



Assessment of ASCE Entertainment Workshop

Program



Public

Name of Assessment Project: Assessment of ASCE Entertainment Workshop Program

Name(s) of Person(s) Responsible for Assessment Project:

Role
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Providing Department: Campus Events

Other Units/Departments Involved in Assessment Project:

Associated Students, University Events Office

Program, Service, or Event Related to Assessment Project

This is an assessment of the AS Concerts & Events (ASCE) Entertainment Workshops program. The University Events Office provides advising and professional development opportunities to the ASCE student staff and will utilize this assessment to evaluate the efficacy of this ASCE professional development program in regards to student learning outcomes and participant satisfaction.

Assessment Project Description

AS Concerts & Events (ASCE) is the office of the Associated Students that is charged with creating a diverse event series that entertains, challenges and educates the UC San Diego undergraduate population. Participation in ASCE provides students with the opportunity to gain experience working in a professional environment with a particular focus on event planning and management. The University Events Office provides direct advising to ASCE and works with the Associate Vice President of Concerts & Events to develop professional development opportunities for UC San Diego undergraduate students, particularly ASCE staff, interns and volunteers. The aim of this assessment is to gauge the success of the ASCE Entertainment Workshop program in fostering the intended student learning outcomes and to determine participant satisfaction with the program. The analysis of the data collected will be used in evaluating the efficacy of this program and will influence the development of future professional development opportunities for ASCE.

Unit/Program Specific Goals and Learning Outcomes

As a result of participating in the ASCE Entertainment Workshops, students will:

- 1) Be able to describe at least one best practice related to the process of working with agents to book artists.

- 2) Demonstrate an increased understanding of the artist booking process.
- 3) Demonstrate an increased understanding of how their event work at UCSD will assist in future career aspirations.
- 4) Demonstrate an increased interest in a career in the entertainment industry.
- 5) Be able to describe at least one benefit of working in events at UCSD.

Relationship to Student Affairs Advance a Plan for Personal, Academic, and Professional Success

Learning Outcomes:

Assessment Project Start: 1/2/2013

Assessment Project End: 3/23/2013

Population/Sample

ASCE student staff, interns and other undergraduate students who attended AS Concerts & Events' Entertainment Workshops program in Winter Quarter 2013 will be assessed.

There were 32 people in attendance at the workshops and 18 of them participated in the survey. Of those 18 respondents all completed the survey in its entirety.

Type of Assessment: Student learning outcomes and/or behavioral outcomes, Satisfaction study



Other Assessment Type(s):

Assessment Methods: Surveys

Other Assessment Method(s):

Data Collection Tools

Upon conclusion of this program participants will be invited to complete an online survey administered through Baseline. This survey will address student learning outcomes and satisfaction with the program.

-  ASCE Entertainment Workshop Survey
-  ASCE Workshops Survey v2

Data Analysis Methods

Assessment data will be analyzed using Baseline's analysis tools.

Presentation of Findings

These findings will serve as the basis for recommendations to the A.S. Associate Vice President of Concerts & Events about the ASCE Entertainment Workshops program and the development of further ASCE professional development programs. This report will also be presented to the Director of the University Events Office (UEO) in order to support the work UEO does in advising ASCE.

Progress:  100%

Link Assessment Project in Campus Labs Baseline

Source Name	Project Name
All project data	ASCE Entertainment Workshop Assessment

Summary of Findings

The most noteworthy findings of this assessment are that the ASCE Entertainment Workshops were successful in generating the intended student learning outcomes and that there is strong interest in offering more of these programs in the future. Participants were largely pleased with the workshop presenters and topics and provided very positive responses to the program overall.

The Baseline data analysis tools provide the following findings:

-72% of participants responded that their interest in a career in entertainment had increased as a result of their participation in the ASCE Entertainment Workshops.

-94% of participants in the artist booking workshop agreed that after attending the program they could apply new knowledge or skills and that they had a better understanding of the artist booking process. One participant demonstrated this increase in knowledge when responding that they learned "how the managing side of the industry works. I never really knew what an agent did before."

-82% of participants in the career transition workshop agreed that the workshop gave them a better understanding of how event work at UCSD can benefit their future career aspirations. This was true regardless of the field the students intend to pursue. One student responded, "ASCE is a good place to jump start a career in the music industry," while another stated, "I learned that skills learned in ASCE are skills that might be necessary in any professional work environment."

-100% of participants responded that they would like to participate in future ASCE Entertainment Workshops and 100% also indicated that they would definitely or probably suggest the ASCE Entertainment workshops to other students.

The ASCE Entertainment Workshops were successful and well received. The event was well attended, but participants suggested that more students may have participated had marketing for the program been strengthened. This event should be expanded into a series of professional development workshops produced by ASCE.

Impact of Assessment

These findings were presented to the A.S. AVP of Concerts & Events as part of a recommendation to continue this program and to develop more Entertainment Workshop programs throughout the academic year. The AVP committed to enacting these recommendations and a professional development workshop series is being developed for the 2013-2014 academic year.

Lessons Learned

I can improve my survey questions to be more specific to the program's learning outcomes. I now have a better sense of effective survey questions and the resources available to assist me in developing assessment tools. I will also implement both a pre- and post-test to better gauge the impact of the program in building skills and knowledge.

Items This Assessment Template Supports

Type	Number	Name	Start Date	End Date	Provider
Divisional Goal	4	Real World Experiences	07/01/2011	06/30/2015	Student Affairs
Divisional Objective	45	Enhanced career planning, leadership & life skills	07/01/2011	06/30/2015	Student Affairs

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