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community engagement research center

**BARBARA WEITZ COMMUNITY
ENGAGEMENT CENTER**

**BUILDING IMPACT STUDY
SURVEY REPORT**

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About the Report

The authors of this report are Sheridan Trent and Dr. Joseph Allen. Questions about this report should be directed to Sheridan Trent at strent@unomaha.edu or Dr. Joseph Allen at josephallen@unomaha.edu.

About the Community Engagement Research Center (CERC)

The Community Engagement Research Center (CERC) is a research lab devoted to the study of community outreach and engagement, including volunteerism, service learning, collective impact, emotion management, and community involvement. The purpose of the research is to investigate organizations and employees' roles in solving social issues. Through experiments and surveys, we hope to impact communities by identifying root causes of problems and developing practical solutions to stimulate change. Students in this lab will be focused on developing research ideas, conducting studies, data collection, data analysis, writing papers for publication, and submitting research to local, regional, and national conferences. Students involved in this lab must have a drive to produce quality outcomes, have the ability to collaborate and communicate effectively in a team setting, and be passionate about learning and developing as a student.

Citation

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Executive Summary

The following report contains results of the CEC Building User Study conducted in February of 2019. The purpose of the study was to evaluate the impact that reserving space in the building has had upon community and UNO organizations throughout the City of Omaha. Key findings are shared below.

- Community and UNO users of the CEC reported **similar usage of the building**, with both groups using the CEC most frequently to conduct meetings, workshops, and trainings. **Community users reported using the CEC more often than UNO users**, and a higher number of community users were captured within this survey than UNO users.
- **All building users were highly satisfied with their experiences in the CEC.** 99% of users from nonprofits in the community stated that they had a good or very good experience, 97% stated that they will use the CEC again, and 94% reported that using the CEC has had a positive effect on their organization. UNO users also reported very positive experiences (94% had a good or very good experience, 98% plan to use the CEC again, 95% feel the CEC has had a positive effect on their organization).
- The number one reason community users reported using the CEC was due to the **space being free**. The number one reason UNO users reported using the CEC was because they are **housed in the CEC**.
- In terms of specific positive impacts, **most (93%) community users reported that the CEC has had a favorable or very favorable effect on the quality of services they are able to offer**, and on their workload and logistics.
- **Most (92%) UNO users reported that the CEC has had a favorable or very favorable effect on their capacity to serve their target population**, the quality of services they provide, their organizational sustainability, and their organizational visibility.
- Both UNO and community users agreed that the CEC represents a benefit to the community in the provision of free space, and in the professionalism of the building atmosphere.
- Many users reported that their **behaviors have changed as a result of hosting events at the CEC**. They are more likely to: attend other events at UNO (74%), suggest UNO to future college students (89%), be an advocate for the University of Nebraska system and UNO (96%), and consider attending UNO themselves as a student (46%).
- **36% of all users reported a willingness to donate to UNO** as a result of hosting their event at the CEC. Further, **28% indicated that if they already donate to UNO, they are willing to donate more frequently** as a result of using the CEC.

SECTION 1: RESPONSE OVERVIEW

The following report contains responses from individuals listed as the contact within a reservation request for the Barbara Weitz Community Engagement Center (CEC) at the University of Nebraska at Omaha. Individuals were asked to provide feedback on their experiences reserving space in the CEC.

Sent to:	418
Responses:	120
Additional Anonymous Responses*:	12
Response Rate:	31.6%

Those who took the building user survey were...			
	Percent	Count	
Respondents	70.4%	88	Primary Contact
	19.2%	24	Secondary Contact
	7.2%	9	Room Reservation Only
	3.2%	4	Attendee Only
	Attendees	Users	
Organizational Status	1	12	Educational Institution (not UNO)
	0	6	Government
	1	43	Nonprofit
	0	6	Professional Organization/Business
	2	49	UNO Faculty/Staff-led Organization
	0	1	UNO Student Organization
	0	1	Individual not affiliated with any specific group
	0	3	Other
	Attendees	Users	
Frequency of Reservation	0	0	Never
	1	35	One to five times
	1	23	Six to ten times
	0	23	Eleven to twenty times
	2	40	Twenty-one or more times

**This includes any individuals to whom the survey was forwarded by the one who received the initial survey invitation email.*

SECTION 2: PROFILE OF UNO USERS

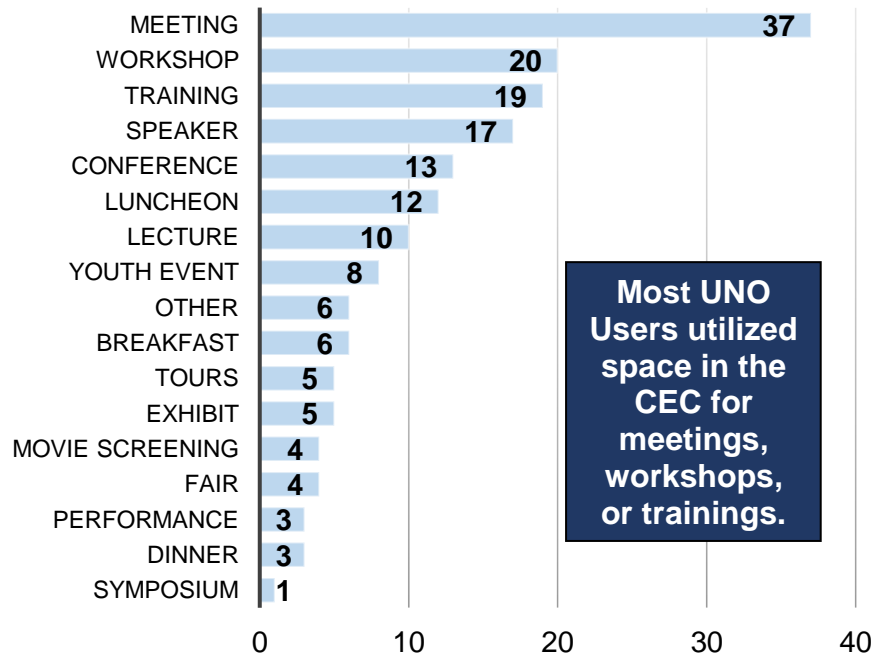
2.1 Overview of Respondents

UNO users consisted of mostly primary contacts (n = 32), with some users identifying as secondary contacts (n = 12) or room reservers only (n = 5). There were 49 UNO users in total.

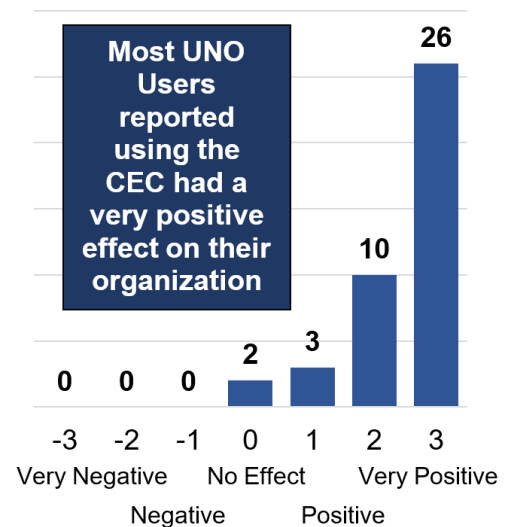
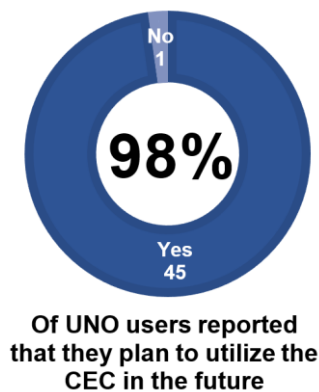
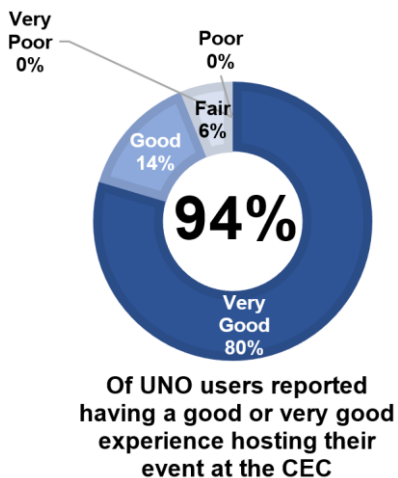
UNO users have hosted a variety of events in the CEC over the past 4 years. Many UNO users reported utilizing the CEC to conduct meetings (n = 37), workshops (n = 20), or trainings (n = 19). A full breakdown of reservation purposes is provided in the bar graph to the right.

Overall, these individuals were highly satisfied with their experiences reserving space or hosting their events at the CEC, with 94% of users rating their experience reserving or hosting their event in the CEC as good or very good.

Further, all but one of these individuals (98%) plan to utilize the CEC in the future, and most reported that using the CEC had a positive effect on their organization (95%), or a very positive effect on their organization (63%). Zero UNO users indicated that hosting an event at the CEC negatively influenced their organization.



Most UNO Users utilized space in the CEC for meetings, workshops, or trainings.



2.2 Top Reasons UNO Users Selected the CEC for their Event

UNO users were asked “What are the primary reasons you decided to hold your event at the CEC?” They indicated their top 3 reasons, with ‘1’ being the most important factor in their selection. Their top-ranked, second-ranked, and third-ranked answers are outlined in the charts below. Selections with 3 or fewer endorsements were eliminated from the charts.

Top-Ranked Reason



The highest-rated reason for hosting an event in the CEC was because UNO users were affiliated with an organization in the CEC (n = 11). Other highly-rated first choices had to do with access to faculty/staff (n = 10), the central location of the CEC (n = 7), and the fact that the CEC is free (n = 7).

Second-Ranked Reason



The second highest-rated reason for hosting an event in the CEC was because the CEC provides a space which looks nice and is clean (n = 11). Other highly rated second choices had to do with the fact that the space is free (n = 9), access to faculty/staff (n = 6), and parking (n = 6).

Third-Ranked Reason



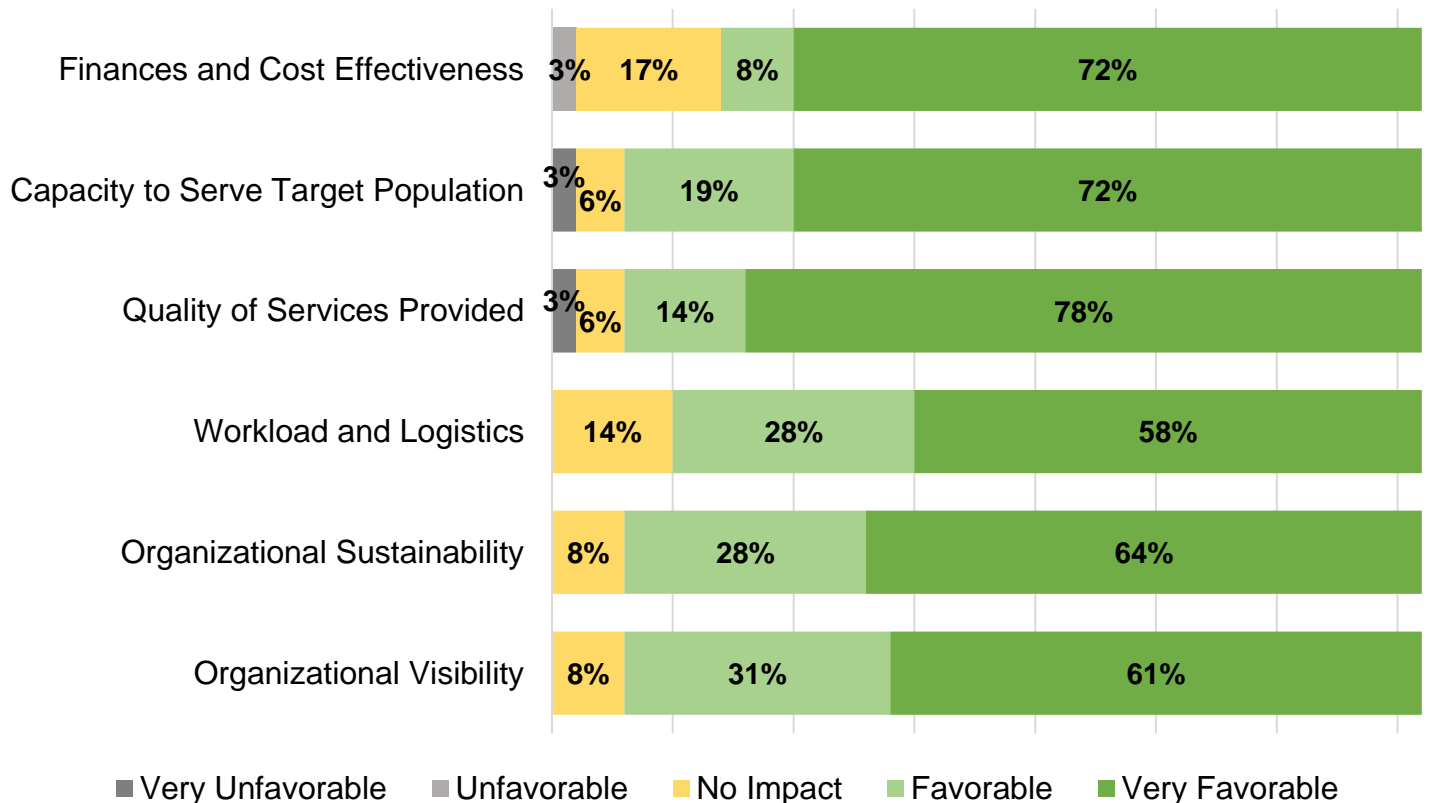
The third highest-rated reason for hosting an event in the CEC was due to the fact that reserving space in the CEC is free (n = 9). Other highly rated third choices had to do with parking (n = 8), and the fact that the space looks nice and is clean (n = 6), and the ease of making reservations (n = 6).

2.3 CEC Effect on Organization

UNO users were asked to indicate how their use of space in the CEC has had an impact on six aspects of their community organization, outlined in the table below.

	Top Box %						N
	Very Favorable %						
	Favorable %						
	No Impact %						
	Unfavorable %						
	Very Unfavorable %						

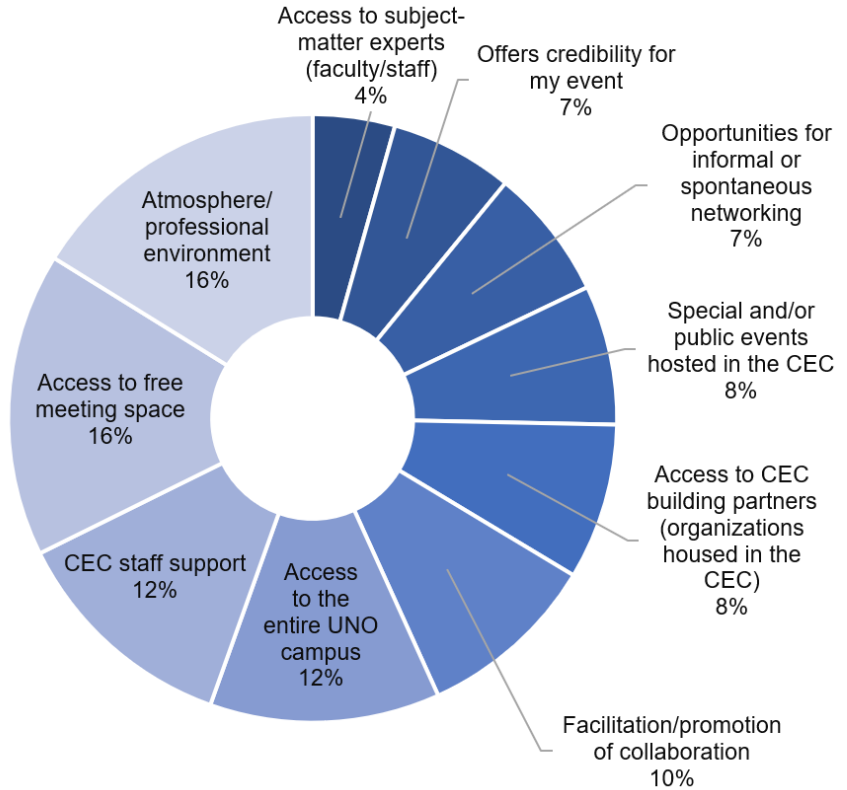
	Very Unfavorable %	Unfavorable %	No Impact %	Favorable %	Very Favorable %	N
Finances and Cost Effectiveness	0%	3%	17%	8%	72%	36
Capacity to Serve Your Target Population	3%	0%	6%	19%	72%	36
Quality of Services Provided	3%	0%	6%	14%	78%	36
Workload and Logistics	0%	0%	14%	28%	58%	36
Organizational Sustainability	0%	0%	8%	28%	64%	36
Organizational Visibility	0%	0%	8%	31%	61%	36



2.4 Resources for the Community

UNO users were asked to “Please select the most beneficial resources and opportunities the CEC provides for the community.”

Most UNO users identified the atmosphere/professional environment, access to free meeting space, or the CEC staff support as the most valuable resources offered by the CEC to the community



UNO users were also asked “Do you plan to utilize the resources or space offered by the CEC in the future? Why or why not?” 98% of UNO users responded ‘yes,’ and 2% responded ‘no.’ Specific comments have been organized into themes, which are provided below.

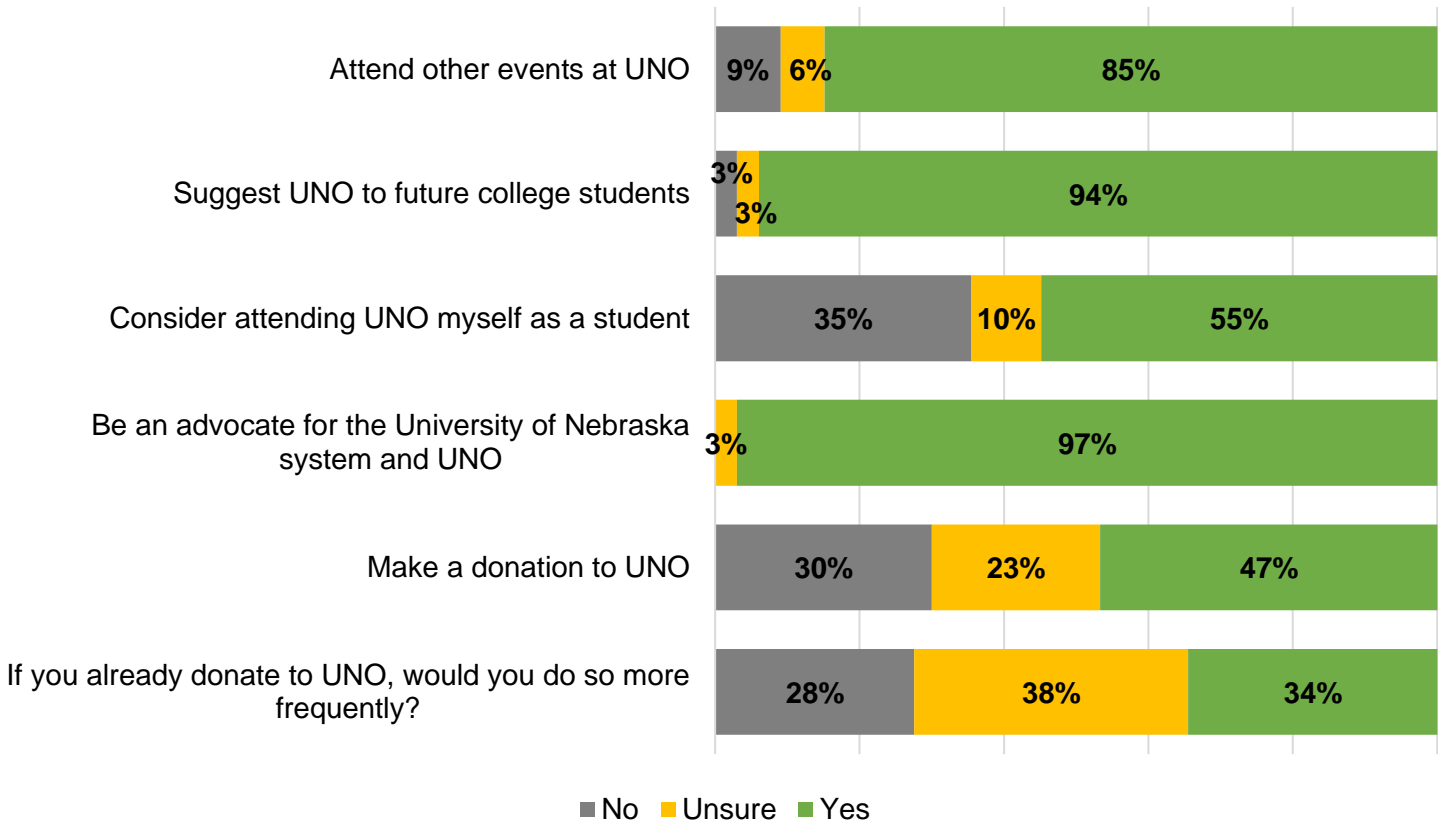
Theme	Definition	# Times Mentioned
Ease of Use	Comments included within this theme referenced the convenience, user-friendliness, accessibility, parking, and overall utility provided by the CEC.	10
Location	This theme consisted of comments having to do with the CEC’s location, and mentioned that the CEC is a central location on campus, or in the city of Omaha. Others noted that the CEC is the ‘best’ location on campus.	9
Building Excellence	Remarks included comments about the space itself, including how great it is in general, or for holding meetings. One user noted that the space is great because it is large.	8
Previous Positive Experiences	Some noted that they plan to continue using the CEC because they’ve had positive experiences, a record of happy attendees, or developed good relationships in the building.	7
Free Space	Comments in this section noted the free of charge reservations.	4
Housed in the CEC	Some stated that they will continue to reserve space because their organizations are located in the CEC.	4
Professionalism	A few comments noted the professional and community-focused atmosphere in the CEC as a reason for continuing to reserve space.	3

2.5 Behavioral Impacts on UNO Users

This section explores how the CEC contributes to UNO users' impressions and level of comfortability with UNO. We asked UNO users "As a result of your experience reserving space or hosting an event at UNO, are you more likely to..."

	N	
	% Yes	
	% Unsure	
	% No	

Attend other events at UNO	9.1%	6.1%	84.9%	33
Suggest UNO to future college students	3.0%	3.0%	93.9%	33
Consider attending UNO myself as a student	35.5%	9.7%	54.8%	31
Be an advocate for the University of Nebraska system and UNO	0.0%	3.0%	97.0%	33
Make a donation to UNO	30.0%	23.3%	46.7%	30
If you already donate to UNO, would you do so more frequently?	27.6%	37.9%	34.5%	29

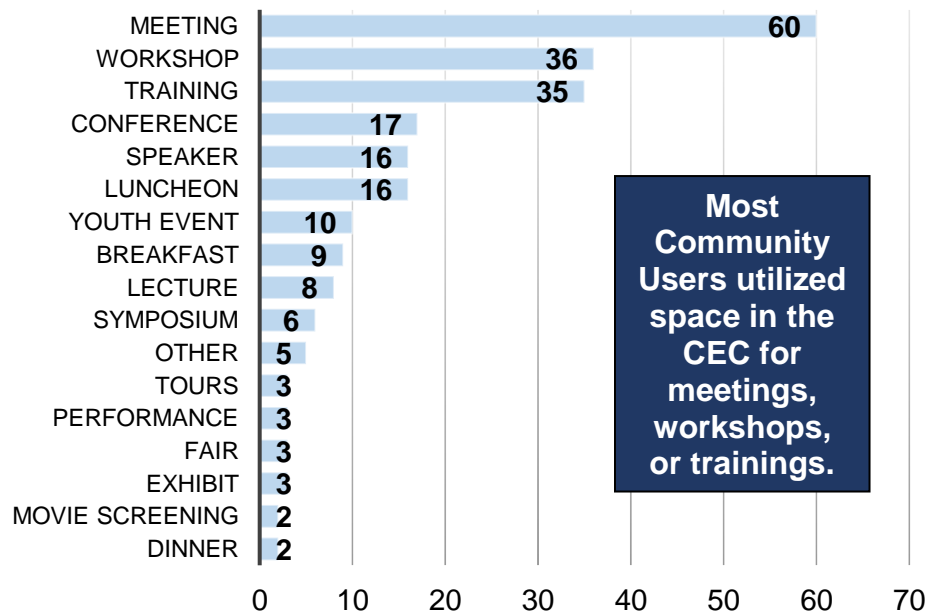


SECTION 3: PROFILE OF COMMUNITY USERS

3.1 Overview of Respondents

Community users consisted of mostly primary contacts (n = 56), with some users identifying as secondary contacts (n = 12) or room reservers only (n = 4). There were 72 community users in total.

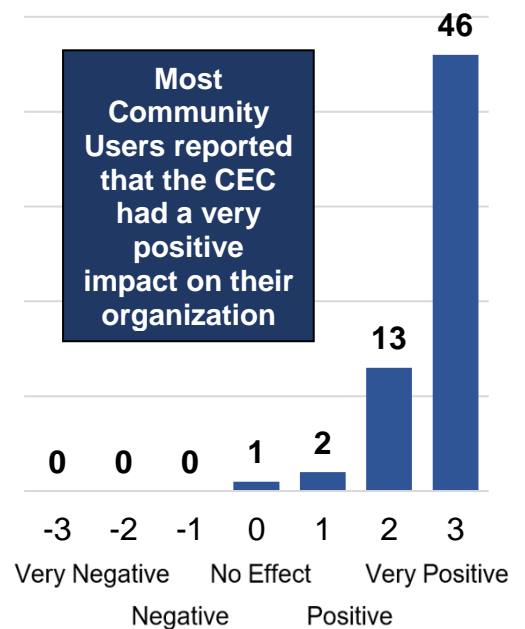
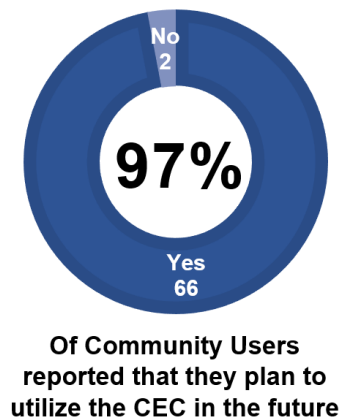
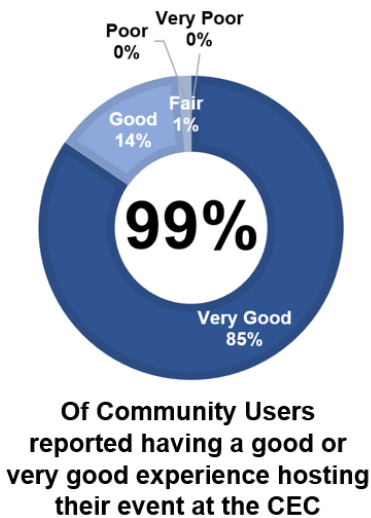
Community users have hosted a variety of events in the CEC over the past 4 years. Many reported utilizing the CEC to conduct meetings (n = 60), workshops (n = 36), or trainings (n = 35). A full breakdown of reservation purposes is provided in the bar graph to the right.



Most Community Users utilized space in the CEC for meetings, workshops, or trainings.

Overall, these individuals were highly satisfied with their experiences reserving space or hosting their events at the CEC, with 98% of users rating their experience reserving or hosting their event in the CEC as good or very good.

Further, all but two of these individuals (97%) plan to utilize the CEC in the future, and most reported that using the CEC had a positive effect on their organization (94%), or a very positive effect on their organization (74%). No user indicated that hosting an event at the CEC negatively influenced their organization.



3.2 Top Reasons Community Users Selected the CEC for their Event

Community users were asked “What are the primary reasons you decided to hold your event at the CEC?” They indicated their top 3 reasons, with ‘1’ being the most important factor in their selection. Their top-ranked, second-ranked, and third-ranked answers are outlined in the charts below. Selections with 3 or fewer endorsements were eliminated from the charts.

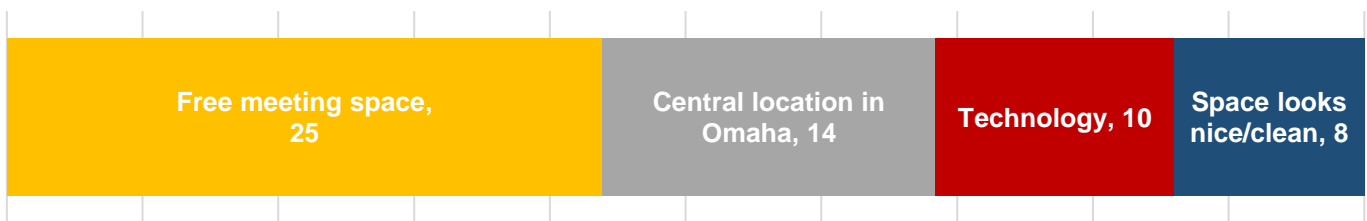
Top-Ranked Reason

The highest-rated reason for hosting an event in the CEC was due to the free space (n = 27). Other highly-rated first choices had to do with their organization being housed in the CEC (n = 18), and the central location of the CEC in Omaha (n = 17).



Second-Ranked Reason

The second highest-rated reason for hosting an event in the CEC was because the CEC provides a space which looks nice and is clean (n = 11). Other highly rated second choices had to do with the central location of the CEC in Omaha (n = 14), and the technology provided (n = 10).



Third-Ranked Reason

The third highest-rated reason for hosting an event in the CEC had to do with the CEC’s central location in Omaha (n = 20). Other highly-rated third choices had to do with parking (n = 11), the niceness of the space itself (n = 9), and the technology (n = 9).

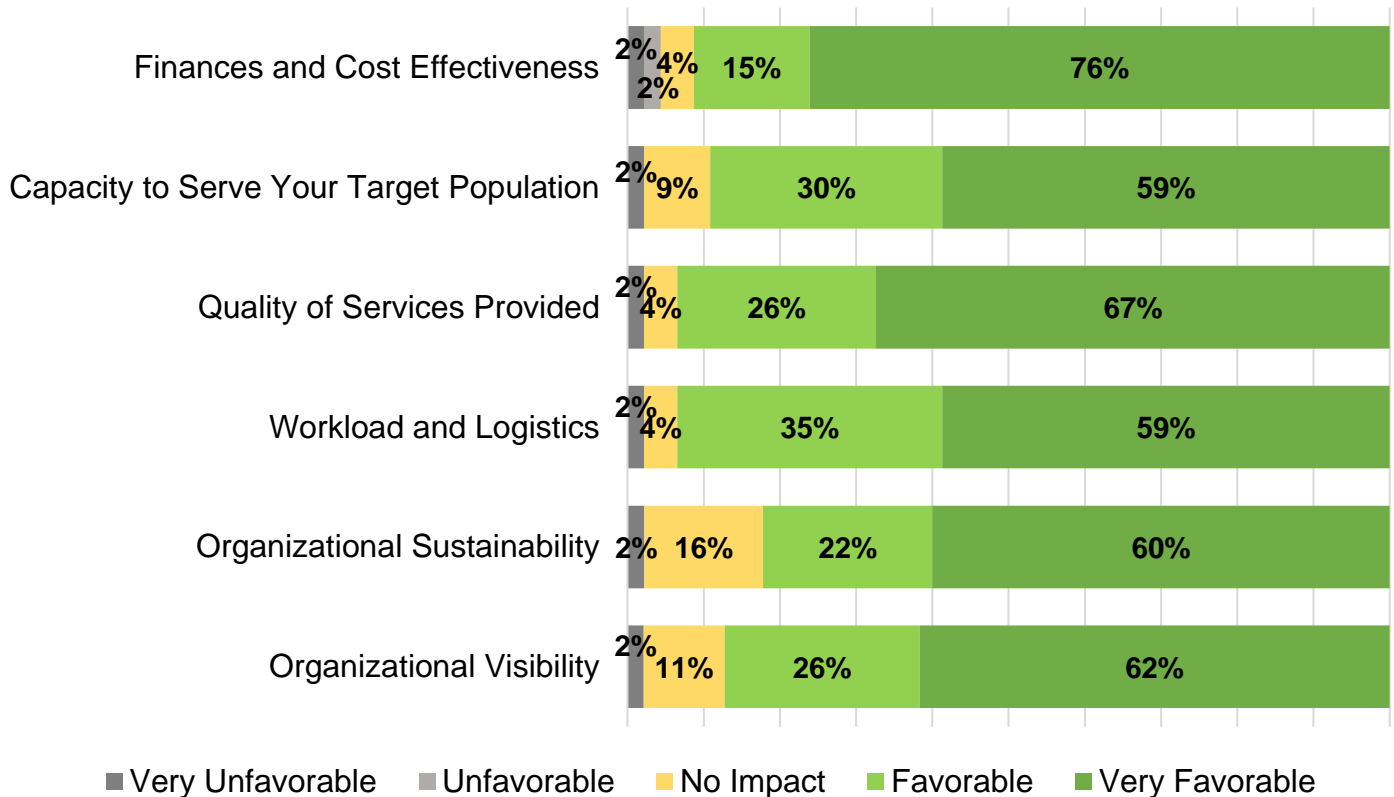


3.3 CEC Effect on Organization

Community users were asked to indicate how their use of space in the CEC has had an impact on six aspects of their community organization, outlined in the table below.

	Top Box %	
	Very Favorable %	
	Favorable %	
	No Impact %	
	Unfavorable %	
	Very Unfavorable %	N

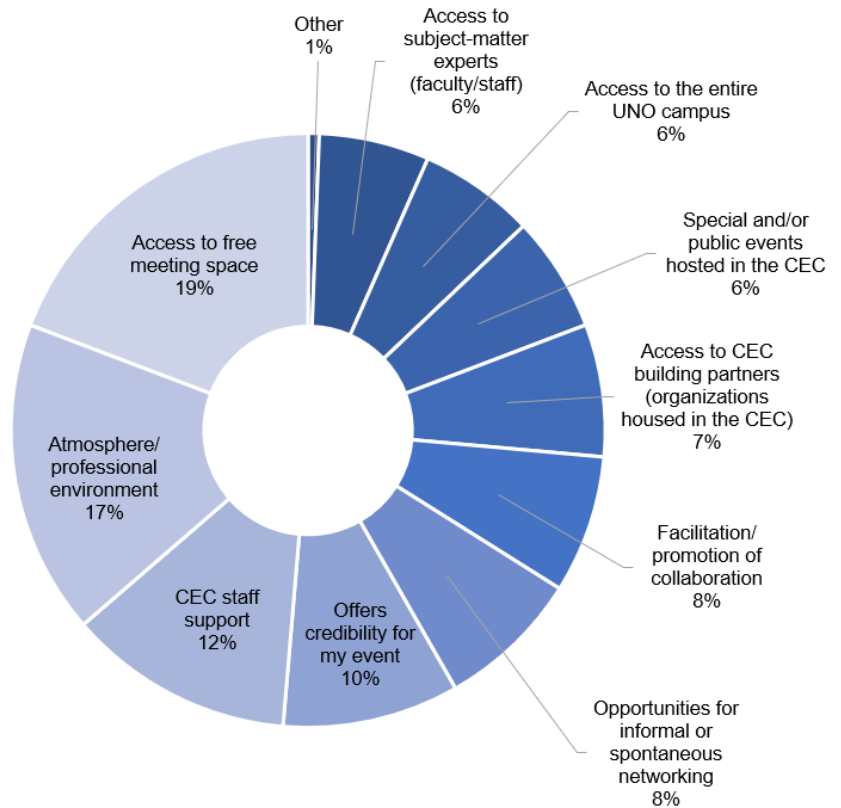
Finances and Cost Effectiveness	2%	2%	4%	15%	76%	91%	46
Capacity to Serve Your Target Population	2%	0%	9%	30%	59%	89%	46
Quality of Services Provided	2%	0%	4%	26%	67%	93%	46
Workload and Logistics	2%	0%	4%	35%	59%	93%	46
Organizational Sustainability	2%	0%	16%	22%	60%	82%	45
Organizational Visibility	2%	0%	11%	26%	62%	87%	47



3.4 Resources for the Community

Community users were asked to “Please select the most beneficial resources and opportunities the CEC provides for the community.”

Most Community users identified access to free meeting space, the atmosphere/ professional environment, or the CEC staff support as the most valuable resources offered by the CEC to the community



Community users were also asked “Do you plan to utilize the resources or space offered by the CEC in the future? Why or why not?” 98% of community users responded ‘yes,’ and 2% responded ‘no.’ Specific comments have been organized into themes, which are provided below.

Theme	Definition	# Times Mentioned
Ease of Use	Comments included within this theme referenced the convenience, ease of scheduling, accessibility, availability, and parking.	11
Niceness of Space	Remarks included comments about the cleanliness, beauty, and atmosphere of the CEC. Further, many noted that the space was nice, great, or incredible for conducting meetings.	9
Previous Positive Experiences	Some noted that they plan to continue using the CEC because they’ve had positive experiences, their organization (and guests) have enjoyed using the CEC in the past, and it feels like home.	7
Location	This theme consisted of comments having to do with the CEC’s location, and mentioned that the CEC provides a great, central location for attendees.	6
Housed in the CEC	Some stated that they will continue to reserve space because their organizations are located in the CEC.	5
Room Variety and Technology	Remarks included comments about the variety and size of rooms to choose from, as well as the technology/tech support in the rooms.	5
Goal Accomplishment	Some noted that they will continue using the CEC because doing so has been instrumental in the achievement of their goals/mission.	4
Free Space	Comments in this section noted the free of charge reservations.	3

3.5 Behavioral Impacts on Community Users

This section explores how the CEC contributes to community users' impressions and level of comfortability with UNO. We asked community users "As a result of your experience reserving space or hosting an event at UNO, are you more likely to..."

	N
	% Yes
	% Unsure
	% No

Attend other events at UNO	14.6%	18.8%	66.7%	48
Suggest UNO to future college students	4.2%	10.4%	85.4%	48
Consider attending UNO myself as a student	40.5%	21.4%	38.1%	42
Be an advocate for the University of Nebraska system and UNO	0.0%	4.3%	95.7%	47
Make a donation to UNO	38.6%	31.8%	29.6%	44
If you already donate to UNO, would you do so more frequently?	41.7%	36.1%	22.2%	36

