

2014 Good Life Festival Event Evaluation

Public

Name of Assessment Project: 2014 Good Life Festival Event Evaluation

Name(s) of Person(s) Responsible for Assessment Project: Program Coordinator (Iris Crowe-Lerma)

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Other Contacts: Providing Health, Recreation & Wellbeing

Department: Other Campus Recreation, Counseling and Psychological Services, Student Health Services

Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project: The third annual Good Life Festival took place on Thursday, May 1, 2014. The annual festival is hosted by the Student Health & Well-being cluster and is a free event designed to celebrate healthy living, promote well-being resources, and engage students in fun and exciting activities such as a climbing wall, photo booth, henna artists, face painters, aqua bubble rollers, Zumba, chair massage, healthy food options, and more. Nearly 2,200 students attended the third annual event.

Assessment Project Description: The main purpose of this assessment project was to assess the 2014 Good Life Festival attendee's experience and learning outcomes as a result of attending the third annual event. The event coordinator was most interested in gaining answers to the following questions:

As a result of attending this event, did students... :

- learn at least one new thing related to health/well-being?
- learn more about UCSD on-campus wellness resources?
- learn tips for alcohol safety which they will follow the next time they drink alcohol?
- think of new ways to have a healthy lifestyle?

Do students see this event as... :

- an event that makes it fun to be a student at UCSD?
- an opportunity to spend time with their friends?
- an event that provides a positive sense of UCSD campus community?

The event coordinator was also interested to know if students... :

- enjoyed attending the event?
- would like to see the event take place annually?
- have suggestions for improvements, or comments about their favorite aspects?

The results of this assessment will be used to implement improvements within the 2015 Good Life Festival to ensure that the event is meeting its intended goals of promoting healthy living, building awareness of on-campus wellness resources, and engaging students in fun and healthy activities.

As a result of attending The Good Life Festival, students will:

Unit/Program Specific Goals and Learning Outcomes:

- learn at least one new thing related to health/well-being
- learn more about UCSD wellness resources
- think of new ways to have a healthy lifestyle
- experience an atmosphere of positive social engagement and UCSD campus community

Relationship to Student Affairs Learning Outcomes: Engage in a Healthy Lifestyle

Assessment Project Start: 5/2/2014

Assessment Project End: 5/16/2014

Population/Sample: All event attendees were required to fill out an event liability waiver either online or on paper. Of the 2,200 total attendees, 1,267 individuals completed the online waiver and were emailed an event evaluation the morning after the event. Of the 1,267 individuals who were contacted, 397 completed the event evaluation, yielding a 31% response rate.

Type of Assessment: Student learning outcomes and/or behavioral outcomes, Needs assessment, Satisfaction study

Other Assessment Type(s):

Assessment Methods: Surveys

Other Assessment Method(s):

Data Collection Tools: An online evaluation was developed through Campus Labs Baseline and was emailed to event attendees the morning after the event, on Friday, May 2, 2014.

Data Analysis Methods: The data was reported and analyzed through Campus Labs Baseline analytics.

Presentation of Findings: Results of this assessment will be shared with the following:

- The Good Life Festival Planning Committee

- The Zone student staff
- Well-being Cluster Student Advisory Board
- Student Health & Well-being Programming Committee
- Director of Health Promotion, Debbie Pino-Saballett
- Executive Director of Student Health & Well-being, Karen Calfas

Progress: 100%

Link Assessment Project in Campus Labs Baseline :	Name	Source
	2014 Good Life Festival - Event Evaluation	Baseline (All project data)

Summary of Findings: A summary of the findings from this evaluation are included below (n=397 respondents):

As a result of attending The Good Life Festival... (learning outcome data):

- 94% reported experiencing a positive sense of UCSD campus community
- 93% reported that the event was a great opportunity to spend time with friends
- 71% learned at least one new thing related to health/well-being
- 66% reported that the event made them think of new ways to have a healthy lifestyle
- 61% learned more about The Zone
- 47% learned tips for alcohol safety which they will follow the next time they drink alcohol
- 38% learned more about Recreation
- 32% learned more about the Student Health Advocate program
- 31% learned more about A.S. Safe Rides
- 29% learned more about Counseling & Psychological Services (CAPS)
- 25% learned more about Health Promotion
- 23% learned more about Sexual Assault Resource Center (SARC)

Additional findings include:

- 95% would like to see The Good Life Festival take place as an annual event at UCSD
- 94% enjoyed attending The Good Life Festival
- 93% reported that events such as The Good Life Festival make it fun to be a student at UCSD

When asked, "**What did you like most about The Good Life Festival?**", several common themes were reported:

- The variety of activities and booths (most notably: hamster balls, henna booth, Zumba, climbing wall, and chair massages)
- Free food
- The positive and stress-free atmosphere
- The combination of fun and healthy learning

When asked for suggestions for improvements, the following themes were commonly reported:

- More activities and booths
- Less lines
- Including a performance schedule next to the stage
- Adding more Zumba sessions
- Better event signage
- More promotion and marketing of the event

Impact of Assessment: The event coordinator was pleased to see that nearly all respondents (93%+) enjoyed attending the event, would like to see it take place annually, and experienced a positive sense of UCSD at the event. The event coordinator was also happy to see that more than two-thirds of respondents learned new health/well-being information and thought of new ways to have a healthy lifestyle; however, a goal for the event is to see these percentages increase in the future. Lastly, although the event coordinator was pleased to see that 23-61% of respondents learned more about our on-campus well-being resources, a goal for the 2015 event is to implement changes to increase this percentage.

When asked for additional comments, respondents had wonderful remarks to share:

- "I had a great time meeting new people and it was a fun, relaxing break from school work."
- "Thank you for promoting a good life!"
- "I love the Good Life Festival and think it's a great way to spread healthy lifestyle for students on campus while having fun."

Overall, the event coordinator was pleased with the findings; however, the data collected will be used to enhance and expand the 2015 Good Life Festival in a way that further informs attendees on well-being information and campus resources, and influences more healthy learning opportunities.

Based on the feedback collected, the event coordinator plans to increase the number of healthy learning opportunities and address the issue of long lines by adding the following components to the 2015 event:

- An agility course
- An "Ask the Dietitian" booth (hosted by SHS & Rec Dietitians)
- An "Ask the Trainer" booth (hosted by Rec trainers)
- A ferris wheel
- A Healthy food demo booth (hosted by Student Health Advocates)

- A "passport" component where attendees will get rewarded for visiting all of the well-being cluster booths
- More henna and face painting artists
- More visibility of well-being resources spread throughout the event
- One zumba session every hour (hosted by Rec instructors)
- Yoga on the lawn (hosted by Rec instructors)
- Additional components to highlight sexual health, mental health and emotional well-being

Lessons Learned: Included below are the main lessons learned from this assessment:

1. Although the assessment received a fairly high response rate, it would have been nice to send the assessment to all event attendees (not just the ones who completed an online waiver). To address this, the event coordinator will be looking into alternative waiver system that may allow all attendees to complete an online waiver, such as the system currently in place for the Sun God Festival. The event coordinator will be reaching out to the Sun God Festival coordinators to learn more about their waiver system, or other options available.
2. The timing of the evaluation seemed to work very well. More than 200 respondents completed the evaluation the day after the event, and nearly 350 completed it within a week. In the future, we will continue to send out the survey the morning after the event in hopes of capturing the strongest response rate possible.

Supplemental Information: Event website: <http://goodlife.ucsd.edu/>

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