



**Undergraduate
Student
Government**

USG Spring Social Engagement Report
March 31, 2021

Background

For the Spring 2021 semester, the USG Senate has a social budget from central University funds, rather than student activities fees, so our funds cannot roll over into next semester. Therefore, we hope to structure our spending in ways that best meet the various needs of the community throughout the spring. However, due to tax and other restrictions placed on student-group expenditures, we cannot, for example, directly donate funds.

To this end, we crafted a survey to gauge students’ preferences and priorities regarding social and community programming that the USG Senate can sponsor for the remainder of the spring semester. The survey was open from March 5 through March 16 and received 635 complete responses. Thank you so much to those who participated!

This report contains a summary of the survey results and some action items to guide USG’s social programming for the remainder of the semester: no traditional lawnparties will be hosted, Tigers in Town will continue to expand, increasing focus will be directed to students outside the Princeton area, and we will be distributing merchandise and other items.

Results

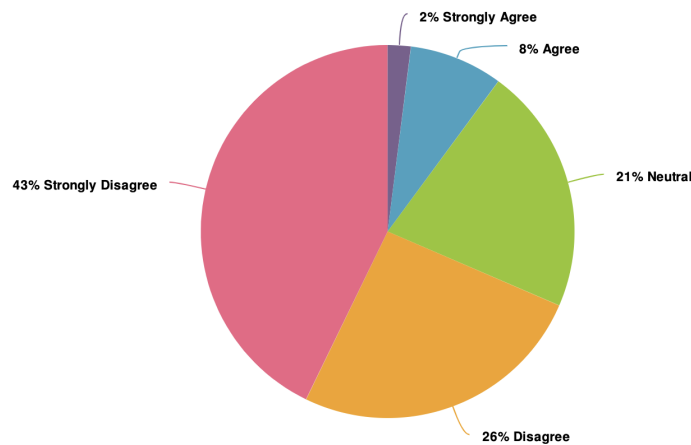
The results from the two primary survey questions are displayed below:

1. What are your priorities this semester for social and community engagement? Please rank them from highest (1) to lowest (4) priority.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
small group activities (within social-contract guidelines)	1		2,053	642
engagement with the community and local businesses	2		1,823	642
larger virtual events with Princeton-affiliated leads (faculty, alumni, etc.)	3		1,286	640
larger virtual social events with an external performer and/or artist	4		1,254	640

Lowest Rank Highest Rank

2. To what extent do you agree with the following: It is important to you to experience a larger virtual social event with an external performer and/or artist this spring.



We also asked for additional feedback on how USG can support the student body this semester. Extracting some themes, many respondents expressed that

- 1) more virtual programming merely exacerbates Zoom fatigue, favoring in-person programming instead.
- 2) free food options would be a welcome source of support
- 3) merchandise and gear would also be welcome sources of support
- 4) it is important to consider the needs of students who are not on campus or in the immediate area and therefore cannot partake in in-person programming in Princeton
- 5) supporting local businesses would be a worthwhile use of funds during this particularly challenging time.

USG Action Items

With your input in mind, USG has identified the following priorities for the remainder of this semester to bolster social engagement within both the on-campus and off-campus Princeton community.

1. No traditional lawnparties will be hosted this semester

Based on our survey results, 69% of respondents indicated a disinterest in a larger virtual social event with an external performer and/or artist this spring. An additional 21% of respondents were indifferent, with only 10% of the Princeton community expressing interest in such an event. This type of event was also consistently the lowest ranked in terms of priorities. Additional comments also expressed that virtual events contributed to Zoom fatigue, and many respondents specifically expressed that they would not be interested in lawnparties this semester. For these reasons, USG has decided not to host a traditional lawnparties event this spring.

2. Tigers in Town

Tigers in Town is a program sponsored by the Office of the Dean of Undergraduate Students that provides free food and other items to students through partnerships with businesses in the town. The USG Campus and Community Affairs Committee (CCA) has undertaken and will continue to undertake frequent University-wide Tigers in Town programming throughout the remainder of the semester, partnering with various businesses. CCA has also compiled a [step-by-step guide](#) for student groups to host their own Tigers in Town programming. Finally, given the recent change in the regulations governing in-person group gatherings, USG has amended Projects Board funding criteria and allocated additional funds so that student groups can host member-specific Tigers in Town events geared toward community building.

3. Increased focus on off-campus Princeton students

USG understands that many Princeton students who live outside the Princeton area can feel disconnected from the Princeton community, particularly as they are unable to participate in safe, in-person programming on or near campus. The USG Social Committee plans to develop further social initiatives for Princeton students living off-campus.

4. Distribution of additional Princeton merchandise

Many students expressed that they would welcome gear and other merchandise to support non-virtual activities this semester. USG plans to distribute a variety of Princeton-branded merchandise to both on-campus and off-campus Princeton students at no cost to students. We hope to work quickly on this action item because of the logistical complexities of ordering and shipping in bulk. We also hope to synergize this action item with continued support for businesses in town.

We hope to continue to be in dialogue with you all about your priorities for the remainder of the semester. If you have any further suggestions about merchandise, events, and other programming, please continue to reach out to Social Chair William Gu '23 at wengu@princeton.edu and President Christian Potter '22 at cgpotter@princeton.edu.