

## Compiled Programs - Outreach Coordinator Annual Report 2014-2015



**Name of Assessment Project:** Compiled Programs - Outreach Coordinator Annual Report 2014-2015

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

Out of State and International Student Outreach Coordinator (Shawn Fore)

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**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 Cross-Cultural Adjustment & Integration 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

### Department 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, be exposed to new academic systems and cultural norms, and be expected to adjust to campus life and meet friends. 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 a wide variety of programs in 2014-2015 to assist international and out-of-state students with adjusting to California culture, meeting other student from various backgrounds and cultures, and succeeding academically. Outreach Coordinator programs consisted of the following categories: Career Development & Planning, Cross-Cultural Adjustment & Integration, English Language & Academic Support, Health & Well-Being, Outreach Trivia Nights, and Passport to Culture.

### **Program Collaborations:**

Academic Departments, Academic Integrity Office, Academic Internship Programs (AIP), Admissions Office, Career Services Center, Center for Student Involvement - Communication & Leadership, College Academic Advising, College Councils, Counseling & Psychological Services (CAPS), Financial Aid Office, Housing Dining & Hospitality (HDH), I-House, International Center, MMW Department, OASIS, Outback Adventures, Programs Abroad Office (PAO), Recreation, Registrar, SARC/CARE, Student Health Center - Student Health Advocates, Student Legal Services, Student Organizations, Summer Session, The Village, The Zone, Triton International Leaders (TILs), Women's Center, Writing Center

### **Total Sponsored Programs and Events:**

48 Sponsored Programs and Events - **14% increase** in sponsored programs from 2013-14

102 Sponsored Programs and Events (including weekly series)

- *6 Career Development and Planning Programs:* Highlights include a Residency Workshops, Optional Practical Training (OPT) Workshops, and Leadership Workshop series
- *7 Health and Well-Being Programs:* Highlights include programs on food, wellness, sexual health, and safety
- *6 English Language and Academic Support Programs:* Highlights include programs in collaboration with college writing programs or campus departments
- *23 Cross-Cultural Adjustment and Integration Programs:* Highlights include San Diego Excursions, Student Socials, Cultural Events, and the All-Campus Thanksgiving Feast
- *30 Outreach Trivia Nights (Weekly Series)*
- *30 Passport to Culture Sessions (Weekly Series)*

### **Compiled Program and Assessment Data:**

- 3239 Total Students Served
  - **56% increase** in total students served from 2013-2014
  - **226% increase** in total students served from 2012-2013
- 1303 International Non-Residents
  - 37% of all international non-resident students in 2014-2015
- 285 Domestic Non-Residents
  - 29% of all domestic non-resident students in 2014-2015
- 1306 California Residents
  - 103% increase in California students served in 2013-2014

- Overall Assessment Response Rate = 79%

**Assessment Project Description:** The objective of the assessments for each event was to compile a comprehensive satisfaction review and benefits of the overall programs implemented in 2014-2015 by the Outreach Coordinator Department. Students were given the opportunity to anonymously express their satisfaction with each individual Outreach 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 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 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 Programs and Events
- Benefit of participation in events (increase in knowledge, awareness of campus resources, and sense of belonging to UCSD)
- If students would attend other similar Outreach-related 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 Programs

**Unit/Program Specific Goals and Learning Outcomes:** As a result of participating in Outreach Programs, students will be able to:

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

**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:** 3239 students attended Outreach Coordinator programs throughout 2014-2015. 2559 attendees completed the assessment providing a 79% 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 event by the Outreach Coordinators. Students were given the opportunity to anonymously express their satisfaction with the each 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 Outreach-focused 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 Cross-Cultural Adjustment & Integration 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
  - 3239 student participants
    - 40% of attendees were International students

- 9% of attendees were Out-Of-State students
  - 40% of attendees were California resident students
  - Assessment Response Rate = 79%
- 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)
    - 87% of participants agreed or strongly agreed they gained a better understanding of academic options available for non-resident students
    - 87% of participants agreed or strongly agreed they felt an increased awareness of campus resources to assist with Outreach support
    - 77% of participants reported an increase in their sense of belonging to UCSD
  - If students would attend other similar academic-related events in the future
    - 87% of participants were satisfied (or higher) with Outreach programs
    - 83% of participants stated they would recommend a similar Outreach-related event to a friend
  - If program/event allowed students to connect with other students from their home state, country, or region
    - 71% of participants met at least 1 new person at each series event
      - 44% of participants were able to connect with international students
      - 22% of participants were able to connect with out-of-state students
      - 44% of participants were able to connect with California-resident students

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**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 the Outreach-related programs for the following quarter based on student feedback
- Increase awareness and advertising of Outreach 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 Outreach Coordinator events in the future. Attendance for Outreach events varied by program category and activity within each event. Attendance can be increased in the future by additional outreach and enhanced marketing efforts to outreach to international, Out-Of-State, and California-resident students. All UCSD students can benefit from learning about campus resources, engaging with other students, and adjusting to campus life. In the future, special attention will be awarded to increasing outreach and attendance to Out-Of-State Students in order to increase turnout from this population of students.

The assessment provided valuable insight into student's perception of community building programs. At future Outreach 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 events to further connect students for an elongated period within a group. Although many events involved icebreakers and games, 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 Outreach programs. The Outreach Coordinators also plan to disaggregate the assessment data to identify which programs allowed students to increase knowledge of topics or awareness of campus resources.

Overall, Outreach programs throughout the year provided non-resident students the opportunity to engage with other non-resident and California students. The Outreach Coordinators will continue to offer community building programs since student satisfaction levels, sense of belonging, and percentages of students meeting others were all high. In the future, the Outreach Coordinators plan continue being strict on having participants complete assessments at the end of each event in order to maintain a high response rate. Surveys will be implemented for future Outreach events and compared with these compiled yearly findings.

**Supplemental Information:**

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