

La Jolla Playhouse "The Who & The What" Event

 Public

Name of Assessment Project: La Jolla Playhouse "The Who & The What" 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. Non-resident students should experience all the opportunities that are available at UC San Diego, but they should also be exposed to California and American culture while living here. The Outreach Coordinators and Outreach Intern implemented a La Jolla Playhouse "The Who & The What" Event to allow non-resident students the opportunity to connect with other non-resident students and experience the theater in California.

The event invited students to meet other students and attend the famous La Jolla Playhouse for "The Who & The What" play. The purpose of this event was to create community on campus and help students come out of their comfort zone to experience life in San Diego and the attractions that are available to students.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the La Jolla Playhouse "The Who & The What" event. Students were given the opportunity to anonymously express their satisfaction with the La Jolla Playhouse "The Who & The What" 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 La Jolla Playhouse "The Who & The What" 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 students would attend other similar culture-related events in the future
- Determine what types of events students would like to attend in the future
- Overall satisfaction of event

Unit/Program Specific Goals and Learning Outcomes: As a result of participating in the Out-Of-State Student Social event, students will be able to:

- Report an increased sense of belonging to UCSD
- Be satisfied with the La Jolla Playhouse "The Who & The What" event

Relationship to Student Affairs Learning Outcomes: Not related to any SALOs

Assessment Project Start: 2/24/2014

Assessment Project End: 2/24/2014

Population/Sample: 9 students attended the La Jolla Playhouse "The Who & The What" event. 9 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. Only 3 UC San Diego colleges were represented (Revelle, Marshall, and Sixth).

Total Students Served: 9

of International Students Served: 7

of Out-Of-State Students Served: 1

of California Students Served: 1

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 La Jolla Playhouse "The Who & The What" event by the Outreach Coordinators and the College Interns. Students were given the opportunity to anonymously express their satisfaction with the La Jolla Playhouse "The Who & The What" 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 La Jolla Playhouse "The Who & The What" event assessment project was to assess the following. The data provided the following results:

- Participant demographic information
 - 9 student participants
 - 77% of attendees were International students
 - 11% of attendees were Out-Of-State students
 - 11% of attendees were California resident students
 - Students attended from 3 colleges (Revelle, Marshall, and Sixth)
- Benefit of participation in event (increase in sense of belonging to UCSD)
 - 100% of participants reported an increase in their sense of belonging to UCSD
- If students would attend other similar workshop-related events in the future
 - 100% of participants were satisfied (or higher) with event
 - 100% of participants reported they would attend a similar event in the future
 - 56% of participants reported an interest in attending cultural and social programs in the future

 La Jolla Playhouse Event Assessment Data 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 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. At future social programs, the Outreach Coordinators plan to incorporate a component of the event that is dedicated to talking about ways to get involved on campus so that non-resident students feel engaged within the campus community outside of singular events. The Outreach Coordinators also plan to increase marketing of social events to non-resident and California-resident students to increase participation. 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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