

All-Campus Thanksgiving Feast

 Public

Name of Assessment Project: All-Campus Thanksgiving Feast

Name(s) of Person(s) Responsible for Assessment Project: Out of State and International Student Outreach Coordinator (Shawn Fore)

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Providing Department: International House, Roosevelt College

Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project: **Department Overview:**

As the number of out-of-state and international students increases, UC San Diego has adopted new initiatives to meet the unique needs of these student populations and increase student satisfaction. The Outreach Coordinator Department works in the colleges to assist non-resident students with transition to UC San Diego and helps these students get acclimated to campus life and California culture. The focus is on international and out-of-state students, but Coordinators also outreach to California students as well to create campus community and give students the opportunity to meet others from diverse cultures and backgrounds.

The Outreach Coordinators conduct student needs assessments and provide support through outreach, marketing and introducing campus resources to students. They also implement campus wide and college programming and events to connect non-resident students with each other, increase interactions between domestic non-resident students, and introduce non-resident students to the local San Diego and greater California regions. Housed in the colleges, Shawn Fore is responsible for Sixth, Revelle, and Warren Colleges and Malina Doherty is responsible for Marshall, Muir, and Roosevelt Colleges.

Program, Service, or Event Related to Assessment Project:

International and out-of-state students come to UC San Diego to obtain an esteemed degree, but it can be overwhelming to come to a new environment away from family without knowing anyone. Because traveling can be very expensive, it is difficult for non-resident students to take a trip home over short holiday weekends. The Outreach Coordinators partnered with Residential Life, International House, and HDH to implement an All-Campus Thanksgiving Feast to accommodate non-resident students over the holiday break and provide an opportunity for students to meet others and feel a sense of belonging at UC San Diego.

The All-Campus Thanksgiving Feast featured pie making, crafting, football watching, holiday games, and a traditional American Thanksgiving Dinner. The purpose of the Thanksgiving Feast was to create community on campus and expose students to some of America's holidays and traditions.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the All-Campus Thanksgiving Feast. Students were given the opportunity to anonymously express their satisfaction with the All-Campus Thanksgiving Feast event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from event. The Outreach Coordinators distributed hardcopies of the assessment instrument at the end of the All-Campus Thanksgiving Feast. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of holiday events over campus breaks and to make improvements to the program for the upcoming year.

The main purpose of the assessment project was to assess:

- Number of participants attending the event
- Benefit of participation in event (increase in sense of belonging to UCSD)
- Student satisfaction with the Thanksgiving meal and overall event
- If program/event allowed students to connect with other students from their home region or other area

Unit/Program Specific Goals and Learning Outcomes: As a result of participating in the All-Campus Thanksgiving Feast, students will be able to:

- Name one new student they met at the event
- Report an increased sense of belonging to UCSD
- Report a level of satisfaction with the event and meal

Relationship to Student Affairs Learning Outcomes: Engage in a Healthy Lifestyle
Assessment Project 11/28/2013

Start:
Assessment Project End: 11/28/2013

Population/Sample: 260 students attended the All-Campus Thanksgiving Feast. 55 attendees completed the assessment providing a 21% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. All UC San Diego colleges and all levels of the student body were represented.

Total Students Served: 260

of International Students Served: 47

of Out-Of-State Students Served: 44

of California Students Served: 169

Type of Assessment: Satisfaction study

Other Assessment

Type(s):

Assessment Methods: Surveys

Other Assessment

Method(s):

Data Collection Tools: Hard-copies of the survey were distributed at the end of the All-Campus Thanksgiving Feast by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the All-Campus Thanksgiving Feast event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from event.

Data Analysis Methods: Data from all paper assessment were compiled and uploaded manually to Excel by Outreach Coordinators.

Presentation of Findings: The results of this assessment were used by the organizers of the All-Campus Thanksgiving Feast (Outreach Coordinators, Residential Life, i-House, and HDH) to analyze the benefit of offering holiday break events and to improve Thanksgiving programs for the following year based on student feedback. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee.

Progress: 100%

Link Assessment Project in Campus Labs Baseline :

Name

Source

No items to display.

Summary of Findings: The main purpose of the All-Campus Thanksgiving Feast assessment project was to assess the following. The data provided the following results:

- Participant demographic information
 - 260 student participants
 - 18% of attendees were International students
 - 17% of attendees were Out-Of-State students
 - 65% of attendees were California resident students
 - Students attended from all 6 colleges
 - Students from every grade level represented
- Benefit of participation in event (increase in sense of belonging to UCSD)
 - 66% of participants reported an increase in their sense of belonging to UCSD
- Student satisfaction with the Thanksgiving meal and overall event
 - 93% of participants were satisfied (or higher) with overall event
 - 96% of participants were satisfied (or higher) with Thanksgiving meal
 - 67% of participants stated that the Thanksgiving meal was the best part of the event
- If program/event allowed students to connect with other students from their home region or other area
 - 70% of participants reported meeting at least 1 new person at event

In addition to findings directly correlated with learning outcomes, the assessment also illustrated the following results:

- 53% of students heard about the All-Campus Thanksgiving Feast by flyer and 39% of students heard about the All-Campus Thanksgiving Feast via email

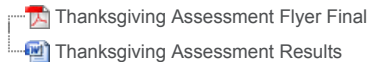
Student suggestions for next year's All-Campus Thanksgiving Feast:

- More Crafts, Games, and Activities (8), Fireworks, Icebreakers, Inform attendees about activities, Longer serving hours,

More activities to make food, More cider (4), More decorations, More food (6), Make event free, Invite more people to attend, Play music during event (3), Use real plates, Serve apple pie, Serve dinner instead of lunch, Serve sweet potatoes

Student Feedback/Comments:

- Awesome!
- Fabulous job!
- Make meeting others a game
- Food was delicious! (3)
- Good job!
- Great coordination!
- Had a great time! Thank you!
- It was fun!
- Love the decorations! Thank you!
- Make event free
- More advertising
- Play trivia game earlier in the day
- Thank you! (14)
- Super organized!



Impact of Assessment: The assessment results were viewed by the All-Campus Thanksgiving Feast organizers (Outreach Coordinators, Residential Life, i-House, and HDH) for analysis. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee. The findings were used to:

- Improve the All-Campus Thanksgiving Feast program for the following year based on student feedback
- Increase awareness and advertising of holiday break programs among international and out-of-state students to increase participation

Lessons Learned: The assessment results identified key findings of student satisfaction, benefit of participation in event, and student interest in attending similar events in the future. The results showed that a lower number of non-resident students attended this event than anticipated. The lower numbers may be due to late advertising and lack of awareness. Also, the assessment had a fairly low response rate (21%) so the delivery method of the assessment will need to be altered. At future All-Campus Thanksgiving Feast events, the Outreach Coordinators plan to begin advertising the event over the summer to non-resident students so that they are aware of holiday break options before making trip reservations. In addition, the Outreach Coordinators will be more strategic in organizing staff to distribute and collect completed assessments from students at the event so that a higher response rate is achieved. Overall, this event provided non-resident students the opportunity to learn about American holiday traditions while engaging with other non-resident and California students. The Outreach Coordinators will continue to offer an All-Campus Thanksgiving Feast since students reported high satisfaction levels. Surveys will be implemented for future holiday break events and compared with these existing findings.

Supplemental Information:

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