

Travel in CA Event

Public

Name of Assessment Project: Travel in CA Event

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. Many non-resident students want to explore California and the neighboring states during their short time at UCSD, 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 Travel in CA event to allow non-resident students the opportunity to learn about places to explore and traveling tips within California.

The Travel in CA event invited representatives from Outback Adventures to give a presentation on popular travel destinations in and around California. Students had the opportunity to hear about the travel stories, famous places, and best practices for traveling in California. The purpose of the event was to create community, allow students to meet others, and expose students to some of California's best attractions and how to travel to these places.

Assessment Project Description: The objective of this assessment was to compile a comprehensive satisfaction review and value of students attending the Travel in CA event. Students were given the opportunity to anonymously express their satisfaction with the Travel in CA 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 Travel in CA event. 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 awareness and/or sense of belonging to UCSD)
- Overall satisfaction with the Travel in CA 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 Travel in CA event, students will be able to:

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

Relationship to Engage in a Healthy Lifestyle

Student Affairs

Learning Outcomes:

Assessment Project 2/20/2014

Start:

Assessment Project 2/20/2014

End:

Population/Sample: 10 students attended the Travel in CA event. 9 attendees completed the assessment providing a 90% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. 3 UC San Diego colleges were represented (Marshall, Roosevelt, and Sixth) and all participants were 1st and 2nd year students.

Total Students Served: 10

of International Students Served: 8

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 Travel in CA event by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the Travel in CA 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 social programs revolving around travel and to improve such 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
 - 10 student participants
 - 78% 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 (Marshall, Roosevelt, and Sixth)
 - Students were only 1st and 2nd years
- 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 increased awareness of California life and culture
 - 100% of participants agree or strongly agree they gained an increased awareness of campus resources
 - 78% of participants reported an increase in their sense of belonging to UCSD
- If students would attend other similar workshop-related events in the future
 - 88% of participants were satisfied (or higher) with event
 - 89% of participants stated they would recommend a friend to attend a similar travel event
- If program/event allowed students to connect with other students from their home state, country, or region
 - 67% of participants were able to name at least 1 new person they met at the Travel in CA event
 - 78% of participants reported connecting with other international students
 - 33% of participants reported connecting with other out-of-state students
 - 56% of participants reported connecting with other California-resident students

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

- 89% of students heard about the Travel in CA event via word of mouth

..... Travel in CA Event Assessment Results

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 social/informational programs for the following quarter based on student feedback
- Increase awareness and advertising of social/informational programs among international and out-of-state students to increase participation and knowledge of campus resources

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. Non-resident students reported a high interest in learning about places to travel and trip tips in and around California. Although the response rate was high, the attendance for this event was fairly low. In the future, the Outreach Coordinators plan to hold a similar event in the Fall quarter when non-resident students first arrive in California. Holding the event towards the beginning of the year will ensure that the information of the event is new for students and will attract a larger audience. Overall, this event provided non-resident students the opportunity to explore places to travel while engaging with other non-resident and California students. The Outreach Coordinators will continue to offer social/informational programs since students reported high satisfaction levels. Surveys will be implemented for future social/informational events and compared with these existing findings.

Supplemental Information:

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