

Ice Skating Social Event

 Public

Name of Assessment Project: Ice Skating Social 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:

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 a new environment, meet friends, and become accustomed to life in California. The Outreach Coordinators implemented an Ice Skating Social event in Winter quarter to allow non-resident students the opportunity to connect with other students and experience some of the fun events UC San Diego has to offer.

The Ice Skating Social event invited students to go to a local ice skating rink and meet others by playing games. Students were paired in groups for icebreaker activities and had the opportunity to enjoy themselves ice skating. The purpose of this event was to create community on campus and help students come out of their comfort zone to make new friends.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the Ice Skating Social event. Students were given the opportunity to anonymously express their satisfaction with the Ice Skating Social 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 Ice Skating Social event. Data from all paper assessment were uploaded manually to Excel. The results of this assessment were used to determine the value of social events 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 sense of belonging to UCSD)
- If program/event allowed students to connect with other students from their home state, country, or region
- Overall satisfaction of event

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

- Name at least one student from his or her home region that he/she met
- Report an increased sense of belonging to UCSD
- Be satisfied with the Ice Skating Social event

Relationship to Student Affairs Learning Outcomes: Not related to any SALOs
Assessment Project Start: 2/28/2014

Assessment Project End: 2/28/2014

Population/Sample: 29 students attended the Ice Skating Social event. 29 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: 29

of International Students Served: 3

of Out-Of-State Students Served: 5

of California Students Served: 21

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 Ice Skating Social event by the Outreach Coordinators and the College Interns. Students were given the opportunity to anonymously express their satisfaction with the Ice Skating Social 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 community events for non-resident students and to improve social 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 Ice Skating Social event assessment project was to assess the following. The data provided the following results:

- Participant demographic information
 - 29 student participants
 - 14% of attendees were International students
 - 17% of attendees were Out-Of-State students
 - 72% 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)
 - 86% of participants reported an increase in their sense of belonging to UCSD
 - 100% of participants were satisfied (or higher) with event
- If program/event allowed students to connect with other students from their home state, country, or region
 - 94% of participants were able to name 1 or more students they met from attending the event
 - 55% of participants reported being able to connect with international students
 - 79% of participants reported being able to connect with out-of-state students
 - 86% of participants reported being able to connect with California-resident students

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

- 38% of students heard about the Ice Skating Social event via word of mouth and 31% of participants heard about the Ice Skating Social event via Facebook

 Ice Skating Event 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 social outreach programs for the following quarter based on student feedback
- Increase awareness and advertising of community building programs 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 community building programs. However, the majority of participants for the Ice Skating Social were California-resident students. For future social programs, the Outreach Coordinators plan to enhance the marketing efforts to outreach to additional non-resident students. Contacting or partnering with student organizations that have high numbers of members who are non-resident students might increase attendance. Although the event involved icebreakers and games, the Outreach Coordinators plan to incorporate additional "get to know you" activities so that students can make more meaningful connections with the students they meet at social programs. Overall, this event provided non-resident students the opportunity to engage with other non-resident and California students while taking a break from academic work. The Outreach Coordinators will continue to offer community building programs since students reported high satisfaction levels. Surveys will be implemented for future social events and compared with these existing findings.

**Supplemental
Information:**

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