

Culture Date Event

Public

Name of Assessment Project: Culture Date 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 Culture Date event highlighted a variety of different countries with a student representative. Non-resident students from the selected region served as panelists to discuss dating in their culture while student participants had the chance to ask questions about a particular region. The program provided students with the opportunity to practice conversational English, share their experiences from their home country, and meet other students from around the world. This program was designed to help students learn about other cultures, give them an opportunity to enhance their global understanding, and meet new friends.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the Culture Date event. Students were given the opportunity to anonymously express their satisfaction with the Culture Date 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 Culture Date event. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of the Culture Date 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 awareness of cultures and/or sense of belonging to UCSD)
- If students would attend other similar culture-related events in the future
- If program/event allowed students to connect with other students from their home state, country, or region
- Students satisfaction with Culture Date event

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

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

Relationship to Promote Social Justice and Community Responsibility

Student Affairs**Learning Outcomes:****Assessment Project** 5/23/2013**Start:****Assessment Project** 5/23/2014**End:****Population/Sample:** 38 students attended the Culture Date event. 31 attendees completed the assessment providing a 82% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. All 6 UC San Diego colleges and all levels of the student body were represented.**Total Students Served: 38**

of International Students Served: 19

of Out-Of-State Students Served: 1

of California Students Served: 18

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 Culture Date event by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the Culture Date 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 programs for students and to improve the Culture Date event 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 Culture Date event assessment project was to assess the following. The data provided the following results:

- Participant demographic information
 - 38 student participants
 - 61% of attendees were International students
 - 3% of attendees were Out-Of-State students
 - 36% of attendees were California resident students
 - Students attended from all 6 UC San Diego colleges
 - Students from every grade level represented
- Benefit of participation in event (increase in awareness and/or sense of belonging to UCSD)
 - 87% of participants agreed or strongly agreed they gained an increase in awareness of other cultures
 - 58% of participants reported an increase in their sense of belonging to UCSD
- If students would attend other similar cultural-related events in the future
 - 97% of participants were satisfied (or higher) with series
 - 100% of participants stated they would attend a similar cultural-related event in the future

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

- 58% of students heard about the Culture Date event through a friend
- 73% of participants agreed the activities and games were the best part of the Culture Date event

.....  Cultural Date Assessment Data Infographics**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 events 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. Attendance and the response rate for the Cultural Date event were average. Although the assessment provided valuable results, the survey did not address whether students were able to connect with other students from their home region, out-of-state, or international students. For future cultural programs, the Outreach Coordinators plan to incorporate a question in the survey that will identify whether students are making meaningful connections at these events. The Outreach Coordinators also plan to increase marketing efforts to increase attendance. Outreach to student organizations, departments, Passport to Culture attendees etc. may have students who will be interested in hearing about other cultures from international students. The Outreach Coordinators will also need to be more strict in their distribution and collection of assessments so that response rates can increase and findings can produce accurate results of student perception of the program. Surveys will be implemented for future cultural events and compared with these existing findings.

**Supplemental
Information:**

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