

2014 Triton Fest Evaluation



Public

Name of Assessment Project: 2014 Triton Fest Evaluation

Name(s) of Person(s) Responsible for Assessment Project: Manager (Alex Kushner)

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Providing Department: Campus Events

Other Department: Student Wellness

Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project:

To provide a safe alternative to the rising rates of high-risk drug and alcohol consumption in Fall Quarter, UEO proposed creating Triton Fest, an event series on Friday and Saturday evenings during the first 3 weeks of the academic year. The program provides undergraduates, primarily first year and transfer students, a safe, drug and alcohol-free outlet to engage in student life. This event series fosters a culture of well-being while promoting a sense of community at UC San Diego.

Assessment Project Description: The 2014 Triton Fest Evaluation survey includes 23 questions, geared toward measuring students' satisfaction with the events, as well as their learning related to drug and alcohol safety. Questions were also included to identify student preferences for future Triton Fest events. The survey was created by the University Events Office and Student Health and Well-being.

Unit/Program Specific Goals and Learning Outcomes: This assessment project supports the University Events Office's goals to enable students to:

- Learn tips & strategies for drug & alcohol safety
- Make new connections with their peers
- Experience a sense of campus community

Relationship to Student Affairs: Advance a Plan for Personal, Academic, and Professional Success, Engage in a Healthy Lifestyle

Learning Outcomes:

Assessment Project Start: 7/1/2014

Assessment Project End: 6/30/2015

Population/Sample: An invitation to participate in the 2014 Triton Fest Evaluation survey was sent to any student who attended at least one Triton Fest event. 20% of attendees participated in the survey and of those participants, 95% completed the survey.

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

Other Assessment Type(s):

Assessment Methods: Surveys, Other: Please indicate below

Other Assessment Method(s): Student Life ID Scanning System

Data Collection Tools: Students attending Triton Fest events were required to have their UCSD student ID cards scanned to participate. This enabled us to collect demographic data about the attendees. Following the Triton Fest series the Baseline tool was used to distribute a survey to any student who attended at least one 2014 Triton Fest event. This enabled the collection of qualitative data in the form of open-ended questions, in addition to further quantitative data about participants.

Data Analysis Methods: The data collected in this assessment project was analyzed by using the analysis functions of the Baseline tool. Additional demographic data was analyzed using the reporting functions of the Student Life ID Scanning System.

How Your Results Will Be Presented: The attached Triton Fest Series Summary was created to present the findings from our analysis of the survey and demographic data. This summary was shared with all of the key stakeholders involved in Triton Fest to establish the successes and areas for improvement of the program. The findings were utilized by Student Affairs to make determinations regarding the continuation and expansion of Triton Fest for the 2015-2016 academic year.

..... 2014 Triton Fest Series Summary

Progress: 100%

Link Assessment Project in Campus Labs Baseline : <https://ucsd.campuslabs.com/app/ClientWeb/project.aspx?projectid=203522>

Name	Source
No items to display.	

Summary of Findings: Please see the attached 2014 Triton Fest Series Summary with the findings from this assessment project.

..... 2014 Triton Fest Series Summary

Impact of Assessment: The findings from this assessment project have been utilized to establish the success of the program and to support the justification for continuing Triton Fest in the 2015-2016 academic year. This assessment was essential to the approval of additional Student Affairs resources to expand Triton Fest from 6 events in Fall 2014 to 11 events in Fall 2015.

We continue to use our findings as we embark on the planning for the 2015 Triton Fest series. This assessment has been used to determine which events or event components should be continued or removed in 2015. For example, based on the popularity of the Comedy Fest, we are expanding that event into a two day comedy festival, whereas the lack of popularity of the silent disco at the UCSD Grand Prix has resulted in our decision to remove that aspect from the event. Similarly, we have used the data to identify areas of improvement for the 2015 series. For example, we received many comments from students regarding the long lines at the events, which we are now working to address for 2015.

Lessons Learned: The survey questions can be improved in the future by asking students to demonstrate their learning related to health and

wellness, rather than simply asking if they think they learned. For example, students could be asked to list 1 strategy they learned for safe alcohol consumption. This will provide more direct assessment of student learning.

In light of the series expanding and our efforts to introduce new elements to the educational aspects of the program, we will again administer this assessment following the 2015 Triton Fest event series.

**Supplemental
Information:**

 2014-Triton-Fest-Evaluation

Last modified 8/19/2015 at 5:31 PM by [Marlene Lowe](#)
Created 8/15/2015 at 3:21 PM by [Alex Kushner](#)