MSC Aggie Cinema
Screening and Streaming Assessments
Fall 2023

Purpose of Assessment

The Memorial Student Center (MSC) Aggie Cinema committee is responsible for organizing both in-person movie screenings and the online streaming site for the Texas A&M University student population. This assessment aimed to survey students who attended an in-person screening during Fall 2023 and/or who utilized the online streaming site, AggieCinema.tamu.edu to determine users' satisfaction and future interest in Aggie Cinema offerings. This is not the first time that Student Affairs Planning, Assessment & Research worked with Aggie Cinema; however, these surveys were new instruments that had not been used prior to this project.

Key Findings with Recommendations

Student Affairs Planning, Assessment & Research (SAPAR) identified several key findings and developed actionable recommendations the department may take based on the results. However, MSC Aggie Cinema staff may identify other findings using their knowledge and understanding of the community. Staff members are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of students' experiences.

- Users of AggieCinema.tamu.edu most frequently selected that they watched the streaming service in their on-campus dorm room/apartment. The next most frequently selected option was at their off-campus apartment/home. However, there was a qualitative response to another question in the survey that shared they did not know why off-campus locations were an option for the question about where they utilize the streaming service because you have to be on Texas A&M Wi-Fi.
  - SAPAR recommends creating resources and outreach materials highlighting how to utilize the streaming service for students not physically on Texas A&M's campus. This could be an opportunity to partner with Off Campus Student Services.

- The majority of respondents (92%) were either extremely or somewhat satisfied with the viewing selections on AggieCinema.tamu.edu. Similarly, the majority of respondents (92%) reported that they found it extremely or somewhat easy to navigate the categories on AggieCinema.tamu.edu.

- Approximately half (49%) of respondents shared that they would not give up one of their other streaming services due to their ability to access AggieCinema.tamu.edu for free and 40% responded that they were considering giving up one of their other streaming services.
  - SAPAR recommends advertising potential money saved by utilizing AggieCinema.tamu.edu to highlight the value of the service.

- The responses for Aggie Cinema screening events resulted in a +61 Net Promoter Score® (NPS®). NPS® is a customer loyalty metric that gauges how willing a customer is to recommend a product or service.

- When streaming users were asked how they liked to hear about events on campus, 45% responded "Instagram" and when screening attendees were asked how they most preferred to hear about events on campus, 24% responded "Instagram." However, only 7% of respondents shared that Instagram was how they heard about AggieCinema.tamu.edu?
  - SAPAR suggests that Instagram might be an area of growth for social media marketing.

- Attendees of in-person screening events most frequently attended with friends or because they wanted to see the specific movie being shown.

- When asked whether they participated in the activity at the screening events, 55% of respondents said no. The most frequent reason why attendees did not participate was that the activity already happened when they got there, they did not know that the activity was happening, and they did not want to participate in the activity in front of a crowd.
  - SAPAR recommends adjusting the starting time of the activities during screening events so more attendees can participate and perhaps telling attendees as they check in that an activity will be occurring so they know to listen for it.

- Friday and Saturday evenings were the most frequently selected options for when attendees would likely attend a movie.

Method and Sample

The surveys were produced using Qualtrics®, a software program that creates web-based surveys and databases. The streaming survey contained 13 questions: 11 quantitative and two qualitative. The screening survey contained 10 questions: one NPS® question, eight quantitative and one qualitative. Due to branching technology on both surveys, not all respondents were shown all the questions. The quantitative data were analyzed using SPSS®, a statistical software package, and demographic information was analyzed using Tableau®.

The streaming survey was distributed on January 23, 2024, to all individual users who logged onto the AggieCinema.tamu.edu streaming site during the fall 2023 semester; up to three reminders were sent to non-responders, and the survey closed on February 13, 2024. Of the 3483 users who received the survey, 404 answered at least one question, resulting in a 12% response rate.

The screening survey was distributed on January 23, 2024, to all students who attended an in-person movie screening sponsored by MSC Aggie Cinema during the fall 2023 semester; up to three reminders were sent to non-responders, and the survey closed on February 13, 2024. Of the 1743 students who received the survey, 144 answered at least one question, resulting in an 8% response rate.

Results

Results are reported as means, standard deviation (sd), and frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to the nearest whole percent, so totals may not add up to exactly 100%. Tables are in descending mean or frequency order unless otherwise specified. Summary themes are contained in this report; the entire list can be found in a separate document.

Results are reported in three sections: Streaming User Feedback Screening Attendee Feedback.

Streaming User Feedback

The first question asked users how they heard about AggieCinema.tamu.edu in a select-all-that-apply format. As reported in Table 1, on the next page, the most selected option was word of mouth.

How did you hear about AggieCinema.tamu.edu?	2024 Response Percentage [n=400]
Word of Mouth	57%
Outdoor Signs	38%
Email	19%
At an Aggie Cinema Screening	12%
Instagram	7%

Table 1: How Users Heard about AggieCinema.tamu.edu

The next question asked users where they watch AggieCinema.tamu.edu in a select-all-that-apply format. As reported in Table 2, the most selected option was in their on-campus dorm/apartment.

Where do you watch AggieCinema.tamu.edu?	2024 Response Percentage [n=399]
In my on-campus dorm room/apartment	51%
In my off-campus apartment/home	38%
In public space on campus (libraries, dining halls, MSC, other campus buildings, etc.)	34%
At work	10%
At someone else's on-campus dorm room/apartment	7%
At someone else's off-campus apartment/home	5%

Table 2: Where Users Watched AggieCinema.tamu.edu

The next question asked users when they watched AggieCinema.tamu.edu, how often did they watch it with others? As shown in Table 3, the 400 user responses varied across all options except only 5% of users reported that they always watched with others.

	Always (5)	Frequently (4)	Occasionally (3)	Rarely (2)	Never (1)
How often did you watch it with others?	5%	17%	29%	27%	23%

Table 3: Frequency Streaming with Others (n=400)

Users were then asked about their level of agreement to disagreement that they felt connected to other students as a result of streaming from AggieCinema.tamu.edu. Of the 399 responses, 39% agreed, 49% neither agreed nor disagreed, and 12% disagreed.

Next, users were asked how satisfied or dissatisfied they were with the viewing selections on AggieCinema.tamu.edu. Table 4 shows that 94% of respondents were either extremely or somewhat satisfied with the viewing selections. Those who chose somewhat or extremely dissatisfied were asked why they chose that response. Of the 8 responses, most shared that they wanted more variety of options, more options that are not available on other streaming sites, and more romantic comedies/comedies.

	Extremely Satisfied (5)	Somewhat Satisfied (4)	Neither Satisfied nor Dissatisfied (3)	Somewhat Dissatisfied (2)	Extremely Dissatisfied (1)	2024 Mean (sd) n=401
How satisfied or dissatisfied are you with the viewing selections available through AggieCinema.tamu.edu?	52%	42%	3%	2%	>1%	4.44 (.69)

Table 4: Viewing Selection

Users were asked how easy it is to browse categories on AggieCinema.tamu.edu to find something to watch. As Table 5 shows, of the 401 responses, 92% said that it was extremely or somewhat easy to navigate AggieCinema.tamu.edu.

	Extremely Easy (5)	Somewhat Easy (4)	Neither Easy nor Difficult (3)	Somewhat Difficult (2)	Extremely Difficult (1)	2024 Mean (sd) n=401
How easy is it to browse the movie categories on AggieCinema.tamu.edu to find something to watch?	50%	42%	4%	4%	1%	4.37 (.78)

Table 5: Ease of Navigation

Next, users were asked in a select-all-that-apply format what other streaming service(s) that they have access to or pay for. Table 6, on the next page, shows that Netflix was the most often selected streaming site that users also had access to. Users who selected the none option were not able to select other streaming options. Users who selected any other streaming site were asked if they had considered giving up one of their streaming services because AggieCinema.tamu.edu was available for free. Of the 357 who responded, 11% selected "Yes, I already have," 40% selected "Maybe, they were considering it," and 49% selected "No, I would not give up my other streaming service(s)."

What other streaming service(s) do you pay for or have access to?	2024 Response Percentage [n= 399]
Netflix	69%
Prime	57%
Disney+	52%
Hulu	48%
Max	32%
Peacock	17%
Paramount+	15%
Apple TV	13%
Crunchyroll	11%
None, I do not have access to any streaming services	11%
Other	3%

Table 6: Streaming Site Access

All users were then asked to rate their level of agreement or disagreement with the statement that AggieCinema.tamu.edu has added value to their experience at Texas A&M. As shown in Table 7, 92% of respondents strongly or somewhat agreed that AggieCinema.tamu.edu added value to their experience.

	Strongly Agree (5)	Somewhat Agree (4)	Neither Agree nor Disagree (3)	Somewhat Disagree (2)	Extremely Disagree (1)	2024 Mean (sd) n=401
AggieCinema.TAMU.edu has added value to my experience at Texas A&M.	64%	28%	7%	1%	<1%	4.54 (.681)

Table 7: Value Added

Users were asked in a select-all-that-apply format how they like to hear about events on campus. Table 8, on the next page, shows that outdoor signs and email were the most frequently selected options. Instagram, word of mouth, and signs in campus buildings were also among the frequently selected options. Snapchat and other were the least selected options. Those who selected other had the option to write a response. The two responses included that they don't want to hear about campus events involving undergraduates and n/a.

How do you like to hear about events on campus?	2024 Response Percentage [n= 372]
Outdoor Signs	58%
Email	56%
Instagram	45%
Word of Mouth	43%
Signs in Campus Buildings	40%
Flyers	22%
Tabling	10%
Snapchat	1%
Other	1%

Table 8: Preferred Communication Method

Users were asked if they knew that MSC Aggie Cinema provided in-person movie screenings on campus. Of the 382 who responded, 79% selected yes, 19% selected no, and 2% selected unsure. Those who selected no or unsure were shown more information about screening events.

Additionally, all users were asked to share any specific movies that they think should be added to AggieCinema.tamu.edu. The complete list of responses can be viewed in a separate document.

Screening User Feedback
Attendees were asked, on a scale of zero to 10, how likely they were to recommend MSC Aggie Cinema movie events to fellow students. This question used the Net Promoter Score® (NPS®), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS® range is -100 to 100 and is determined by subtracting the percentage of detractors (selectors of ratings from 0-6) from the percentage of promoters (selectors of ratings from 9-10). Generally, a NPS® below zero is an indicator that customers have a low satisfaction level or will not recommend a product, service, or experience. A positive NPS® (>0) is generally considered good, with the highest performers' scores ranging between 50 and 80. The responses for Aggie Cinema events resulted in a +61 NPS. Frequencies of the NPS® ratings by score group are noted below in Table 9.

NPS® ratings by score groups	2024 Response Percentage [n=138]
Promoter (9-10 rating)	66%
Passive (7-8 rating)	29%
Detractor (0-6 rating)	5%

Table 9: Recommend Aggie Cinema Events

Next, attendees were asked in a select-all-that-apply format what attracted them to attend one of Aggie Cinema's screenings. As shown in Table 10, on the next page, attending with friends and wanting to see the specific movie being shown were the most frequently selected options. Those who selected other also had the chance to write a response. The five responses included a specific friend's name, that it is free, that it is fun to watch with a large audience, and that they came with MSC OPAS.

What attracted you to attend one of our screenings?	2024 Response Percentage [n=140]
Went with friends	79%
I wanted to see the specific movie being shown	74%
I wanted to participate in an activity to win prizes	16%
Other	4%
Credit	2%

Table 10: Reason for Attending

Attendees were then asked if they participated in an activity to win prizes at the screening(s) they attended. Of the 140 responses, 55% selected no, 36% responded yes, and 9% selected that they didn't remember. Those who selected yes were asked to rate their level of agreement or disagreement with the statement "I had fun participating in the activity." The responses are represented in Table 11. Those who reported not participating in the activity were asked a select-all-that-apply question about why they chose not to participate. The responses are represented in Table 12 on the next page. Respondents who selected other also had the chance to write a response. Of the 25 who responded, many shared that they did not know there was a contest, their phone didn't work with the activity, or they were not allowed to participate due to OPAS sponsoring the prizes.

	Strongly Agree (5)	Somewhat Agree (4)	Neither Agree nor Disagree (3)	Somewhat Disagree (2)	Extremely Disagree (1)	2024 Mean (sd) n=50
I had fun participating in the activity	46%	38%	14%	1%	--	4.28 (.78)

Table 11: Fun Participating in the Activity

Why did you choose not to participate?	2024 Response Percentage [n=76]
I arrived after the game/contest was finished	36%
Other	36%
I didn't want to participate in a game/contest in front of a crowd	34%
Not interested in the prizes offered.	11%

Table 12: Reason for Not Participating

Next, attendees were asked in a select-all-that-apply format what kind of movies they usually like to watch. As shown in Table 13, the most frequently selected options were popular new releases and comedies.

What kind of movies do you usually like to watch?	2024 Response Percentage [n=133]
Popular new releases	78%
Comedies	78%
Animated	66%
Fantasy	63%
Sci-fi	58%
Thrillers	53%
Classics	50%
Romance	48%
Dramas	46%
Family-friendly	43%
Horror	38%
Musicals	30%
Independent films	25%
Historical	25%
Artsy	23%
International films	23%
Documentaries	18%
Westerns	11%

Table 13: Preferred Movie Genre

Attendees were asked in a select-all-that-apply format which evenings they were most likely to see a movie. As shown in Table 14, on the next page, the most selected options were Friday and Saturday evenings.

Which evenings are you most likely to see a movie?	2024 Response Percentage [n=132]
Friday	92%
Saturday	86%
Sunday	47%
Thursday	33%
Wednesday	2%
Monday	17%
Tuesday	13%

Table 14: Preferred Evening

Next, attendees were asked how they most preferred to hear about events on campus. As represented in Table 15, the most selected method of receiving information is via email.

How do you most prefer to hear about events on campus?	2024 Response Percentage [n=132]
Email	36%
Instagram	24%
Outdoor Signs	17%
Word of Mouth	10%
Signs in campus buildings	8%
Tabling	2%
Flyers	2%
Snapchat	1%

Table 15: Preferred Communication

Attendees were also asked if they had heard about Aggie Cinema's streaming site, AggieCinema.tamu.edu. Of the 133 respondents, 73% selected yes, 26% responded no, and 1% responded unsure. Those who selected "no" or "unsure" were shown information about AggieCinema.tamu.edu.

Lastly, attendees were asked to share any specific movies they thought Aggie Cinema should show on campus. The complete list of responses can be viewed in a separate document.

Demographics
Additionally, Aggie Cinema supplied the Universal Identification Numbers (UINs) of attendees for SAPAR to supply demographic information for survey respondents and recipients. Table 16, on the next page, shows the demographic information for both respondents and all survey recipients for both the Screening User Survey and the Streaming User Survey. Table 16 is sorted in descending order by each category for the 2024 Screening User Respondents column.

Demographic	2024 Screening User Respondents [n=132]	2024 Screening User Survey Recipients [n=1,599]	2024 Streaming User Respondents [n=371]	2024 Streaming User Survey Recipients [n=3,327]
Sex				
Female	61%	52%	57%	48%
Male	39%	48%	43%	52%
Ethnicity				
White	41%	41%	48%	44%
Hispanic or Latino	31%	30%	28%	31%
Asian	17%	17%	13%	14%
Black or Multi-Racial (including Black)	2%	4%	2%	3%
Multi-Racial (excluding Black)	5%	4%	4%	3%
International	5%	3%	4%	4%
Unknown or Not Reported	--	--		1%
American Indian	--	--	--	<1%
Native Hawaiian or Pacific Islander	--	--	--	<1%
First Generation				
Not First Generation	77%	73%	71%	71%
First Generation	19%	24%	20%	23%
Unknown	5%	3%	9%	7%
Classification				
Freshman	56%	62%	23%	34%
Sophomore	27%	18%	21%	20%
Junior	10%	12%	22%	20%
Senior	5%	5%	24%	19%
Masters	3%	2%	5%	4%
Doctoral	--	1%	4%	2%
Vet	--	--	<1%	<1%
Medical	--	--	<1%	<1%
UG Nondegree	--	--	--	<1%
PB Nondegree	--	--	--	<1%

Table 16: Survey Respondent and Recipient Demographics

Department Background

The Memorial Student Center (MSC) Aggie Cinema student organization is responsible for organizing movie screenings and hosting the AggieCinema.tamu.edu streaming site for the Texas A&M University student population. According to their website, cinema.tamu.edu, "The committee aims to engage Texas A&M students by producing year-round entertaining, cultural, and educational programs that bring the best of cinema through our Blockbuster, Arthouse, Classic Series, Advances Screenings, and other special events."

Project Details

Student Affairs Planning, Assessment & Research (SAPAR) provides quality assessment services, resources, and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Affairs Planning, Assessment & Research are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Affairs Planning, Assessment & Research (SAPAR)can be found at https://sapar.tamu.edu/results/. Additionally, anyone can follow Student Affairs Planning, Assessment & Research on Facebook.

To work with Student Affairs Planning, Assessment & Research for future assessment projects, please fill out the Assessment Questionnaire at https://sapar.tamu.edu/aqform/.

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