



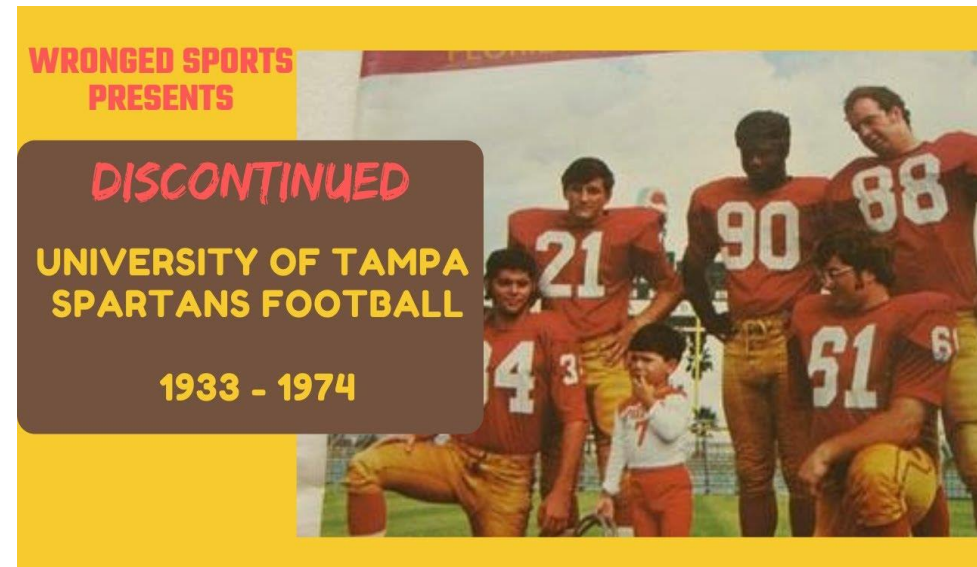
# SCHOOL SPIRIT AT THE UNIVERSITY OF TAMPA

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# BUSINESS PROBLEM AND BACKGROUND

The overall perceived lack of school spirit and participation at on campus events, at the University of Tampa



# RESEARCH PROBLEMS AND OBJECTIVES

- Research Question 1 (Lifestyle):

What types of students are participating in school spirit at the University of Tampa?



# RESEARCH PROBLEMS AND OBJECTIVES

- Research Question 2 (Awareness):

**Are students aware of campus wide events?**



# RESEARCH PROBLEMS AND OBJECTIVES

- Research Question 3 (Behavior):

In the past month, what have you done to display your school spirit at the University of Tampa?



# RESEARCH PROBLEMS AND OBJECTIVES

- Research Question 4 (Intention):

How do you intend to further display school spirit at UT for the rest of the spring 2024 semester?



# SECONDARY DATA ANALYSIS



- When asked on [Unigo](#), "what is the worst thing about your school?", there were multiple student responses stating that the lack of school spirit was
- "Provide opportunities for students to connect with their peers, faculty, and staff outside the classroom [Honor Society](#)."
- "75 percent of students with "the most school spirit" performed better than average" [NASSP](#)





# PRIMARY DATA COLLECTION METHODOLOGY

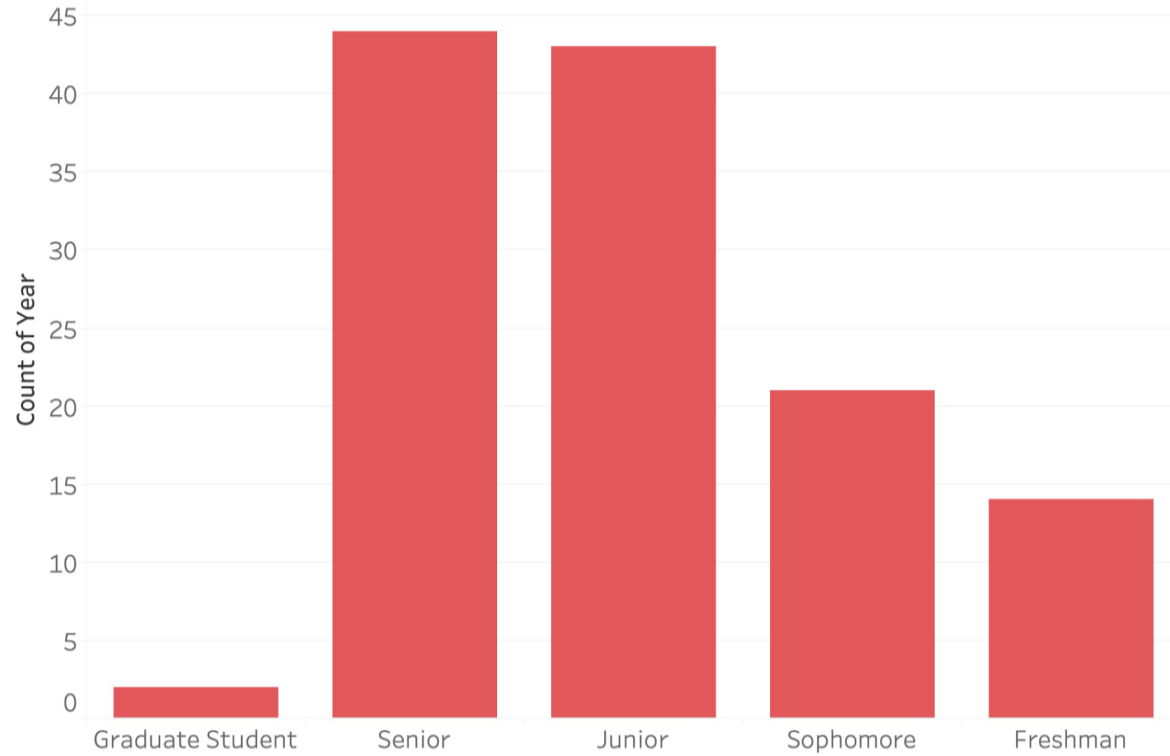


- How did you collect data?
  - Sending to friends and residents
  - Walking around campus and asking people to complete
  - Incentives (giving out candy)
- Beginning Sample Size?
  - Started with 168 responses
- Sample Size after Data Cleaning?
  - Ended up with 120 responses

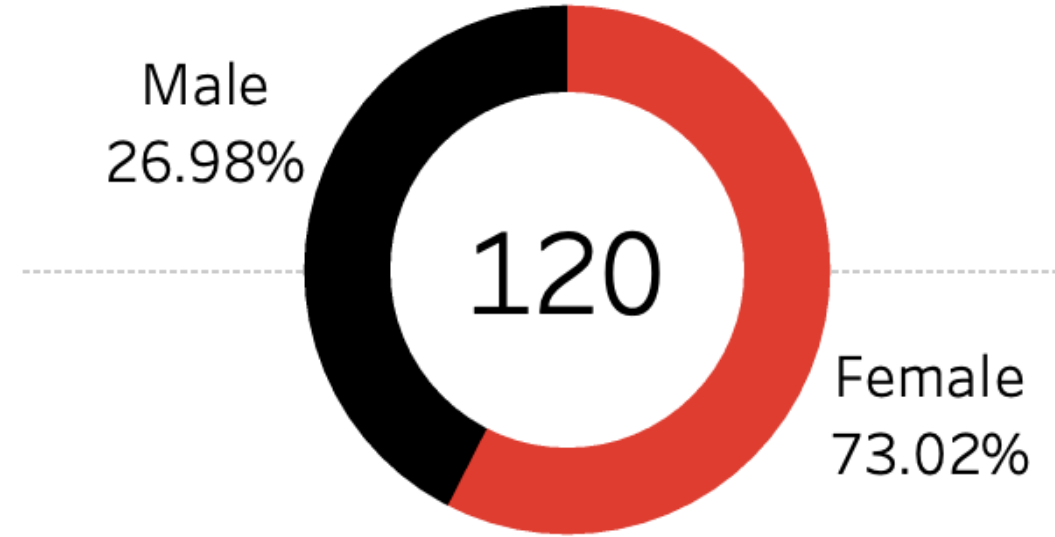




## School Year



## Gender

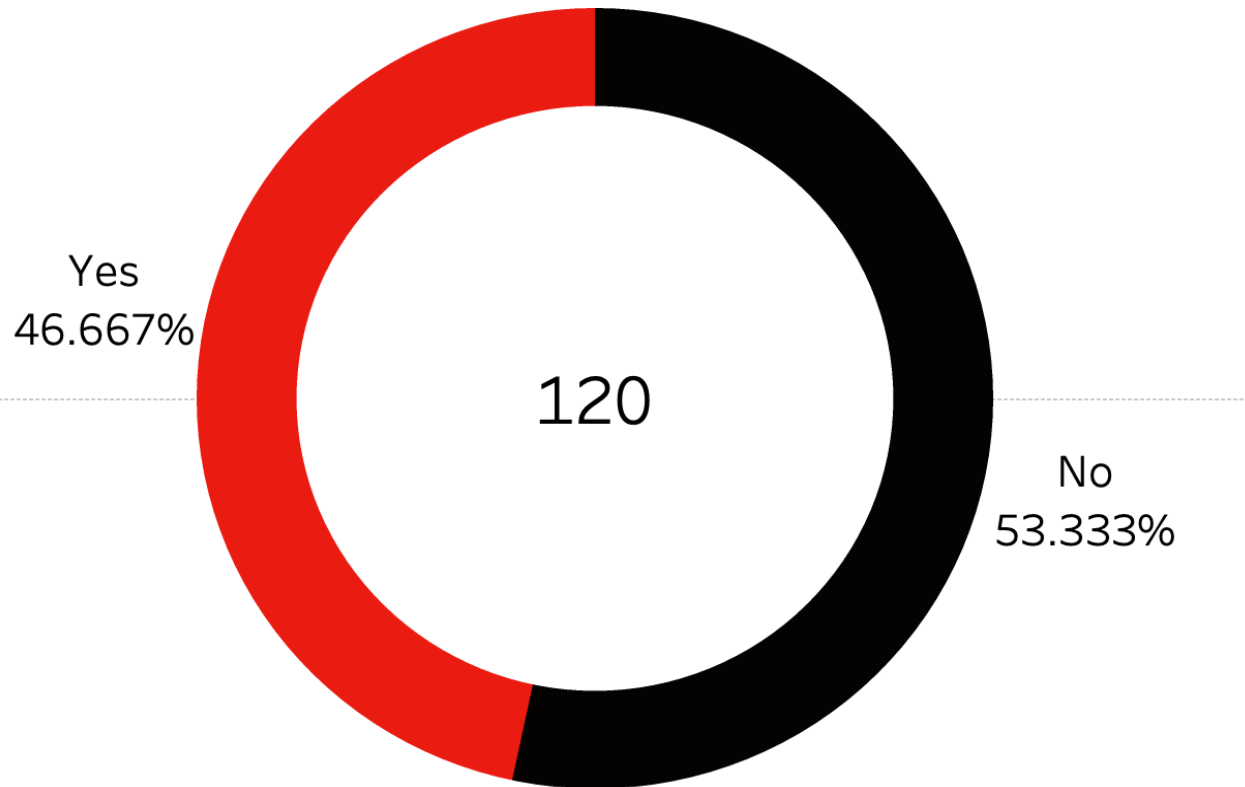


# DEMOGRAPHIC DATA



# FREQUENCY ANALYSIS ON CAMPUS VS OFF CAMPUS

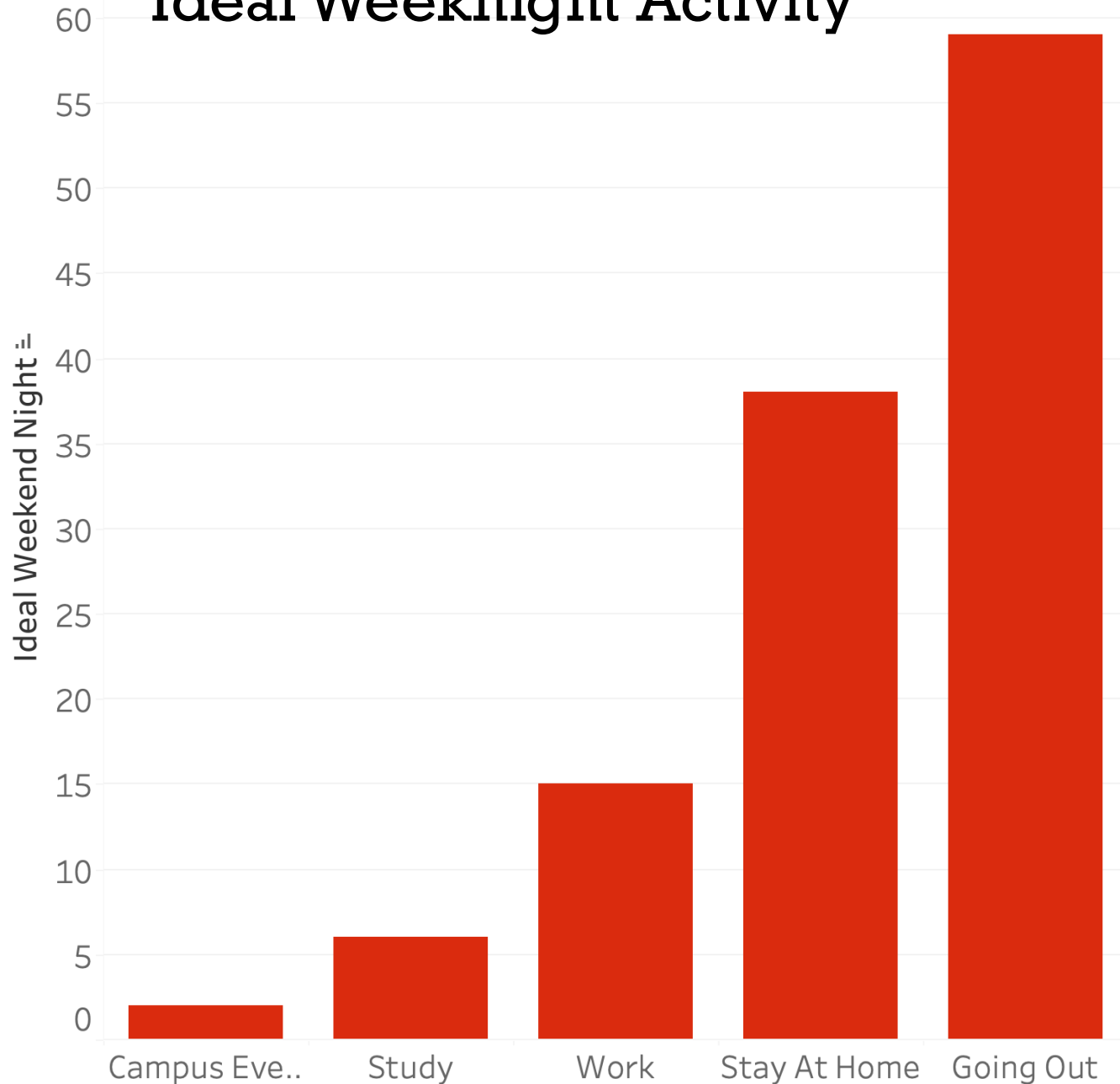
## Lives on Campus



- **Insight:**  
There is a good balance between students that live on campus and off campus, which can help us determine if this is a factor in school spirit



# Ideal Weeknight Activity



## FREQUENCY ANALYSIS IDEAL WEEKEND

### ■ Insights:

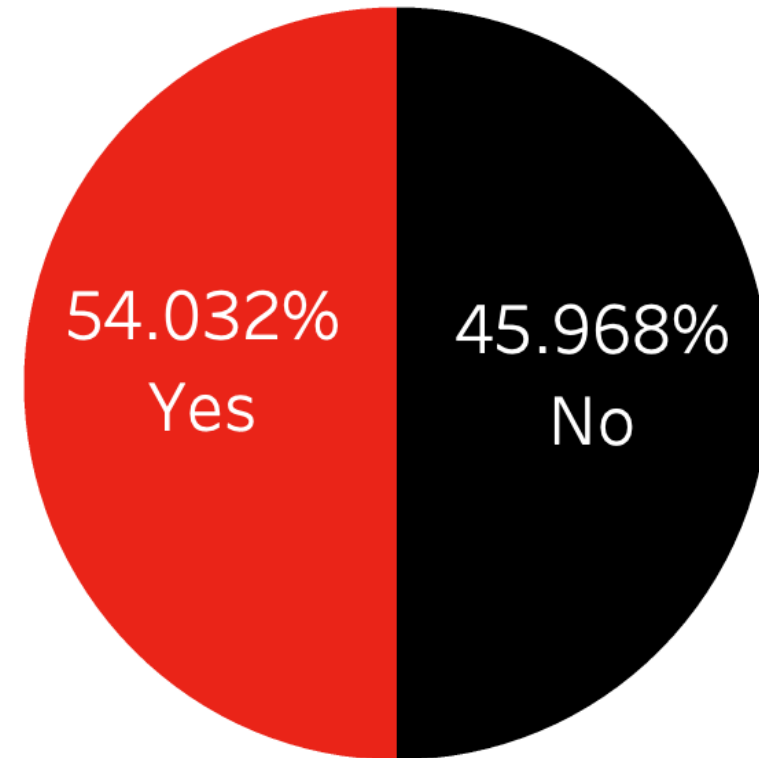
- Majority of students prefer to go out or stay at home on a weekend night rather than participating at a campus event
- Some students chose to study rather than going to a campus event



# WHETHER OR NOT STUDENTS PLAN ON ATTENDING MORE EVENTS

## Insights:

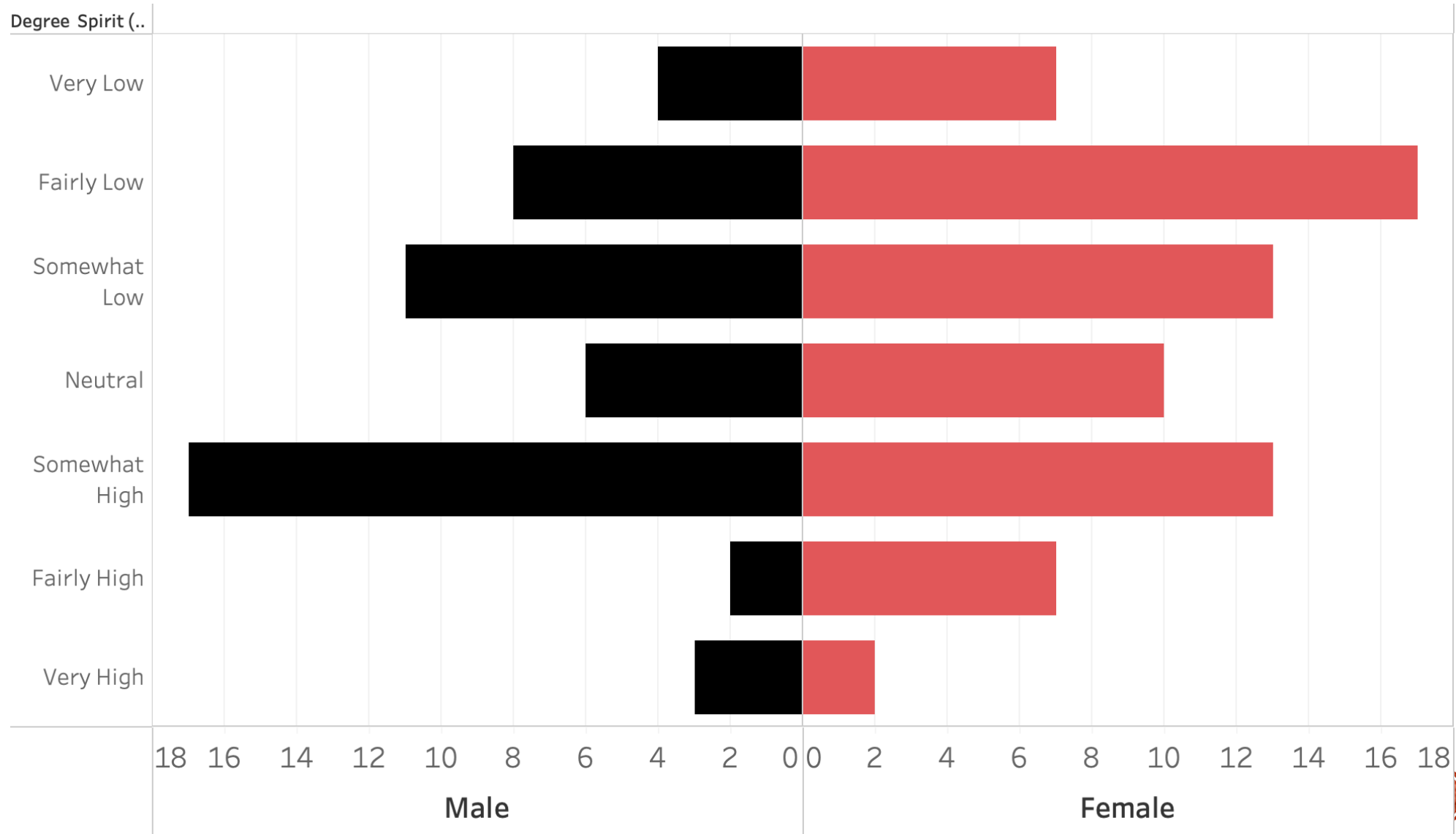
- This frequency analysis shows that only about 53 percent of students plan on attending more on campus events in 2024.
- The other 46 percent of students have no interest in attending more on campus events.



# T TEST:

**Insight:**  
more males  
perceived  
themselves as  
having higher  
school spirit  
than females

## Degree of Spirit, Male vs. Female



## t-Test: Two-Sample Assuming Unequal Variances

	<i>Male</i>	<i>Female</i>
Mean	3.824	3.493
Variance	2.588	2.724
Observations	51.000	69.000
Hypothesized Mean Difference	0.000	
df	109.000	
t Stat	1.101	
P(T<=t) one-tail	0.137	<-- above 0.05
t Critical one-tail	1.659	
P(T<=t) two-tail	0.273	
t Critical two-tail	1.982	

# EXCEL FOR T TEST:

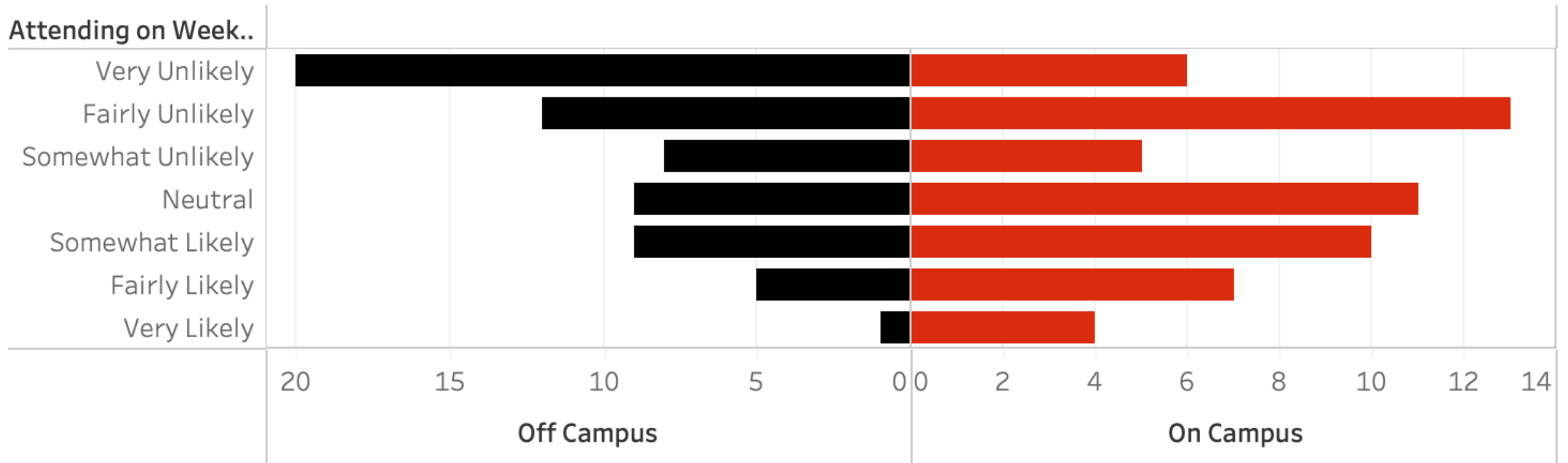
- There is not enough confidence in the null test so it **should not be rejected**.
- This is because the p value is above 0.05, hence, it is **not stastically significant**



# T-TEST

## ATTENDING AN ON CAMPUS EVENT ON A WEEKEND NIGHT

**Insight:** Those who live off campus are less likely to attend a campus event on a weekend night.



# EXCEL FOR T TEST

## t-Test: Two-Sample Assuming Unequal Variances

### Insights:

- The mean of attendance for those who live on campus is about 1 higher than for those who live off campus
- These results are **statistically significant** with a p value of 0.001.
- This may show that if you live on campus, you would be more likely to attend an on-campus event on the weekend rather than if you lived off campus

	<i>On Campus</i>	<i>Off Campus</i>
Mean	4.429	3.297
Variance	3.086	3.736
Observations	56.000	64.000
Hypothesized Mean Difference	0.000	
df	118.000	
t Stat	3.360	
P(T<=t) one-tail	0.001	<--- below 0.05
t Critical one-tail	1.658	
P(T<=t) two-tail	0.001	
t Critical two-tail	1.980	



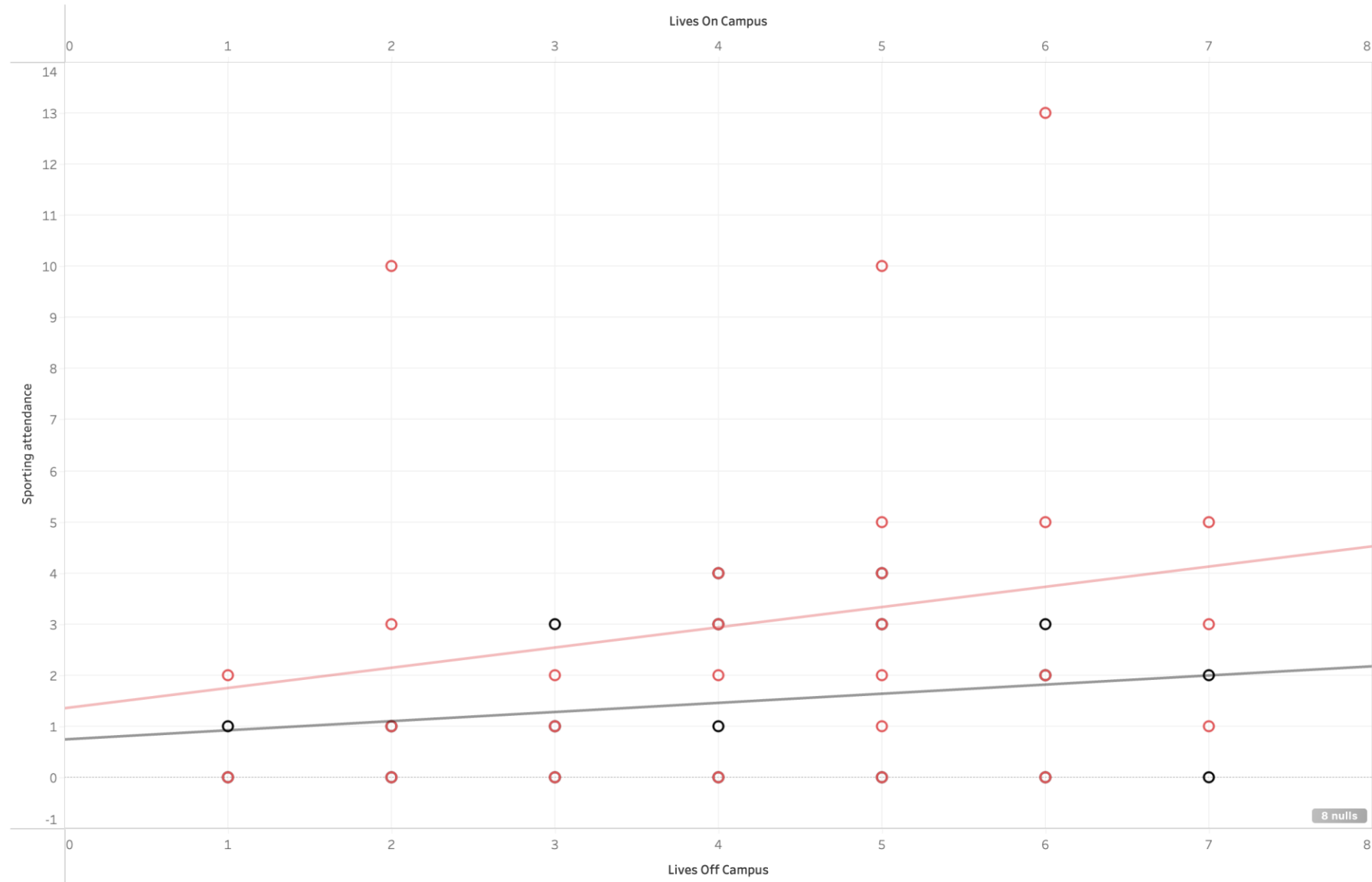


# REGRESSION 1

## Insights:

- This regression shows that students are more likely to attend a sporting event if they live on campus.
- However, sporting attendance for students that live on campus and off campus are both relatively low

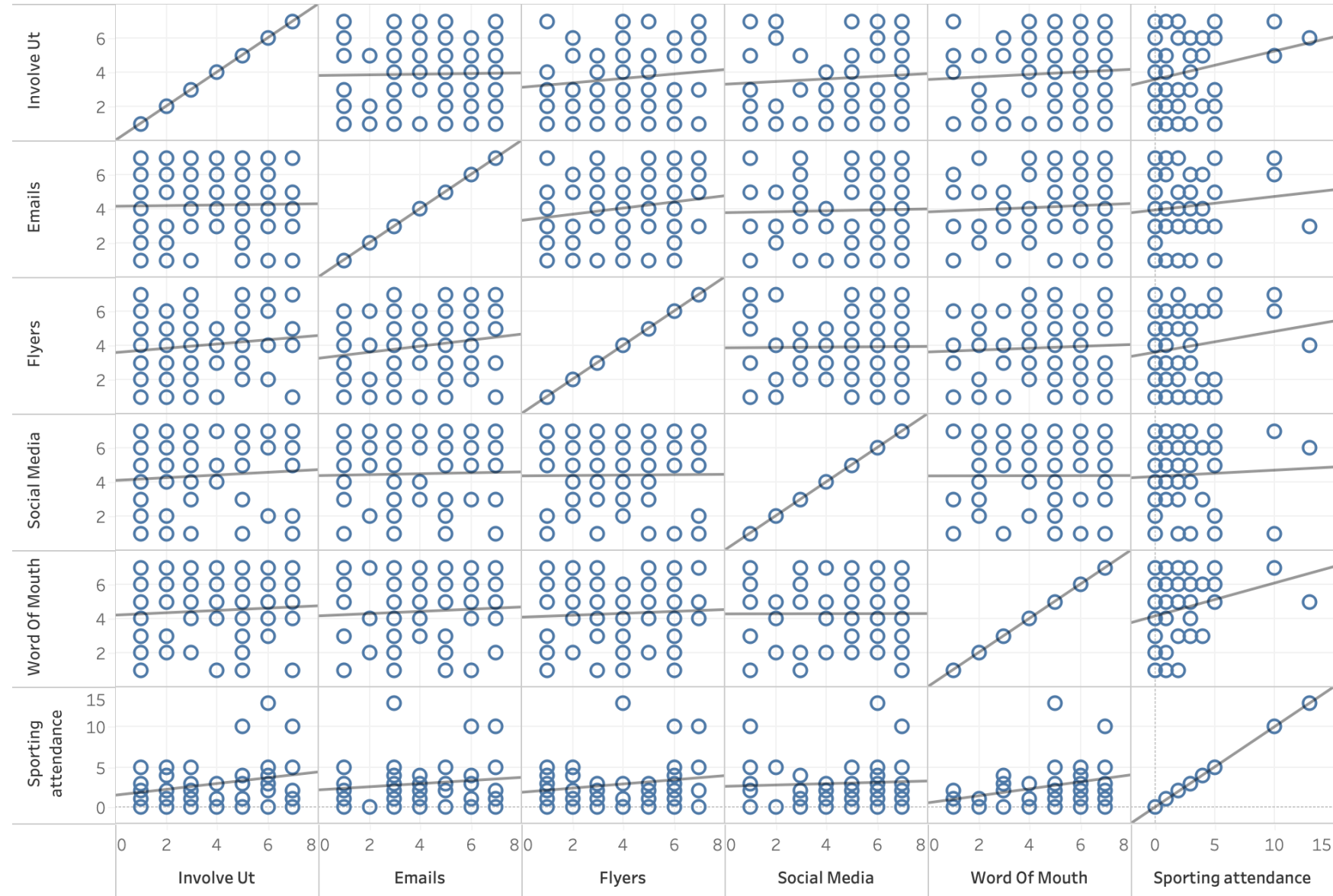
Living On/Off Campus and Sporting Attendance



# MULTIPLE CORRELATION

## Insights:

- Involve UT and sporting attendance has a positive correlation as well as word of mouth and sporting attendance and flyer and sporting attendance.
- The positive correlations were caused by outliers in the data.



# REGRESSION 2

## Future Event Attendance

### Insight:

- 39% of the likelihood a student will attend a sporting event during the weeknight / weeknight is influenced by the likelihood of them attending any event in the spring 2024 semester

### SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.62
R Square	0.39
Adjusted R Square	0.38
Standard Error	0.39
Observations	120.00

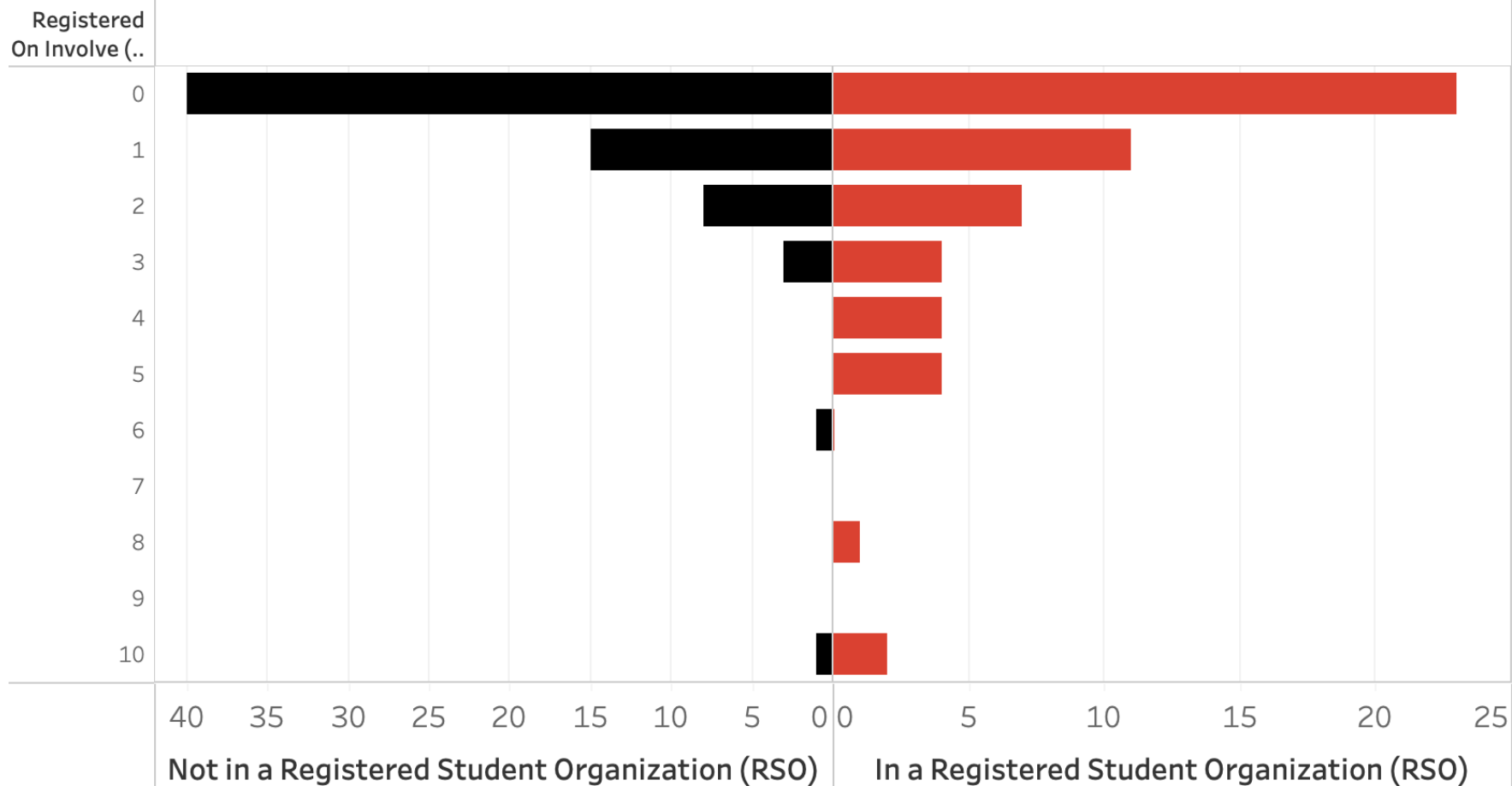
### ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2.00	11.63	5.82	37.32	0.00
Residual	117.00	18.23	0.16		
Total	119.00	29.87			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.90	0.08	11.00	0.00	0.74	1.06	0.74	1.06
plan_weekday	0.08	0.02	3.95	0.00	0.04	0.13	0.04	0.13
plan_weeknight	0.09	0.02	4.82	0.00	0.06	0.13	0.06	0.13



# T TEST: REGISTER ON INVOLVE/RSO



## Insights:

- Overall, Most people have never registered on Involve UT for a campus event.
- There were more people who are a part of a Registered Student Organization (RSO) that did register rather than those who are not



## t-Test: Two-Sample Assuming Unequal Variances

	<i>In a RSO</i>	<i>Not in an RSO</i>
Mean	1.774	0.84
Variance	5.255	2.47
Observations	53	67
Hypothesized Mean Difference	0.000	
df	88.000	
t Stat	2.542	
P(T<=t) one-tail	0.006	<-- Below 0.05
t Critical one-tail	1.662	
P(T<=t) two-tail	0.013	
t Critical two-tail	1.987	

## T TEST: REGISTER ON INVOLVE/RSO

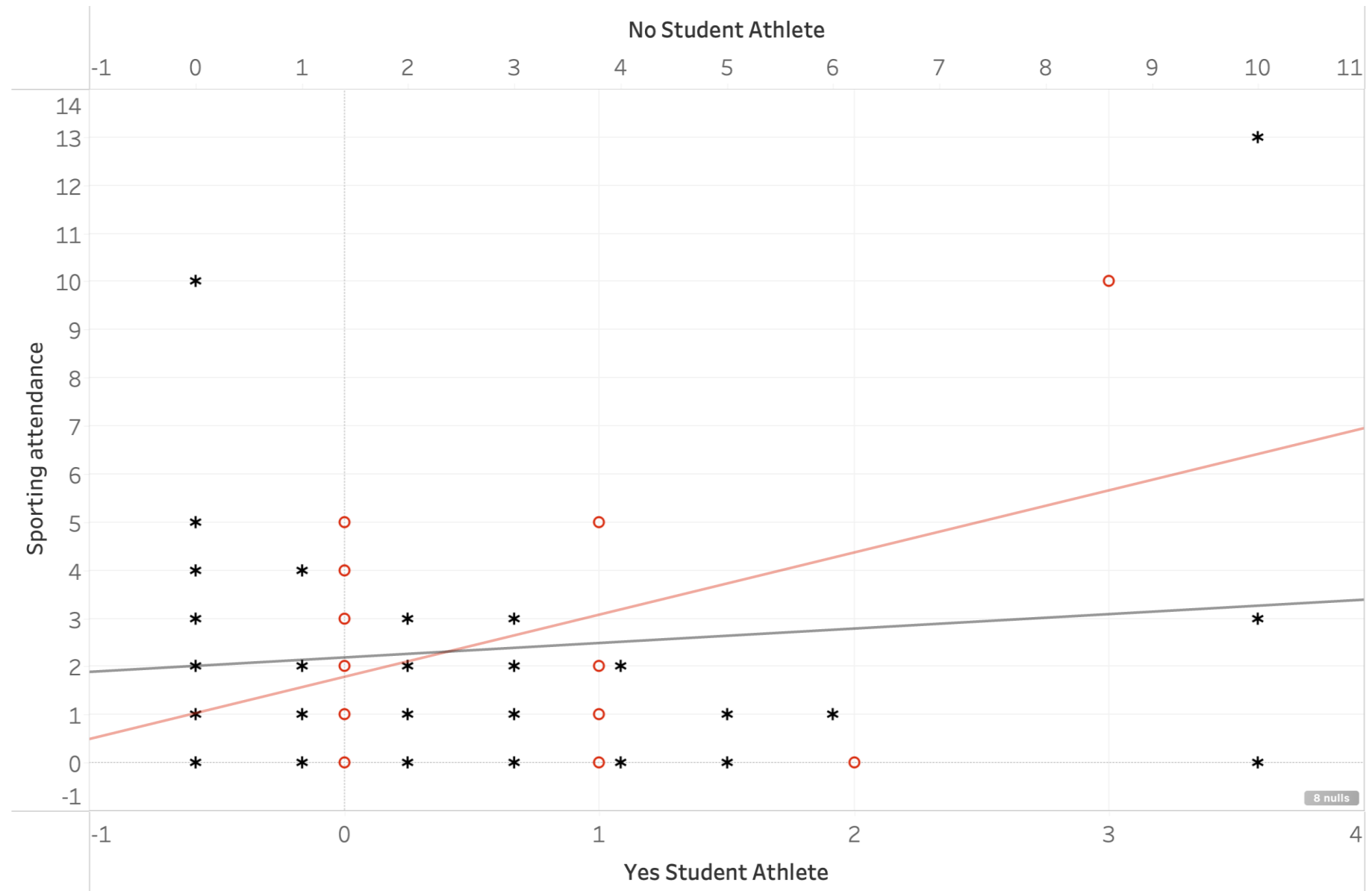
- These results are **statistically significant** with a p value of 0.006
- This suggests that if you are in an RSO you are more likely to Register for an event on Involve UT but not by much.



# REGRESSION 3

## Insights:

- This regression shows that students are much more likely to attend a sporting event if they are a student athlete.
- If a student is not a student athlete, they are not very likely to attend sporting events in general.



# SUMMARY OF QUESTIONS AND INSIGHTS



- Research Question #1: What types of students are participating in school spirit at the University of Tampa?
  - Research Question #2: Are students aware of campus wide events?
  - Research Question #3: In the past month, what have you done to display your school spirit at the University of Tampa?
  - Research Question #4: How do you intend to further display school spirit at UT for the rest of the spring 2024 semester?
- Did Data Answer Question #1? Yes, our data shows that most students do not participate in school spirit at the University of Tampa besides owning apparel.
  - Did Data Answer Question #2? If so, how? Yes, our data shows that, students are aware of campus events through either emails, WOM, flyers, involve UT, and social media.
  - Did Data Answer Question #3? If so, how? Yes, our data shows that most students have not registered for events, attended sporting events, and are very unlikely to attend any campus events.
  - Did Data Answer Question #4? If so, how?: Yes, our data presented that only 53.33 percent of students intend to further display school spirit by going to more on campus events in 2024.





# THINGS WE WOULD CHANGE

- Have some more insightful questions such as:
  - Such as:
    - Have you ever felt like transferring?
    - Ask what would make people attend an event (possible incentives, time changes?)
  - Try to get a more diverse set of data to represent a wider range of demographics
    - Ex: more student athletes





# GENERAL RECOMMENDATIONS TO THE BOARD AND STAKEHOLDERS



- **Recommendation 1:** Change the timing of some events to during the day to target those who live off campus. We noticed that those who live off campus are not likely to come back to campus just to attend an event.
- **Recommendation 2:** Increasing sporting event awareness: advertise UT sporting events more, do giveaways, and create hype around the games
- **Recommendation 3:** The school should create more events that are better suited to the students' interests. Since our data shows students would rather go out and socialize rather than going to a campus event, the school can create events just for socializing. These could be mixers at the pool, or formals that everyone can attend, not just Greek life.

