

# Student Marketing Assistant and Intern Skills and Impact Assessment

Public

**Name of Assessment Project:** Student Marketing Assistant and Intern Skills and Impact Assessment

**Name(s) of Person(s) Responsible for Assessment Project:** No Roles Selected

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**Providing Department:** Art Power!

**Units/Departments Involved in Assessment Project:** ArtPower's Student Marketing Assistant and Internship Program.

**Assessment Project Description:** A survey to assess the professional and interpersonal skills gained as a result of participating in ArtPower's marketing assistant and internship program during the 2014-2015 ArtPower multi-arts season. The survey also also measures the impact their participation with ArtPower has had on their cultural understanding and appreciation of the arts.

- Unit/Program Specific Goals and Learning Outcomes:**
1. To create co-curricular opportunities in the performing arts and film that foster learning and self-discovery, as well as personal and professional skill development.
  2. To supplement and enhance the academic investigation of our students through collaborative explorations in the performing arts and film.
  3. To add to the artistic and cultural life of the La Jolla and San Diego communities.

**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

**Assessment Project Start:** 7/1/2014

**Assessment Project End:** 6/30/2015

**Population/Sample:** 15 undergraduate students who were part of the ArtPower Marketing Assistant and Intern team.

**Type of Assessment:** Student learning outcomes and/or behavioral outcomes, Program/department review

**Other Assessment Type(s):** Surveys

**Assessment Methods:** Surveys

**Other Assessment Method(s):** A SurveyMonkey survey distributed via email to the students.

**Data Collection Tools:**  Marketing Student Survey 2014-2015

**Data Analysis Methods:** Compiling survey responses and analyzing for trends.

**How Your Results Will Be Presented:** I will present the findings at an ArtPower staff meeting.

**Progress:** 100%

Link Assessment Project in Campus Labs Baseline :	Name	Source
	No items to display.	

- Summary of Findings:** Here are the key findings of the assessment:
- 64% of the students who participated in the program intend to pursue a career in marketing/communications.
  - As a result of their participation in the program the students (who began as novices) now on average ranked themselves as "intermediate" in the following skills: Ability to write a professional press release correctly.
  - As a result of their participation in the program the students (who began as novices) now on average ranked themselves as "advanced" in the following skills: Ability to educate community on ArtPower programs face-to-face at table-ing and onsite activities, ability to create graphics for social media and printed material, ability to present to student orgs and speak publicly about ArtPower programs, ability to effectively pitch marketing projects to marketing peers and staff, and ability to create effective social media campaigns and posts.
  - As a result of their participation in the program the students (who began as novices) now on average ranked themselves as "expert" in the following skills: Ability to work cooperatively as member of a large team.
  - As a result of their experience at ArtPower students on average **strongly agreed** with the following statements: "I have a better understanding of arts marketing"; "I have a greater appreciation for fine arts performances and artists"; "I have a greater understanding of world cultures other than my own"; "I have a greater appreciation of diverse arts practices (dance, chamber music, global music, jazz, contemporary music, film)"; "My participation at ArtPower has had a positive effect on my overall academic experience."
  - As a result of their experience at ArtPower students on average **agreed** with the following statements: "I learned skills at ArtPower that I can add to my professional resume"; "I learned skills at ArtPower that will assist me in securing a job post-graduation"; "I have improved my ability to communicate my ideas in a confident and cohesive manner to my colleagues"; "I have gained confidence in my leadership skills"; "I have improved my time management and deadline

- management skills"; "I feel more connected to the UCSD campus and fellow students"
- 100% of the respondents said that they would recommend the ArtPower Assistant/Internship program to their peers that are interested in the arts and/or marketing.
- When asked an open ended question of how the program could be improved the trends in the responses were that the program could be more structured (clearer goals and direction) and that assistants/interns should be held more accountable for the projects they committed themselves to.
- A sampling of representative open-ended responses in the additional comments section: "I'm grateful for the experience working with this staff who gave us so much of their experiences to learn from and challenged us to go after new things, create better work, and believed in us the whole way through. That's the biggest and most life changing thing I got from this internship and I'm forever thankful for it."; " I love everything about ArtPower especially the productive space it gave me to explore future careers and responsibilities. AND THE PEOPLE! I LOVE THE PEOPLE!"

**Impact of Assessment:** As a result of the assessment the assistant/internship program will be much more structured and more supervision hours will be devoted to the team by professional staff (this year they were supervised by a staff member who was covering the position as we searched for a permanent Assoc. Director of Marketing and Communications. We will work on strategies for holding interns more accountable for their responsibilities, including regular meetings that will keep track of their progress on projects and set forth clear expectations. Because student skills were weaker in writing professional press releases, we will focus on building those up through training activities in the coming year. We will also look into creating professional workshops that focus on the analytics of marketing since that was something that was mentioned in the comments.

**Lessons Learned:** A lesson learned is that the students craved more structure in the program. As a result of the staffing transition they had more freedom to initiate their own projects but it is clear that they needed more direction and regular contact with professional staff. This will help as the new Associate Director of Marketing & Communications shapes her leadership style with this group.

**Supplemental Information:**

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