



Client: The Barnes Center at The Arch
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I. EXECUTIVE SUMMARY

Syracuse University's Barnes Center at The Arch has a mission "to provide quality integrated wellness services and programs, which support a holistic and inclusive student-centered experience promoting lifelong growth and development" (About The Barnes Center, 2021). The Barnes staff is made up of a combination of undergraduate and graduate students, fitness trainers, mental health counselors and other medical professionals. The Barnes Center offers an abundance of services and programs to promote mental and physical health among Syracuse students. Some of these services include newly updated fitness floors, pharmacy, mental and physical health counseling, the Crowley Family MindSpa, Esports gaming room, Walter's Pet Therapy Room, the Health Hub and the Sanvello app. These programs receive varying amounts of participation among students. The Barnes Center is currently having difficulties communicating with students about its services and programs. The Barnes Center needs help understanding why some of its services are underused. The staff must establish more effective forms of communication with students, specifically through social media.

The Gold Group has executed several research methods to determine why students are not engaging with some of the Barnes Center's services and programs, as well as how the Barnes Center can better promote its services and communicate its goals to students. In order to draw conclusions and support our recommendations, we utilized social listening data from Social Studio, a survey that was distributed amongst students, and a focus group with student participants.

Overall, the Barnes Center struggles to effectively communicate with its target audiences. We have formulated several recommendations and strategies that the Barnes Center could utilize in order to reach its key publics and promote its underused services and programs. These recommendations include, prioritize quality content on social media, create more consistent and original content, and better utilize social media special features.

II. PROBLEM AND OPPORTUNITY STATEMENT

The Barnes Center at the Arch has a mission “to provide quality integrated wellness services and programs, which support a holistic and inclusive student-centered experience promoting lifelong growth and development” (About the Barnes Center, 2021). It is currently facing a lack of awareness of its various services and programs amongst students. This causes a disparity in the amount of participation each program receives. These issues correlate with the Barnes Center’s lack of an effective social media presence. Programs at The Barnes Center are in need of social media promotion because that is an effective method to communicate with students. The Barnes Center also faced problems during the pandemic. Students leaving campus forced popular services to shut down and led to underused programs.

This has created a weak connection between the Syracuse student body and Barnes Center. Syracuse students are unaware of the key information regarding most of the programs at Barnes Center, and some programs are far more popular than others. For example, fitness related programs. Overall gym use, in comparison to non-fitness related programs offered by Barnes, are among the most utilized and popular programs. Furthermore, because of less engagement and minimal interaction with students, The Barnes Center does not have a good understanding of students' awareness or attitudes towards the programs.

Research will help The Barnes Center gauge how interested students will be in specific programs and thus deciding which programs need and are worthy of more promotion. Additionally, research can also help assess which social media platforms are popular among SU students and which should be utilized to help promote different Barnes Center programs.

III. SITUATION ANALYSIS

Internal Factors

Social Media Accounts

Social Media is the main way college students receive and spread information. The Barnes Center struggles to engage students through their social media outreach. The Barnes Center Instagram account has acquired 2,235 followers (BeWellSU, 2021). These numbers would typically be impressive however, compared to the 15,000 undergraduate student body, these numbers should be higher. Students are lacking knowledge on what programs the Barnes Center offers. For example, many students think the “Mind Spa” is just a massage chair room and not part of the spirituality wellness focus at The Barnes Center. With more social media engagement between Syracuse students and the Barnes Center offerings, students will feel more supported especially after experiencing the mental health pressures that COVID-19 has placed on students.

Services & Facilities

The Barnes Center is one of the most popular places that attract students to come. By providing various services and high-quality fitness facilities, the number of audiences is continuously mounting. There is clear information about what Barnes could provide to students on their official website. For featured services, Primary health care, Mental health Care, Crowley Family MindSpa, Walters Pet Therapy Room, Meditation, Nutrition coaching, Full retail pharmacy, and Peer education groups are included. Additionally, Barnes Center would offer a significant number of fitness facilities in the public fitness area and provide a climbing wall and swimming pool for students to have a better exercising experience. What’s more, to improve the sense of belonging for a particular group, the Barnes Center also builds an ESports room for those students who love playing games(Syracuse University, 2020). Sound equipment and versatile services are the brutal power of the Barnes Center, which is also the critical strength.

Location

During our client meeting, it was discussed how the Barnes Center was underused during the 20-21 school year due to the height of the pandemic. The location of the Barnes Center is one of the factors that may have led to lack of usage of the many programs at Barnes. The location on campus is close to some freshman dorms, and far from sophomore housing. Freshman last year had not experienced the Barnes Center in full swing when there were no sign-up time slots for the fitness center or mental health services. The location of this may have been viewed as inconvenient especially when most of the student body did not leave their dorms and housing due to online school. It is only close to freshman dorms, however they would not have known enough about Barnes or how it was before the pandemic. The older students were also less inclined to leave and walk there when there was no other reason (classes) to visit campus.

External Factors

Weather

Barnes Center is located in Onondaga county, Syracuse, NY. The average snow per year is 104 inches in Syracuse, the U.S. average is 28 inches of snow per year, and Syracuse gets precipitation 165 days per year on average that means 6 month of the year have significant snowfall (*Climate in Syracuse, New York*. BestPlaces, n.d.). Fall and Spring semester begins in September and January respectively, so students have to face bad weather conditions in most school days, and heavy precipitation develops barriers to access Barnes Center. Even though students, faculties, and staff have been used to the extreme weather, they tend to spend less time going outside, so they will not frequently visit the Barnes Center.

Student Life

The student life at Syracuse University is one of the factors that entices students the most. As of fall 2020, Syracuse University has over 21,000 enrolled students (Facts, Figures and Rankings, n.d.) and the student population will only continue to grow. About 53% of the student population lives on campus and many live in close proximity (Syracuse University Student Life, 2019). Of the tens of thousands of students on campus, a majority of them are interested in participating in some type of campus organization or program. Syracuse University currently has more than 300 recognized student organizations (Student Organizations, n.d.). These organizations include fitness programs, communication firms, student-run publications and more. The Barnes Center at the Arch offers an abundance of services and programs as well. Due to the large percentage of students that are interested in on-campus activities, they are an easy target to promote the Barnes Center services. The Barnes Center programs are widely accessible, open for registration and are less timely than some of the high-demand campus organizations. The Barnes Center has the potential to be a central part of student life at Syracuse University.

COVID-19

In the midst of the pandemic, students are less inclined to leave their dorms with the added factors of classes being online. Isolation and lack of human interaction causes students to have less motivation to keep up with mental and physical health (Basheti, n.d.). The fitness center at Barnes is an area where transmission rates could be higher. Heavy breathing while working out increases transmission rates of coronavirus (New York Times, 2020). Students were required to sign up for time slots for any activity which was hard to navigate due to class time interferences and time slots being taken quickly. COVID has had an immense Impact on students' physical health. Coronavirus is able to adversely impact people's respiratory system, such as the nose, throat, and lungs, which would probably result in pneumonia and acute respiratory disease (Centers for disease control and prevention, 2021). This makes it difficult for the Barnes Center to avoid potential health hazards and thorough sterilization. Students who have the symptom of COVID-19 are required to do self-isolation and less likely to use the services and facilities of the Barnes Center. During the most serious period of the pandemic in 2020, most of the fitness facilities are in supply surplus, which increases the cost of the Barnes Center to some extent (Q. Yu, Client Meeting, September 1, 2021).

IV. SWOT ANALYSIS

Strengths

Staff

The Barnes Center's staffing, resources and services go above and beyond the average college recreation center. Offering personal training, health clinics, nutritional advice, stress management, meditation resources and counseling resources (Q. Yu, Client Meeting, September 1, 2021).

Construction

Construction on the Center was completed in Fall 2019, making it only 3 years old. It has state of the art materials and equipment. SU has estimated the total cost of the project to be \$50 million (Stern, 2019).

Location

The Barnes Center central location on the quad makes it easily accessible for all on-campus students (Barnes Center, 2021).

Job Opportunities

The Barnes Center has created many student job offerings. These offerings include but are not limited to: lifeguards, trip Leaders, receptionists, cafe workers and personal trainers (Barnes Center, 2021).

Programs

Programs at The Barnes Center help promote feelings of belonging and community among students. This is especially evident through the E-sports program and community that has been built within it (Q. Yu, client meeting, September 1, 2021).

Weaknesses

Student Awareness

At Barnes Center, there are several provided services or programs, but most of them did not receive enough attention from students. Pet therapy and fitness center are well-known by publics, but other services do not draw much attention from students (Q. Yu, client meeting, September 1, 2021).

Social Media Presence

Lack of promotion among students, especially lack of social media presence. On Instagram, BeWellSU only has 2,238 followers, and 2,946 followers on Facebook.

Insight on Students

Barnes Center does not provide deep analysis about students, so counselors do not know what happened behind students (Q. Yu, client meeting, September 1, 2021). For example, the Barnes Center knows less students are attending a certain program, but they do not know what happened to students that led to not visiting.

Accessibility

Barnes Center is located at Archbold Gymnasium, 150 Sims Dr, which is little far from off campus residents. In fact, 47% of undergraduate students live off campus (U.S. News, 2020).

Medical Staff

According to the Barnes Center, there is no doctor on staff, but mostly nurses (Barnes Center website). At the Barnes Center, most are nurses and therapists, and lack of professional doctors potentially discourages students from making appointments and visiting these programs.

Service Hours

Many important services that students rely on are completely closed on Sundays, including counseling services, nutrition services, the pharmacy, and health care, and many students cannot afford to go to urgent care or hospital. (Barnes Center website)

Opportunities

Location

Syracuse University's Barnes Center is located in a great part of campus. The building sits between Carnegie Library and the Carrier Dome. The Barnes Center describes it as "the hub for student wellness." It is accessible to all students living on or close to campus, as well as medical transportation in case of emergencies. For students farther off campus, the Barnes Center is accessible through bus services, ridesharing apps and parking is available in the front and side of the building (How to Get to Us, 2020).

Competition

The Barnes Center at the Arch has very few competitors in the area. In terms of fitness services, the other options for students in this area are Vitality Fitness Program, Planet Fitness and a few more. These are not nearly as accessible to students as the Barnes Center in terms of price and location. For example, the Vitality Fitness subscription cost is \$45 per month (Program Cost: Vitality Fitness Programs: SUNY Upstate Medical University, n.d.), and Planet Fitness' is \$10 per month (Memberships, n.d.). The Barnes Center's services are free to Syracuse University and ESF students. The Barnes Center also offers unique programs, like the MindSpa, Pet Therapy and ESports Room, that are not available anywhere else.

Size

The target audience for the Barnes Center is large and easily accessible. As of fall 2020, Syracuse University has over 21,000 enrolled students and will only continue to grow (Facts, Figures and Rankings, n.d.). With a large target audience, it will be easier to conduct research and determine how to best connect with students. A large audience also provides an opportunity for more students to spread the word and for more participation in the services.

Social Media

Social media is an important medium to use when trying to reach the Barnes Center's target audience. Syracuse University as a whole has a large following on social media; 100,000 followers on Instagram (Syracuse University [@syracuseu], n.d.), 83,800 on Twitter (Syracuse University [@SyracuseU], n.d.) and 17,200 on TikTok (Syracuse University [@syracuseu], n.d.). The Barnes Center's social media pages (@bewellsu) have significantly less followers and engagement. Syracuse University has an opportunity to highlight the Barnes Center and its services on its social media platforms and better engage with the target audience.

Student Organizations

Syracuse University currently has more than 300 recognized student organizations (Student Organizations, n.d.). These organizations include fitness clubs, student publications, communication firms, entertainment groups and more. The Barnes Center has the opportunity to collaborate with communications organizations, fitness clubs or others in order to reach the target audience. These student-run clubs can help draw attention to the Barnes Center's services and events. The Barnes Center can reach out to students directly or students can contact the Barnes Center with a Media Request Form from the Office of Student Activities (Media Request, 2021).

Threats

COVID-19

The pandemic forced most students to leave campus and attend classes online. This isolation results in a lack of motivation for students to maintain their mental and physical health. According to daily orange, major depression was 2.9 to 3.5 times higher than before the pandemic (Chouinard, 2021). COVID caused a decrease in participation at the Barnes Center's programs. As the pandemic continues, the increasing cases of mental health problems could exhaust the counselling services in the Barnes Center. The status of the Barnes Center depends on the amount of positive cases on campus. According to the Daily Orange, the Barnes Center had to shut down due to the uptick of student coronavirus cases on campus (Sessa, 2020). This shows the uncertainty of opening the Barnes Center, so students might visit others instead.

Demographics

There are not enough demographics utilizing the different programs offered by the Barnes Center. Most students participating in the programs are white females (Q. Yu, client meeting, September 1, 2021).

Competitors

There is competition from outside health services and fitness centers. Cheap gym memberships are available in the greater Syracuse area. Off-campus students would like to choose the gym inside or near their apartments instead of the Barnes Center. Most student apartments would have gyms, though the facilities would not be as good as the Barnes Center. Gyms are usually in every student apartment, such as Theory Syracuse and The 505 on Walnut, so off-campus students or students who do not like large fitness centers would not usually go to the Barnes Center.

V. KEY PUBLICS

International Students Attending Syracuse University

The first key public we have chosen are International students at Syracuse University. This encompasses students who are originally from outside the United States, but currently live on or around campus. The Barnes Center has expressed concern over a lack of engagement from international students and their recreational and health related programming. It is important to try to understand why this lack of engagement is occurring so we can better assist the Barnes center in their media outreach efforts.

American Students Attending Syracuse University

Our second key public is Syracuse undergraduate and graduate students who reside in the United States. These students currently live on or around campus. This public most frequently utilizes the recreational and health related programs at the Barnes Center. They will provide important feedback about what Barnes Center does well in terms of promoting programs and activities and how they could improve on programs that are not being utilized as much.

Both key publics are generally aged 18-24, covering all in process undergraduates and graduates. They are geographically living on campus or off-campus surrounding the Syracuse University, and are not segmented by racial or ethnic traits. These individuals are not married but may be dating. Both share common characteristics and are interested in personal health conditions specifically, improving and maintaining physical and mental health. Thus, Barnes Center has the opportunity to help these publics meet their goals.

KEY PUBLIC #1

Ziyan, 20

Ziyan is a 20-year old international undergrad student attending Syracuse University. She is currently a junior and is from Shanghai, China. At home, she works at a local gym as well as attends regularly. In high school, Ziyan was highly involved in after-school sports. Coming to Syracuse, Ziyan knew that she wanted to keep up with her physical health. She likes to spend her free time at home going on walks or reading books. She finds that these two activities are relaxing when caught up in a stressful day or week.

Ziyan came to Syracuse to study public relations in the S.I. Newhouse School of Public Communications. She has a passion for writing and maintaining good physical and mental health. She is involved in clubs that focus on mental health and adjustment to college. She first joined these clubs as a freshman, but is still looking for outlets outside of the clubs.

Ziyan learned about the Barnes Center when it was first being renovated as a freshman, but since then has not been educated on the various programs offered. She is searching for group activities to do on the weekends in order to stay active and also mentally relaxed.

KEY PUBLIC #2

Zach, 22

Zach is a 22-year-old American undergrad student attending Syracuse University. He is a senior and is from New York City. He is majoring in management at Martin J. Whitman School of Management and a minor in psychology. He is the oldest son of his mother and father, with two younger sisters. He is going to apply to the MBA program at NYU Stern School of Business, so he is struggling with balancing class time and internship.

Even though Zach is busy, he prefers spending his little free time playing basketball at least twice a week at Barnes Center since he thinks it is the best way to get out of trouble. Also, pet therapy is the program he likes since he has two dogs at his NYC home, and he has not been home one year because of the pandemic. Barnes center is almost the only place he visits besides his home college and company.

Zach presents on multiple social media platforms to gain insights, including Instagram, Facebook, LinkedIn, Twitter, etc., but he does not follow @bewellsu at any of social media platforms because he does not know the presence of the account, but he is willing to follow it if there are interesting posts. Zach is not familiar with other programs provided by Barnes Center, and he is happy to visit them if they are attractive.

KEY PUBLIC #3

Christina, 18

Christina is an 18-year old freshman student at Syracuse University. She grew up in northern New Jersey and values family time and getting involved in sports and extracurriculars. She is currently undecided in the College of Arts & Sciences and is stressed out trying to search for a major and classes to help. As a freshman, the transition was something of concern for Christina but she found some outlets on campus to help her.

In high school, she was always busy with sports and clubs which helped maintain overall mental and physical wellbeing. She also worked as a hostess during the school year and as a lifeguard in the summers. The change of pace from her hometown to college is something that has been draining, and Christina is looking for activities to help keep her busy and to find her passions.

The location of Christina's on campus residence hall is very close in proximity to the Barnes Center. She has only heard about the fitness programs that Barnes offers and tries to utilize them in between her classes.

VI. RESEARCH OBJECTIVES

1. Gather data on Syracuse students' digital communication and social media habits to determine which methods of communication would be most effective in regard to promoting the Barnes Center's services.
2. Gain insight into Syracuse students' general habits and attitudes towards the Barnes Center.
3. Determine the reasons why Syracuse students are hesitating to use some of the Barnes Center programs and services, such as the Crowley Family MindSpa and Walters Pet Therapy Room.

VII. RESEARCH METHODOLOGY

Methodology: The Gold Group used both qualitative and quantitative research methods to meet our research objectives. First, a focus group was conducted to retrieve qualitative data regarding Syracuse University students' personal habits and attitudes towards the Barnes Center. We also discussed the social media platforms most frequently used by students. By meeting with a small group of students firsthand, we were able to closely examine the participants' responses, both physical and verbal. Next, an online survey was distributed and completed by about one-hundred Syracuse students. This survey furthered our qualitative understanding of students' use of the Barnes Center services, physical and mental. We also gained insights on students' social media habits, demographics, and student life habits. Additionally, we completed quantitative social listening through Social Studio. This data visualization gave insight into online content regarding the Barnes Center. We are able to calculate common keywords, summarize large communication messages, general sentiments, numbers of likes and shares, and more. This will help us address the Barnes Center's online visibility issues. Lastly, we completed quantitative content analysis and social listening through Social Studio. Using latent content, we collected information on online users' general sentiments towards the Barnes Center. This content includes posts from social media platforms, like Instagram and Facebook, and other online media sources. The Gold Group believes that these methods returned the most beneficial results in order to meet the Barnes Center's needs.

Research Method 1: Focus Group

- **Sampling Frame:** Undergrad Students at Syracuse University
- **Rationale:** Our Focus Group objectives was to know target audiences' personal experiences and thoughts about the programs at Barnes Center, know which social media platforms participants are using most and explore what audiences are expecting /want to see from the Barnes Center social media platforms. Focus groups are a great way to collect a lot of data in a short amount of time. The group synergy adds to the quality of data collected and you can see and hear your key publics' first-hand.
- **Execution:**
 - **Recruiting Method:** Convenience sampling
 - **Location:** Online (Zoom)
 - **Length:** 30 minutes
 - **Incentive:** No incentive was necessary to gain participants
 - **Number of Participants:** 5
- **Data Analysis Method:** Qualitative Content Analysis

Research Method 2: Online Survey

- **Sampling Frame:** Syracuse University students who are currently living in Syracuse
- **Rationale:** From the focus group meeting, we know most of them only enter the fitness center at Barnes Center, so we get insights from this result and try to know more about non-fitness programs. In the survey, we have social media, Barnes Center, student life, demographics question blocks that provide organized data to explore useful information. This research method helps us know and understand more about many students' attitudes toward Barnes Center and its social media accounts. Also, the online survey allows us to gain insights about why publics are not willing to go to some non-fitness related programs and how to promote these programs in the future.
- **Execution:**
 - **Recruiting Method:** Sharing link to iMessage/GroupMe/Wechat (Convenience Sampling)
 - **Location:** Online
 - **Length:** 20 questions
 - **Incentive:** None
 - **Number of Participants:** Our goal is to receive a minimum 100 responses and we received 77 responses
- **Data Analysis Method:** Qualtrics Data Analysis

Research Method 3: Quantitative Social Listening

- **Sampling Frame:** All social media posts dated September 21-October 21, 2020 were selected using the Social Studio topic profile analysis platform.
- **Rationale:** To help the Barnes Center address its visibility issues and feedback in the public domain. Our group chose posts using the keywords "Barnes Center" and "the Barnes Center at the Arch" on Social Studio to gain a deeper understanding of the public sentiment toward these initiatives. After excluding some irrelevant posts, the data demonstrates that 97.4% of the overall sentiments are positive. This shows that most of the people who go to the Barnes Center have a relatively great experience. Additionally, by looking through those posts, we found that "Flu shot" and "Vaccine" are the terms and topics mentioned the most on all public social media platforms. Therefore, we were able to realize what benefits that the Barnes Center brings to students that make them remember most. Also, improving the social media approaches of the Barnes Center would help our client gain more helpful feedback about various services and programs.
- **Execution:**
 - **Location:** Online (Social Studio)
 - **Length:** 5 minutes each post
 - **Number of Social Media Posts:** 32
- **Data Analysis Method:** Quantitative Content Analysis

Research Method 4: Qualitative Social Listening

- **Sampling Frame:** All social media posts occurred between October 11-November 11 and were selected using the Social Studio analysis platform. They related to different services at the Barnes Center and showed which programs and aspects of Barnes are most popular among students.
- **Rationale:** In order to understand the types of conversations going on related to the Barnes Center online, we selected words such as “Barnes Center”, “Students” and “Syracuse.” After examining these posts, we had a deeper understanding of the narratives and attitudes towards the Barnes Center. These posts mostly sourced organizations that represent the student perception regarding the Barnes Center, such as Daily Orange. The lack of feedback from other services and programs led us to decide that creating exposure to the official accounts of the Barnes Center will be beneficial.
- **Execution:**
 - **Location:** Online Social Studio Content Analysis
 - **Length:** 5 ~ minutes (per post)
 - **Number of Social Media Posts:** 32
- **Data Analysis Method:** Qualitative content Analysis

VIII. RESULTS & ANALYSIS

a. Focus Group Data Analysis

Participant Profile

Name	Age / Grade	Gender	Major
Xihan Chen	21, Senior	Male	Sports Management, Accounting
Zhishan Ni	20, Junior	Male	Sports Management
Dana Calamari	20, Junior	Female	Geography
Kyleigh Giacone	19, Junior	Female	Information Management & Technology
Michaela Macleod	20, Junior	Female	Marketing

Theme 1: Program-Specific Advertisement

It was a common thought among FG members that if they had heard of the programs at Barnes more frequently, they would have been more inclined to try. It was observed that if there were more program specific advertisements towards the (underused) programs starting from students' arrival on campus freshman year, that it would increase their understanding and possible use of programs besides just the fitness facilities.

- The general consensus is yes; it is hard to find out about the Barnes Center's programs because they are not advertised or discussed with students. Even just one day of discussion about the services would be helpful.

Theme 2: Proximity to Campus

The students had all stated that they had been to Barnes, mainly for fitness facilities and also while they lived closer/ in an on-campus. It was more convenient and accessible to students who did not have a far walk, especially when the weather is bad and students cannot, or are less inclined to walk.

- **[00:22:35]** "I use the Barnes Center for the fitness center, but I used it more freshman and sophomore year because I have a gym in my apartment building. I use it for the pharmacy, to pick up medications and I use the health center whenever I don't feel well. I have also been to the pet therapy room." **Michaela Macleod, Female, 20**

- [00:22:58] “Freshman year I used to use the Barnes Center everyday for the gym, but now I go to a different gym. I went to the health center a few times and the smoothie place [Otto’s Juice Box].” **Kyleigh Giacone, Female, 19**

Theme 3: App Specification

The FG participants all utilize apps such as TikTok and Instagram, as they discussed how advertisements on these types of social media apps may benefit the Barnes Center. Students also enjoy watching short videos that get to the point / explain things quickly, which is why it was a theme that specific apps could catch students attention and be more educational for students.

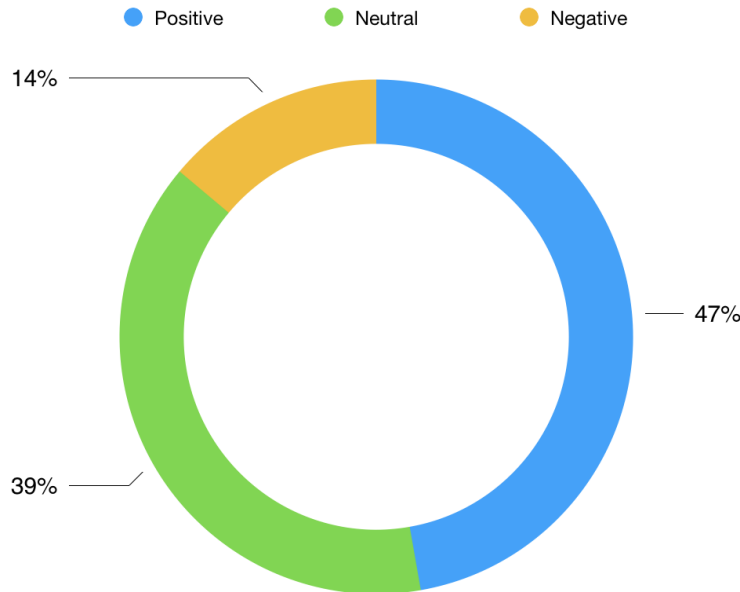
- [00:25:23] “I think it could be a cool watch, like great videos, I will probably follow, honestly.” **Michaela Macleod, Female, 20**
- [00:25:31] “Yea, I think I was interested in that too.” **Dana Calamari, Female, 20**

Interesting/ Important Cases

1. In terms of incentives, students suggested that although gift cards etc would attract new students to come to the Barnes center, it is not an effective strategy in making it a staple in their routines. This helps the Barnes Center to avoid costs.
2. Everyone stated that they would be more likely to try new programs with friends / in groups. Better to create more group oriented activities. In this way, the Barnes Center would open more programs in groups to attract more students.
3. Students suggested that if the Barnes Center publishes cool videos on TikTok that more students will be interested in engaging in it. Michaela (Female, 20) stated, “I think it could be a cool watch, like great videos, I will probably follow, honestly.” And all others agreed. Students’ preferences are important for the Barnes Center to know how to improve itself.

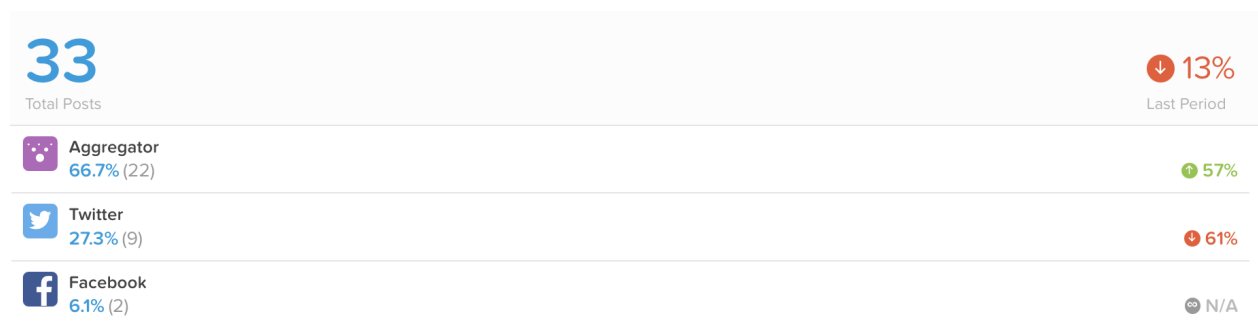
b. Quantitative Social Listening Analysis

Theme 1: Sentiment



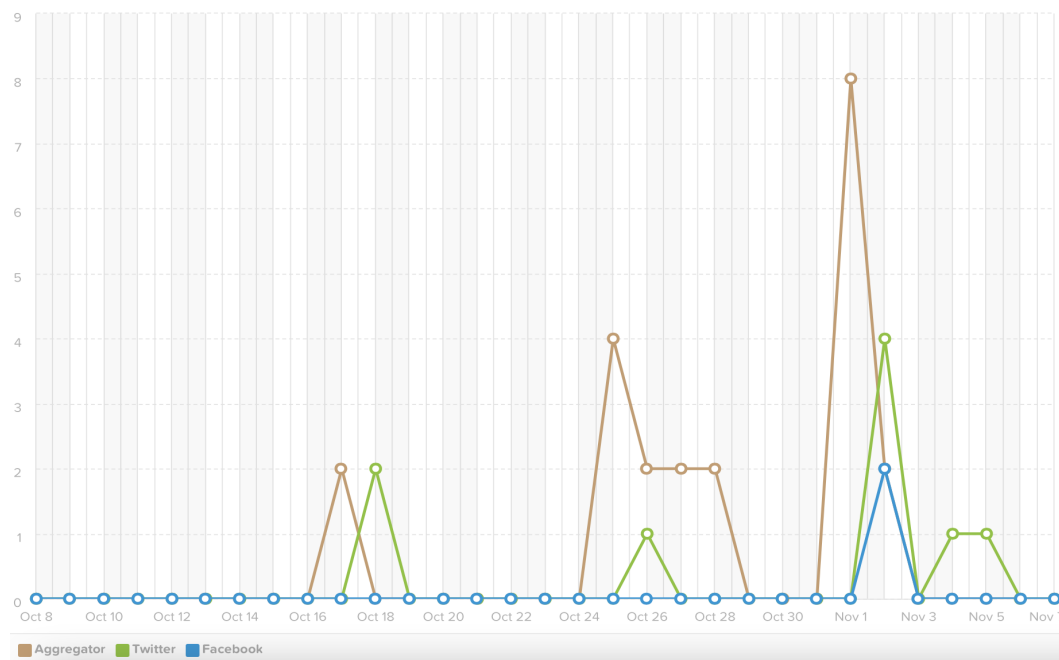
This graph shows the overall sentiment of posts created throughout the whole month, dated from September 21-October 21, 2021. We found that 47% of posts label neutral sentiment, 39% of posts label positive sentiment and 14% of posts show negative attitude. This information is incredibly useful since it demonstrates that most of the people who go to the Barnes Center have a relatively satisfied experience and only a small portion of visitors have complaints about the Barnes Center. Therefore, this information will help us identify the attitudes of Syracuse students toward the services and programs that are provided by the Barnes Center, which help our client to make change and adjustment in the future.

Theme 2: Post Volume



This image shows how many posts were made about the Barnes Center in the last 30 days and on which platforms these posts were published. There were a total of 33 posts this month about the Barnes Center. Aggregators (The Daily Orange) produced 66.7% of these posts. Twitter is next, with 27.3%. Lastly, Facebook makes up 6.1% of the posts. These numbers are important because they give an insight to how often the Barnes Center is discussed online. It was roughly once a day this month, but there were outside factors that contributed to the volume of posts. In addition, this tells us what social media platforms are most commonly talking about the Barnes Center. The Barnes Center should monitor the Daily Orange website, Twitter and Facebook. It also tells us that people interested in the Barnes Center are using Twitter and Facebook.

Theme 3: Media Type Trend



This graph provides more detailed information on which social media platforms are discussing the Barnes Center and when. Aggregators (The Daily Orange), Twitter and Facebook are the media types most commonly used to discuss the Barnes Center. Most of these posts occurred in late October and early November, specifically October 31 through November 3. There were 14 posts within those 4 days (8 from the Daily orange, 4 from Twitter and 3 from Facebook) This is most likely because the Barnes Center announced that it will be distributing COVID booster shots. These numbers are useful because they indicate when and where users are posting about the Barnes Center. Although aggregators made up the majority of the media, this tells us that Twitter and Facebook are common platforms used by people interested in the Barnes Center.

c. Qualitative Social Listening Analysis

Theme 1: Content from Campus Media

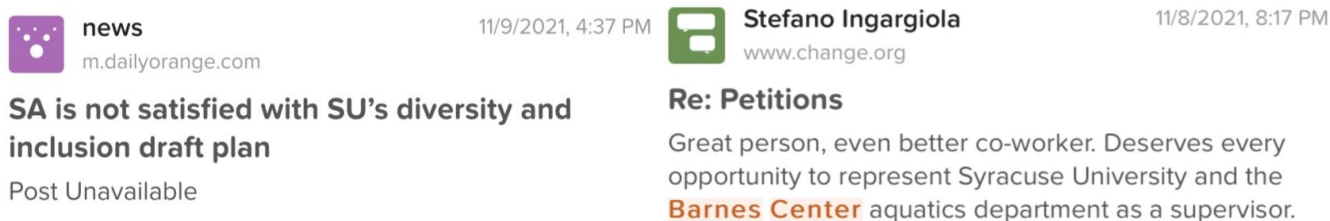
A large amount of content posted about the Barnes Center comes from on-campus media sources, like the Daily Orange. These sources mainly post opinion and news pieces related to the Barnes Center. Campus sources, like the Daily Orange, receive the most engagement from the Syracuse University population, primarily students and staff. This content comes from platforms such as Twitter, Facebook and the Daily Orange website. Some of the recent Daily Orange headlines include, “SU to offer COVID-19 vaccine booster shots for student employees,” and “Many SU students support flu shot requirement for spring semester.” It would be great if the Barnes Center took advantage of the on-campus news organizations to occasionally produce content that informs readers about the services it provides, other than medical resources.



Posts from The Daily Orange on Twitter

Theme 2: Content Regarding Barnes Center Programs

We found that most of the content posted about the Barnes Center does not relate to the programs and services offered. There was only one prominent opinion article from the Daily Orange regarding the Barnes Center fitness programs. Other than this, most of the social media posts that mentioned the Barnes Center were updates regarding booster shots for COVID-19, the SU masks policy and sports. These are important topics, but there should be a better ratio of news-related content and content about the Barnes Center’s other services. The Barnes Center would benefit from more social media posts about its programs and services, especially from students and on-campus news organizations.



Posts not related to Barnes Center's services or programs

Theme 3: Lack of Original Content

Based on the posts we analyzed on Social Studio, people are engaging with content related to the Barnes Center. Generally, posters are very willing to share their experiences and comments about the services and programs provided by the Barnes Center, such as “flu vaccination” and “free fitness class.” However, very little of that content is actually produced by the Barnes Center. For example, most of the content that we analyzed during the sampling frame were created by the Daily Orange account, instead of the Barnes Center itself. The Barnes Center should be more active on different social media platforms and create more original posts to attract students and increase exposure.

Interesting/Important Cases

Interesting Case 1: Repetitive Posts and “Reposting”



Cross-promoting posts from The Daily Orange

Social media content receives high levels of engagement when it is cross promoted on several platforms. This article from the Daily Orange about COVID booster shots was published in early November and was promoted on several platforms and accounts. It was tweeted about by the Daily Orange editor-in-chief, Richard Chang. His tweet was quote-tweeted by the official Daily

Orange account. The Daily Orange also promoted the article on its Twitter and Facebook with a simple caption and link to the DO website. Cross-promotion ensures that more people will see the article and read it. This would be a great social media strategy for the Barnes Center to practice on its platforms. It would help content reach a larger audience and inform more of the Syracuse student and staff population.

Interesting Case 2: Content Regarding The Barnes Center's Services



Opinion | “Instead of falling into a state of decreased motivation this winter, students should encourage each other to embark in new activities like the ones offered at The **Barnes Center**,” writes our columnist.
dailyorange.com/2021/11/taking...



Opinion | The **Barnes Center** at the Arch has more than 30 fitness classes that benefit students' physical and mental health. Students should not overlook the value of these activities.

Taking free fitness classes at SU could help relieve...

Opinion | The Barnes Center at the Arch has more than 30 fitness classes that benefit students' physical and mental health. Students should not overlook the value of these activities.

The DO's posts about the Barnes Center services

As mentioned previously, a lot of the social media content produced about Barnes Center does not relate the benefits of the Barnes Center's services and programs. However, his article produced by the Daily Orange on November 9 is a great example of the content that we want to see more often. This opinion piece highlights some of the overlooked services at the Barnes Center and how impactful they can be for students' mental and physical health. This article was also cross-promoted on Facebook. The Barnes Center could collaborate with other campus news organizations to create similar content and repost this type of content on its own social media pages.

Interesting Case 3: Negative Content



 **Jill VAXallagher**
@JayFloGal

10/26/2021, 9:36 AM

“Does the virus understand the difference between a lecture hall and a weight room? Am I not able to transmit or contract COVID-19 in Gifford Auditorium, yet bound to do so in the **Barnes Center**?”
dailyorange.com/2021/10/syracu...



opinion
m.dailyorange.com

11/1/2021, 5:52 AM

Pro-military agenda at SU makes students like me feel unsafe, unwelcome

Post Unavailable

Posts with negative sentiments

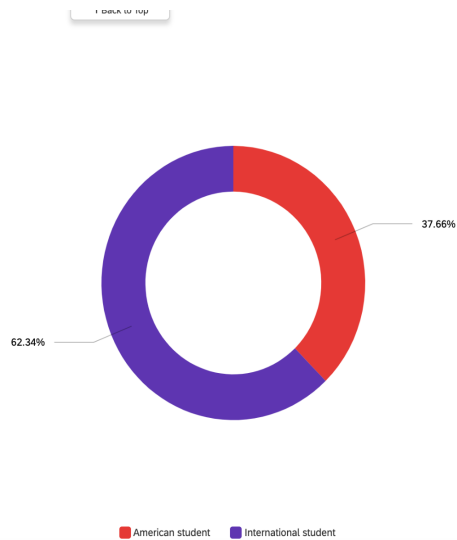
Throughout our research, we found only a few social media posts that had negative sentiments towards the Barnes Center. Posts like the ones above are important to take note of and occasionally address. These opinions could negatively impact student participation in the Barnes Center’s services and programs. The Barnes Center should work to counteract these negative opinions with more positive posts to ensure students feel safe and comfortable while using its facilities.

d. Survey Analysis

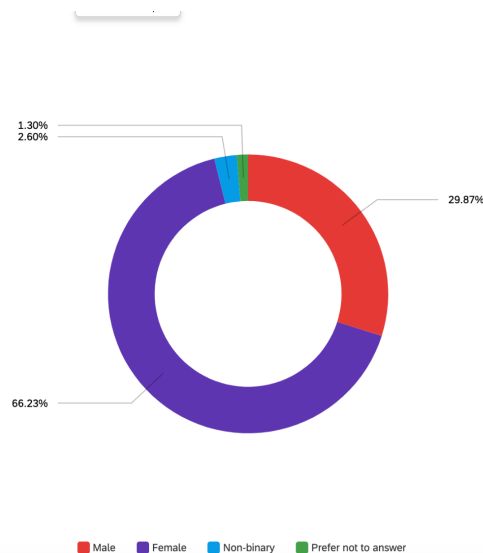
Sample Profile

A total of 77 Syracuse University students participated in this survey. Participants are asked their demographic information, personal information, and attitudes about Barnes Center. The participants are university students from freshman to graduate students, ranging from 18 to 55. Of the participants, 66.23% (n=51) were females and 29.87% were males (n=23), 2.6% (n=2) were non-binary, and 1.3% (n=1) preferred not to specify their gender. The racial diversity was 37.66% American students and 62.34% international students. There was also considerable diversity in the grade spread: 14.29% were freshman, 20.78% were sophomore, 49.35% were junior, 11.69% were senior, and 3.90% were graduate students.

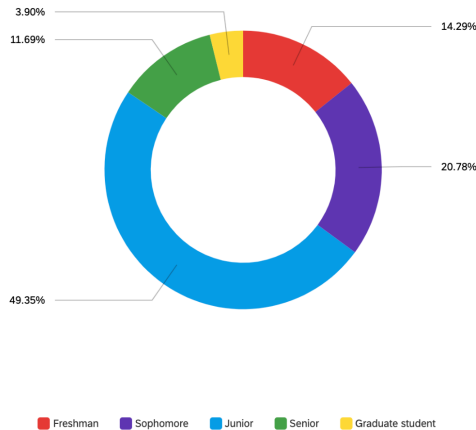
RACIAL IDENTITY



GENDER IDENTITY



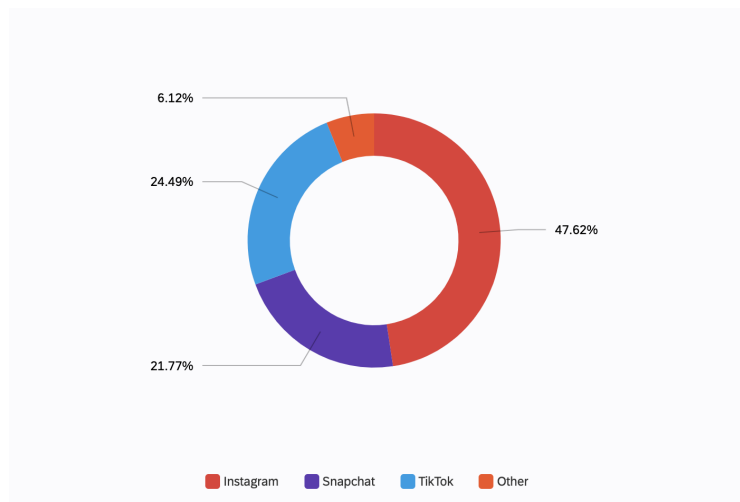
GRADE

[↑ Back to Top](#)


Key Findings

What are your preferred social media platforms? (Check all that apply)

Number of responses: 77

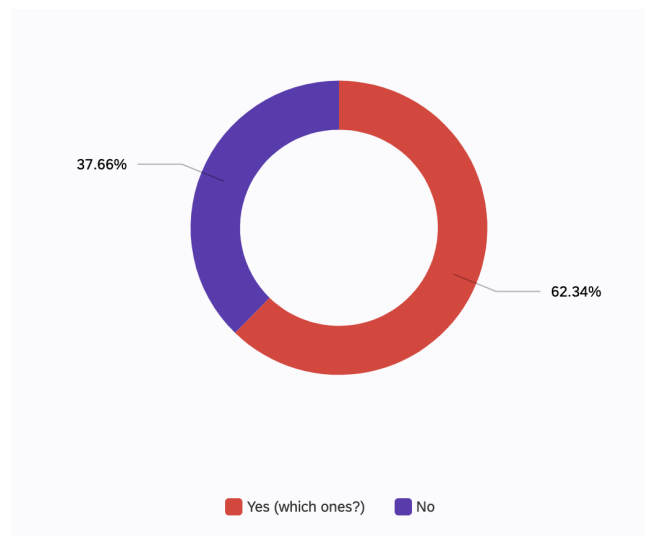


To determine which social media platform the Barnes Center should use to best reach Syracuse University students, the questionnaire asked respondents' preferences on social media platforms, and they can select all that apply. 45.75% of students said they prefer to use Instagram and 24.49% of respondents prefer TikTok. The total number of selections for this question is 147 and the total number of responses of the survey is 77, so almost everyone prefers using Instagram and half use TikTok. Besides, 21.77% and 6.12% of students said that they use Snapchat and other social media platforms respectively. Overall, the survey data for this question show that

Instagram is the most popular social media platform among Syracuse University students, and TikTok is the second most-used social media platform among these respondents, which led us to believe that the Barnes Center would benefit from creating visual contents on these two social media platforms. Although Instagram and TikTok dominate the social media platforms in Syracuse University, the survey data also shows snapchat has significant audiences, so it can be also considered as a channel to target.

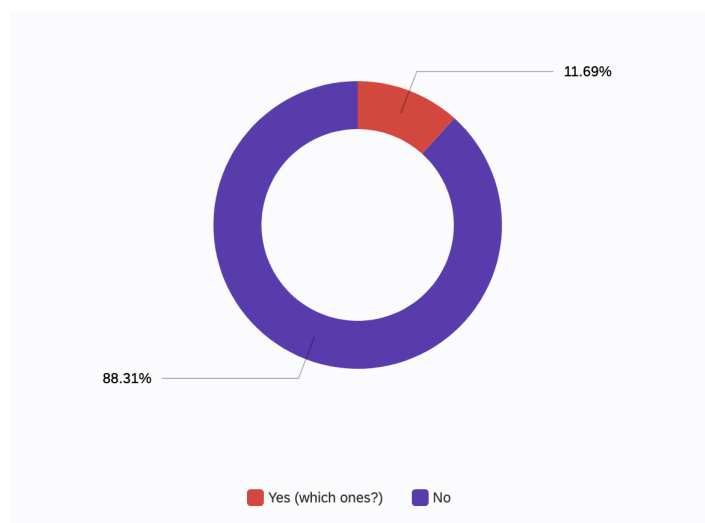
Do you follow @SyracuseU on any social media platforms?

Number of responses: 77



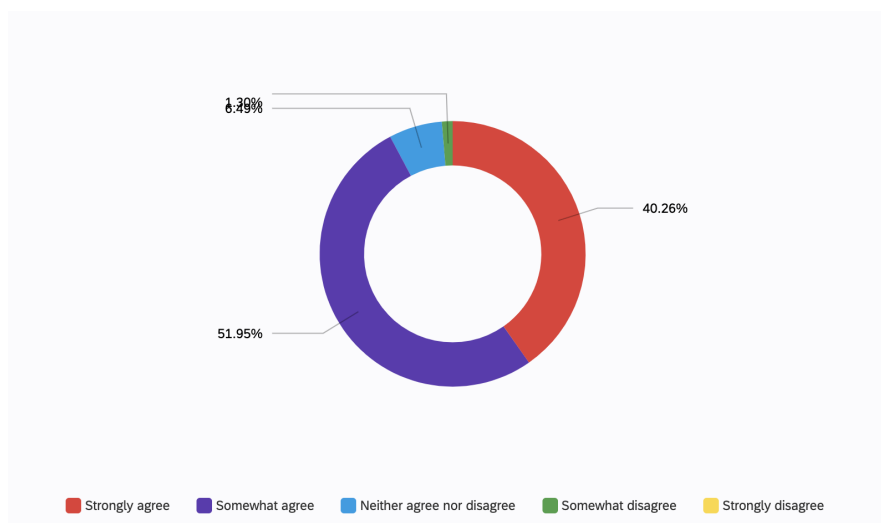
Do you follow @BeWellSU on any social media platforms?

Number of responses: 77



Indicate your level of agreement with the following statement: “I would be more willing to explore the Barnes Center services and programs if it were advertised better on social media.”

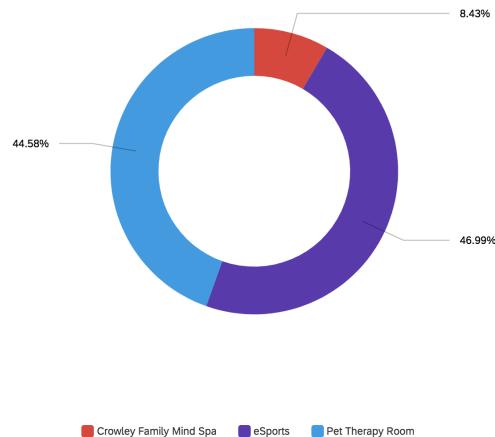
Number of responses: 77



In order to explore and understand Syracuse University students' current relationship with Syracuse University (@SyracuseU) and the Barnes Center (@BeWellSU) official accounts on social media platforms and future desire if Barnes Center presents on social media platforms. 62.34% (n=48) of respondents said that they follow Syracuse University official account (@SyracuseU) in any social media platforms that indicates a strong interest in contents released by @SyracuseU. However, only 11.69% (n=9) of students follow @BeWellSU on social media platforms in which 7 out of 9 follow it on Instagram. According to these two survey data, many students follow @SyracuseU but not @BeWellSU that indicates students' interest in Syracuse University, so it is an achievable objective to lead them to follow @BeWellSU as well. To explore the possibility of attending the Barnes Center programs if they are well advertised on social media platforms, we asked students on the questionnaire. Among respondents, 40.26% (n=31) and 51.95% (n=40) of students said they have strong desire and some desire to explore the Barnes Center programs if they are advertised on social media platforms respectively. By calculation, 92.21% of students would like to go to Barnes Center programs if they are advertised. This is a good signal to find future direction to attracting students, and the data shows students' interest in the Barnes Center. The reason for the lack of followers of @BeWellSU and visitors in the Barnes Center programs is that students do not know details and features of these programs. In conclusion, among the students' existing strong interest in @SyracuseU and the Barnes Center, if the Barnes Center puts more emphasis on advertisement, more students will engage in.

Which of the following have you participated in from the list of non-fitness related programs at the Barnes Center?

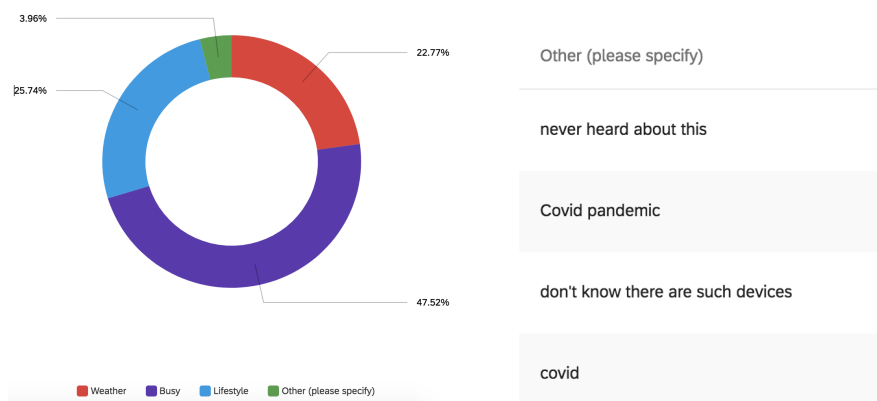
Number of Responses: 83



The Barnes Center not only provides free fitness rooms to all Syracuse Students, but also arranges a lot of non-fitness programs, such as Crowley Family Mind Spa, ESports rooms and Pet Therapy Room. In order to gain insight into students' habits and attitudes of those non-fitness programs, we asked respondents to pick the programs that they have participated in. By looking at the result, we could see that 46.99%(n=39) have been to the Esports Room, 44.58%(n=37) have been to the Pet Therapy Room and only 8.43%(n=7) have participated in the Mind Spa program. By comparing the number with the total number of respondents(n=77), we found that half of them have been to the Esports room and Pet therapy room, and only 9%(n=7) have been to the Mind Spa Room. Overall, the survey data is significant, which makes this a key finding being that given the popularity of those non-fitness programs and the rationale behind it, only half of students would like to fully use those services in the Barnes Center.

What are the reasons for not using non-fitness programs at the Barnes Center? (can choose more than one)

Number of Response: 101



To get a better idea of why Syracuse students do not participate in the non-fitness programs in the Barnes Center, we asked the respondents to choose the most suitable reasons for not using them. We found that 47.52%(n=48) pick the option “busy” as the reason they do not use them. Busy school work load would be a reasonable answer for this question. The second reason is “Lifestyle” as 25.74% (n=26) of respondents chose this option. Lifestyle indicates that those students do not have such habits to use the non-fitness programs. 22.77%(n=23) of the respondents choose “weather”, which means that different weather conditions could be one of the factors that influence the participation of students, and this factor is difficult to change. There are 3.96%(n=4) respondents who wrote down the reasons since no option is corresponding with their situation, which are “COVID-19 Pandemic”(n=2) and “never heard about this ” (n=2). Although mask wearing is compulsory in Syracuse University, students still prefer to avoid mass gatherings in order to prevent the possibility of being infected, which largely decreases the usage of those non-fitness programs. As a result, the usage of those non-fitness programs would like to increase after the end of the pandemic. Besides, the answers such as “never heard about this” lead us to conclude that the Barnes Center could benefit from promoting those services and programs on their social media to increase their exposure and awareness.

IX. RECOMMENDATIONS

Prioritize The Quality of Content

One main issue the Barnes center faces is the quality of their Instagram posts. Captions are typically very short and do not give enough context to what is trying to be promoted in the photo. Additionally, they could be utilizing more hashtags in their comments in order for the posts to be seen by a wider audience. The Barnes center would benefit from more strategic media posting instead of trying to push out content everyday. Additionally, something that could be implemented is creating a highlight that features and introduces their staff so students feel comfortable seeing familiar faces and knowing a bit about the staff before meeting them.

Create More Original and Consistent Content

The Barnes Center Instagram needs to bring more excitement and variation to their content. The same type of Instagram post with only one picture and short caption has been overdone and lacks the ability to catch an audience's attention. The Barnes center needs to make their posts focus on more programs within the center and create more consistent content. More consistent content will create a theme and cohesiveness. For example, Smoothie Sundays where the Barnes Center features their juice and smoothie cafe that will highlight different smoothie recipes to make at home or Mental Health Mondays where students get a chance to have their content shared on the BeWellSU account. Seeing reliable and new content that students can participate in will create a higher engagement on their Instagram account.

Utilize All Features Social Media Offers

After observing the few reels that the Barnes center has uploaded, it is evident that they gain much more attention than a typical Instagram post. The reels reach around 800+ views with the highest amount being 13,000 views on one video. An average number of likes on their photos ranges from around 50-200 likes. It would be in the best interest of the Barnes Center to explore these new ways of sharing content on Instagram and attracting new followers. In addition, respondents show strong interest in Instagram and TikTok from the focus group. More students following @bewellsu will lead them to know more about the Barnes Center and are more likely to walk in.

X. APPENDIX

Appendix A: Focus Group Transcript

We began with a brief introduction of the focus group's topic and had everyone state their name, grade, and major.

[00:21:30] Dasia (Moderator) "How often do you go to the Barnes Center? For any kind of services or programs."

[00:21:40] Charlie Chen "I go to the Barnes Center everyday for the gym, and I go to the health services for physical health once or twice a month."

[00:22:03] Dana Calamari "I also use the Barnes Center for the gym and health center. I don't go that often and I don't go to the gym very much anymore because there is one in my building."

[00:22:20] Zhishan Ni "I use the Barnes Center for the indoor basketball courts twice per week."

[00:22:35] Michaela Macleod "I use the Barnes Center for the fitness center, but I used it more freshman and sophomore year because I have a gym in my apartment building. I use it for the pharmacy, to pick up medications and I use the health center whenever I don't feel well. I have also been to the pet therapy room."

[00:22:58] Kyleigh Giacone "Freshman year I used to use the Barnes Center everyday for the gym, but now I go to a different gym. I went to the health center a few times and the smoothie place [Otto's Juice Box]."

[00:23:25] Dasia (Moderator) What programs do you like to use in the Barnes Center? and why? Have you ever used a non-fitness related service or facility at the Barnes Center? Which ones?

Many of them had heard of or seen some of the non-fitness related services at the Barnes Center, like the eSports room, but had never actually used them.

Charlie and Michaela heard of the eSports room from seeing it on their friend's social media pages (Snapchat, Instagram)

[00:24:20] Dasia (Moderator) Do you follow "@BeWellSU" (The Barnes Center) or any other Syracuse social media pages?

[00:24:27] **Charlie Chen** “Yes, I follow them on Instagram.”

[00:24:34] **Michaela Macleod** “I do not.”

[00:24:38] **Zhishan Ni** "Yes, I follow."

[00:24:50] **Dasia (Moderator)** What social media platforms do you use most often?

[00:25:00] **Charlie Chen** “I would say Instagram I guess.”

[00:25:04] **Dana Calamari** “Yes, same as me, Instagram.”

[00:25:09] **Kyleigh Giacone** “I probably spent most of my time on TikTok.”

[00:25:12] **Michaela Macleod** “Me too, TikTok”

[00:25:15] **Dasia (Moderator)** “Do you think Barnes Center could benefit from creating TikTok?”

[00:25:21] **Kyleigh Giacone** “Yes.”

[00:25:23] **Michaela Macleod** “I think it could be a cool watch, like great videos, I will probably follow, honestly.”

[00:25:31] **Dana Calamari** “Yea, I think I would be interested in that too.”

[00:25: 50] **Dasia (Moderator)** “How do you think the Barnes Center could draw more attention to their underused programs, like the Sanvello app and the MindSpa?”

[00:26:20] **Kyleigh Giacone** “Maybe if they posted about it on social media. If they made a TikTok and posted about students using them. I didn’t really know about those kinds of services or where they are, so they need to advertise it more.”

[00:26:32] **Michaela Mcleod** “I agree, if they were posting it more on their Instagram story with a tag of where it was, that would be helpful.”

[00:26:45] **Dasia (Moderator)** “If Syracuse made freshmen take a class or unit explaining the Barnes Center’s resources, do you think that would be helpful?”

General consensus is yes; it is hard to find out about the Barnes Center's programs because they are not advertised or discussed with students. Even just one day of discussion about the services would be helpful.

[00:27:35] Dasia (Moderator) Would you be more willing to branch out and try a class / program at the Barnes Center by yourself or with friends?

Everyone says they would more likely do it with friends.

[00:23:15] Dasia (Moderator) Do you guys follow Syracuse University on any social media pages, not specifically the Barnes Center?

[00:28:35] Kyleigh Giacone "I follow them on Instagram and maybe TikTok."

[00:29:12] Michaela Macleod "I for sure follow the SyracuseU account on Instagram, I feel like almost everyone follows that. I feel like it would be helpful if they were posting on their story."

[00:29:29] Dasia (Moderator) "Do you think the Barnes Center should be giving incentives to join these programs, like gift cards or merchandise?"

[00:29:51] Kyleigh Giacone "I feel like if they did that more people would probably go to them, but it might not be necessary."

[00:30:05] Charlie Chen "I feel like people would go there for the gift card, but they wouldn't make it a routine."

[00:31:05] Dasia (Moderator) "I think we covered almost everything. Everyone agrees that the Barnes Center needs to do better by having a stronger presence on social media, and changing their contents on the platforms that they do have, like TikTok and Instagram. They need better student outreach on campus to try to get kids to come to the underused programs. Thank you for coming, at the end we are going to have you sign the consent forms."

Appendix B: Social Studio Posts



 **The Daily Orange** 
@dailyorange

11/2/2021, 6:00 PM

Syracuse University student employees will be eligible to receive COVID-19 booster shots at the **Barnes Center** at The Arch starting Wednesday. dailyorange.com/2021/11/su-off...



The Daily Orange 
@dailyorange

11/11/2021, 2:25 PM

The GSO Senate hosted staff members from the **Barnes Center** to learn about the mental health services that are offered on campus.
dailyorange.com/2021/11/35-per...



The Daily Orange

11/2/2021, 10:50 PM

Syracuse University student employees will be eligible to receive COVID-19 booster shots at the **Barnes Center** at The Arch starting Wednesday.

SU to offer COVID-19 vaccine booster shots for s...

Student employees and students who received the Johnson & Johnson vaccine are eligible to get COVID-19 booster vaccines from SU beginning Wednesday.



The Daily Orange 
@dailyorange

11/2/2021, 11:52 AM



Richard J Chang
@RichardJChang1

Student employees at SU will be able to get COVID-19 vaccine booster shots at the **Barnes Center** at The Arch this week. The university will administer the Johnson & Johnson vaccine on Wednesday, Moderna on Thursday and Pfizer on Friday.



The Daily Orange 
@dailyorange

11/2/2021, 6:00 PM

Syracuse University student employees will be eligible to receive COVID-19 booster shots at the **Barnes Center** at The Arch starting Wednesday. dailyorange.com/2021/11/su-off...



The Daily Orange

11/9/2021, 9:51 PM

Opinion | The **Barnes Center** at the Arch has more than 30 fitness classes that benefit students' physical and mental health. Students should not overlook the value of these activities.

Taking free fitness classes at SU could help relieve...

Opinion | The Barnes Center at the Arch has more than 30 fitness classes that benefit students' physical and mental health. Students should not overlook the value of these activities.



The Daily Orange

11/9/2021, 2:40 PM

@dailyorange

Opinion | “Instead of falling into a state of decreased motivation this winter, students should encourage each other to embark in new activities like the ones offered at The **Barnes Center**,” writes our columnist.
dailyorange.com/2021/11/taking...



Jill VAXallagher

10/26/2021, 9:36 AM

@JayFloGal

“Does the virus understand the difference between a lecture hall and a weight room? Am I not able to transmit or contract COVID-19 in Gifford Auditorium, yet bound to do so in the **Barnes Center**?”
dailyorange.com/2021/10/syracu...



opinion

11/1/2021, 5:52 AM

m.dailyorange.com

Pro-military agenda at SU makes students like me feel unsafe, unwelcome

Post Unavailable

Appendix C: Qualtrics Survey and Results

1. Are you a student of Syracuse University?

☐ Yes

☐ No

Results:

#	Field	Choice Count
1	Yes	100.00% 77
2	No	0.00% 0
		77

2. Do you currently live in Syracuse?

☐ Yes

☐ No

Results:

#	Field	Choice Count
1	Yes	100.00% 77
2	No	0.00% 0
		77

3. Do you live in a dorm (on campus) or off campus residence?

☐ Dorm

☐ Off-Campus Residence

Results:

#	Field	Choice Count
1	Dorm	29.87% 23
2	Off-Campus Residence	70.13% 54
		77

4. What are your preferred social media platforms? (Check all that apply)

☐ Instagram

☐ Snapchat

- ☐ TikTok
- ☐ Instagram
- ☐ Snapchat
- ☐ Other _____

Results:

#	Field	Choice Count
1	Instagram	39.33% 70
2	Snapchat	17.98% 32
3	TikTok	20.22% 36
6	Other	5.06% 9
		178

5. Do you follow @SyracuseU on any social media platforms?

- ☐ Yes (which ones?) _____
- ☐ No

Results:

#	Field	Choice Count
1	Yes (which ones?)	62.34% 48
2	No	37.66% 29
		77

6. Do you follow @BeWellSU on any social media platforms?

- ☐ Yes (which ones?) _____
- ☐ No

Results:

#	Field	Choice Count
1	Yes (which ones?)	11.69% 9
2	No	88.31% 68
		77

7. Indicate your level of agreement with the following statement: I would be more willing to explore the Barnes Center services and programs if it were advertised better on social media.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Results:

#	Field	Choice Count
1	Strongly agree	40.26% 31
2	Somewhat agree	51.95% 40
3	Neither agree nor disagree	6.49% 5
4	Somewhat disagree	1.30% 1
5	Strongly disagree	0.00% 0
		77

8. How many times a month do you visit the Barnes Center?

- ☐ Never
- ☐ Once a week
- ☐ 2-3 times per week
- ☐ Daily

Results:

#	Field	Choice Count
1	Never	32.47% 25
2	Once a week	35.06% 27
3	2-3 times per week	19.48% 15
4	Daily	12.99% 10
		77

9. Which of the following have you participated in from the list of non-fitness related programs at the Barnes Center?

- ☐ Crowley Family Mind Spa
- ☐ eSports
- ☐ Pet Therapy Room

Results:

#	Field	Choice Count
1	Crowley Family Mind Spa	8.43% 7
2	eSports	46.99% 39
3	Pet Therapy Room	44.58% 37
		83

10. What are the reasons for not using some of the non-fitness related programs at the Barnes Center? (can choose more than one)

- ☐ Weather
- ☐ Busy
- ☐ Lifestyle
- ☐ Other (please specify)
-

Results:

#	Field	Choice Count
1	Weather	22.77% 23
2	Busy	47.52% 48
3	Lifestyle	25.74% 26
4	Other (please specify)	3.96% 4
		101

11. Did you participate in sports & extracurricular activities in high school?

- ☐ Yes
- ☐ Some
- ☐ No

Results:

#	Field	Choice Count
1	Yes	75.32% 58
2	Some	11.69% 9
3	No	12.99% 10
		77

12. Please rate the level of priority on mental health (0 = very little, 10 = a lot)

0 1 2 3 4 5 6 7 8 9 10

Level of priority	
-------------------	--

Results:

#	Field	Choice Count
1	1	1.30% 1
3	3	1.30% 1
4	4	3.90% 3
5	5	11.69% 9
6	6	5.19% 4
7	7	15.58% 12
8	8	9.09% 7
9	9	10.39% 8
10	10	41.56% 32
		77

13. Please rate the level of priority on physical health (0 = very little, 10 = a lot)

0 1 2 3 4 5 6 7 8 9 10

Level of priority	
-------------------	--

Results:

#	Field	Choice Count
3	3	2.60% 2
4	4	1.30% 1
5	5	10.39% 8
6	6	7.79% 6
7	7	14.29% 11
8	8	22.08% 17
9	9	7.79% 6
10	10	33.77% 26
		77

14. How often do you feel overwhelmed at school?

- ☐ Always
- ☐ Most of the time
- ☐ About half the time
- ☐ Sometimes
- ☐ Never

Results:

#	Field	Choice Count
1	Always	15.58% 12
2	Most of the time	27.27% 21
3	About half the time	28.57% 22
4	Sometimes	28.57% 22
5	Never	0.00% 0
		77

15. Do you prefer to do things in groups or by yourself?

- ☐ Alone
- ☐ Groups
- ☐ 1-2 people (small groups)

Results:

#	Field	Choice Count
1	Alone	22.08% 17
2	Groups	27.27% 21
3	1-2 people (small groups)	50.65% 39
		77

16. Which of following best describes you?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to answer

Results:

#	Field	Choice Count
1	Male	29.87% 23
2	Female	66.23% 51
3	Non-binary	2.60% 2
4	Prefer not to answer	1.30% 1
		77

17. Which of following best describes you?

- ☐ American student
- ☐ International student

Results:

#	Field	Choice Count
1	American student	37.66% 29
2	International student	62.34% 48
		77

18. What grade are you in?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior

☐ Graduate student

Results:

#	Field	Choice Count
1	Freshman	14.29% 11
2	Sophomore	20.78% 16
3	Junior	49.35% 38
4	Senior	11.69% 9
5	Graduate student	3.90% 3
		77

19. Have you accessed health centers besides Barnes Center in the past 3 months?

☐ No

☐ Yes

Please list the health center(s) you visited

Results:

#	Field	Choice Count
1	No	59.74% 46
2	Yes	40.26% 31
		77

20. Please list the health center(s) you visited besides Barnes Center.

Result:

Wellnow	
Aspen dental	
Hospitals in home country	

flu shot	
mental health	
theory	
the center that in nyc	
va	
urgent care	
Upstates	
Syracuse orthopedics	
gym	
Local Gym	
cvs	
got flu shot	
Clinic	
urgent care	
Eye center	
health	

XI. REFERENCES

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