for coming. We really appreciate participating.

MINI GROUP (MG1) TRANSCRIPT

Speaker 1: Thanks for taking the time to do this. My research group is working with the OU School of Music to figure out how to get more students to attend events. I have a few questions to guide us but feel free to add any thoughts along the way. I'd love to hear your honest opinions about what works, what doesn't, and how you personally engage with event promotions. Let's start with this – Do you read the chalking on campus? Why or why not?

Speaker 2: Not really. I don't even think I notice it most of the time.

Speaker 3: Same and all of my classes are in Catlett and I am rarely on the South Oval, which I think is where most of the chalking happens.

Speaker 4: Yeah, if I happen to walk by, I might glance at it, but I don't rely on chalking for event info.

Speaker 1: That makes sense. Do you think chalking would be more effective if it were done closer to Catlett or other areas where music students actually go?

Speaker 3: Maybe for us, but it wouldn't really reach outside of the SOM realm.

Taylor: Yeah, I think posters or digital promotion would be more effective than chalking.

Speaker 1: Got it. What about posters? Do you guys read those?

Speaker 3: Yeah, especially in Catlett. They're everywhere, so I end up looking at them while waiting for class.

Speaker 2: Same. If I'm walking through the halls or waiting around, I'll glance at posters.

Speaker 4: Me too.

Speaker 1: Ok that's helpful to know, have you ever attended an event because of a promotional message like mass mail, tabling, chalking, or posters?

Speaker 2: Not really. If I go to an event, it's usually because a friend told me about it.

Speaker 3: Yeah, word of mouth is definitely the biggest reason I go to events.

Speaker 4: Maybe once or twice from social media, but not from an email alone.

Speaker 1: So would you say personal recommendations are more persuasive than traditional promotions?

Speaker 3: Definitely. If my friends are excited about something, I'm way more likely to go.

Speaker 2: Yeah, I trust my friends' opinions more than a flyer.

Speaker 1: Great, how do you usually find out about on-campus events then?

Speaker 2: Word of mouth and social media.

Speaker 3: Also group chats. If someone shares a link in a chat, I'll check it out.

Speaker 4: Yeah and social media helps, but only if I actually see it. Otherwise, it's usually just friends telling me about things.

Speaker 1: What kind of social media posts work best for you? Stories? Posts? Reels?

Speaker 2: Instagram stories.

Speaker 3: I agree.

Speaker 4: Yeah, and if people repost it, that makes a huge difference.

Speaker 1: What do you think motivates students to attend events on campus?

Speaker 3: If their friends are going.

Speaker 2: Yeah, or maybe if there's some sort of incentive, like free food or merch.

Speaker 4: I feel like it has to feel like a fun experience. If it seems too formal or structured, it's harder to get excited about it.

Speaker 1: So do you think music events feel too formal?

Speaker 2: Not like it's a bad thing, but they don't always seem approachable for non-music students.

Speaker 4: Yeah I think hosting more events that feel more casual or interactive could help with getting non music students to actually want to come.

Speaker 1: Are there any barriers that prevent you from attending on-campus events?

Speaker 2: If there's a cost, that can be a big factor.

Speaker 3: Yeah, or if I'm just not that interested in the event.

Speaker 4: Time is another big one like if I have homework or rehearsals, I just can't make it.

Speaker 1: That makes sense. As music students, do you feel like OU SOM events are marketed toward you, or do they seem more for the general public?

Speaker 3: Definitely just music students. I don't think non-music students are aware at all of what is going on here.

Speaker 2: Yeah, it doesn't really seem like they're trying to reach non-music students.

Speaker 4: It's like they assume only we would care about these events, so they don't put effort into broader marketing.

Speaker 1: What could they do to make it feel more inclusive?

Speaker 3: Maybe collaborations with other departments? Like film, theater, or dance?

Speaker 2: Yeah, mixing in different kinds of art could make it feel less exclusive.

Speaker 4: I agree

Speaker 1: Do you ever receive marketing or promotional messages specifically about OU SOM events? If so, where?

Speaker 4: Yeah, we get emails every week listing what's happening in the SOM.

Speaker 2: I usually skim them, but they're helpful.

Speaker 3: Yeah, I see them, but I don't always open them.

Speaker 1: Would you, or do you think non-music students would be more likely to attend an OU SOM event if there were more interactive elements?

Speaker 2: Yeah for sure, that would make it feel more engaging and personal.

Speaker 3: I'd love to see more collaborations, I think it would make things feel fresh and exciting.

Speaker 4: Definitely. Seeing musicians talk about their process or interact with the audience would make it more inviting.

Speaker 1: How do you think OU SOM can better appeal to students outside of the music program?

Speaker 3: I think hosting more student-led events that are just fun, I feel like non-music students don't really know what is going on over here and assume it's exclusive.

Speaker 2: Yeah like the Katlett for Kids fundraiser was such a huge success because the performances were fun and had pop culture elements. Performers were just enjoying themselves and the energy was really good.

Speaker 4: Yeah if we could get more people into Catlett for those kinds of events, they might be more inclined to check out bigger concerts like Wind Symphony performances.

Speaker 1: Do you think free or discounted tickets for students would encourage more attendance?

Speaker 2: Absolutely.

Speaker 3: Yeah I think people are more willing to try something new if it's free.

Speaker 4: If they don't know if they'll like it, making it free removes the risk.

Speaker 1: That makes sense. Thanks for sharing your thoughts again, his was really helpful. Any final thoughts?

Speaker 2: Of course, I think there's a lot of potential to get more students involved if marketing is done the right way.

Speaker 3: Yeah, and if events feel more welcoming to non-music students.

Speaker 4: Agreed. It just needs to feel accessible and fun.

Speaker 1: Awesome, thanks again, guys!

SURVEY TRANSCRIPT

Recruitment Language

Hey OU Students!

Want a chance to win a \$15 Amazon gift card?

Students in the Gaylord College Advertising Research course are conducting a short survey for a class project and we need your help! By sharing your thoughts and leaving an email address if you choose, you'll be entered into a drawing to win the gift card!

The survey explores OU students' knowledge, attitudes, and behaviors related to the OU School of Music. It should take no more than 10 minutes to complete.

Please visit the survey here: https://ousurvey.qualtrics.com/jfe/form/SV_ekQmDdMO3tJvFk2

If you have any questions, feel free to contact Alyssa Napier at alyssa.l.napier-1@ou.edu.

Thanks for helping out some fellow students!

Blank Survey

Thank you for taking the time to participate in our survey. We're conducting research to better understand OU students' knowledge, attitudes, and behaviors toward the OU School of Music. Our goal is to find ways to increase student attendance at OU School of Music performances and your input is key! All responses are confidential and will only be used for this class study. At the end of the survey, you'll have the option to enter your email to be included in a random drawing for a \$15 Amazon gift card!

Q1. How many events do you attend a month? (i.e. sports games, performances, religious/cultural events, etc.)

Sliding scale from 0 to 30.

Q2. How often do you attend each of these events, on a scale from 1 to 7 where 1 is "never" and 7 is "multiple times a week"?

- Sporting Events (football, basketball games, etc.)
- Music Events (concerts, recitals, etc.)
- Dance Events (performances, musicals/plays, etc.)
- Church Events
- Cultural Events

Q3. How often do you attend events on campus, on a scale from 1 to 7 where 1 is "never" and 7 is "multiple times a week"?

Q4. What types of on campus events do you attend? Please mark "yes" or "no" for each.

- Sporting Events
- Club Events
- Music Performances

- Dance Performances
- Cultural Events
- Other: _____

Q5. On a scale of 1 to 7 where 1 is "not at all likely" and 7 is "extremely likely," please rate your relative likelihood of attending an event at each of the following sometime in the next 12 months.

- OU School of Music
- OSU School of Music
- UCO School of Music
- Oklahoma City Philharmonic
- OU School of Dance
- OU School of Drama

Q.6 On a scale from 1 to 7 where 1 is "never" and 7 is "all the time," how frequently do you visit each of these social media platforms?

- Facebook
- Instagram
- TikTok
- Snapchat
- X (Twitter)
- Pinterest
- LinkedIn

Q7. Please rate your level of agreement with the following statements about how you learn about events on campus on a scale from 1 to 7 where 1 is "strongly disagree" and 7 is "strongly agree."

- I learn about campus events through sidewalk chalk.
- I learn about campus events through posters/flyers.
- I learn about campus events through students tabling.
- I learn about campus events through OU mass email.
- I learn about campus events through word-of-mouth.
- I learn about campus events through social media.

Q8. Rate your familiarity with the OU School of Music on a scale from 1 to 7 where 1 is "not at all familiar" and 7 is "very familiar."

Q9. Have you ever attended an OU School of Music event? Yes or No.

Q10. (only shown if answered “yes” to Q9) What was your reason for attending the event?

- To watch a friend or family member perform
- For a class assignment/participation
- For extra credit in a class
- For my own pleasure
- Other: _____

Q11. (only shown if answered “yes” to Q9) What event(s) did you attend?

Text box answer

Q12. (only shown if answered “yes” to Q9) How satisfied were you with the event you attended on a scale from 1 to 5 where 1 is "extremely dissatisfied" and 5 is "extremely satisfied"?

Q13. (only shown if answered “yes” to Q9) How likely would you be to attend another event on a scale from 1 to 7 where 1 is "not at all likely" and 7 is "extremely likely"?

Q14. (only shown if answered “no” to Q9) Please rate each of the following reasons you perhaps haven't attended a School of Music event on a scale from 1 to 7 where 1 is "not at all applicable" and 7 is "very applicable".

- Lack of awareness
- Uninterested
- Inconvenient
- Too expensive
- I do not feel connected to the School of Music

Q15. What's the maximum amount you would spend on a ticket to an SOM event?

Slider scale from 0 to 50

Q16. Please rate each of the following on their propensity to increase your likelihood to attend SOM events on a scale from 1 to 7 where 1 is "would not increase my likelihood at all" and 7 is "would definitely increase my likelihood of attending."

- Discounted/free admission
- Events scheduled at more convenient times
- Better advertising and promotion
- Integration with student organizations
- Reminders via email
- Free food or refreshments
- Attending with friends or classmates

Q17. What factors prevent you from attending SOM events? Please rate the following on a scale of 1 to 7 where 1 is "does not prevent me at all" and 7 is "prevents me a great deal".

- Awareness of the event
- Convenient event time
- The event location
- I wouldn't know anyone performing
- I would have to go alone
- Other commitments
- Ticket price

Q18. What year in school are you?

- Freshman
- Sophomore
- Junior
- Senior
- Graduate

Q19. Are you a part of the OU School of Music?

- Yes
- No
- Other: _____

Q20. What is your age?

Slider scale from 0 to 100

Q21. Where is your hometown?

Dropdown will all 50 states

Q22. What gender do you identify with?

- Male
- Female
- Non-binary/Third gender
- Prefer not to say

Q23. Please leave your email below if you would like to be entered to win a \$15 Amazon gift card. Your responses will remain anonymous.

Text box entry

We thank you for your time spent taking this survey. Your response has been recorded.