

Name of Assessment Project: Compiled Outreach Trivia Night Programs 2014-2015

Name(s) of Person(s) Responsible for Assessment Project: Out of State & International Student Outreach Coordinator (Shawna Held)

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Other Contacts: Sixth College

Providing Department:

Other

Units/Departments

Involved in

Assessment Project:

Program, Service, or Event Related to Assessment Project: **Department:** Outreach Coordinators for International and Out-Of-State Students

Department Contacts: Shawn Fore Fawcett (Sixth, Warren, and Revelle Colleges)

Shawna Held (Muir, Marshall, and Roosevelt Colleges)

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, advocacy, 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 Shawna Held is responsible for Marshall, Muir, and Roosevelt Colleges. The following report is an overview highlighting the Outreach Trivia Night programs and assessments implemented by the Outreach Coordinator Department for the 2014-2015 school year.

Department Mission:

Through programs and events, the Outreach Coordinator Department will support international and out-of-state students to engage in the UC San Diego campus, acclimate to American and California culture, connect with other UCSD students, and utilize university resources.

Department Outcomes:

As a result of participating in Outreach Coordinator programs directed toward out-of-state and international student populations, students will be able to:

1. Report an increase in student satisfaction and a sense of belonging to UC San Diego
2. Report an increase in awareness and feelings of connectedness to American/Californian culture
3. Report an increase in awareness and understanding of various cultures
4. Become aware of campus resources that are here to support their co-curricular success and development
5. Report making a connection with other UC San Diego students
 1. *Out-Of-State Students:* Name a student within their home state or region and a California resident student.
 2. *International Students:* Name a student within their home country or region and an American student.
6. Discover San Diego by exploring areas outside of UC San Diego

Events Summary:

Most international and out-of-state students come to UC San Diego to engage in educational opportunities and also to

expand their knowledge through diverse experiences, but it can be overwhelming to come to a new environment away from family without knowing anyone. Since non-resident students are coming from varying cultures, educational systems, and potentially speaking different languages, they often struggle to get acclimated to a new environment, meet friends, and become accustomed to life in California.

With such a large non-resident student population, it is important to respect cultural differences and to learn from the diversity that exists among UC San Diego's campus. In order to address these challenges, the Outreach Coordinators implemented several Outreach Trivia Night programs in 2014-2015 to assist international and out-of-state students with adjusting to California culture, meet other student from various backgrounds and cultures, learn about campus resources, explore the San Diego community, and create a sense of community on campus.

Outreach Trivia Night is a weekly series where students' knowledge of popular culture, geography, school activities are put to the test. The program provides students with the opportunity to practice conversational English as well as meet new people from California, the US and globally. This program fosters a global and local curiosity due to the categories chosen. Students are challenged to be aware of the activities at UC San Diego, American culture, as well as have a global perspective. Each week there are 6 categories:

1. UC San Diego -Specific
2. Country from that Week's Passport to Culture
3. San Diego miscellaneous
4. U.S. State
5. Category chosen by 2nd place Team from Week Before
6. Campus Sponsor- specific Questions.

Outreach Trivia Night Events:

- Tuesdays from 7-9pm (Weekly)

Outreach Trivia Night Program Collaborations: Undocumented Student Services, Health Promotion, Academic Integrity Office, The Zone, Writing Center, Women's Center, Counseling & Psychological Services (CAPS), Marshall College Student Affairs, All-Campus Transfer Association (ACTA), Summer Session, Programs Abroad Office (PAO), Associated Students Transfer Senators, All-Campus Commuter Board (ACCB), Home Plate Cafe

Outreach Trivia Night Programs and Assessment Data:

30 Outreach Trivia Night Events with Learning Outcomes and Assessments

473 Total Students Served

Assessment Response Rate = 96%

- 81 International Non-Residents
 - 2% of all international non-resident students in 2014-2015
- 40 Domestic Non-Residents
 - 4% of all domestic non-resident students in 2014-2015
- 349 California Residents

Assessment Project Description: The objective of the assessments for each event was to compile a comprehensive satisfaction review and benefits of the overall Outreach Trivia Night programs implemented in 2014-2015 by the Outreach Coordinator Department. Students were given the opportunity to anonymously express their satisfaction with each individual Outreach Trivia Night event. The evaluation requested demographic information of each student, event satisfaction rating, increased awareness of campus resources, increased knowledge, connection to other students, event recommendation, 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 each Outreach Trivia Night program. Data from all paper assessments were uploaded manually to Excel. The results of the compiled assessment data were used to determine the value of the overall Outreach Trivia Night programs and to make improvements to each program for the upcoming quarters.

The main purpose of the assessment project was to assess:

- Number of participants attending Outreach Trivia Night Programs
- Benefit of participation in events (increase in knowledge, awareness of campus resources, and sense of belonging to UCSD)
- If students would attend other similar community building events in the future
- If programs/events allowed students to connect with other students from their home state, country, or region
- Students satisfaction with Outreach Trivia Night Programs

Unit/Program Specific Goals and Learning Outcomes:

As a result of participating in Outreach Trivia Night Programs, students will be able to:

- Increase knowledge of American/California culture, the San Diego community, and cultures around the world
- Become aware of campus resources that are here to support their co-curricular success and development
- Report an increase in their sense of belonging to UC San Diego
- Connect with other students from their home state, country, or region

Relationship to Student Affairs Learning Outcomes:

Think Critically and Solve Problems, Communicate Effectively, Advance a Plan for Personal, Academic, and Professional Success, Lead in a Diverse Global Society, Engage in a Healthy Lifestyle, Promote Social Justice and Community Responsibility

Assessment Project Start: 10/1/2014

Assessment Project End: 6/12/2015

Population/Sample:

473 students attended Outreach Trivia Night programs throughout 2014-2015. 454 attendees completed the assessment providing a 96% response rate. Participants consisted of a range of residency statuses – out-of-state students, international students, and California resident students. All UC San Diego colleges and all levels of the student body were represented.

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 each Outreach Trivia Night event by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the each Outreach Trivia Night event. The evaluation requested demographic information of student, satisfaction rating, and free response from students on what they liked/did not like from each event.

Data Analysis Methods:

Data from all paper assessment were compiled and uploaded manually to Excel by Outreach Coordinators.

How Your Results Will Be Presented:

The results of this assessment were used by Outreach Coordinators to improve community building 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
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No items to display.

Summary of Findings:

The main purpose of the Outreach Trivia Night Program assessment project was to assess the following based on the program specific goals. The compiled annual data provided the following results:

- Participant demographic information
 - 473 student participants
 - 17% of attendees were International students
 - 8% of attendees were Out-Of-State students
 - 74% of attendees were California resident students
 - Assessment Response Rate = 96%
 - All six colleges represented
 - Students from every grade level represented
- Benefits of participation in event (increase in knowledge, awareness of campus resources, and sense of belonging to UCSD)
 - 92% of participants agreed or strongly agreed they gained a better understanding of American/California culture, the San Diego community, and cultures around the world
 - 90% of participants agreed or strongly agreed they felt an increased awareness of campus resources to assist with Outreach Trivia Night
 - 85% of participants reported an increase in their sense of belonging to UCSD
- If students would attend other similar academic-related events in the future

- 90% of participants were satisfied (or higher) with Outreach Trivia Night programs
- 88% of participants stated they would recommend a similar culture-related event to a friend
- If program/event allowed students to connect with other students from their home state, country, or region
 - 83% of participants met at least 1 new person at each series event
 - 22% of participants were able to connect with international students
 - 11% of participants were able to connect with out-of-state students
 - 68% of participants were able to connect with California-resident students

.....  Outreach Trivia Night Programs - Outreach Coordinator Annual Report 2014-15

Impact of Assessment: The assessment results were viewed by the Outreach Coordinators for International and Out-Of-State Students along with various campus partner collaborations. Assessment results were also shared with the Non-Resident Student Engagement (NRSE) committee. The findings were used to:

- Improve community building programs for the following quarter based on student feedback
- Increase awareness and advertising of Outreach Trivia Night and community-building programs among UCSD students to increase participation

Lessons Learned: The assessment results identified key findings of student satisfaction, benefit of participation in event, and student interest in attending similar Outreach Trivia Night events in the future. Attendance for Outreach Trivia Night events was fairly consistent, but attendance could have been increased by additional outreach and also holding sessions on a regular schedule. The Outreach Coordinators will also enhance marketing efforts to outreach to international, Out-Of-State, and California-resident students. All UCSD students can benefit from learning about campus resources and social activities.

The assessments provided valuable insight into student's perception of community building programs. At future Trivia 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. It would be helpful to have student org representatives at future Outreach Trivia Night events to further connect students for an elongated period within a group. Although the event involves teamwork as part of the game, the Outreach Coordinators plan to incorporate additional "get to know you" activities so that students can make more meaningful connections with the students they meet at trivia programs. 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.

Overall assessments had a high response rate indicating high satisfaction levels, increased sense of belonging, and percentages of students meeting others. For future Trivia Night programs, the Outreach Coordinators plan to continue to be strict on having participants complete the assessment at the end of each event in order to maintain the high response rate. The Outreach Coordinators will continue to offer Outreach Trivia programs since students reported high satisfaction levels. Surveys will be implemented for future trivia events and compared with these existing findings.

Supplemental Information:

Last modified 7/15/2015 at 2:56 PM by [Shawn Fore](#)
 Created 7/15/2015 at 2:53 PM by [Shawn Fore](#)