

# The Zone End of Year Evaluation 2014

## Public

**Name of Assessment Project:** The Zone End of Year Evaluation 2014

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

**Email Address:** icrowelerma@ucsd.edu

**Phone Number:** 858-822-7618

**Other Contacts:**

**Providing Department:** Health, Recreation & Wellbeing

**Other Units/Departments Involved in Assessment Project:**

**Program, Service, or Event Related to Assessment Project:**

This assessment project is linked to The Zone's End of Year Evaluation for the 2013-2014 academic year. Built upon the collaborative efforts of the Student Health & Well-being cluster, The Zone is a lounge for student well-being at UCSD. The Zone's mission is to provide innovative programming that promotes skill development for healthy living, and introduces well-being resources to students; and to serve as a student space for relaxation, social connections and personal development.

The main purpose of the assessment project was to assess The Zone user's experience and outcomes of visiting The Zone over the course of the 2013-2014 academic year. The Zone program manager was most interested in gaining answers to the following questions:

### **As a result of visiting The Zone, did students... :**

- learn at least one new skill to improve their well-being?
- make at least one behavior change to improve their well-being?
- develop skills to find balance in their life?
- learn more about UCSD well-being resources?

### **Do students see The Zone as a... :**

- valuable resource for students to improve their well-being?
- safe space for students?
- space where they can de-stress?
- space with staff that are welcoming, helpful, and well-informed about the well-being resources available on campus?
- space that has positively contributed to their experience at UC San Diego?

Additionally, the program manager was interested in learning more from **students who have NOT visited The Zone** in an effort to gain answers to the following questions:

- Why have they never visited The Zone?
- What do they know about The Zone?
- Do they have any suggestions for improvements for reaching students who have not visited The Zone?

The results of this assessment will be used to implement improvements to The Zone's programs, marketing efforts, staff training, and overall inclusion efforts to ensure that The Zone is meeting its intended goals of promoting healthy living and providing students with a positive experience at UCSD.

**Unit/Program Specific Goals and Learning Outcomes:** As a result of utilizing The Zone's programs, resources, or services, students will:

- Learn at least one new skill to improve their well-being
- Make at least one behavior change to improve their well-being
- Develop skills to find balance in their life
- Learn more about UCSD well-being resources

**Relationship to Student Affairs** Engage in a Healthy Lifestyle

**Learning Outcomes:** 7/1/2013

**Assessment Project Start:** 6/30/2014

**Assessment Project End:** A total of 230 students completed The Zone End of Year Evaluation for the 2013-2014 academic year. A total of 206 students responded as individuals who have USED The Zone, while 24 students responded as individuals who have NOT USED The Zone. The program manager divided these individuals into two groups as "Users" vs. "Non-users" of The Zone.

The survey was open for 2.5 weeks, from 5/28/14 - 6/13/14, during the end of Spring Quarter 2014, and was disseminated through the The Zone's email listserv, social media sites, website, and via an iPad which was placed at The Zone for visitors to complete.

**Type of Assessment:** Student learning outcomes and/or behavioral outcomes, Tracking usage , Needs assessment, Satisfaction study, Program/department review

**Other Assessment Type(s):**

**Assessment Methods:** Surveys, Participant Counter

**Other Assessment Method(s):**

**Data Collection Tools:** An online survey was developed through Campus Labs, and was disseminated to students through online and in-person avenues.

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

**Presentation of Findings:** Results of this assessment will be coupled with The Zone's annual visitation counts and will be presented in a 2013-2014 annual report for The Zone. This report will be shared with the following:

- The Zone student staff
- Student Health & Well-being Programming Committee
- Director of Health Promotion, Debbie Pino-Saballett
- Executive Director of Student Health & Well-being, Karen Calfas
- 5-year donor to The Zone, Karen Moraghan

**Progress:** 100%

**Link Assessment Project in Campus Labs Baseline :**

**Name**

**Source**

[The Zone End of the Year Evaluation](#)

Baseline (All project data)

**Summary of Findings:** A summary of the findings from this evaluation are included below (n=230):

**As a result of visiting The Zone...** (learning outcome data) :

- 77% learned at least one new skill to improve their well-being
- 72% feel that their overall well-being has improved
- 63% developed skills to find balance in their life
- 58% made at least one behavior change to improve their well-being
- 48% learned more about Counseling & Psychological Services (CAPS)
- 42% learned more about Student Health Services (SHS)
- 41% learned more about Health Promotion
- 35% learned more about Recreation
- 29% learned more about Sexual Assault Resource Center (SARC)
- 21% were already familiar with these campus well-being resources

**Additional findings include:**

- 95% would recommend others to visit The Zone
- 92% agree that The Zone staff create a welcoming environment
- 91% see The Zone as a valuable resource for students to improve their well-being
- 89% agree that The Zone staff are helpful
- 88% report The Zone as positively or very positively contributing to their experience at UCSD
- 87% see The Zone as a safe space for students
- 87% see The Zone as a space where they can de-stress
- 82% agree that The Zone staff are well-informed about the well-being resources on campus

**How often do students visit The Zone?**

- 42% reported visiting The Zone as often as 1-10+ times each quarter
- 31% reported visiting The Zone as often as 1-5+ times each week
- 17% reported visiting The Zone as often as 1-2 times per year
- 10% reported as having never visited The Zone

**When asked, "What do you like best about The Zone?", several common themes were reported, including:**

- The fact that The Zone is a free space with many free resources (e.g. tea, earplugs, programs)
- The positive and friendly atmosphere
- The relaxing environment
- The programs offered (most notably, Therapy Fluffies and the R&R Squad)

**When asked for suggestions for improvements, several common themes were reported, including:**

- Expanding The Zone to be a larger facility
- Offering R&R Squad 3 days a week, instead of only 2 days
- Offering healthy snacks at The Zone
- Longer hours of operation
- More programs and classes
- More publicity throughout campus
- Remind the staff not to chat/laugh loudly with each other behind the front desk (the guests do not appreciate this)

**Of the 10% who have NEVER visited The Zone before, what are the reasons they have not visited?** (Note: this was set as a "check all that apply" question, therefore, the total response percentage is larger than 100%)

- 59% would like to, but have not been able to
- 41% have not had time
- 18% have not heard of it before
- 14% do not know where it is located

- 9% reported that The Zone is not a space that interests them

**Impact of Assessment:** The program manager was happy to see that more than half of respondents (58-77%) learned new skills to improve their well-being, made at least one behavior change, and developed skills to find balance in their life. Additionally, the program manager was pleased to see that nearly half of all respondents (29-48%) learned more about UCSD well-being resources. These data indicate that The Zone is meeting its intended goals and purpose, and that the students who have visited The Zone have benefited in a variety of ways.

When asked for additional comments, many respondents also provided positive remarks; a few of which are included below:

- "The Zone is awesome, I really like how it promotes student health and welfare, and helps students de-stress"
- "Love the zone, Its a great way to focus on yourself amongst the craziness that is school"
- "I will be graduating next week and I will definitely stay in touch with the people I met during your events. Great environment!"
- "I love the Zone! Wish more people would know about it sooner."

Based on the data collected, the program manager would like to take the following actions in an effort to implement continued improvement at The Zone:

- Work with the Campus Community Centers to ensure that The Zone is doing everything it can to provide an inclusive environment and a safe space for all students
- In The Zone staff trainings and orientations, emphasize the importance of maintaining a professional appearance at all times (i.e. being mindful not to chat/laugh loudly in a manner that is unfriendly or neglecting towards guests)
- Periodically review well-being resource information with The Zone staff so that they stay current, up-to-date and well-informed about our campus well-being resources
- Expand publicity about The Zone to new areas of campus
- When promoting The Zone (through online, print, or in-person) be sure to mention the location

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

1. The timing of the dissemination of the survey had several issues - it was sent out too late in the year, was not sent out for a long enough duration, and it conflicted with finals week, graduation, annual campus surveys, and other end-of-year events. In the future, we hope to disseminate the evaluation closer to week 3 or 4 of the spring quarter and close the evaluation at week 10, before finals begin. This is most likely the best time frame to gather this type of end-of-year data.
2. It could be very useful to add a testimonial section towards the end of the evaluation, which can then be used (with their approval) to highlight The Zone guest's testimonials on the website.
3. Since there were a number of comments regarding expanding The Zone, it could be useful to include in next year's evaluation a question asking student's interest in supporting a fee referendum to expand or develop a larger Zone space. There have been initial talks within our cluster regarding the development of a well-being center, and responses to this type of question could potentially help justify a fee referendum, if needed.

Overall, our office is happy with the outcome of this assessment, and the data collected. The data and feedback are very valuable and will be used to continue to improve The Zone's efforts.

**Supplemental Information:** Program website: <http://zone.ucsd.edu/>

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