

"Bite of China" Food Culture Event

 Public

Name of Assessment Project: "Bite of China" Food Culture Event

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: Sixth College

Other 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:

Most international and out-of-state students come to UC San Diego to obtain a distinguished degree and also to expand their knowledge through diverse experiences. With such a large non-resident student population, it is important to respect cultural differences and to learn from the diversity that exists among UC San Diego's campus. The Outreach Coordinator department assists non-resident students in acclimating to California culture, but also provides opportunities for students to meet other student from various backgrounds and cultures.

The "Bite of China" Food Culture event gave students the chance to learn about Chinese culture. The Sixth College Outreach Intern gave a presentation on the variety of food throughout China. Students were shown a documentary entitled "A Bite of China" which highlights the differences within food culture in each region of the country. Students also got to experience traditional Chinese cuisine while watching the film.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the "Bite of China" Food Culture event. Students were given the opportunity to anonymously express their satisfaction with the "Bite of China" Food Culture 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 "Bite of China" Food Culture event. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of the "Bite of China" Food Culture event and to make improvements to the program for the upcoming quarters.

The main purpose of the assessment project was to assess:

- Number of participants attending the event
- Benefit of participation in event (increase in knowledge and/or sense of belonging to UCSD)
- What type of events students would like to attend in the future

Unit/Program Specific Goals and Learning Outcomes: As a result of participating in the "Bite of China" Food Culture event, students will be able to:

- Report an increase in their sense of belonging to UC San Diego
- Report an increase in knowledge about other cultures
- Connect with other students from their home state, country, or region

Relationship to Student Affairs Learning Outcomes: Promote Social Justice and Community Responsibility
Assessment Project Start: 2/19/2014

Assessment Project End: 2/19/2014

Population/Sample: 38 students attended the "Bite of China" Food Culture event. 38 attendees completed the assessment providing a 100% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. All six UC San Diego colleges and all levels of the student body were represented.

Total Students Served:38

of International Students Served: 13

of Out-Of-State Students Served: 2

of California Students Served: 23

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 "Bite of China" Food Culture event by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the "Bite of China" Food Culture 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 Outreach Coordinators to analyze the benefit of holding such cultural events for students and to improve cultural outreach programs for the following quarter 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
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Summary of Findings: The main purpose of the "Bite of China" Food Culture event assessment project was to assess the following. The data provided the following results:

- Participant demographic information
 - 38 student participants
 - 34% of attendees were International students
 - 5% of attendees were Out-Of-State students
 - 61% 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 knowledge and/or sense of belonging to UCSD)
 - 89% of participants agree or strongly agree they gained an increase in knowledge of other cultures
 - 69% of participants reported an increase in their sense of belonging to UCSD
 - 79% of students were satisfied (or higher) with event
- What type of events students would like to attend in the future
 - 74% of participants reported attending other cultural events in the future would be most beneficial, next was social events at 47%
 - Students expressed interest in learning about 8 additional countries
 - 20% reported an interest in learning about Japan

 Bite of China Assessment Infographic

Impact of Assessment: The assessment results were viewed by the Outreach Coordinators for analysis. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee. The findings were used to:

- Improve the cultural-related programs for the following quarter based on student feedback
- Increase awareness and advertising of cultural programs among international and out-of-state students to increase participation and benefits

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 assessment had a high response rate and provided valuable insight into

student's perception of the need for cultural programs at UC San Diego. Students expressed interest in attended cultural programs and realized the value of the event by reporting an increase in knowledge of other cultures. Students also expressed a desire to learn about other cultures. At future cultural programs, the Outreach Coordinators plan to incorporate a component of the event that is dedicated to an open dialogue between students talking about their own culture and learning from one another. Surveys will be implemented for future cultural events and compared with these existing findings.

**Supplemental
Information:**

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