

5.1 Getting to Know the Campus

OVERVIEW

Campus Name: _____

City: _____ State: _____

What is the average student enrollment for each semester the school is open?

Fall _____ Winter _____ Spring _____ Summer _____

Find out the following information for the student population:

Gender Breakdown:

Average Age

Ethnic Breakdown

On campus resident population

Major Resident Halls

Near campus resident population (within 3 miles)

Off/Commuter campus population

Foreign student population

Main countries represented

Number of transfer students

Popular majors and departments

Number of faculty and staff

Faculty student ratio:

Are there recreational facilities on campus? When are they busiest?

IDEALOGY

What are the stated mission and values of the campus?

What are the popular majors?

Are there particular views that the campus or departments champion?

Are there specific ideas and teachings that affect all students on campus?

POLITICS

Who are the administrative heads on campus?

What other faculty or students have influence or position?

Who is the president of the Student Government?

ECONOMICS

What is the annual cost to attend this school?

Where can students find scholarship money?

Do most students work?

Are there a large number of jobs on campus?

What are key jobs and how does one apply?

HISTORY

Read any literature that gives you a historic background of the campus.
Why the campus was originally established?

What dramatic or subtle changes have occurred over time that influence
how the institution functions?

What is the history of the city, and has there been any crossover between
city and campus?

What is the history of Christian groups on campus?

Is there any history of revivals, on the campus or the city?

OTHER

Track down important contact info:

Student Organizations Office: _____

Director of Student Life/Chaplain: _____

Dean of Students _____

International Student Advisor: _____

Residence Life Director: _____

Athletic Director: _____

Greek System Director: _____

How to:

Get a Room: _____

Schedule an Information Table: _____

Schedule Open Air/Drama: _____

MAKING Noise

Advertising on Campus (investigate process, procedures, and policies)

Newspaper: _____

Posters: _____

Radio: _____

Official Publications: _____

Hand Out Locations: _____

Orientation Packets: _____

Dorm's: _____

Greek System: _____

Internationals: _____

Athletes: _____

RELIGIOUS STUDENT ACTIVITY

Who's in charge?

Other religious groups on campus:

Is there a Campus Minister's Organization or equivalent: Y/N

Who is in charge? _____

Phone: _____

5.2 Getting to Know the Campus GROUPS

Student Organizations

Talk to the office in your school that works with students groups. Get a list of student groups and, on a separate sheet of paper, organize it in the following categories:

Gender/ethnicity (i.e. Filipino Club)

Religious (i.e. Muslim Student Association)

Occupations (i.e. Business Club)

Unifying causes (i.e. Student Democrats)

Play (i.e. Sailing Club, Skateboarding)

Social (i.e. Fraternities)

Which are the most popular organizations? Largest?

Which are the most well-known organizations?

Which are the most influential organizations?

Subcultures

Make a list of the subcultures that you have noticed on campus? These would be different than student organizations. Subcultures may not be politically organized into a "club" but may be very much a group. (A subculture is a community identified by unifying characteristics which create a social boundary between it and the overall campus. Subcultures define the boundaries of social interaction.) give examples

Which subcultures are you drawn to?

What are their felt needs? (A felt need is a need someone "feels". Everyone has a need for Christ but few are aware of it.) give examples

What do you have in common with this group that would let you build relationships with them?

Ethnic and International Students

Make a list of ethnic groups on campus, include international students on visas.

How many are there from each country?

What opportunities already exist to serve and mingle with international students (clubs, English classes, dorms, holidays, cultural events, outings)?

Who are important people on campus that deal with international student issues?

5.3 Getting to Know the Campus

GEOGRAPHY 1

The architecture and geographical layout of a campus has more of an effect on the campus population than one may think. Once one understands the social dimension of geography you can begin to predict where useful places for evangelism, meetings, publicity, etc. can occur.

On every campus, clear patterns develop which regulate the movement and traffic of people. With a group of students, go to campus during high traffic hours. Get a map of your campus. Mark the map using the following guide:

Decoding Dictionary:

PATHWAYS: This is the general traffic patterns of students. Mark the pathways of how students gain access around the campus and the majority of traffic flow in red.

JUNCTIONS: *use a different color-yellow doesn't print well.* Junctions are strategic points or intersections of two or more pathways. This helps find useful places for publicity and interaction with students. Mark these on your map in orange.

DISTRICTS: These are places where students meet based on themes and social networks. This helps in locating students that group by affinity, ethnicity, etc. Talk with students; make observations around the campus during meal times or in between classes. Mark these in blue on your campus map.

LANDMARKS: Physical places that most students identify with. Landmarks are good places to know where you can meet students in the future for appointments. Mark landmarks in green.

5.4 Getting to Know the Campus

GEOGRAPHY 2

If you've done "Map It, Understanding the Geography 1," you have a visual overview of your campus. Now let's get more specific by answering some questions.

PATHWAY questions:

Where is the general flow of pedestrian traffic?

Where is the hub where the traffic goes toward or flows from?

What hours of the day is traffic the heaviest?

JUNCTION questions: use different color

Where are some key points where major pathways intersect?

What are the students doing at these intersections?

What are the best uses of these intersections, posters, outdoor preaching, info table, etc.?

DISTRICT questions:

For each of the following list the place, possible uses (meetings, Bible studies, evangelism etc.), and any themes which bind people together (ethnicity, arts, living space)?

Living Space (residential halls, apartments, etc.):

Work Space (classrooms, laboratories, libraries):

Social Space (coffee shops, restaurants):

LANDMARKS:

List all the landmarks on campus that almost every student knows about or can easily identify? List also how they would be useful for you?

5.5 Getting to Know the Campus SCHEDULE

YEARLY CALENDAR

Get a copy of the campus calendar. Make sure it is complete with all events that are happening on campus (e.g. sports, campus emphasis days, important events or speakers, etc.)

WEEKLY CALENDAR

Using the "Weekly Schedule" map out the availability of students on campus during a week when school is in session.

1. What are the busy class times/ work times/ play times?
2. Are there students on campus during or after dinner?
3. Are there evening classes?
4. Is there a campus club hour during the week when the campus schedules fewer classes to encourage social involvement?
5. Are there nights when a major segment of students have a time conflict if you were to schedule a meeting? What are they doing?
6. Is there a "bar night" when most students are at bars? When is it? How far do they drive?
7. How available are students during the weekend/ weekends?
8. What are the most opportune times for you to meet students?