

# UW Student Perception of the Washington Park Arboretum



## *Research Questions:*

What motivates a University of Washington student to visit the Washington Park Arboretum?

What are the constraints or barriers keeping University of Washington students from visiting the Washington Park Arboretum?

How can we motivate students to visit the Washington Park Arboretum?

## *Purpose:*

There are over 42,000 University of Washington students. The hope is that if students connect to the Washington Park Arboretum now while attending college, they will reap the benefits the Arboretum can offer through recreation, relaxation, and education. The long range goal is that their experience will create a deep-rooted respect and admiration for nature and plants, and perhaps they will even become ardent supporters one day of the Washington Park Arboretum as alumni or as leaders at the University of Washington.

## *Methods:*

Six focus groups were conducted during the fall (2013) and spring (2014) quarters. Each focus group averaged six students from a variety of majors, and included undergraduate and graduate students (41 students total). Students were recruited to participate in the focus groups by personally visiting classrooms, requesting involvement from students in personal classes, and by sending e-mails to over 40 different random departments on campus. Some of the topics discussed in the focus group included: orientation, social and recreational events for students, directional signage on campus, and the Washington Park Arboretum web site. Each focus group was recorded and is currently being transcribed for qualitative analysis.



## *Goal:*

The goal of this research is to provide knowledge that may help pertinent stakeholders motivate University of Washington students to visit the Washington Park Arboretum.

## *Thank you*

To my committee who has given me many hours of their time to advise and guide me during my research:

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Photos: WPA background image ([rosemarywashington.wordpress.com](http://rosemarywashington.wordpress.com)), Student with Rhododendrons ([earthbee.org](http://earthbee.org)), and Pacific Coast Iris 'Ami Royale' (Eve Rickenbaker)