

## Cinco De Mayo Old Town Bus Trip

 Public

**Name of Assessment Project:** Cinco De Mayo Old Town Bus Trip

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

**Email Address:** sfore@ucsd.edu  
**Phone Number:** (858) 822-6978

**Other Contacts:**  
**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:**

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 and culture. It can be difficult for students to get acclimated to the community without knowing where to travel or having a means of transportation. The Outreach Coordinators implemented a Cinco De Mayo Old Town Bus Trip to allow non-resident students the opportunity to explore San Diego and learn about blend of American and Mexican cultures.

The Cinco De Mayo Old Town Bus Trip transported students from UC San Diego to Old Town San Diego so students could explore various attractions within the community neighborhood. The trip took place over Cinco De Mayo weekend and Old Town was hosting a festival for attendees to learn about and appreciate Mexican-American culture. Students had the opportunity to hear about the history of Cinco De Mayo, watch Mexican dances, and indulge in Mexican food. The purpose of the trip was to create community, allow students to meet others, and expose students to some of San Diego's best attractions for a discounted price.

**Assessment Project Description:** The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the Cinco De Mayo Old Town Bus Trip. Students were given the opportunity to anonymously express their satisfaction with the Cinco De Mayo Old Town Bus Trip. 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 Cinco De Mayo Old Town Bus Trip. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of bus excursions within the community 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)
- Overall satisfaction with the bus excursion event
- If program/event allowed students to connect with other students from their home state, country, or region
- If students would be interested in attending a similar bus excursion event in the future

**Unit/Program Specific Goals and Learning Outcomes:** As a result of participating in the Cinco De Mayo Old Town Bus Trip, students will be able to:

- Report an increase in their sense of belonging to UC San Diego
- Discover San Diego by exploring areas outside of UC San Diego
- Identify an increase in knowledge of the San Diego area
- Connect with other students from their home state, country, or region or a California student

**Relationship to Student Affairs:** Advance a Plan for Personal, Academic, and Professional Success, Engage in a Healthy Lifestyle

**Learning Outcomes:**  
**Assessment Project Start:** 5/3/2014

**Assessment Project End:** 5/3/2014

**Population/Sample:** 31 students attended the San Diego Sightseeing Bus Trip. 31 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 UC San Diego colleges and all levels of the student body were represented.

**Total Students Served: 31**

# of International Students Served: 24

# of Out-Of-State Students Served: 1

# of California Students Served: 6

**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 Cinco De Mayo Old Town Bus Trip by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the Cinco De Mayo Old Town Bus Trip 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 offering bus excursions around San Diego for students and to improve bus trip 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**

No items to display.

**Summary of Findings:** The main purpose of the Cinco De Mayo Old Town Bus Trip assessment project was to assess the following. The data provided the following results:

- Participant demographic information
  - 31 student participants
    - 78% of attendees were International students
    - 4% of attendees were Out-Of-State students
    - 18% 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)
  - 82% of participants agree or strongly agree they gained an increase in knowledge of the San Diego area
  - 60% of participants reported an increase in their sense of belonging to UCSD
- If students would attend other similar workshop-related events in the future
  - 92% of participants were satisfied (or higher) with event
  - 85% of participants stated they would attend a similar bus excursion event
- If program/event allowed students to connect with other students from their home state, country, or region
  - 78% of participants were able to name at least 1 new person they met at the Cinco De Mayo Old Town Bus Trip

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

- 52% of participants agreed the food and transportation were the best parts of the Cinco De Mayo Old Town Bus Trip
- 42% of students heard about the Cinco De Mayo Old Town Bus Trip through a friend

Student suggestions of other places in San Diego to explore:

- Balboa Park, Gaslamp District, Ocean Beach, Pacific Beach, San Diego Zoo, SeaWorld

Student Feedback/Comments:

- Awesome trip!
- Exciting Adventure
- Fun!

.....  Cinco De Mayo Bus Trip Assessment Results 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 bus excursion programs for the following quarter based on student feedback
- Increase awareness and advertising of bus excursions among international and out-of-state students to increase participation and knowledge of requirements

**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 bus excursions and where students would like to explore. Students appreciated the component of the event dedicated to talking about San Diego and Old Town (ie: things to do, ways to get involved, places to eat, etc.), helping them to feel engaged within the community outside of UC San Diego. Students were able to purchase tickets through the Outreach e-commerce site which allowed for an increase in attendance and smoother transaction of ticket purchases. Overall, this event provided non-resident students the opportunity to explore San Diego while engaging with other non-resident and California students. The Outreach Coordinators will continue to offer bus excursions since students reported high satisfaction levels. Surveys will be implemented for future bus excursion events and compared with these existing findings.

**Supplemental Information:**

Last modified 7/17/2014 at 6:03 PM by [Shawn Fore](#)  
Created 7/17/2014 at 6:00 PM by [Shawn Fore](#)